Chapter 4

Customers' Perception of Bancassurance Channel

4.1 Introduction

In today's competitive marketplace, customers' perceptions are becoming important for gaining sustainable competitive advantage. Customer's perception has become an important tool for evaluating of marketing strategies. This is because, it has been started to be believed that the perception of customers towards company's image and its products affects the buying decision of customers.

In case of bank, customers' perception is formed through customers' assessment of the quality of service provided by a bank and their satisfaction level with the overall service of the bank (Zeithaml and Bitner, 2003). Customers' perception with respect to bank means the customers' overall picture of the bank, including bank's image, expectations, external influences, service quality etc. All interactions that occur between the customers and the bank will ultimately affect the customers' view and image of the bank. All that customers see, hear and experience is linked together and forms their overall perception towards the bank (Aspfors, 2010).

With the advent of financial deregulation and globalization, competition in banking sector is getting fierce day-by-day. In this dynamic competitive scenario, banks are devising new products and formulating new business models in order to gain competitive advantages over their competitors. One such model is 'bancassurance' (Malik, 2014).

After liberalization of insurance business, this model has gained considerable momentum. Bancassurance is a combination of the term ‘Bank’ and ‘Insurance’. It is a business model that refers to the selling of insurance policies through a bank's established distribution channels (Aggrawal, 2004). It is the concept of selling insurance plans by bank along with a complete range of banking and investment products and services (Venugopal, 2011). Here, the bank simply plays the role of an intermediary for sourcing business to the insurance company.

In bancassurance model, banks do not only face competition from other banks. Rather they face competition from insurance companies and individual insurance agent working under agency channel as well. In order to survive this cut throat competition, it is essential for banks to understand their customers’ perception towards bancassurance channel.

Today’s banking customers are more aware and rational in their selection of service provider (Kaur et al., 2012).Thus amidst the avenue of substitutes, there is every possibility for customers to opt for competitors. Therefore, it is necessary to identify the factors that attract customers to visit any particular bank for buying their insurance policy. Bank must attempts to address the needs of their clients constantly. This would help a bank in generating a competitive advantage over others. It also facilitates bank to differentiate itself from its competitors. One of the best ways to address customers’ need effectively is by knowing the customers’ perception of the service provided by bank (Zemke and Woods, 1998). Customers’ perception alone influences overall service quality of Bank (Boulding et. al, 1993). Recognizing customers’ perception about the bank

helps in understanding the basic reasons behind the customers' choices. Thus, it would enable the bank to provide and promote effectively those products and services that would be in demand and thereby enduring the competition of insurance business.

Through bancassurance channel, bank earns significant non-interest income in the form of commission. This posits bancassurance channel as lucrative model for banks. Hence, exploring customers' perception of bancassurance channel can be a matter of financial significance for banks.

4.2 Measurement of Customers' Perception towards Bancassurance channel

There have been numerous studies on measuring the perception of customers. Out of them significant number of studies have been done on measuring the customers' perception especially for banking and insurance industry. Zeithaml et al. (2009) founds that perceptions of customers are the results of customers' comparisons of expected service with perceived service. Customers' perception towards service quality is difficult to quantify. However, it is measured by ensuring that a service is provided as per customers' perception and expectation (Renganathan et al., 2012). Dabholkar et al. (1996) proposed that customers' perceptions are multilayered and comprise of customers' overall perception of quality (physical attributes, reliability, personal interaction, problem solving, and policy), and other sub-dimension (appearance, convenience).

Bahia and Nantel (2000) proposed a specific scale, namely Bank Service Quality (BSQ), for measuring customers' perception in retail banking. It consists

of six dimensions namely effectiveness and assurance; access; price; tangibles; service portfolio; and reliability. Aldlaigan and Buttle (2002) have developed and validated a new 21 item scale that describes customers' perceptions comprising four dimensions namely service system quality, behavioral service quality, service transactional accuracy and machine service quality.

Popli and Rao (2009) studied the Indian customers' perception of the new channel of bancassurance and emphasized trust, personal relationship and convenience as the main reason for buying insurance products from bank. Choudhury and Singh (2015a) studied experience of customers with regard to bancassurance channel. Ali and Chatley (2013) measured the customers' perception towards bancassurance considering the dimensions like ease in premium payment, timely intimation of policy details and staff behavior. Factors like payment equity, experience, image, service convenience, interpersonal relationship and trust affect customers' perception in buying insurance from banks (Fan et al., 2011). Customer perceives bancassurance channel as an authentic source to purchase insurance policy (Satsangi, 2014; Kumari, 2012). Soni and Rao (2014) and Choudhury and Singh (2015b) have measured the customers' perception using psychometric scale towards bancassurance with respect to the channel's reliability. Tiwari and Yadav (2012) found that customers' perceive bancassurance channel as trustworthy and safe. Choudhury and Singh (2015c) studied the customers' perception using psychometric tool towards responsiveness of bancassurance channel.

Khurana (2013) has studied the gap between customer's expectation and perception towards the reliability dimension of service quality in Indian life

insurance industry. Another study by Duodu and Amankwah (2011) concluded that reliability has a significant impact on customer satisfaction in insurance industry in Ghana. In the life insurance industry in India, responsiveness dimension of service quality provides maximum customer satisfaction (Goswami, 2007). There is highest correlation between responsiveness and customer satisfaction (Parthivan, 2014). Singh and Kaur (2011) in their study reveals that responsiveness, tangibles, services innovation, reliability and accessibility, assurance, pricing and other facilities, problem solving capability and convenient working hours are the main determinants of customer satisfaction in insurance industry as perceived by the customers. Safety and security, risk coverage and agent's cooperation are the factors that are perceived by the customers as the main motivators to buy the insurance products from agency channel (Karthiga and Vadivalagan, 2013). Sandhu (2011) aimed to measure customer's perception towards life insurance service quality of Life Insurance Corporation of India. The results of the study concluded that proficiency; physical and ethical excellence; and functionality has significant impact on the overall customers' perception towards service quality of LICI.

Rajan and Gomatheeswaran (2013) have found that customers do not value a bank if it is a public or private but they give importance to how conveniently they get their products/services. Singh and Kaur (2011) studied customer perception of service quality in rural and urban banks. Employee and customer perception of service quality are related with each other in retail bank (Clark, 1997).

The most significant work in the context of customer's perception is done by Parasuraman, Berry and Zeithaml (1988). They developed SERVQUAL scale to measure customer's perception of service quality. The scale consists of five dimensions. These are tangibility, reliability, responsiveness, assurance and empathy. The SERVQUAL instrument has been the predominant method used to measure customers' perceptions of service quality (Van et al., 2003). SERVQUAL has been extensively used to measure service quality of financial services (Bahia and Nantel, 2000; Lassar et al., 2000; Cui et al., 2003; Guo et al., 2008).

Saraswati (2011) and Khare (2011) aimed to measure customers' perception in private banks by using SERVQUAL scale. Glaveli et al (2006) examined the difference in customers' perception of five Balkan countries: Greece, Bulgaria, Albania, Fyrom and Serbia. Arasli et al. (2005) aimed to measure the perception of Greek Cypriot bank customers. Tsoukatos and Rand (2006) applied SERVQUAL scale in their study of customers' perception of Greek insurance industry. Vikas (2011) and Bapat et al. (2014) applied SERVQUAL scale to measure customers' perception in public and private insurance companies.

From the review of literature it has been found that there is lack of studies on customers' perception towards bancassurance. Many researchers have studied customer's perception in banking industry and insurance industry. But bancassurance, a business model that combines the features of banking and insurance industry has received little attention. The present paper, therefore, focuses on measuring customers' perception in bancassurance channel. Out of

various aspects considered for measuring customers' perception, the most widely used scale of measuring customers' perception is SERVQUAL. The SERVQUAL scale is used in measuring customer's perception of service quality has five dimensions. They are tangibility, reliability, responsiveness, assurance and empathy. Along with this five dimensions the present paper considers one more dimension namely compliance. China, a country with fastest growing economy has given much attention on compliance of insurance business in accordance with established rules and regulations. The insurance companies and employees involved in insurance selling must adhere to related laws and regulation (China Insurance Regulatory Commission, 2007). In view of this, the present study considers customers' perception towards bancassurance channel regarding tangibility, reliability, responsiveness, assurance, empathy and compliance.

4.3 Attributes considered for measuring Customers' Perception of Bancassurance

For measuring customers' perception of bancassurance, the present study has considered the following six attributes.

a. **Compliance**: Compliance is a state in which someone or something is in accordance with established guidelines, specifications, or legislation. In insurance industry, the term "compliance" means that organizations involved in insurance service and the employees and marketing staff of the organization shall carry out insurance operation and management behaviours subject to the related laws and regulations, provisions of insurance regulatory organs, self-discipline rules of the industry, their

internal management system and the ethical code of honesty and good faith (China Insurance Regulatory Commission, 2007). In this present study, the statements considered under compliance dimension are explaining the product benefit as per the norms set by the Insurance Regulatory and Development Authority of India (IRDA) and providing insurance services as per the norms set by IRDA.

b. **Tangible Infrastructure:** It denotes bank's physical facilities, equipment and appearance of bank personnel (Parasuraman et al, 1990). In the present study, the variables considered under this dimension are up-to-date equipment available in bank, availability of adequate furniture in bank, visually appealing physical facilities of bank, well dressed sales personnel of bank, Internet facility of bank (Rajasekar and Kumari, 2014), and convenient location of bank's branch (Siddiqui and Sharma, 2010).

c. **Reliability:** It means ability of bank to perform the promised service dependably and accurately (Parasuraman et al., 1990). Choudhury and Singh (2015) and Rajasekar and Kumari (2014) considers the following variables to measure reliability of bancassurance channel: keeping accurate records of insurance related transaction, providing services by bank employees at the time they promise to do so, security of transaction in bank, the information provided by the bancassurance channel is accurate, trustworthiness of bank, consistency in behaviour of bank's staff, consistency in performance of bank's staff, disclosing customer's financial information to others and bank disclosing customer's personal information to others.

d. **Responsiveness:** It denotes willingness of bank's employees to help customers and provide prompt service to the customers (Parasuraman et al., 1990). The variables considered under responsiveness dimension are providing prompt service to the customer by the bank's employees, providing the service that is exactly required by the customer, willingness of bank's staff to help the customer, replying any query of the customer related to insurance and providing insurance related service on favourable terms (Rajasekar and Kumari, 2014; Choudhury and Singh, 2015c).

e. **Assurance:** It is a state of customer feeling free from danger, risk or doubts including physical safety, financial security and confidentiality. It involves the factors such as trustworthiness, belief and honesty (Parasuraman et al., 1990). Under this dimension, the variables considered in this study are sympathetic approach of bank's staff, politeness of the sales personnel of bank, and knowledge level of the sales personnel of bank, customers feel free to talk about insurance related problems with the sales personnel of bank and giving customers financial advice other than insurance (Siddiqui and Sharma, 2010).

f. **Empathy:** It includes making an effort by the bank's employees to understand the customer's individual needs, providing individualized attention to the customers, recognizing the customer when they arrive and so on (Parasuraman et al., 1990). Under this dimension the study considers variables like giving individual attention to the customer, bank's working hours is convenient to all customers, trying to know the

actual insurance need of the customer and gaining confidence of the customer (Rajasekar and Kumari, 2014).

