Abstract: There is a strong growth potential in the India’s Life Insurance Industry. The annual growth of the industry is estimated at 12 to 15 percent for the upcoming years. This study investigates the impact that service quality has on customer satisfaction in India’s Life Insurance Industry. Moreover, the study attempts to identify the variation in perception of service quality among respondents in relation to demographic profiles. The study also postulates the best approach to evaluate the quality of services in the life insurance industry through an in-depth review of literature on the various model pertaining to the current times to measure service quality. The sample consist of policy holders who receive services from life insurance companies in Durg region, Chhattisgarh. The study employs the various attributes as stated in the SERVPERF model like tangibility, reliability, assurance/safety, empathy, responsiveness along with an additional component of technology to evaluate the perception of policy holders in relation to service quality. Results of the study confirms that quality of services has a significant impact on satisfaction of the customer in life insurance industry. Age and occupation are the two most important demographic variable, which have significant effect on the overall service quality perception. From a managerial perspective, the research work gives a better understanding of how customers assess the service quality and the parameters which the service providers need to take care of while delivering services.

Keywords: Customer Satisfaction, Demographic Characteristics, Life Insurance, Service Quality, SERVPERF; Technology.

I. INTRODUCTION

In the era of intensive liberalization, privatization and globalization the competition among the companies is very severe as there is a thin line of difference among the services and products being sold by different companies which is almost negligible. Organizations need to offer superior services as compared to that of competitors so as to attain a competitive position in the global market. Quality of services is an important aspect which paves the way towards a pool of satisfied and loyal customers. The present research work puts a light on the service quality with reference to India’s life Insurance Industry. Life Insurance Services products are credence products with very few cues that signal quality [1].

In a life insurance industry, the customer usually relies on extrinsic cues like brand image to ascertain and perceive service quality especially for a “pure” service such as insurance, which has minor tangible representations of its quality and is highly relational during most transactions. Whenever a customer purchases a life insurance policy the outcomes of the same are not immediate and therefore, does not lead to quick customer satisfaction. The future benefits of the insurance “product” purchased are difficult to foresee and take a long time to “prove” its effects [2]. Hence the rapport between the employees of life insurance company and customers become more important in high social interaction context [3]. Like many other financial services industries life insurance industry is also facing cut throat competition and changing customer demands. Like many other corporates or business unit’s life insurance companies also give top most priority to their customers. Awareness of customer toward quality of service forced company to focus on their strategy toward customer positioning. If the companies fail to meet the customer expectation, customer will move to other best alternative available in the market. In life Insurance this is visible in terms of policy lapses due to dissatisfied customer from service quality of the company.

Life insurance company should come up with new strategy in order to be competitive in the market and in which customer satisfaction should be the first priority. To achieve the same companies, need to understand various dimension of customer satisfaction. Through various studies it has been proved that service quality is the dimension toward customer satisfaction. All the companies in life Insurance business should understand that their business depends on the customer satisfaction and customer service and thus to improve customer service quality is very important.

The scope of this research is wider because, the aim of life insurance companies to tap huge number of customers will only be achieved when it is able to develop strategies to satisfy the need of customers belonging to different demographic profiles. However, there are very few studies carried out on service quality in life insurance in relation to effect of service quality on customer satisfaction belonging to different demographic profiles. For these reasons the, research paper aims to highlight the various conceptual models to measure service quality and presents the best way to measure service quality in life insurance industry.
II. LITERATURE REVIEW

A. Service Quality

Service Quality refers to customers’ perception and value-judgement of a product or service [4]. Service Quality is extensively recognized as a driver of an organization’s profitability and means for achieving a competitive advantage [5][6][7][8]. Service quality has been defined as ‘concentrating on meeting the needs and requirements of the customer and how well the service delivered matches customers’ expectations. Perceived Service Quality is stated as ‘a collective consumer judgement or attitude, relating to service and results from comparisons by consumer between what he expects from a given service and his actual experience while availing the service when delivered’ [9]. Delivering quality service refers to fulfilling the expectations of the customers in an articulate manner. There are three fundamental causes that have been endorsed after examining diverse writings and other literature on services. Judging the quality of service is very difficult for a consumer as compared to the goods being consumed by him. It has been observed that service quality is the result of consumer expectation with actual service performance and quality appraisal. It also includes assessments of the range of service delivered and not just an outcome of a service [10][11].

