

**A COMPARATIVE STUDY OF CUSTOMER SATISFACTION IN  
LIFE INSURANCE BUSINESS.(WITH SPECIAL REFERENCE  
TO THE SRI LANKA INSURANCE CORPORATION LTD, VS  
CEYLINCO INSURANCE COMPANY LTD IN TRINCOMALEE  
TOWN AND GRAVETS D.S DIVISION)**



**GOWRI POOBALAN**



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**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

**2007.**

## ABSTRACT

This research is “comparative study of customer satisfaction in Sri Lanka Insurance Corporation Ltd with Ceylinco Insurance Company Ltd in life insurance business in Trincomalee Town and Gravets D.S Division”. This research analysis consist of seven chapters each of it has it's own importance. The first chapter is the introduction. This deals mainly the research problem. In the context of problem background problems were identified for the study is that the impact of customer's satisfaction on the life insurance. The main objective for the study is to measure the customer's satisfaction and to ascertain the major factors influencing customer's satisfaction in life insurance and also to recommend the ways and means to improve customer satisfaction.

This research investigation was designed to evaluate the customer's satisfaction were taken based on the conceptualization frame work. The main factors are policy option, benefits to customers, service delivery, availability of service, publicity of service, premium and payment. For this purpose the research was undertake at the Sri Lanka Insurance Corporation Ltd and Ceylinco Insurance Company Ltd in Trincomalee Town and Gravets D.S Division. Using data collected from a sample of 100 customers from each insurance company in a systematic random sample method. The collected data were analyzed using the univariate method. The central theorem tendency analyses were done for all variables. The data collected were presented in the form of tables and pie charts.

From the findings on each variable Sri Lanka Insurance Corporation Ltd customers had moderate level of satisfaction. And customers of ceylinco insurance Company Ltd had high level customer satisfaction. Therefore this study concluded Sri Lanka Insurance Corporation Ltd should give more attention to all variables. So this study recommends some ways to Sri Lanka Insurance Corporation Ltd to improve customer satisfaction.

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