4.4 Objectives

The main objective of this chapter is to analyze the perception of customers towards bancassurance channel of buying life insurance policy. From this objective, the following corollary objectives are derived to attain.

- Customers' perception towards bancassurance channel with respect to compliance with the insurance regulation.
- Customers' perception towards bancassurance channel with respect to availability of tangible infrastructure.
- Customers' perception towards reliability of bancassurance channel.
- Customers' perception towards responsiveness of bancassurance channel.
- Customers' perception towards assurance of bancassurance channel.
- Customers' perception towards empathy shown by bancassurance channel.
- Influence of demographic profile on customers' perception regarding compliance of bancassurance channel.
- Influence of demographic profile on customers' perception towards tangible infrastructure of bancassurance channel
- Influence of demographic profile on customers' perception regarding reliability of bancassurance channel

- Influence of demographic profile on customers' perception regarding responsiveness of bancassurance channel.
- Influence of demographic profile on customers' perception with respect to assurance of bancassurance channel.
- Influence of demographic profile on customers' perception regarding empathy shown by bancassurance channel.

4.5 Hypotheses

Hypotheses tested in this chapter are as follows

- There is no significant difference amongst customers' perception towards compliance, tangible infrastructure, reliability, responsiveness, assurance and empathy.
- There is no significant association between demographic variables and customers' perception of bancassurance.

4.6 Research questions

The answer to the following research question is sought in this chapter.

1. What is the level of perception of customers of bancassurance channel with respect to different aspects?

4.7 Analysis and findings

The analysis and findings of this chapter are reported under following paragraph:

4.7.1 Reliability of the questionnaire

The reliability of the questionnaire is tested using Cronbach's Alpha. The result of the test is given in the table 4.1

Table 4.1: Reliability of questionnaire using Cronbach's Alpha

Dimension of customer perception	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
Perception of customers towards compliance	0.814	0.836	2
Perception of customers towards tangible infrastructure	0.780	0.784	6
Perception of customers towards reliability	0.922	0.935	9
Perception of customers towards responsiveness	0.930	0.932	5
Perception of customers towards assurance	0.772	0.805	5
Perception of customers towards empathy	0.834	0.832	4

Source: Compiled from Questionnaire

The coefficients of Cronbach's Alpha with respect to all the considered dimensions were found to be more than 0.70.A very high value of Cronbach's Alpha is indicative of very high degree of reliability of scale. It also shows that the items are highly correlated. Cronbach' Alpha of more than 0.70 is considered to be good measure of reliability of scale (Nunnaly, 1978). It also indicates that the items considered for measuring the latent variable are actually measuring the latent variable.

4.7.2 Measuring perception of customers towards bancassurance channel

Perception of the customers towards bancassurance channel is measured with respect to the dimensions like compliance, tangible infrastructure, reliability, responsiveness, assurance, and empathy. It is presented in detail under the following paragraphs:

A. Perception with respect to compliance shown by bancassurance channel

Table 4.2: Item Statistics for compliance

Particulars	Mean	Std. Deviation
Providing service as per IRDA norms	3.26	0.638
Explaining product benefit as per IRDA norms	3.1	0.864

Source: Compiled from questionnaire

Table 4.2 consists of two items considered for measuring perception of customers towards compliance of bancassurance channel with the various rules and regulations framed by IRDA. It is evident that customers perceive that there is relatively higher compliance of bank with regard to providing of service as per IRDA norms and the compliance of bank is relatively low with regard to explaining product benefits as per IRDA norms.

Table 4.3: Scale statistics for compliance

Mean	Variance	Std. Deviation	N of Items
6.36	1.945	1.395	2

Source: Compiled from Questionnaire

There are total 2 numbers of items in the considered scale. The scale used for the study was a Likert scale. The responses were from very high compliance to very low compliance. For the response of very high compliance, a score of 5 was given. Similarly for the response of high compliance, moderate, low and very low compliance, a score of 4, 3, 2, and 1 were given respectively. Thus, for a scale consisting of 2 items, the maximum score possible is 10 (2X5) and minimum score possible is 2 (2X1). The difference in scores is 8 (10-2). It is divided by 5 to demonstrate five different layers of perception regarding compliance. Thus, if 8 is divided by 5, the result is 1.6. Therefore, the first level of customers perception score with respect to compliance is in between 2 (minimum possible score) and 3.6 (2+1.6) which is interpreted as very low level of compliance. Similarly, other intervals are calculated to demonstrate different level of customers' perception with respect to compliance with the insurance regulations. The exhibit 4.1 is prepared to interpret the total compliance score:

Exhibit 4.1: Interpretation table to interpret compliance score

Perception score	Interpretation
2-3.6	Very low level of compliance
3.6-5.2	Low level of compliance
5.2-6.8	Moderate level of compliance
6.8-8.4	High level of compliance
8.4-10	Very high level of compliance

By looking at the scale statistic in table 4.3, the mean score is 6.36. It falls under moderate level of compliance. Thus, it can be interpreted that customers of bancassurance perceives that banks have moderate compliance with insurance regulation.

B. Perception with respect to tangible infrastructure of bancassurance channel

Table 4.4: Item Statistics used for measuring tangible infrastructure

Particulars	Mean	Std. Deviation
Up- to- date equipment	4.12	0.409
Adequate furniture	4.1	0.478
Well-dressed sales personnel	4.1	0.424
Visually appealing physical facilities	4.05	0.5
Convenient location of branch	4.01	0.417
Internet facility	3.9	0.487

Source: Compiled from Questionnaire

Table 4.4 consists of items relating to availability of tangible infrastructure. It is seen in table 4.4 that customer's perceives that there is relatively adequate availability of tangible infrastructure in bank for bancassurance business regarding 'up to date equipment' and 'adequate furniture'. Customers perceive that tangible infrastructure is relatively weak for bancassurance business with respect to 'internet facility' and 'convenient location of branch'. Customers' perception of having relatively weak 'internet facility' needs urgent attention from the policy makers as it is very important for efficient

customer services and satisfaction of customers (Lin and Chang, 2011; Singh, 2011).

Table 4.5: Scale statistics for tangible infrastructure

Mean	Variance	Standard Deviation	No of Items
24.28	3.539	1.881	6

Source: Compiled from Questionnaire

As explained in exhibit 4.1, an interpretation table is made considering the 6 items taken for measuring customers' perception regarding tangible infrastructure and it is presented in exhibit 4.2:

Exhibit 4.2: Interpretation table to interpret score of tangible infrastructure

Perception score	Interpretation
6-10.8	Very inadequate infrastructure
10.8-15.6	Inadequate infrastructure
15.6-20.4	Moderate infrastructure
20.4-25.2	Adequate infrastructure
25.2-30	Very adequate infrastructure

By looking at the scale statistic in table 4.5, the mean score is 24.28. It falls in the category of adequate infrastructure. Thus, it can be interpreted that customers of bancassurance perceives that bank has adequate tangible infrastructure for providing bancassurance service. This is expected to provide competitive advantage to bank over agency channel as the availability of tangible infrastructure is low in public sector insurance companies (Vikas, 2011; Rajasekar and Kumari, 2014).

C. Perception with respect to reliability of bancassurance channel

Table 4.6 shows that customer perceives the reliability of the bank as relatively higher with respect to the factor like 'security of transaction' and 'keeping accurate records of insurance related transaction'. Customers perceive

relatively lower reliability of bank with respect to the factor like 'providing service at the time they (bank personnel) promise' and 'consistency in performance.

Table 4.6: Item Statistics used for measuring reliability of bancassurance

Particulars	Mean	Standard Deviation
Security of transaction	4.14	0.398
Keeping accurate records of insurance transaction	4.12	0.374
Disclosing financial information	4.12	0.355
Disclosing personal information	4.11	0.352
Trustworthiness	3.99	0.56
Information provided by channel is accurate	3.96	0.577
Consistency in behaviour	3.69	0.728
Consistency in performance	3.61	0.763
Providing service at the time they promise	3.56	0.753

Source: Compiled from Questionnaire

Table 4.7: Scale Statistics for reliability of bancassurance channel

Mean	Variance	Standard Deviation	N of Items
35.29	15.963	3.995	9

Source: Compiled from Questionnaire

As explained in exhibit 4.1 and 4.2, an interpretation table is made by considering 9 items taken to measure perception of customers with respect to reliability of bancassurance channel. Thus, the interpretation table is given in exhibit 4.3.

Exhibit 4.3: Interpretation Table to interpret reliability score of bancassurance channel

Perception score	Interpretation
9-16.2	Very low level of reliability
16.2-23.4	Low level of reliability
23.4-30.6	Moderate level of reliability
30.6-37.8	High level of reliability
37.8-45	Very high level of reliability

By looking at the scale statistic in table 4.7, the mean score is 35.29. It falls under high level of reliability. Thus, it can be interpreted that customers of bancassurance perceive bank to be highly reliable channel for buying life insurance. Choudhury and Singh (2015) and Soni and Rao (2014) have also got

the similar findings. Thus, high reliability of bancassurance channel is definitely advantages for the banks in getting more customers.