Various models have been proposed by different authors in order to measure the service quality of the offered services. Initially in a study it is stated that service performance has three major dimensions like level of materials, personnel and facilities [12]. In another research work it is stated that service quality has two major dimensions like technical quality and functional quality. Technical quality refers to the customers’ actual gain from the service and functional quality refers to the way in which the service is delivered [13].

One of the most popular models to measure Service Quality is SERVQUAL. The difference between customer expectation and perception can be measured by employing a multi-item scale known as SERVQUAL representing the five major dimensions of service quality namely, reliability, responsiveness, empathy, assurance, and tangibles [14]. The another widely used model for service quality measurement is SERVPERF model [15][16]. As per the model it has been stated that service quality should be measured as an attitude. SERPERF is purely a performance-based scale and is effective as compared to SERVQUAL model for measuring the service quality. It reduces the number of items to be measured from 44 to 22 items. SERVPERF model has more theoretical superiority as compared to SERVQUAL model [15]. The same was supported in studies carried out in various sectors like Banking and Financial Services [9][17]. Thus, expectation component of SERVQUAL model has to be omitted and instead performance component alone needs to be used [18]. Thus, for the measurement of service quality SERVPERF i.e. performance only approach is adopted as it is supported by almost all the researches in the recent times concluding that SERVPERF is better than SERVQUAL [19]. Technology is new & upcoming context other than conventional measure of service quality which need to be redeveloped in a customer-technology interaction context [20]. Technology has an influence on customer satisfaction [21]. Customers appreciate those firms which offer service where there is more flexibility to avail service in terms of freedom from space or time constraint through the use of various technologies. A state-of-the-art technology and design help the firm to fulfill its promises of offering better services to the customers [22]. In the light of these discussions in addition to the five components, technology has also been added as an important factor to measure the overall service quality of the firm.

B. Antecedents of Service Quality

Service is an intangible component and it’s very difficult to assess the quality of service as compared to goods. Whenever a customer purchase goods he can estimate the quality of goods on the basis of various parameters like style, hardness, color, feel, package etc. [10]. However, in case of service, the quality of service can be assessed with the help of the following parameters [10][21].

- Tangibility: Tangibility refers to Physical evidence of the services being offered. It includes the various factors like physical facility, equipment, employees and materials. Physical facility refers to the place in which the service is produced or delivered like ambience and spatial layout. Equipment refers to the up to date equipment like internet connectivity, printing or photocopy machines, card access systems, time clocks etc. Employees include factors like appearance of employees delivering the services, their dressing and grooming. Materials includes the resources associated with the services like brochures, business card, furnishing etc. which are related to corporate branding and need to be visually appealing.

- Reliability: Reliability refers to uniformity in the performance and trustworthiness. It includes the factors like keeping promises, resolving customer problem, service from the start, error free records and timeliness of service. Keeping promises refers to delivering services as assured. Resolving customer problem includes sincere interest to solve the issues or problems of the customer. Serving from the start refers to delivering services right from the beginning. Maintain error free record is also a crucial factor. Lastly delivering services on time to satisfy the needs of the customer is highly essential.

- Responsiveness: Responsiveness refers to the willingness or readiness of employees to deliver services. It states the timeliness of the services delivered. It includes the factors like accuracy, promptness, helpfulness and quick response. Accuracy refers to employees telling exactly when the service will be performed. Promptness denotes prompt delivery of services. Helpfulness is associated with employee’s willingness to help. Quick response relates to employee’s willingness to quickly respond to customers request.

- Safety: Safety refers to the knowledge and courteousness of the employees and their capability to instil confidence in the customers. It includes the factors like confidentiality, safety, courteousness and knowledge. Confidentiality refers to behavior of employees that instils confidence in the minds of customers. Safety denotes the feeling of security in the customer mind during their transactions with employees. Employees courteous behavior with the customers is also a vital factor. Lastly knowledge of the employees to answer to customers queries also play an important role.

- Empathy: Empathy refers to the caring and personalized attention given to the
customers. It refers to the capacity of the firm to listen and understand needs of the customers. It includes the factors like individual attention, convenient operating hours, personalized services, customer centric and customer need analysis. Company should give individual attention to the customers. Its operation hours should be very well convenient to them. Employees need to give personalized services to the customers. Company need to have their customer best interests at heart. Lastly, customer need analysis refers to efforts of the employees to understand the requirements of the customers and offer services accordingly.

