

# A Study on Types of Policy in Life Insurance Corporation of India Reference to Kovilpatti Branch

**Dr. R. Selvaraj<sup>1</sup>, V. Vetrisevi<sup>2</sup>, M. Murugalakshmi<sup>3</sup>**

Associate Professor, S. S. Duraisamy Nadar Mariammal Collage, Kovilpatti, India<sup>1</sup>

Assistant Professor, Department Commerce, S. S. Duraisamy Nadar Mariammal Collage, Kovilpatti, India<sup>2</sup>

Student, II M.com, Department of Commerce, S. S. Duraisamy Nadar Mariammal Collage, Kovilpatti, India<sup>3</sup>

**Abstract:** *Customer satisfaction plays an important role within your business. Not only is it the leading indicator to measure customer loyalty, identify unhappy customers, reduce and increase revenue; it is also a key point of differentiation that helps industry to captivate new customers in market based economy and dynamic business environment. Being service sector, Life Insurance Corporation has monopoly of all Life Insurance Company those who are running present time in India. Life Insurance Corporation's mission is to secure and enhance people's quality of life through financial security by providing aspired products and services with competitive returns and by providing resources for economic development. The current study focused on the consumers' level of satisfaction. The present study was based on primary data, which was collected through a questionnaire among 120 insurance customers of LIC India.*

**Keywords:** LIC, Consumer Satisfaction

## REFERENCES

- [1]. Arun Vijay, V. K. (2018), "A study on policyholders' satisfaction of health insurance with Special Reference to Ernakulam District, Kerala", International Journal of Engineering & Technology.
- [2]. Chaudhary, S. (Dec. 2016), "Consumer Perception Regarding Life Insurance Policies", Pacific Business Review International.
- [3]. Copley, L. (2017). "6 reasons why customer satisfaction is important", The Call Takers Blog.
- [4]. C Selvarani, A. R. (2017). "A study on customer satisfaction towards LIC with special reference to Villupuram town".
- [5]. Gangwar, D. S. (2012), "Factors affecting customers' preferences for life insurers: An empirical study".
- [6]. Hossein, V., & Farokhian, S. (2013), "Factors influencing customer satisfaction with the success factors identified in the insurance industry".
- [7]. Hussen, S. (2015). "Service Quality, Customers' Satisfaction Loyalty: A Study on ISSN Insurance Companies In Adama, Ethiopia", Ethiopia European Journal Of Business And Management