D. Perception with respect to responsiveness of bancassurance channel

Table 4.8: Item Statistics for measuring responsiveness of bancassurance channel

Particulars	Mean	Standard Deviation
Providing service exactly required by customers	3.75	0.64
Replying insurance related query of customer	3.75	0.701
Willingness to help customers	3.68	0.72
Providing insurance related service on favorable terms	3.52	0.656
Providing prompt service to customers	3.4	0.768

Source: Compiled from Questionnaire

It is shown in the table 4.8 that customer perceives responsiveness of bank as relatively high for the factors like 'providing service exactly required by customers' and 'replying insurance related query of customer and relatively low responsiveness of bank regarding the factor like 'providing prompt service to customers'.

Table4.9: Scale statistics for responsiveness of bancassurance channel

Mean	Variance	Standard Deviation	N of Items
18.10	9.545	3.089	5

Source: Compiled from Questionnaire

Like exhibit 4.1, 4.2 and 4.3 an interpretation table is made by taking 5 items considered for measuring perception of customers with respect to responsiveness. The following interpretation table is framed and presented under exhibit 4.4.

Exhibit 4.4: Interpretation Table to interpret responsiveness score of bancassurance channel

Perception score	Interpretation
5-9	Very low level of responsiveness
9-13	Low level of responsiveness
13-17	Moderate level of responsiveness
17-21	High level of responsiveness
21-25	Very high level of responsiveness

By looking at the scale statistic in table 4.9, the mean score is 18.10. It is falling under the category of high level of responsiveness. Thus, it can be interpreted that customers of bancassurance perceives that banks have high responsiveness regarding insurance related service.

E. Perception with respect to assurance of bancassurance channel

Table 4.10: Item Statistics for measuring assurance of bancassurance channel

Particulars	Mean	Standard Deviation
Feel free to talk about insurance problems	3.97	0.496
Knowledge level of sales personnel	3.76	0.623
Politeness of sales personnel	3.72	0.642
Sympathetic approach	3.62	0.738
Giving financial advice other than insurance	2.39	0.979

Source: Compiled from questionnaire

Table 4.10 represents that customers perceives that assurance provided by bancassurance channel is relatively high with respect to the factor like 'feel free to talk about insurance related problems' and relatively low degree of assurance with respect to the factor like 'giving financial advice other than insurance'.

Table 4.11: Scale statistics for assurance of bancassurance channel

Mean	Variance	Standard Deviation	N of Items
17.45	6.661	2.581	5

Source: Compiled from questionnaire

As discussed in exhibit 4.1, 4.2, 4.3, and 4.4, an interpretation table is presented under exhibit 4.5 to interpret the perception score of customers with respect to assurance dimension of bancassurance by considering 5 items.

Exhibit 4.5: Interpretation Table to interpret the assurance score of bancassurance channel

Perception score	Interpretation
5-9	Very low level of assurance
9-13	Low level of assurance
13-17	Moderate level of assurance
17-21	High level of assurance
21-25	Very high level of assurance

Table 4.11 shows that the mean score is 17.45. It falls in the category of high level of assurance. Thus, it can be interpreted that customers of bancassurance perceives that bank provide high degree of assurance regarding insurance related services. This finding is in accordance with the findings of Vikas(2011) and Rajasekar and Kumari (2014).

F. Perception with respect to empathy revealed by bancassurance channel

Table 4.12: Item Statistics with respect to empathy

Particulars	Mean	Standard Deviation
Working hours convenient to customers	3.89	0.444
Gaining confidence of customers	3.77	0.651
Giving individual attention to customers	3.59	0.672
Trying to know actual insurance need of customers	3.21	0.796

Source: Compiled from Questionnaire

Table 4.12 shows that customers' perception with respect to empathy from the bancassurance channel is relatively high regarding the factors like 'working hours convenient to customers' and relatively low empathy of bank regarding the factor 'trying to know actual insurance need of the customers'.

Table 4.13: Scale statistics for empathy

Mean	Variance	Standard Deviation	No. of Items
14.46	4.557	2.135	4

Source: Compiled from questionnaire

Like previous exhibits, exhibit 4.6 is prepared to interpret the perception score of customers under empathy dimension of bancassurance by considering 4 items.

Exhibit 4.6: Interpretation table to interpret empathy score

Perception score	Interpretation
4-7.2	Very low level of empathy
7.2-10.4	Low level of empathy
10.4-13.6	Moderate level of empathy
13.6-16.8	High level of empathy
16.8-20	Very high level of empathy

By looking at the scale statistic in table 4.13, the mean score is 14.46 which fall under the category of high level of empathy. Thus, it can be interpreted that customers of bancassurance perceives that banks shows high empathy in providing insurance related service. This finding supports the claim of Vikas (2011) but negates the claim of Rajasekar and Kumari(2014).

4.7.3 Overall rank of perception with respect to considered dimensions towards bancassurance channel

Table 4.14: One-Sample Kolmogorov-Smirnov Test

		Perception with respect to compliance	Perception with respect to tangible infrastructure	Perception with respect to reliability	Perception with respect to empathy	Perception with respect to responsiveness	Perception with respect to assurance
N		345	345	345	345	345	345
Normal Parameters	Mean	3.1246	4.1304	4.0812	3.7304	3.7797	3.7594
	Std. Deviation	.87544	.40753	.49921	.66893	.66747	.62187
Most Extreme Differences	Absolute	.217	.469	.399	.361	.368	.332
	Positive	.217	.469	.399	.268	.284	.260
	Negative	-.180	-.348	-.354	-.361	-.368	-.332
Kolmogorov-Smirnov Z		4.039	8.712	7.418	6.703	6.844	6.162
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000	.000

Source: Compiled from questionnaire

To test the normality of data, Kolmogorov-Smirnov test is performed. As seen in table 4.14, the Asymp. Significance value for two tailed test the calculated value in case of each of the perception measurement is less than .05,

i.e., 5% level of significance. Thus, it can be concluded that the distribution of data relating to customers' perception towards bancassurance with respect to various dimension of bancassurance do not follow normal distribution. Hence parametric tests cannot be applied to this data. Therefore, non-parametric test is applied.

Table 4.15: Mean ranks of the perception with respect to the considered dimensions of bancassurance

Perception regarding considered dimensions	**Mean Rank**
Perception with respect to compliance	2.10
Perception with respect to tangible infrastructure	4.33
Perception with respect to reliability	4.27
Perception with respect to empathy	3.37
Perception with respect to responsiveness	3.51
Perception with respect to assurance	3.43

Source: Compiled from questionnaire

Friedman test is done to test that the data relating to the customers' perception towards compliance, tangible infrastructure, reliability, responsiveness, assurance and empathy are coming from the same population.

From the Table 4.15, it is evident in the sample that most favourable perception is with respect to tangible infrastructure of banks for providing insurance related services followed by reliability. Out of the six dimensions considered in the study customers have relatively least favourable perception with respect to the compliance of banks for various insurance related norms and guidelines, given the test and methodology.

Table 4.16: Test Statistic

N	**345**
Chi-Square	**605.838**
Df	**5**
Asymp. Sig.	**.000**

Source: Compiled from questionnaire

Since under Friedman Test presented under table 4.16, the calculated chi-square value is 85.576 and Asymp. Significance value (0.00) is less than 0.05(5% level of significance), it can be concluded that the data related to different dimensions viz-a-viz customers' perception towards compliance, tangible infrastructure, reliability, responsiveness, assurance and empathy are not coming from the same population. It means the differences in the perception with respect to the various dimensions considered in the study are actually traceable in the population.

Thus, the hypothesis considered for the study that there is no significant difference amongst customers' perception towards compliance, tangible infrastructure, reliability, responsiveness, assurance and empathy cannot be accepted, given the test and methodology.

4.7.4 Impact of demographic profile on customers' perception regarding compliance of bancassurance channel

The impact of demographic profile of customers on customers' perception of compliance of bancassurance is presented under the following paragraphs.

A. Age of customers and customers' perception with respect to compliance

The impact of age of customers on their perception towards compliance of bancassurance is given in table 4.17.

There is no significant relation between age of customers and their perception of compliance of bancassurance channel. Because the Approx Significant value of Cramer's V test is 0.816 which is more than 0.05 (5% level of significance).

Table 4.17: Age of customers and customers' perception of compliance and

Particulars		Age					Total
		Less than 25 years	**25 years to 35 years**	**35 years to 45 years**	**45 years to 55 years**	**More than 55 years**	**Less than 25 years**
Very low compliance	Count % of Total	0 .0%	0 .0%	0 .0%	1 .3%	0 .0%	1 .3%
Low compliance	Count % of Total	1 .3%	6 1.7%	22 6.4%	49 14.2%	13 3.8%	91 26.4%
Moderate compliance	Count % of Total	0 .0%	6 1.7%	32 9.3%	73 21.2%	25 7.2%	136 39.4%
High compliance	Count % of Total	0 .0%	3 .9%	34 9.9%	46 13.3%	15 4.3%	98 28.4%
Very high compliance	Count % of Total	0 .0%	2 .6%	5 1.4%	10 2.9%	2 .6%	19 5.5%
Total	Count % of Total	1 .3%	17 4.9%	93 27.0%	179 51.9%	55 15.9%	345 100.0%

Source: Compiled from questionnaire

B. Gender of customers and customers' perception of compliance of bancassurance channel

The impact of gender of customers on their perception regarding compliance of bancassurance channel is presented in table 4.18.

There is no significance association between gender of customers and customer's perception of compliance because the Approx Significant value of Cramer's V test is 0.670 which is more than 0.05 (5% level of significance).