Technology: Technology refers to the collection of various techniques, methods, and processes used in the production of services. In context to the present research it may refer to company’s website and mobile applications. It includes the factors like easy online transactions, relevant information, safety and personalized services. Easy online transactions refer to user friendly interface in order to reduce the manual efforts and enable naive user to understand the system and carry out online transactions very easily. Company need to provide relevant, updated and proactive information about services through Email or SMS to the customer. Safety of the customer while carrying out online transactions through the use of technological interface is also essential. Personalized services refer to the feature of technical interface to assist customer in making their individual decisions.

C. Customer Satisfaction

Customer satisfaction is an overall attitude of a customer towards a provider of a service. It can also be stated as an emotional response towards what was anticipated by a customer and what he actually received [19]. Customer satisfaction is the outcome of customers’ post purchase perception about a service when the performance of a service exceeds the expectations [23]. In the extant literature, there are basically two approaches related to consumer satisfaction that is ‘transaction-specific satisfaction’ and ‘cumulative satisfaction’. Transaction-specific satisfaction refers to the customer experience about a service and its use, after availing it once. Cumulative satisfaction refers to an overall satisfaction towards a service and its use, after availing it once. Cumulative satisfaction is the outcome of customer expectations, perceived quality, perceived value, customer complaint and customer loyalty [24].

D. Service Quality and Customer Satisfaction

Service Quality and Customer Satisfaction relationship is playing a vital role for attaining a competitive position in current business environment [21]. In order to survive in the comprehensive marketplace, firm should be able to utilize the aspects that leads to higher customer satisfaction and loyalty. There are various studies depicting the relationship between service quality and customer satisfaction. An exploratory study on life insurance industry revealed some new factors like technology that affected the overall service quality. The study revealed that assurance, personalized financial services, technology, competence, planning, corporate image and tangibles are the factors determining service quality. Results of the study depicted that, functional services, satisfaction from agent and satisfaction with company are the major predictors of customer satisfaction [21]. Another study on insurance industry evaluated the significance of service dimensions through the perceptions of a few profile factors like age, occupation, time of maturity of policy, and residential status. The study stated that reliability and responsiveness dimensions were given top most priority by different profiles. Individualized attention and Performance dimensions were given more importance followed by Tangibility and Empathy [25]. A study on hospitals in the city of Hyderabad tested the impact of SERVQUAL dimensions on patient’s satisfaction and the effect of demographic factors on the same. The study revealed that the hospital authorities need to focus on timely service delivery, billing accuracy and communication about the time on which service delivery will be done, promptness of services and willingness of employees to help the customers. There was another study which examined the moderating effect of gender on the relationship between service quality and customer satisfaction in Arabic restaurants. Results of the study indicated that gender has a significant effect on the relationship between service quality and customer satisfaction. Additionally, the study also states that the managers of restaurants should focus more on responsiveness to enhance the satisfaction level of the customers [26]. A study on banking sector in Malaysia examined the impact of E- Service Quality and E-Satisfaction on the E-Loyalty of the customers. The E-SERVQUAL model was used for the study. The results of the study indicate that assurance, privacy, responsiveness, are the parameters of E-Service Quality in banking sector. Website aesthetics, guidance, efficiency and responsiveness in internet transactions are positively significant to E-Loyalty [27].

III. RESEARCH METHODOLOGY

A. Objectives of the study

The purpose of this research work is to identify the various antecedents of service quality in relation to life insurance industry. It also evaluates the impact of service quality on customer satisfaction in Life Insurance Industry of Durg, Chhattisgarh region. Moreover, the research work also attempts to identify the difference in service quality perception of respondents in relation to demographic profile.

B. Research Hypothesis

H1: Service Quality has a positive impact on overall Customer Satisfaction
H2: There is a significant difference in perception of service quality among the male and female customers
H3: There is a significant difference in perception of service quality among the customers of different age groups
H4: There is a significant difference in perception of service quality among the customers of different occupations
H5: There is a significant difference in perception of service quality among the customers of different income groups
H6: There is a significant difference in perception of service quality among the customers with different levels of education

C. Sample and Questionnaire design
The population in the research work comprises of the individuals of Durg, Chhattisgarh region who have purchased a life insurance policy. The total population of Durg district is 33,43,872. The sample size calculated is 383 [28]. The study employs the various attributes as stated in the SERVPERF model like tangibility, reliability, assurance/safety, empathy, responsiveness along with an additional component of technology to measure service quality perception of the policy holders. The instrument designed is based on all these factors in order to study the relationship between service quality and customer satisfaction and is adopted from various research work on service quality [15][9] [17][19][20][21]. Questionnaire was designed on the basis of research instrument on each parameter and was slightly modified as per the nature of the study. The questionnaire was divided into three main sections, the first section consists of questions related to demographic profile of the respondents such as name, gender, age, income, level of education, occupation. The second section consists of questions on six dimensions of service quality identified for the study i.e. tangibility, reliability, empathy, safety, responsiveness and technology. The third section consists of questions related customer satisfaction. The responses were fetched on a five-point Likert scale ranging from ‘1 strongly disagree’ to ‘5 strongly agree’.

