

**A STUDY OF CUSTOMER SATISFACTION TOWARDS THE SERVICES OF LIFE
INSURANCE CORPORATION OF INDIA – A STUDY WITH REFERENCE TO
KHAMMAM DISTRICT OF TELANGANA**

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ABSTRACT

Human beings are prone to many kinds of risks such as, accidents, health hazards, property losses due to natural and manmade calamities. Insurance is a means through which risk can be averted or reduced. Insurance enables the insured to protect against possible risks. Owing to increased awareness about uncertainty and risk involved in their life, people are looking towards insurance sector to provide solace to them. It is hence, pertinent for the insurance sector to know about the level of satisfaction among its customers. The main aim of this study is to know the consumer satisfaction towards LIC of India. This study is based on primary data and secondary data. Primary data is collected from 180 policyholders in Khammam District of Telangana and data were analyzed with statistical tools like cross tabulation, chi-square and ANOVA to identify the factors responsible for customer satisfaction towards the services offered by LIC.

KEYWORDS: *Customer Satisfaction, Insurance, LIC*