Table 4.18: Gender of customers and customers' perception of compliance

Particulars		Gender		Total
		Male	Female	
Very low compliance	Count % of Total	1 .3%	0 .0%	1 .3%
Low compliance	Count % of Total	71 20.6%	20 5.8%	91 26.4%
Moderate compliance	Count % of Total	101 29.3%	35 10.1%	136 39.4%
High compliance	Count % of Total	75 21.7%	23 6.7%	98 28.4%
Very high compliance	Count % of Total	12 3.5%	7 2.0%	19 5.5%
Total	Count % of Total	260 75.4%	85 24.6%	345 100.0%

Source: Compiled from questionnaire

C. Marital status of customers and customers' perception of compliance

The relation between marital status of customers and customers' perception of compliance of bancassurance channel is shown in table 4.19

Table 4.19: Marital status of customers and customers' perception of compliance

Particulars		Marital status				Total
		Married	Unmarried	Divorced	Widow/ Widower	Married
Very low compliance	Count % of Total	1 .3%	0 .0%	0 .0%	0 .0%	1 .3%
Low compliance	Count % of Total	85 24.6%	4 1.2%	0 .0%	2 .6%	91 26.4%
Moderate compliance	Count % of Total	123 35.7%	5 1.4%	2 .6%	6 1.7%	136 39.4%
High compliance	Count % of Total	92 26.7%	2 .6%	1 .3%	3 .9%	98 28.4%
Very high compliance	Count % of Total	18 5.2%	1 .3%	0 .0%	0 .0%	19 5.5%
Total	Count % of Total	319 92.5%	12 3.5%	3 .9%	11 3.2%	345 100.0%

Source: Compiled from questionnaire

The relation between marital status of customers and their perception of compliance is not significant. This is because the Approx Significant value of Cramer's V test is 0.978 which is more than 0.05 (5% level of significance).

D. Number of family members of customers and customers' perception of compliance of bancassurance

The relation between number of family member of customers and customers' perception of compliance of bancassurance channel is depicted in table 4.20

Table 4.20: Number of family members of customers and customers' perception of compliance

Particulars		Family members									Total
		1	2	3	4	5	6	7	8	More than 8	
Very low compliance	Count % of Total	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%
Low compliance	Count % of Total	0 .0%	1 .3%	6 1.7%	26 7.5%	37 10.7%	15 4.3%	4 1.2%	1 .3%	1 .3%	91 26.4%
Moderate compliance	Count % of Total	0 .0%	1 .3%	9 2.6%	23 6.7%	64 18.6%	24 7.0%	12 3.5%	3 .9%	0 .0%	136 39.4%
High compliance	Count % of Total	1 .3%	0 .0%	6 1.7%	23 6.7%	47 13.6%	16 4.6%	4 1.2%	1 .3%	0 .0%	98 28.4%
Very high compliance	Count % of Total	1 .3%	0 .0%	0 .0%	5 1.4%	7 2.0%	3 .9%	3 .9%	0 .0%	0 .0%	19 5.5%
Total	Count % of Total	2 .6%	2 .6%	21 6.1%	77 22.3%	156 45.2%	58 16.8%	23 6.7%	5 1.4%	1 .3%	345 100.0%

Source: Compiled from questionnaire

There is no significant association between marital status of customers and their perception of compliance. This is because the Approx Significant value of Cramer's V test is 0.768 which is more than 0.05 (5% level of significance).

E. Family income of customers and customers' perception of compliance

The impact of family income of customers on their perception of compliance of bancassurance channel is presented in table 4.21

The relation between family income of customers and their perception of compliance is significant. This is because the Approx Significant value of Cramer's V test is 0.001 which is less than 0.05 (5% level of significance).

Table 4.21: Family income of customers and customers' perception of compliance

Particulars		Family income					Total
		Less than 2 lakh	2lakhs to 5 lakhs	5 lakhs to 8 lakhs	8 lakhs to 11 lakhs	More than 11 lakhs	
Very low compliance	Count	1	0	0	0	0	1
	% of Total	.3%	.0%	.0%	.0%	.0%	.3%
Low compliance	Count	7	64	12	5	3	91
	% of Total	2.0%	18.6%	3.5%	1.4%	.9%	26.4%
Moderate compliance	Count	15	87	20	9	5	136
	% of Total	4.3%	25.2%	5.8%	2.6%	1.4%	39.4%
High compliance	Count	12	54	20	7	5	98
	% of Total	3.5%	15.7%	5.8%	2.0%	1.4%	28.4%
Very high compliance	Count	3	5	3	7	1	19
	% of Total	.9%	1.4%	.9%	2.0%	.3%	5.5%
Total	Count	38	210	55	28	14	345
	% of Total	11.0%	60.9%	15.9%	8.1%	4.1%	100.0%

Source: Compiled from questionnaire

F. Education of customers and customers' perception of compliance

The association between education of customers and customers' perception of compliance of bancassurance channel is presented in table 4.22

There is no significant association between family income of customers and their perception of compliance of bancassurance. This is because the Approx

Significant value of Cramer's V test is 0.295 which is more than 0.05 (5% level of significance).

Table 4.22: Education of customers and customers' perception of compliance

Particulars		Education						Total
		Less than class 10	Less than class 12	Undergraduate	Graduate	Post graduate	Others	
Very low compliance	Count % of Total	0 .0%	0 .0%	0 .0%	1 .3%	0 .0%	0 .0%	1 .3%
Low compliance	Count % of Total	13 3.8%	14 4.1%	23 6.7%	31 9.0%	7 2.0%	3 .9%	91 26.4%
Moderate compliance	Count % of Total	21 6.1%	19 5.5%	25 7.2%	55 15.9%	10 2.9%	6 1.7%	136 39.4%
High compliance	Count % of Total	10 2.9%	12 3.5%	14 4.1%	41 11.9%	15 4.3%	6 1.7%	98 28.4%
Very high compliance	Count % of Total	3 .9%	0 .0%	2 .6%	7 2.0%	6 1.7%	1 .3%	19 5.5%
Total	Count % of Total	47 13.6%	45 13.0%	64 18.6%	135 39.1%	38 11.0%	16 4.6%	345 100.0%

Source: Compiled from questionnaire

G. Occupation of customers and customers' perception of compliance

The relation between occupation of customers and their perception of bancassurance channel is presented in table 4.23

There is no significant association between occupation of customers and their perception of compliance of bancassurance. This is because the Approx Significant value of Cramer's V test is 0.328 which is more than 0.05 (5% level of significance).

Table 4.23: Occupation of customers and customers' perception of compliance

Particulars		Occupation				Total
		Professional	Employee officer grade	Employee non officer grade	Others	
Very low compliance	Count % of Total	0 .0%	0 .0%	1 .3%	0 .0%	1 .3%
Low compliance	Count % of Total	1 .3%	16 4.6%	74 21.4%	0 .0%	91 26.4%
Moderate compliance	Count % of Total	5 1.4%	19 5.5%	110 31.9%	2 .6%	136 39.4%
High compliance	Count % of Total	3 .9%	24 7.0%	68 19.7%	3 .9%	98 28.4%
Very high compliance	Count % of Total	2 .6%	2 .6%	15 4.3%	0 .0%	19 5.5%
Total	Count % of Total	11 3.2%	61 17.7%	268 77.7%	5 1.4%	345 100.0%

Source: Compiled from questionnaire

4.7.5 Impact of demographic profile on customers' perception regarding tangible infrastructure of bancassurance channel

A. Age of customers and customers' perception regarding tangible infrastructure of bancassurance channel

The relation between age of customers and customers' perception regarding tangible infrastructure of bancassurance channel is presented in table 4.24

The relation between age of customers and customer's perception of tangible infrastructure is not significant. This is because the Approx Significant value of Cramer's V test is 0.955 which is more than 0.05 (5% level of significance).

Table 4.24: Age of customers and customers' perception of tangible infrastructure

Particulars		Age					Total
		Less than 25 years	25 years to 35 years	35 years to 45 years	45 years to 55 years	More than 55 years	
Moderate infrastructure	Count % of Total	0 .0%	0 .0%	1 .3%	6 1.7%	2 .6%	9 2.6%
Adequate infrastructure	Count % of Total	1 .3%	14 4.1%	77 22.3%	147 42.6%	43 12.5%	282 81.7%
Very adequate infrastructure	Count % of Total	0 .0%	3 .9%	15 4.3%	26 7.5%	10 2.9%	54 15.7%
Total	Count % of Total	1 .3%	17 4.9%	93 27.0%	179 51.9%	55 15.9%	345 100.0%

Source: Compiled from questionnaire

B. Gender of customers and customers' perception regarding tangible infrastructure of bancassurance channel

The influence of gender of customers on their perception of tangible infrastructure of bancassurance is given in table 4.25

Table 4.25: Gender of customers and customers' perception of tangible infrastructure

Particulars		Gender		Total
		Male	Female	
Moderate infrastructure	Count % of Total	9 2.6%	0 .0%	9 2.6%
Adequate infrastructure	Count % of Total	211 61.2%	71 20.6%	282 81.7%
Very adequate infrastructure	Count % of Total	40 11.6%	14 4.1%	54 15.7%
Total	Count % of Total	260 75.4%	85 24.6%	345 100.0%

Source: Compiled from questionnaire

There is no significant association between gender of customers and customer's perception regarding tangible infrastructure as the Approx Significant

value of Cramer's V test is 0.219 which is more than 0.05 (5% level of significance).

C. Marital status of customers and customers' perception regarding tangible infrastructure of bancassurance channel

The relation between marital status of customers and customers' perception of tangible infrastructure of bancassurance channel is presented in table 4.26

Table 4.26: Marital status of customers and customers' perception of tangible infrastructure

Particulars		Marital status				Total
		Married	Unmarried	Divorced	Widow/ Widower	
Moderate infrastructure	Count % of Total	9 2.6%	0 .0%	0 .0%	0 .0%	9 2.6%
Adequate infrastructure	Count % of Total	259 75.1%	10 2.9%	3 .9%	10 2.9%	282 81.7%
Very adequate infrastructure	Count % of Total	51 14.8%	2 .6%	0 .0%	1 .3%	54 15.7%
Total	Count % of Total	319 92.5%	12 3.5%	3 .9%	11 3.2%	345 100.0%

Source: Compiled from questionnaire

The relation between marital status of customers and customer's perception of tangible structure is not significant. This is because the Approx Significant value of Cramer's V test is 0.938 which is more than 0.05 (5% level of significance).