IV. DATA ANALYSIS AND INTERPRETATION

A. Validity of Instrument

The 39 items of the questionnaire are tested using Principal Component Analysis by employing varimax rotation. The Factor Analysis depicts seven components equivalent to seven variables. All items of service quality except P1.5 i.e. on time delivery of services and P5.1 i.e. company having up-to-date equipment depicts a high loading value. Therefore, total 25 items of service quality and 13 items of customer satisfaction are considered for the further analysis. The results of the analysis are depicted in Table 1.

Table 1: Results of Validity Testing

B. Reliability of Instrument

The internal consistency of the instrument is estimated with the help of Cronbach coefficient alpha as depicted in Table 2. After analysis it can be said that the constructs finalized for the study are highly reliable.

Table 2: Results of Reliability Testing

C. Testing of Research Hypothesis

Multiple Regression analysis is used to examine the impact of antecedents of Service Quality on Customer Satisfaction. Table 3 signifies that the R value is 0.720, which depicts a high degree of correlation between Service Quality and Customer Satisfaction.
various Life Insurance Policy holder. The value of R-Square is 0.365

Table 3: Model Summary

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R</td>
<td>R-square</td>
<td>Adjusted R-square</td>
</tr>
<tr>
<td>1</td>
<td>0.518</td>
<td>0.51</td>
<td>0.51</td>
</tr>
</tbody>
</table>

**Impact of Service Quality on Customer Satisfaction:**

Table 4 reveals that Service Quality has a significant impact on Customer Satisfaction. The Sign value is less than 0.05. Thus, the research hypothesis (H1) is accepted.

Table 4: Results of ANOVA-Service Quality and Customer Satisfaction

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sum of Squares</td>
<td>df</td>
<td>Mean Square</td>
</tr>
<tr>
<td>1</td>
<td>53.826</td>
<td>6</td>
<td>8.971</td>
</tr>
<tr>
<td>2</td>
<td>50.137</td>
<td>6</td>
<td>8.376</td>
</tr>
<tr>
<td>Total</td>
<td>103.963</td>
<td>12</td>
<td>8.661</td>
</tr>
</tbody>
</table>

The Sign value for Service Quality dimension like Reliability (P1), Responsiveness (P2), Assurance (P3), Tangibility (P5) & Technology (P6) is less than 0.05 as depicted in Table 5, which indicate that all the four dimensions have significant positive impact on customer satisfaction.

Table 5: Coefficients- Service Quality Dimensions and Customer Satisfaction

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Beta</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>0.26</td>
<td>0.188</td>
<td>1.37</td>
<td>0.177</td>
</tr>
<tr>
<td>P1</td>
<td>0.04</td>
<td>0.05</td>
<td>0.315</td>
<td>7.99</td>
</tr>
<tr>
<td>P2</td>
<td>0.02</td>
<td>0.05</td>
<td>0.439</td>
<td>2.12</td>
</tr>
<tr>
<td>P3</td>
<td>0.11</td>
<td>0.03</td>
<td>0.35</td>
<td>2.15</td>
</tr>
<tr>
<td>P4</td>
<td>0.01</td>
<td>0.03</td>
<td>0.21</td>
<td>0.12</td>
</tr>
<tr>
<td>P5</td>
<td>0.29</td>
<td>0.41</td>
<td>0.51</td>
<td>7.88</td>
</tr>
<tr>
<td>P6</td>
<td>0.12</td>
<td>0.07</td>
<td>0.26</td>
<td>0.68</td>
</tr>
</tbody>
</table>

**Service Quality Perception of the Male and Female customers:**

Table 6: Mean Scores of Male and Female customers

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality Dimensions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliability</td>
<td>4.15679</td>
<td>4.25</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>3.91996</td>
<td>3.8125</td>
</tr>
<tr>
<td>Assurance</td>
<td>3.777</td>
<td>3.76042</td>
</tr>
<tr>
<td>Empathy</td>
<td>3.34455</td>
<td>3.4583</td>
</tr>
<tr>
<td>Tangibility</td>
<td>3.70732</td>
<td>3.53125</td>
</tr>
<tr>
<td>Technology</td>
<td>3.37979</td>
<td>3.64583</td>
</tr>
</tbody>
</table>

From Table 7 it can be stated that respondents of different genders have perceived that Empathy has a significant influence on service quality in Life insurance companies.

