

INFLUENCE OF INSURANCE ON CUSTOMER SATISFACTION: AN EMPIRICAL STUDY

DIKSHA SAHNI¹ & GAURI GUPTA²

¹Assistant Professor, Department of Management, PMCC College, New Delhi, India

²Research Scholar, Department of Management, PMCC College, New Delhi, India

ABSTRACT

This research paper tries to understand the perception of the people towards insurance. Insurance is one of the important saving or needs for every people during their life. Insurance is the transfer of risk by an individual, organization etc. Insurance is the one type of safest investment for the people. The various elements involved in the insurance policy such as; Price, Terms of payments, quality etc. According to the study company image is to be the highly important criteria which we consider before taking up a life insurance. Bank Deposits is the most preferred investment alternative which is available to people followed by alternatives such as insurance, Real states, gold and silver, mutual etc. This study helps the company to make the marketing strategy.

KEYWORDS: Marketing Strategy, Consumer Preference, Insurance, Risk, Investment Alternatives