D. Number of family members of customers and customers' perception regarding tangible infrastructure of bancassurance channel

The association between number of family members of customers and customers' perception of tangible infrastructure of bancassurance is depicted in table 4.27

The association between number of family members of customers and customer's perception regarding tangible infrastructure of bancassurance is not significant. This is because the Approx Significant value of Cramer's V test is 0.577 which is more than 0.05 (5% level of significance)

Table 4.27: Number of family members of customers and customers' perception of tangible infrastructure

Particulars		Family members									Total
		1	2	3	4	5	6	7	8	More than 8	
Moderate infrastructure	Count % of Total	0 .0%	0 .0%	1 .3%	1 .3%	5 1.4%	2 .6%	0 .0%	0 .0%	0 .0%	9 2.6%
Adequate infrastructure	Count % of Total	1 .3%	2 .6%	20 5.8%	64 18.6%	129 37.4%	44 12.8%	16 4.6%	5 1.4%	1 .3%	282 81.7%
Very adequate infrastructure	Count % of Total	1 .3%	0 .0%	0 .0%	12 3.5%	22 6.4%	12 3.5%	7 2.0%	0 .0%	0 .0%	54 15.7%
Total	Count % of Total	2 .6%	2 .6%	21 6.1%	77 22.3%	156 45.2%	58 16.8%	23 6.7%	5 1.4%	1 .3%	345 100.0%

Source: Compiled from questionnaire

E. Family income of customers and customers' perception regarding tangible infrastructure of bancassurance channel

The influence of family income of customers on their perception regarding tangible infrastructure of bancassurance is presented in table 4.28

The relation between family income of customers and customer's perception regarding tangible infrastructure is not significant. This is because the Approx Significant value of Cramer's V test is 0.657 which is more than 0.05 (5% level of significance).

Table 4.28: Family income of customers and customers' perception of tangible infrastructure

Particulars		Family income					Total
		Less than 2 lakh	2lakhs to 5 lakhs	5 lakhs to 8 lakhs	8 lakhs to 11 lakhs	More than 11 lakhs	
Moderate infrastructure	Count	1	4	2	1	1	9
	% of Total	.3%	1.2%	.6%	.3%	.3%	2.6%
Adequate infrastructure	Count	29	178	42	21	12	282
	% of Total	8.4%	51.6%	12.2%	6.1%	3.5%	81.7%
Very adequate infrastructure	Count	8	28	11	6	1	54
	% of Total	2.3%	8.1%	3.2%	1.7%	.3%	15.7%
Total	Count	38	210	55	28	14	345
	% of Total	11.0%	60.9%	15.9%	8.1%	4.1%	100.0%

Source: Compiled from questionnaire

F. Education of customers and customers' perception regarding tangible infrastructure of bancassurance channel

The relation between education of customers and their perception of tangible infrastructure of bancassurance is given in table 4.29

Table 4.29: Education of customers and customers' perception of tangible infrastructure

Particulars		Education						Total
		Less than class 10	Less than class 12	Undergraduate	Graduate	Post graduate	Others	
Moderate infrastructure	Count	0	1	0	7	1	0	9
	% of Total	.0%	.3%	.0%	2.0%	.3%	.0%	2.6%
Adequate infrastructure	Count	36	40	57	107	27	15	282
	% of Total	10.4%	11.6%	16.5%	31.0%	7.8%	4.3%	81.7%
Very adequate infrastructure	Count	11	4	7	21	10	1	54
	% of Total	3.2%	1.2%	2.0%	6.1%	2.9%	.3%	15.7%
Total	Count	47	45	64	135	38	16	345
	% of Total	13.6%	13.0%	18.6%	39.1%	11.0%	4.6%	100.0%

Source: Compiled from questionnaire

The relation between education of customers and customer's perception regarding tangible infrastructure is not significant. This is because the Approx Significant value of Cramer's V test is 0.09 which is more than 0.05 (5% level of significance).

G. Occupation of customers and customers' perception regarding tangible infrastructure of bancassurance channel

The impact of occupation of customers on customers' perception of tangible infrastructure of bancassurance is presented in table 4.30

Table 4.30: Occupation of customers and customers' perception of tangible infrastructure

Particulars		Occupation				Total
		Professional	Employee officer grade	Employee-non officer grade	Others	
Moderate infrastructure	Count % of Total	0 .0%	3 .9%	6 1.7%	0 .0%	9 2.6%
Adequate infrastructure	Count % of Total	9 2.6%	48 13.9%	221 64.1%	4 1.2%	282 81.7%
Very adequate infrastructure	Count % of Total	2 .6%	10 2.9%	41 11.9%	1 .3%	54 15.7%
Total	Count % of Total	11 3.2%	61 17.7%	268 77.7%	5 1.4%	345 100.0%

Source: Compiled from questionnaire

There is no significant association between occupation of customers and customer's perception regarding tangible infrastructure of bancassurance. This is because the Approx Significant value of Cramer's V test is 0.916 which is more than 0.05 (5% level of significance).

4.7.6 Impact of demographic profile on customers' perception regarding reliability of bancassurance channel

A. Age of customers and customers' perception of reliability

The association between age of customers and their perception of reliability of bancassurance channel is presented under table 4.31.

Table 4.31: Age of customers and Customers' perception of reliability

Particulars		Age					Total
		Less than 25 years	25 years to 35 years	35 years to 45 years	45 years to 55 years	More than 55 years	
Low reliability	Count % of total	0 .0%	0 .0%	1 .3%	0 .0%	0 .0%	1 .3%
Moderate reliability	Count % of total	0 0%	3 .9%	9 2.6%	14 4.1%	1 .3%	27 7.8%
High reliability	Count % of total	1 3%	12 3.5%	69 20.0%	134 38.8%	44 12.8%	260 75.4%
Very high reliability	Count % of total	0 .0%	2 .6%	14 4.1%	31 9.0%	10 2.9%	57 16.5%
Total	Count % of total	1 .3%	17 4.9%	93 27.0%	179 51.9%	55 15.9%	345 100.0%

Source: Compiled from questionnaire

The relationship between customers' perception of reliability and age of customers is not significant. This is because Approx Significant value of Cramer's V test is 0.718 which is more than 0.05 (5% level of significance).

B. Gender of customers and customers' perception of reliability

The relationship between gender of customers and their perception of reliability with respect of buying insurance from bank is given in table 4.32.

There is no significant relation between gender of customers and perception of customers regarding reliability of bancassurance channel. This is

because the Approx Significant value of Cramer's V test is 0.297 which is more than 0.05 (5% level of significance).

Table 4.32: Gender of customers and customers' perception of reliability

Particulars		Gender		Total
		Male	Female	
Low reliability	Count % of total	0 .0%	1 .3%	1 .3%
Moderate reliability	Count % of total	22 6.4%	5 1.4%	27 7.8%
High reliability	Count % of total	196 56.8%	64 18.6%	260 75.4%
Very high reliability	Count % of total	42 12.2%	15 4.3%	57 16.5%
Total	Count % of total	260 75.4%	85 24.6%	345 100.0%

Source: Compiled from questionnaire

C. Marital status of customers and customers' perception of reliability

The depiction of relationship between marital status of customers and their perception of reliability regarding bancassurance is presented in table 4.33.

Table 4.33: Marital status of customers and customers' perception of reliability

Particulars		Marital status				Total
		Married	Unmarried	Divorced	Widow/ Widower	
Low reliability	Count % of total	0 .0%	0 .0%	1 .3%	0 .0%	1 .3%
Moderate reliability	Count % of total	24 7.0%	2 .6%	0 .0%	1 .3%	27 7.8%
High reliability	Count % of total	241 69.9%	8 2.3%	2 .6%	9 2.6%	260 75.4%
Very high reliability	Count % of total	54 15.7%	2 .6%	0 .0%	1 .3%	57 16.5%
Total	Count % of total	319 92.5%	12 3.5%	3 .9%	11 3.2%	345 100.0%

Source: Compiled from questionnaire

The relation between marital status of customers and their perception of reliability regarding bancassurance channel is significant. Because the Approx Significant value of Cramer's V test is 0.000 which is less than 0.05 (5% level of significance).Thus it can be conclude that marital status of customers has impact on their perception of reliability of bancassurance channel for procuring insurance service. Table 4.19 shows that married customers have relatively highest responses for "high reliability" of bancassurance channel.

D. Number of family members of customers and customers' perception of reliability of bancassurance

The impact of number of family members of customers on their perception regarding reliability of bancassurance channel is depicted in table 4.34.

Table 4.34: Number of family members of customers and customers' perception of reliability

Particulars		Family Members									Total
		1	2	3	4	5	6	7	8	More than 8	
Low reliability	Count % of total	0 .0%	1 .3%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%
Moderate reliability	Count % of total	0 .0%	1 .3%	7 2.0%	7 2.0%	8 2.3%	1 .3%	2 .6%	1 .3%	0 .0%	27 7.8%
High reliability	Count % of total	2 .6%	17 4.9%	58 16.8%	125 36.2%	38 11.0%	15 4.3%	3 .9%	0 .0%	2 .6%	260 75.4%
Very high reliability	Count % of total	0 .0%	2 .6%	12 3.5%	24 7.0%	12 3.5%	7 2.0%	0 .0%	0 .0%	0 .0%	57 16.5%
Total	Count % of total	2 .6%	21 6.1%	77 22.3%	156 45.2%	58 16.8%	23 6.7%	5 1.4%	1 .3%	2 .6%	345 100.0%

Source: Compiled from questionnaire

The relation between number of family members of customers and customers' perception of reliability of bancassurance channel is significant.

Because the Approx Significant value of Cramer's V test is 0.003 which is less than 0.05 (5% level of significance). Therefore it can be inferred that family size of customers has significant impact on customers' perception of reliability in case of buying insurance from banks. It is evident in table 4.20 that family size with 4 members has relatively highest responses for "high reliability" of bancassurance.

E. Family income of customers and customers' perception of reliability

The illustration of impact of customers' family income on the customers' perception of reliability is given in table 4.35.

Table 4.35: Family income of customers and perception of customers regarding reliability

Particulars		Family income					Total
		Less than 2 lakh	2lakhs to 5 lakhs	5 lakhs to 8 lakhs	8 lakhs to 11 lakhs	More than 11 lakhs	
Low reliability	Count % of total	1 .3%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%
Moderate reliability	Count % of total	7 2.0%	18 5.2%	1 .3%	1 .3%	0 .0%	27 7.8%
High reliability	Count % of total	25 7.2%	166 48.1%	39 11.3%	17 4.9%	13 3.8%	260 75.4%
Very high reliability	Count % of total	5 1.4%	26 7.5%	15 4.3%	10 2.9%	1 .3%	57 16.5%
Total	Count % of total	38 11.0%	210 60.9%	55 15.9%	28 8.1%	14 4.1%	345 100.0%

Source: Compiled from questionnaire

The relation between family income of customers and perception of customer regarding reliability of bancassurance is significant. This is because the Approx Significant value of Cramer's V test is 0.001 which is less than 0.05 (5% level of significance). Thus it can be assumed that family income of customers affect their perception of reliability for buying insurance from bank. From table

4.21, it can be inferred that customers under family income of 2 lakhs to 5 lakhs have relatively highest reliability towards bancassurance channel.

