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ORIGINAL ARTICLE

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A STUDY ON CUSTOMER SATISFACTION TOWARDS PRIVATE INSURANCE COMPANIES IN KANYAKUMARI DISTRICT

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ABSTRACT

The insurance is primarily a social device adopted by civilized society for mitigating the incidence of loss of income to families by unforeseen contingencies. In India, when life insurance companies started operating in the middle of 20th century the evil pay natural to all business had its away. There was a lot of cutthroat competition as well as profiteering. The avowed social objective of insurance had been totally relegated to background. As a result Life Insurance Corporation of India (LIC)

Article Indexed in



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Introduction

However, government made paradigm shift in the economic policy by adopting the process of liberalization, privatization and globalization at the end of previous decade chairmanship of Mr. Malhotra. Ex-governor of RBI for understanding various reforms in the insurance sector in the light of new economic policy.

A Good Introduction :-

Depict the significance (importance) of the study - why was this value doing in any case? Give a wide connection. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.

Materials

The methodology is descriptive and diagnostic in nature. The data help of structured interview schedule. Techniques like interview discussions and observation are customers. 824 samples were taken for the study. The collected data were subjected to statistical tools such as Garrett Ranking.

A Good Materials :-

Materials may be accounted for in a different passage or else they may be distinguished alongside your systems. In biosciences we habitually work with arrangements - allude to them by name and portray totally, including convergences of all reagents, and pH of watery arrangements, dissolvable if non-fluid.

Result

Must add result in your article.

A Good Result :-

Results are as per aims and objective and useful to further research .

Conclusion

The present study concludes that the level of customers satisfaction on life insurance products, services, service quality and service providers are varying from moderate to low. The levels of satisfaction on all aspects of life insurance among the rural customers are higher than that among the taken customers.

A Good Conclusion :-

You may propose future headings, for example, how the analysis may be adjusted to achieve an alternate target. Clarify the majority of your perceptions however much as could be expected, concentrating on systems.

References

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A Good References :-

There are Places where the Author C. Eugine Franco and M. Sindhu Need to Cite a Reference, but Have Not

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers		✓			
2.	Originally & Novelty of the ideas	✓				
3.	Importance of the proposed ideas		✓			
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)	✓				

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2. Certificate Courses in Commerce
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce

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College:- **HOD of Commerce, St. Xavier's College (Autonomous), Palayamkottai**. The research paper is Original & Innovation it is done Double Blind Peer Reviewed. Your article is published in the month of **April** Year



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Editor-in-Chief

REVIEWER COMMENTS

- This was a superb give an account of extremely intensive examination.
- The writing audit was careful, the approach was carefully exhaustive and fused the utilization of sufficient quantities of tests in dust size examination and blast tests.
- I discover no shortcoming at all with the routines, information examination, or conclusions.
- The work, as with all work advancing from this specific gathering, is

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