Table 7: Independent Sample T Test- Gender and Service Quality dimensions

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Reliability</td>
<td>Equal variances assumed</td>
<td>Equal variances not assumed</td>
<td>Responsiveness</td>
<td>Equal variances assumed</td>
</tr>
<tr>
<td>Sign value</td>
<td>0.017</td>
<td>0.017</td>
<td>0.017</td>
<td>0.017</td>
<td>0.017</td>
</tr>
<tr>
<td>F Sig.</td>
<td>0.017</td>
<td>0.017</td>
<td>0.017</td>
<td>0.017</td>
<td>0.017</td>
</tr>
</tbody>
</table>

Table 8: Group Statistics- Gender and Overall Service Quality

|   |   |   |   |   |
|---|---|---|---|
|   | Gender | N | Mean | Std. Deviation |
| Overall Service Quality | Male | 287 | 3.682 | 0.854 |
|   | Female | 96 | 3.686 | 0.856 |

The table depicts that there is no significant difference in perception of service quality among the male and female customers. Hence there is no sufficient evidence to accept the hypothesis H2.

**Service Quality Perception of the customers belonging to different Age Groups:**

Table 10: Mean Scores of Each Age group

<table>
<thead>
<tr>
<th>Service Quality Dimensions</th>
<th>Up to 20</th>
<th>21-30</th>
<th>31-40</th>
<th>41-50</th>
<th>51-60</th>
<th>61 and above</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of respondents</td>
<td>4</td>
<td>102</td>
<td>126</td>
<td>96</td>
<td>35</td>
<td>18</td>
<td>383</td>
</tr>
<tr>
<td>Empathy</td>
<td>3.5</td>
<td>3.568</td>
<td>3.375</td>
<td>3.167</td>
<td>3.257</td>
<td>3.556</td>
<td>3.374</td>
</tr>
<tr>
<td>Tangibility</td>
<td>3.5</td>
<td>3.678</td>
<td>3.563</td>
<td>3.689</td>
<td>3.689</td>
<td>3.653</td>
<td>3.633</td>
</tr>
<tr>
<td>Technology</td>
<td>2.75</td>
<td>4.098</td>
<td>3.609</td>
<td>2.968</td>
<td>2.722</td>
<td>3.446</td>
<td>3.446</td>
</tr>
</tbody>
</table>
From Table 11 it can be stated that respondents of different age groups have perceived that Empathy and Technology has a significant influence on service quality in Life insurance companies.

From Table 12, it can be stated that there is a significant difference in perception of service quality among the customers of different age group. Hence the hypothesis H3 is accepted.

From Table 14, it can be stated that respondents of different occupations have perceived that Technology has a significant influence on service quality in Life insurance companies.

From Table 15, it can be stated that there is a significant difference in perception of service quality among the customers of different occupation groups. Hence, the hypothesis H4 is accepted.

Service Quality Perception of the customers belonging to different Income Groups:

From Table 16, it can be seen that respondents of different income groups have perceived that Reliability, Responsiveness, Assurance, Empathy, Tangibility, and Technology have a significant influence on service quality in Life insurance companies.
From Table 17, it can be stated that respondents of different income groups have perceived that Responsiveness, Empathy and Technology have a significant role in influencing service quality in Life insurance companies.

The table depicts that, there is no significant difference in perception of service quality among the customers of different income group. Hence there is no sufficient evidence to accept the hypothesis H5.

**Service Quality Perception of the customers with different marital status**

From Table 20, it can be stated that respondents with different marital status have perceived that Assurance and Technology has a significant influence on service quality in Life insurance companies.

The Table 22 depicts that, there is no significant difference in perception of service quality among the customers with different marital status. Hence
there is no sufficient evidence to accept the hypothesis H6.