F. Education of customers and customers' perception of reliability

The impact of education level of customers on their perception of reliability in buying insurance from bank is given in table 4.36.

Table 4.36: Education of customers and customers' perception of reliability

Particulars		Education						Total
		Less than class 10	Less than class 12	Under graduate	Graduate	Post graduate	Others	
Low reliability	Count % of total	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%	0 .0%	1 .3%
Moderate reliability	Count % of total	6 1.7%	5 1.4%	7 2.0%	7 2.0%	1 .3%	1 .3%	27 7.8%
High reliability	Count % of total	34 9.9%	33 9.6%	49 14.2%	104 30.1%	26 7.5%	14 4.1%	260 75.4%
Very high reliability	Count % of total	7 2.0%	7 2.0%	8 2.3%	24 7.0%	10 2.9%	1 .3%	57 16.5%
Total	Count % of total	47 13.6%	45 13.0%	64 18.6%	135 39.1%	38 11.0%	16 4.6%	345 100.0%

Source: Compiled from questionnaire

There is no significant relation between education of customers and their perception of reliability of bancassurance channel. Because the Approx Significant value of Cramer's V test is 0.247 which is more than 0.05 (5% level of significance).

G. Occupation of customers and customers' perception of reliability of bancassurance

The relationship between occupation of customers and their perception of reliability regarding bancassurance business model is presented in table 4.37.

The relation between occupation of customers and their perception of reliability of bancassurance channel is not significant. This is because Approx Significant value of Cramer's V test is 0.782 which is more than 0.05 (5% level of significance). Thus, it can be inferred that the relationship found in the sample is not traceable in the population.

Table 4.37: Occupation of customers and customers' perception of reliability

Particulars		Occupation				Total
		Professional	Employee officer grade	Employee non officer grade	Others	
Low reliability	Count % of total	0 .0%	0 .0%	1 .3%	0 .0%	1 .3%
Moderate reliability	Count % of total	0 .0%	2 .6%	25 7.2%	0 .0%	27 7.8%
High reliability	Count % of total	9 2.6%	49 14.2%	197 57.1%	5 1.4%	260 75.4%
Very high reliability	Count % of total	2 .6%	10 2.9%	45 13.0%	0 .0%	57 16.5%
Total	Count % of total	11 3.2%	61 17.7%	268 77.7%	5 1.4%	345 100.0%

Source: Compiled from questionnaire

4.7.7 Impact of demographic profile on customers' perception regarding responsiveness of bancassurance channel

The impact of demographic profile of customers on Customers' perception of responsiveness of bancassurance channel is presented under the following paragraphs.

A. Age of customers and customers' perception of responsiveness

The association between age of customers and their perception of responsiveness of bancassurance channel is presented under table 4.38

The relation between age of customers and their perception regarding responsiveness of bancassurance channel is significant. Because the Approx Significant value of Cramer's V test is 0.002 which is less than 0.05 (5% level of significance). Thus it can be inferred that age of customers buying insurance from bank has significant impact on their perception regarding responsiveness of bancassurance channel. It is shown in the table that customers within the age group of 45 years to 55 years perceive relatively high responsiveness of bancassurance channel.

Table 4.38: Age and customers' perception regarding responsiveness

Particulars		Age					Total
		Less than 25 years	**25 years to 35 years**	**35 years to 45 years**	**45 years to 55 years**	**More than 55 years**	
Very low responsiveness	Count % of total	0 .0%	0 .0%	1 .3%	0 .0%	0 .0%	1 .3%
Low responsiveness	Count % of total	1 .3%	0 .0%	7 2.0%	5 1.4%	1 .3%	14 4.1%
Moderate responsiveness	Count % of total	0 .0%	6 1.7%	16 4.6%	43 12.5%	10 2.9%	75 21.7%
High responsiveness	Count % of total	0 .0%	9 2.6%	63 18.3%	113 32.8%	40 11.6%	225 65.2%
Very high responsiveness	Count % of total	0 .0%	2 .6%	6 1.7%	18 5.2%	4 1.2%	30 8.7%
Total	Count % of total	1 .3%	17 4.9%	93 27.0%	179 51.9%	55 15.9%	345 100.0%

Source: Compiled from questionnaire

B. Gender of customers and customers' perception of responsiveness

The association between gender of customers and their perception of responsiveness of bancassurance channel is presented under table 4.39

The association between gender of customers and their perception regarding responsiveness of bancassurance channel is not significant. Because the Approx Significant value of Cramer's V test is 0.341 which is more than 0.05 (5% level of significance).Thus it can be inferred that gender of customers buying

insurance from bank has no significant impact on their perception regarding responsiveness of bancassurance channel.

Table 4.39: Gender and customers' perception regarding responsiveness

Particulars		Gender		Total
		Male	Female	
Very low responsiveness	Count % of total	1 .3%	0 .0%	1 .3%
Low responsiveness	Count % of total	11 3.2%	3 .9%	14 4.1%
Moderate responsiveness	Count % of total	58 16.8%	17 4.9%	75 21.7%
High responsiveness	Count % of total	172 49.9%	53 15.4%	225 65.2%
Very high responsiveness	Count % of total	18 5.2%	12 3.5%	30 8.7%
Total	Count % of total	260 75.4%	85 24.6%	345 100.0%

Source: Compiled from questionnaire.

C. Marital status of customers and customers' perception of responsiveness

Table 4.40 depicts the association between marital status of customers and their perception regarding responsiveness of bancassurance channel.

The relation between marital status of customers and their perception regarding responsiveness of bancassurance channel is significant. Because the Approx Significant value of Cramer's V test is 0.000 which is less than 0.05 (5% level of significance). Thus it can be concluded that marital status of customers affect their perception regarding responsiveness of bancassurance channel. Table 4.40 shows that married customers have relatively highest response for high responsiveness of bancassurance channel.

Table 4.40: Marital status and customers' perception regarding responsiveness

Particulars		Marital status				Total
		Married	Unmarried	Divorced	Widow/Widower	
Very low responsiveness	Count % of total	0 .0%	1 .3%	0 .0%	0 .0%	1 .3%
Low responsiveness	Count % of total	13 3.8%	1 .3%	0 .0%	0 .0%	14 4.1%
Moderate responsiveness	Count % of total	67 19.4%	5 1.4%	1 .3%	2 .6%	75 21.7%
High responsiveness	Count % of total	210 60.9%	4 1.2%	2 .6%	9 2.6%	225 65.2%
Very high responsiveness	Count % of total	29 8.4%	1 .3%	0 .0%	0 .0%	30 8.7%
Total	Count % of total	319 92.5%	12 3.5%	3 .9%	11 3.2%	345 100.0%

Source: Compiled from questionnaire

D. Number of Family member of customers and customers' perception of responsiveness

The association between number of family member of customers and their perception regarding responsiveness of bancassurance channel is represented in table 4.41.

The relation between number of family members of customers and their perception regarding responsiveness of bancassurance channel is significant. Because the Approx Significant value of Cramer's V test is 0.000 which is less than 0.05 (5% level of significance). Thus it can be inferred that number of family members of customers affect their perception regarding responsiveness of bancassurance channel. Table 4.41 shows that customers with family size of 4

members have relatively highest response for high responsiveness of bancassurance.

Table 4.41: Number of family members of customers and customers' perception of responsiveness

Particulars		Family members									Total
		1	2	3	4	5	6	7	8	More than 8	
Very low responsiveness	Count % of total	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%	0 .0%	0 .0%	1 .3%
Low responsiveness	Count % of total	0 .0%	0 .0%	2 .6%	6 1.7%	5 1.4%	0 .0%	1 .3%	0 .0%	0 .0%	14 4.1%
Moderate responsiveness	Count % of total	1 .3%	6 1.7%	14 4.1%	37 10.7%	13 3.8%	3 .9%	0 .0%	1 .3%	0 .0%	75 21.7%
High responsiveness	Count % of total	1 .3%	15 4.3%	55 15.9%	99 28.7%	35 10.1%	15 4.3%	3 .9%	0 .0%	2 .6%	225 65.2%
Very high responsiveness	Count % of total	0 .0%	0 .0%	6 1.7%	14 4.1%	5 1.4%	5 1.4%	0 .0%	0 .0%	0 .0%	30 8.7%
Total	Count % of total	2 .6%	21 6.1%	77 22.3%	156 45.2%	58 16.8%	23 6.7%	5 1.4%	1 .3%	2 .6%	345 100.0%

Source: Compiled from questionnaire

E. Family income of customers and customers' perception of responsiveness

The illustration of impact of customers' family income on the customers' perception of responsiveness is given in table 4.42.

There is no significant relation between family income of customers and perception of customers regarding reliability of bancassurance channel. This is because the Approx Significant value of Cramer's V test is 0.135 which is more than 0.05 (5% level of significance). Thus it can be concluded that family income of customers do not affect their perception regarding responsiveness of bancassurance channel.

Table 4.42: Family income of customers and perception of customers regarding responsiveness

Particulars		Family income					Total
		Less than 2 lakh	2lakhs to 5 lakhs	5 lakhs to 8 lakhs	8 lakhs to 11 lakhs	More than 11 lakhs	
Very low responsiveness	Count % of total	0 .0%	1 .3%	0 .0%	0 .0%	0 .0%	1 .3%
Low responsiveness	Count % of total	2 .6%	9 2.6%	0 .0%	2 .6%	1 .3%	14 4.1%
Moderate responsiveness	Count % of total	9 2.6%	48 13.9%	14 4.1%	4 1.2%	0 .0%	75 21.7%
High responsiveness	Count % of total	22 6.4%	142 41.2%	33 9.6%	16 4.6%	12 3.5%	225 65.2%
Very high responsiveness	Count % of total	5 1.4%	10 2.9%	8 2.3%	6 1.7%	1 .3%	30 8.7%
Total	Count % of total	38 11.0%	210 60.9%	55 15.9%	28 8.1%	14 4.1%	345 100.0 %

Source: Compiled from questionnaire

F. Education of customers and customers' perception of responsiveness

The impact of education level of customers on their perception regarding responsiveness of bank in providing insurance service is given in table 4.43.

