Declaration

This is to declare that the thesis entitled "Experience and Satisfaction of Bancassurance Customers: A study on State Bank of India" is an original research work submitted for the award of the degree of Doctor of Philosophy in the Department of Business Administration, Jawaharlal Nehru School of Management Studies, Assam University, Silchar. Any part or in full thereof has not been submitted to any other University or Institution for award of any other research degree or diploma.

Date:22-04-2016 (Mousumi Choudhury)

Place :Silchar

PREFACE

With the recent economic developments, new trends are emerging in the arena of financial services throughout the world. Convergence of insurance companies with banks has become vital. Insurance companies, particularly life insurance companies, need immense distribution strength and tremendous manpower to provide insurance services to the different sections of the society. The growing competition forced these insurance companies to come with innovative techniques to market their products and services so as to have access to large number of customers of the different sections of the society. At this juncture banks with their vast infrastructures, huge geographical base and high penetration in terms of customer reach of all sections emerged as a potential distribution channel for insurance products. It is in this context, the new concept which emerged due to union (or convergence) of insurance and banking sectors was termed by financial experts as Bancassurance.

The present study examines customers' perception, experience and satisfaction towards this emerging distribution channel of insurance named bancassurance.

The first chapter of this study discusses conceptual and historical background of bancassurance. The policy guidelines regarding bancassurance business model is also discussed.

The second chapter presents the research methodology adopted for the study. The chapter deals with the review of literature of bancassurance channel in global as well as in Indian context. Objectives, hypotheses, scope and limitations of the study are also discussed in this chapter.

The third chapter describes customers' experience of bancassurance business model. Further, core factors influencing customers' experience in bancassurance and influence of demographic variables on customers' experience in bancassurance are also discussed.

The fourth chapter deals with customers' perception regarding bancassurance channel. The chapter also presents influence of demographic variables on customers' perception regarding the dimensions considered in the study.

The fifth chapter presents customers' expectation from bancassurance channel. The chapter also includes influence of demographic variables on customers' expectation from bancassurance channel.

The sixth chapter explains customers' level of satisfaction in bancassurance. The chapter further discusses about influence of demographic variables on customers satisfaction in bancassurance.

The last chapter i.e. the seventh chapter concludes the study with major findings, policy implications and scope for future research.

The present study is an effort to make academic contribution. While I have tried to be accurate in all respects but still some deficiencies may creep in unintentionally. Thus any suggestion regarding the study is highly appreciated.

Date: 22-04-2016

Place:Silchar Mousumi Choudhury

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List of Abbreviations Used

IRDA	Insurance Regulatory and Development Authority
RBI	Reserve Bank of India
RRB	Regional Rural Banks
SBI	State Bank of India