

**THE IMPACT OF SALES PEOPLE'S INTERACTIVE
BEHAVIOUR ON CUSTOMER LOYALTY: SPECIAL
REFERENCE TO INSURANCE COMPANIES IN BATTICALOA
DISTRICT**

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ABSTRACT

Insurance companies need sound systems of improving sales people's interactive behaviour to achieve a competitive edge over the competitors. This study aimed at investigating the impact of sales people's interactive behaviour on customer loyalty: Special reference to insurance companies in Batticaloa district. The objectives of the study are to identify the level, relationship and impact of sales people's interactive behaviour on customer loyalty. The Study had been conducted among 398 life insurance customers in Batticaloa district and stratified random sampling was used. Descriptive statistics, correlation and regression analysis were used to analyze the data. A set of hypothesis were developed and tested by correlation analysis.

The study found that the sales people's interactive behaviour and customer loyalty were in high level in Batticaloa district. Intellectual stimulation behaviour was given more importance than the other sales people's interactive behaviour. Furthermore, It has been proven that there is a strong positive relationship between them; and sale people's interactive behaviour significantly influenced customer loyalty of the insurance companies. The study contributes to existing theoretical and practical knowledge by providing evidence about the relationship between sales people's interactive behaviour and customer loyalty. The life insurance sector is growing rapidly in Sri Lanka. Hence this research has the potential to contribute to the overall insurance companies in terms of how to maintain long term relationship between the insurance companies and their customers.

Keywords: Sales People's Interactive Behaviour, Idealized Influence Behaviour, Inspirational Motivation Behaviour, Intellectual Stimulation Behaviour, Individualized Consideration Behaviour, Smart Selling Behavior, Customer Loyalty.

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