The relation between education of customers and their perception regarding responsiveness of bancassurance channel is significant. Because the Approx Significant value of Cramer's V test is 0.002 which is less than 0.05 (5% level of significance). Thus it can be inferred that education of customers has significant impact on their perception regarding responsiveness of bancassurance channel.

Table 4.43: Education of customers and customers' perception of responsiveness

Particulars		Education						Total
		Less than class 10	Less than class 12	Under graduate	Graduate	Post graduate	Others	
Very low responsiveness	Count % of total	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%	1 .3%
Low responsiveness	Count % of total	3 .9%	2 .6%	3 .9%	5 1.4%	1 .3%	0 .0%	14 4.1%
Moderate responsiveness	Count % of total	8 2.3%	14 4.1%	17 4.9%	29 8.4%	5 1.4%	2 .6%	75 21.7%
High responsiveness	Count % of total	29 8.4%	28 8.1%	42 12.2%	89 25.8%	24 7.0%	13 3.8%	225 65.2%
Very high responsiveness	Count % of total	7 2.0%	1 .3%	2 .6%	12 3.5%	8 2.3%	0 .0%	30 8.7%
Total	Count % of total	47 13.6%	45 13.0%	64 18.6%	135 39.1%	38 11.0%	16 4.6%	345 100.0%

Source: Compiled from questionnaire

G. Occupation of customers and customers' perception of responsiveness of bancassurance.

The association between occupation of customers and their perception regarding responsiveness of bancassurance channel is presented in table 4.44.

There is no significant relation between occupation of customers and perception of customers regarding responsiveness of bancassurance channel. This is because the Approx Significant value of Cramer's V test is 0.999 which is more than 0.05 (5% level of significance). Therefore it can be inferred that occupation of customers has no impact on their perception of responsiveness of bancassurance channel

Table 4.44: Occupation of customers and customers' perception of responsiveness

Particulars		Occupation				Total
		Professional	Employee officer grade	Employee-non officer grade	Others	
Very low responsiveness	Count % of total	0 .0%	1 .3%	0 .0%	0 .0%	1 .3%
Low responsiveness	Count % of total	0 .0%	4 1.2%	10 2.9%	0 .0%	14 4.1%
Moderate responsiveness	Count % of total	2 .6%	7 2.0%	66 19.1%	0 .0%	75 21.7%
High responsiveness	Count % of total	6 1.7%	45 13.0%	169 49.0%	5 1.4%	225 65.2%
Very high responsiveness	Count % of total	3 .9%	4 1.2%	23 6.7%	0 .0%	30 8.7%
Total	Count % of total	11 3.2%	61 17.7%	268 77.7%	5 1.4%	345 100.0%

Source: Compiled from questionnaire

4.7.8 Impact of demographic profile on customers' perception regarding assurance of bancassurance channel

A. Age of customers and customers' perception regarding assurance of bancassurance channel

The relation between age of customers and customers' perception of assurance of bancassurance channel is presented in table 4.45

There is no significant association between age of customers and their perception regarding assurance of bancassurance. This is because the Approx Significant value of Cramer's V test is 0.686 which is more than 0.05 (5% level of significance).

Table 4.45: Age of customers and customers' perception of assurance

Particulars		Age					Total
		Less than 25 years	25 years to 35 years	35 years to 45 years	45 years to 55 years	More than 55 years	
Low assurance	Count % of Total	0 .0%	1 .3%	1 .3%	2 .6%	0 .0%	4 1.2%
Moderate assurance	Count % of Total	1 .3%	5 1.4%	25 7.2%	58 16.8%	17 4.9%	106 30.7%
High assurance	Count % of Total	0 .0%	8 2.3%	58 16.8%	104 30.1%	34 9.9%	204 59.1%
Very high assurance	Count % of Total	0 .0%	3 .9%	9 2.6%	15 4.3%	4 1.2%	31 9.0%
Total	Count % of Total	1 .3%	17 4.9%	93 27.0%	179 51.9%	55 15.9%	345 100.0%

Source: Compiled from questionnaire

B. Gender of customers and customers' perception regarding assurance of bancassurance channel

The association between gender of customers and customers' perception of assurance of bancassurance is depicted in table 4.46

Table 4.46: Gender of customers and customers' perception of assurance

Particulars		Gender		Total
		Male	Female	
Low assurance	Count % of Total	4 1.2%	0 .0%	4 1.2%
Moderate assurance	Count % of Total	81 23.5%	25 7.2%	106 30.7%
High assurance	Count % of Total	154 44.6%	50 14.5%	204 59.1%
Very high assurance	Count % of Total	21 6.1%	10 2.9%	31 9.0%
Total	Count % of Total	260 75.4%	85 24.6%	345 100.0%

Source: Compiled from questionnaire

The relation between gender of customers and customers' perception regarding assurance of bancassurance is not significant. This is because the

Approx Significant value of Cramer's V test is 0.504 which is more than 0.05 (5% level of significance).

C. Marital status of customers and customers' perception regarding assurance of bancassurance channel

The influence of marital status of customer on their perception of assurance of bancassurance is given in table 4.47

There is no significant association between marital status of customers and customers' perception regarding assurance of bancassurance. This is because the Approx Significant value of Cramer's V test is 0.312 which is more than 0.05 (5% level of significance).

Table 4.47: Marital status of customers and customers' perception of assurance

Particulars		Marital status				Total
		Married	Unmarried	Divorced	Widow/widower	
Low assurance	Count % of Total	3 .9%	1 .3%	0 .0%	0 .0%	4 1.2%
Moderate assurance	Count % of Total	95 27.5%	5 1.4%	1 .3%	5 1.4%	106 30.7%
High assurance	Count % of Total	192 55.7%	4 1.2%	2 .6%	6 1.7%	204 59.1%
Very high assurance	Count % of Total	29 8.4%	2 .6%	0 .0%	0 .0%	31 9.0%
Total	Count % of Total	319 92.5%	12 3.5%	3 .9%	11 3.2%	345 100.0%

Source: Compiled from questionnaire

D. Number of family members of customers and customers' perception regarding assurance of bancassurance channel

The relation between number of family member of customers and customers' perception of assurance of bancassurance is presented in table 4.48

Table 4.48: Number of family members of customers and customers' perception of assurance

Particulars		Family members									Total
		1	2	3	4	5	6	7	8	More than 8	
Low assurance	Count % of Total	0 .0%	0 .0%	0 .0%	2 .6%	0 .0%	1 .3%	0 .0%	1 .3%	0 .0%	4 1.2%
Moderate assurance	Count % of Total	0 .0%	0 .0%	7 2.0%	23 6.7%	50 14.5%	18 5.2%	5 1.4%	2 .6%	1 .3%	106 30.7%
High assurance	Count % of Total	1 .3%	2 .6%	14 4.1%	45 13.0%	95 27.5%	31 9.0%	14 4.1%	2 .6%	0 .0%	204 59.1%
Very high assurance	Count % of Total	1 .3%	0 .0%	0 .0%	7 2.0%	11 3.2%	8 2.3%	4 1.2%	0 .0%	0 .0%	31 9.0%
Total	Count % of Total	2 .6%	2 .6%	21 6.1%	77 22.3%	156 45.2%	58 16.8%	23 6.7%	5 1.4%	1 .3%	345 100.0%

Source: Compiled from questionnaire

The relation between number of family members of customers and customers' perception regarding assurance is not significant. This is because the Approx Significant value of Cramer's V test is 0.064 which is more than 0.05 (5% level of significance).

E. Family income of customers and customers' perception regarding assurance of bancassurance channel

The association between family income of customers and their perception of assurance of bancassurance is depicted in table 4.49

There is no significant association between family income of customers and customers' perception regarding assurance of bancassurance channel. This is because the Approx Significant value of Cramer's V test is 0.085 which is more than 0.05 (5% level of significance)

Table 4.49: Family income of customers and customers' perception of assurance

Particulars		Family income					Total
		Less than 2 lakh	2lakhs to 5 lakhs	5 lakhs to 8 lakhs	8 lakhs to 11 lakhs	More than 11 lakhs	
Low assurance	Count	1	2	0	1	0	4
	% of Total	.3%	.6%	.0%	.3%	.0%	1.2%
Moderate assurance	Count	11	69	18	5	3	106
	% of Total	3.2%	20.0%	5.2%	1.4%	.9%	30.7%
High assurance	Count	21	128	30	15	10	204
	% of Total	6.1%	37.1%	8.7%	4.3%	2.9%	59.1%
Very high assurance	Count	5	11	7	7	1	31
	% of Total	1.4%	3.2%	2.0%	2.0%	.3%	9.0%
Total	Count	38	210	55	28	14	345
	% of Total	11.0%	60.9%	15.9%	8.1%	4.1%	100.0%

Source: Compiled from questionnaire

F. Education of customers and customers' perception regarding assurance of bancassurance channel

The relation between education of customers and customers' perception of assurance of bancassurance channel is presented in table 4.50.

There is no significant relation between education of customers and their perception regarding assurance of bancassurance as the Approx Significant value of Cramer's V test is 0.310 which is more than 0.05 (5% level of significance).