V. CONCLUSION AND IMPLICATIONS
Service Industry is becoming convenience-oriented as this will help them to sustain in the competitive market. Insurance Industry is not an exception to that and in order to retain the customers, Life Insurance provider need to deliver superior service to their customers. From a managerial perspective, this study will give better understanding of how customers assess the service quality. The findings of the study are in consistent with the past studies [21][26][18] stating that service quality has a significant impact on the overall customer satisfaction in the insurance industry. The study discloses the fact that different antecedents of service quality like reliability, responsiveness, assurance, tangibility and technology have a direct and significant influence on overall satisfaction of the customers. This study, in line with previous studies [26], helps to understand the disparity in the level of perception among the customers across demographic profiles. The results obtained help in identifying significant changes in demographic variables which affect the service quality perception of the customers. In context to reliability dimension of service quality perception no significant difference exists among the customer of various demographic profiles. The respondents of different income groups have perceived responsiveness has a significant influence on service quality in Life insurance companies. In context to assurance dimension of service quality married customers have higher concern towards safety as compared to those of unmarried customers. In relation to empathy dimension of service quality perception significant differences exists in demographic variables like gender, age and income groups. In case of tangibility attribute of service quality perception, no significant difference exists among the customer of various demographic profiles. In context to technology dimension of service quality perception significant difference exist in demographic variables like age, occupation, income group and marital status. To summarize the difference in the level of perception among the customers across demographic profiles, it can be stated that age and occupation are two most important demographic variables, which significantly affect the overall service quality perception in Insurance Industry.

On the whole, the analysis and evaluation of tested model in life insurance industry states that a life insurance company should focus on various parameters related to reliability, responsiveness, assurance, tangibility and technology in order to offer superior quality services to the customers. While dealing with customers of various income groups a company should ensure that higher the income of the customers more the expectation is about prompt services, employees’ readiness to help and delivery of services exactly as promised. Managers of insurance companies should also ensure that they instill confidence and safety in the minds of customers during their transactions. Specifically, married customers are more worried about safety in transactions, courteousness of the employees and quick resolution of queries. Another important attribute to be taken care of is empathy while transacting with customer of different age, gender and income. An insurance company should try to give individual attention to the customers, convenient operating hours and offer services and insurance plan keeping in the mind the customers need, this will enhance their satisfaction level. Technology is also a very important aspect to be taken care of by insurance companies as it affects customers specifically, young, educated, married and high-income group customers. They expect that company’s self-service technology like application or website should be safe, easy to use and should have personalized features to help them during their transactions. Thus, it can be stated that effective service quality can lead to customer satisfaction and higher customer satisfaction surely leads to customer loyalty and good brand image.

VI. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH
All researches have certain constraints, and this research work is definitely not an exemption. This analysis has a few incarcerations and gives certain recommendations for future studies. Firstly, there is inadequate data of Life insurance companies of Durg region and further researches are required to see how accurate the results of this research are, in other part of the country. The population factor is another limitation. The study analyses the impact of demographic variables on service quality perception of customers, whereas more research could be carried out to study the moderating effect of demographic variables on service quality and customer satisfaction relationship. Another challenge faced during the entire study was that the number of policy holders with life insurance plan are very less. The sample size could be increased in future for the confirmation of results obtained and new dimensions may be added accordingly. Furthermore, we could use the same study in future for some other sector like Hotel, Information Technology, Education etc.

REFERENCES

AUTHORS PROFILE

Sukhvinder Singh Paposa received the B. Com., degree from Pt. RS University and MBA degree from Tilak Maharashtra Vidyapeeth, Pune. Currently he is pursuing Ph.D. from Nagpur University. He was a Unit Manager in ICCI Prudential Life Insurance and worked as an Assistant Professor in Rungta College of Engineering and Technology Bhilai, Chhattisgarh. Currently she is working as an Assistant Professor in Mittal School of Business, Lovely Professional University, Phagwara, Punjab. She has presented several papers in national and international journals and published papers in UGC listed journals.

Dr. V.G.Ukinkar is an Associate Professor and Head Examination section in Dhanwate National College Nagpur. With 25 years of work experience in the field of education he has presented numerous papers in national and international conferences and published papers in various journals.

Dr. Kamalpreet Kaur Paposa received the B. Com., MCM degree from Nagpur University and MBA degree from YCMOU, Nashik University. She is gold medalist from YCMOU. She did her Ph.D. on “HRD Practices” in the field of “Human Resource Management”. She worked as an Assistant Professor in Center Point College, Nagpur and Rungta College of Engineering and Technology Bhilai, Chhattisgarh, India. Currently she is working as an Assistant Professor in Mittal School of Business, Lovely Professional University, Phagwara, Punjab. She has presented several papers in national and international journals and published papers in UGC listed journals.