Effect of Service Satisfaction For Customers Based on Their Income - With Reference To General Insurance Policy

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Abstract

A customer or a buyer or a purchaser is the physical recipient of goods or services. Customer service is an organization's ability to supply their customers' want and needs .Customer service is not only a decisive function but also holds key position for the business. The success of any company depends on customer satisfaction. Research studies have found that customer satisfaction has measurable impact on purchase behavior ,customer retention and companies' financial performance .Policies catering to different needs of individual according to the wants required in that particular period of time will definitely be received well.

Keywords: Customer satisfaction, services marketing, service quality, service performance, insurance services, etc.

1. Introduction

The term customer is defined as a party who receives or consumes products or services and has the ability to choose between different products and suppliers. A customer is the physical recipient of goods or services or a product or an idea ,obtained from a seller , vendor, or supplier through a financial transaction or exchange form one or some other valuable consideration. Customer service is anorganization's ability to supply their customers' want and needs.Customer service is not only a decisive function but also holds key position for the business.The superior customer ,customer services will unquestionably boost the profitability of the business organizations. Customer service is serious of activities

designed to enhance the level of customer satisfaction that is, the provision of service before, during and after so that the product or service meet customer expectation.

AccordingtoSchiffmanandKanuk,customersatisfactionistheindividual'sperception oftheperformanceoftheproductorserviceinrelationtohisorherexpectations.Thesucce ssofanycompanydependsoncustomersatisfaction.

2. Review of literature

Dash, et al. (2007)stated about the human aspects are very important drivers of service performance in Indian banks. Customers develop personal relationships with service personnel through the process of service encountering.There are four components of marketing strategy: product, price, place and promotion. The production of quality service is crucial, because of the strong presence of human factor in the bank.

Stott, et al. (2001) investigated the issues related to service delivery excellence in an insurance company. They discussed service quality issues and the emphasis placed on alignment of factors to achieve the company goal. They concluded that if a company cannot deliver both quality products and services successfully, it will eventually be overtaken by the competition.

Sutanto, et al. (2009)conducted a study about customer satisfaction in the hotel industry. The outcome of the study reveals that full service hotel owners and managers should focus on the following three major elements of service quality: technical or outcome dimension, functional or process related dimension, and corporate image. The study suggests that hotel owners, who truly want to gain a competitive edge, must continually strive to increase the level of customer satisfaction.

3. Aim of the study

The main aim of the study is to examine the effect of income level with customer service satisfaction.

Our Heritage

4. Research design

This research study is descriptive in nature and it explains customers' service satisfaction related to financial investment in General Insurance Corporation of India. The research data outcomes are calculated based on a scale developed by Muthukrishnan and Natarajan (2016). The study covers five districts in the state of Tamil Nadu.

5. Analysis and interpretations

Table1

MonthlyIncomeandServiceSatisfaction

Factors	Income (Rs.)	N	Mean	F	p-Value
Basicservicesatisfaction	Below15k	37	20.722		
	16k-30k	213	19.305		
	31k-45k	100	18.214	2.291	0.002
	Above45	137	21.400		
	Total	550	24.278		
Advancedservicesatisfaction	Below15k	47	21.906		
	16k-30k	196	23.528		
	31k-45k	137	21.381	4.28	0.003
	Above45	170	20.650		
	Total	550	24.571		

Source: Primary Data

The basic service satisfaction and advanced service satisfaction differ based on monthly income. The results show that the various monthly income groups scored high withtheir t value 2.291 and mean is (N=37, 213, 100, 137), and the significant 'p' value is 0.002 and its less than 0.005 of 'p' value. Among various monthly income people, the basic service satisfaction mean scores for the

monthly income people such as below 15k, 16k-30k, 31k to 45k and above 45k are 20.722, 19.305, 18.214, and 21.400 respectively.Hence, there is a significant difference among the respondents of various monthly income groups regarding basic service satisfaction.While considering advanced service satisfaction, the result shows that the various monthly income respondents scored high with their t value 4.281 and mean value is (N=47,196,137,170 and the significant 'p' value is 0.003 and it is less than 0.005 of 'p' value. The results reveal that there is a significant difference among the respondents belonging to different monthly income groups regarding advanced service satisfaction.

Table 2

MonthlyIncomeandCustomerServiceSatisfaction

Monthlyincome (Rs.)	Basicservice	AdvancedService	Chi-squarevalue	p-Value
Below15k	97	127		
16k-30k	110	100		
31k-45k	220	171	2.005	0.002
Above45	123	152		
Total	550	550		

Source: Primary Data.

Thechi-squaretestvalueis2.005andthesignificantvalueis0.002,theirobtained'p'valueisless than0.005.Thisindicatesthatthenullhypothesisisacceptedandthereisa significantdifferenceamong the respondents of different monthly income groups regardingtheircustomerservicesatisfaction.

Table 3

MonthlyIncomeandCustomerServiceSatisfaction

Dimension	MonthlyIncome	SumofSquares	Mean Squar	F	p-value

Customerperception	BetweenGrou	22.954	5.739	0.477	0.001
	WithinGroup	1878.611	5.926		
	Total	1901.565			
Customermotive	BetweenGrou	3.414	.854	0.589	0.002
	WithinGroup	1469.868	4.637		
	Total	1473.383			
Subjectivefactor	BetweenGrou	6.227	1.557	0.669	0.001
	WithinGroup	1558.360	4.916		
	Total	1564.488			
Objectivefactor	BetweenGrou	25.261	6.315	0.447	0.005
	WithinGroup	1315.000	4.48		
	Total	1340.261			
Basicservicesatisfaction	BetweenGrou	2467.161	2.888	0.558	0.004
	WithinGroup	2473.333	1.247		
	Total	4.227			
Advancedservicesatisfaction	BetweenGrou	1544.360	.854	0.441	0.001
	WithinGroup	2264.468	4.637		
	Total	25.261			

Source: Primary Data.

TheF valueis3.598withbasicservicesatisfactionand5.568isthevalueofadvancedservicesatisfaction,andthesignificant'p'valueis0.001inbasicservicesatisfactionand0.003isthevalueofadvancedservicesatisfactionanditislessthan0.005.Thisrevealsthatthenullhypothesisisaccepted.Thus, thereisa significantdifferencebetweenthevariousmonthlyincomegroupsandtheircustomerservicesatisfaction.

6. Findings

In the case of customers' monthly income, it differs in advanced service satisfaction and does not differ in basic service satisfaction. There is a positive relationship between the customers' monthly income and customers' service satisfaction. It is found that the monthly income is influencing with the advanced

service   satisfaction   of   customers
servicesatisfaction.Thebasicservicesatisfactionisinfluencedbythecustomerswhogiv
eimportancetothevalueformoneyandtheadvancedservicesatisfactioni s
influencedbythecustomerswhoseproductsexactlymeettheirpurchaseexpectation

7. Suggestions and conclusion

The service satisfaction of customers varies according to their income level. Hence, it is suggested that insurance policies shall be offered according to their income, as well as their motive. Basically, the needs and wants of each individual differ as to their economic situation and make them to expect accordingly. Basic and advance factors also reflect in accord to their economic situation. Hence, companies must focus their offerings to meet the demands of individuals according.

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