Table 4.50: Education of customers and customers' perception of assurance

Particulars		Education						Total
		Less than class 10	Less than class 12	Undergraduate	Graduate	Post graduate	Others	
Low assurance	Count % of Total	1 .3%	1 .3%	1 .3%	0 .0%	0 .0%	1 .3%	4 1.2%
Moderate assurance	Count % of Total	15 4.3%	17 4.9%	22 6.4%	39 11.3%	10 2.9%	3 .9%	106 30.7%
High assurance	Count % of Total	24 7.0%	26 7.5%	38 11.0%	83 24.1%	22 6.4%	11 3.2%	204 59.1%
Very high assurance	Count % of Total	7 2.0%	1 .3%	3 .9%	13 3.8%	6 1.7%	1 .3%	31 9.0%
Total	Count % of Total	47 13.6 %	45 13.0 %	64 18.6%	135 39.1%	38 11.0%	16 4.6%	345 100.0 %

Source: Compiled from questionnaire

G. Occupation of customers and customers' perception regarding assurance of bancassurance channel

The association between occupation of customers and their perception regarding assurance of bancassurance channel is presented in table 4.51

Table 4.51: Occupation of customers and customers' perception of assurance

Particulars		Occupation				Total
		Professional	Employee officer grade	Employee non officer grade	Others	
Low assurance	Count % of Total	0 .0%	1 .3%	3 .9%	0 .0%	4 1.2%
Moderate assurance	Count % of Total	2 .6%	17 4.9%	87 25.2%	0 .0%	106 30.7%
High assurance	Count % of Total	6 1.7%	40 11.6%	154 44.6%	4 1.2%	204 59.1%
Very high assurance	Count % of Total	3 .9%	3 .9%	24 7.0%	1 .3%	31 9.0%
Total	Count % of Total	11 3.2%	61 17.7%	268 77.7%	5 1.4%	345 100.0%

Source: Compiled from questionnaire

The association between occupation of customers and customers' perception regarding assurance is not significant. This is because the Approx Significant value of Cramer's V test is 0.376 which is more than 0.05 (5% level of significance).

4.7.9 Impact of demographic profile on customers' perception regarding empathy shown by bancassurance channel

A. Age of customers and customers' perception regarding empathy shown by bancassurance channel

The relation between age of customers and customers' perception of empathy shown by bancassurance channel is presented in table 4.52

The relation between age of customers and customers' perception regarding empathy shown by bancassurance is not significant. This is because the Approx Significant value of Cramer's V test is 0.717 which is more than 0.05 (5% level of significance).

Table 4.52: Age of customers and customers' perception of empathy

Particulars		Age					Total
		Less than 25 years	25 years to 35 years	35 years to 45 years	45 years to 55 years	More than 55 years	
Low empathy	Count % of Total	0 .0%	0 .0%	6 1.7%	9 2.6%	2 .6%	17 4.9%
Moderate empathy	Count % of Total	1 .3%	5 1.4%	24 7.0%	39 11.3%	16 4.6%	85 24.6%
High empathy	Count % of Total	0 .0%	10 2.9%	58 16.8%	114 33.0%	35 10.1%	217 62.9%
Very high empathy	Count % of Total	0 .0%	2 .6%	5 1.4%	17 4.9%	2 .6%	26 7.5%
Total	Count % of Total	1 .3%	17 4.9%	93 27.0%	179 51.9%	55 15.9%	345 100.0%

Source: Compiled from questionnaire

B. Gender of customers and customers' perception regarding empathy shown by bancassurance channel

The impact of gender of customers on their perception of empathy shown by bancassurance is depicted in table 4.53

Table 4.53: Gender of customers and customers' perception of empathy

Particulars		Gender		Total
		Male	Female	
Low empathy	Count % of Total	15 4.3%	2 .6%	17 4.9%
Moderate empathy	Count % of Total	61 17.7%	24 7.0%	85 24.6%
High empathy	Count % of Total	169 49.0%	48 13.9%	217 62.9%
Very high empathy	Count % of Total	15 4.3%	11 3.2%	26 7.5%
Total	Count % of Total	260 75.4%	85 24.6%	345 100.0%

Source: Compiled from questionnaire

There is no significant association between gender of customers and customers' perception regarding empathy shown by bancassurance. This is because the Approx Significant value of Cramer's V test is 0.065 which is more than 0.05 (5% level of significance).

C. Marital status of customers and customers' perception regarding empathy shown by bancassurance channel

The relation between marital status of customers and their perception of empathy shown by bancassurance is presented in table 4.54

The association between marital status of customers and their perception regarding empathy shown by bancassurance is not significant. This is because the Approx Significant value of Cramer's V test is 0.808 which is more than 0.05 (5% level of significance).

Table 4.54: Marital status of customers and customers' perception of empathy

Particulars		Marital status				Total
		Married	Unmarried	Divorced	Widow/ widower	
Low empathy	Count % of Total	16 4.6%	1 .3%	0 .0%	0 .0%	17 4.9%
Moderate empathy	Count % of Total	77 22.3%	5 1.4%	1 .3%	2 .6%	85 24.6%
High empathy	Count % of Total	201 58.3%	5 1.4%	2 .6%	9 2.6%	217 62.9%
Very high empathy	Count % of Total	25 7.2%	1 .3%	0 .0%	0 .0%	26 7.5%
Total	Count % of Total	319 92.5%	12 3.5%	3 .9%	11 3.2%	345 100.0%

Source: Compiled from questionnaire

D. Number of family members of customers and customers' perception regarding empathy shown by bancassurance channel

The association between number of family members of customers and customers' perception of empathy shown by bancassurance is given in table 4.55

Table 4.55: Number of family members of customers and customers' perception of empathy

Particulars		Family members									Total
		1	2	3	4	5	6	7	8	More than8	
Low empathy	Count % of Total	0 .0%	0 .0%	0 .0%	1 .3%	6 1.7%	9 2.6%	0 .0%	1 .3%	0 .0%	17 4.9%
Moderate empathy	Count % of Total	0 .0%	1 .3%	7 2.0%	21 6.1%	42 12.2%	11 3.2%	2 .6%	0 .0%	1 .3%	85 24.6%
High empathy	Count % of Total	2 .6%	1 .3%	14 4.1%	49 14.2%	97 28.1%	32 9.3%	18 5.2%	4 1.2%	0 .0%	217 62.9%
Very high empathy	Count % of Total	0 .0%	0 .0%	0 .0%	6 1.7%	11 3.2%	6 1.7%	3 .9%	0 .0%	0 .0%	26 7.5%
Total	Count % of Total	2 .6%	2 .6%	21 6.1%	77 22.3%	156 45.2%	58 16.8%	23 6.7%	5 1.4%	1 .3%	345 100.0%

Source: Compiled from questionnaire

There is significant association between number of family members of customers and customers' perception regarding empathy shown by bancassurance as the Approx Significant value of Cramer's V test is 0.05 which is equal to 0.05 (5% level of significance).

E. Family income of customers and customers' perception regarding empathy shown by bancassurance channel

The relation between family income of customers and customers' perception of empathy shown by bancassurance is presented in table 4.56

There is no significant relation between family income of customers and customers' perception regarding empathy shown by bancassurance. This is because the Approx Significant value of Cramer's V test is 0.109 which is more than 0.05 (5% level of significance).

Table 4.56: Family income of customers and customers' perception of empathy

Particulars		Family income					Total
		Less than 2 lakh	**2lakhs to 5 lakhs**	**5 lakhs to 8 lakhs**	**8 lakhs to 11 lakhs**	**More than 11 lakhs**	
Low empathy	Count % of Total	2 .6%	13 3.8%	0 .0%	2 .6%	0 .0%	17 4.9%
Moderate empathy	Count % of Total	10 2.9%	60 17.4%	9 2.6%	4 1.2%	2 .6%	85 24.6%
High empathy	Count % of Total	22 6.4%	127 36.8%	40 11.6%	17 4.9%	11 3.2%	217 62.9%
Very high empathy	Count % of Total	4 1.2%	10 2.9%	6 1.7%	5 1.4%	1 .3%	26 7.5%
Total	Count % of Total	38 11.0%	210 60.9%	55 15.9%	28 8.1%	14 4.1%	345 100.0%

Source: Compiled from questionnaire

F. Education of customers and customers' perception regarding empathy shown by bancassurance channel

The influence of education of customers on customers' perception regarding empathy shown by bancassurance is depicted in table 4.57.

There is no significant association between education of customers and their perception regarding empathy shown by bancassurance. This is because the Approx Significant value of Cramer's V test is 0.537 which is more than 0.05 (5% level of significance).

Table 4.57: Education of customers and customers' perception of empathy

Particulars		Education						Total
		Less than class 10	Less than class 12	Undergraduate	Graduate	Post graduate	Others	
Low empathy	Count % of Total	3 .9%	3 .9%	3 .9%	7 2.0%	0 .0%	1 .3%	17 4.9%
Moderate empathy	Count % of Total	11 3.2%	10 2.9%	21 6.1%	33 9.6%	7 2.0%	3 .9%	85 24.6%
High empathy	Count % of Total	28 8.1%	31 9.0%	37 10.7%	84 24.3%	25 7.2%	12 3.5%	217 62.9%
Very high empathy	Count % of Total	5 1.4%	1 .3%	3 .9%	11 3.2%	6 1.7%	0 .0%	26 7.5%
Total	Count % of Total	47 13.6%	45 13.0%	64 18.6%	135 39.1%	38 11.0%	16 4.6%	345 100.0%

Source: Compiled from questionnaire

G. Occupation of customers and customers' perception regarding empathy shown by bancassurance channel

The relation between occupation of customers and customers' perception regarding empathy shown by bancassurance channel is given in table 4.58

4.58: Occupation of customers and customers' perception of empathy

Particulars		Occupation				Total
		Professional	Employee officer grade	Employee- non officer grade	Others	
Low empathy	Count % of Total	0 .0%	4 1.2%	13 3.8%	0 .0%	17 4.9%
Moderate empathy	Count % of Total	3 .9%	9 2.6%	73 21.2%	0 .0%	85 24.6%
High empathy	Count % of Total	5 1.4%	45 13.0%	163 47.2%	4 1.2%	217 62.9%
Very high empathy	Count % of Total	3 .9%	3 .9%	19 5.5%	1 .3%	26 7.5%
Total	Count % of Total	11 3.2%	61 17.7%	268 77.7%	5 1.4%	345 100.0%

Source: Compiled from questionnaire

The relation between occupation of customers and their perception regarding empathy shown by bancassurance is not significant. This is because the Approx Significant value of Cramer's V test is 0.092 which is more than 0.05 (5% level of significance).

4.8 Conclusions

The study attempts to examine the perception of customers towards bancassurance business model with respect to selected attributes. The study finds that customers have highly favourable perception regarding reliability, responsiveness, empathy and assurance of bancassurance channel. Customers also perceive that bank has adequate tangible infrastructure for providing insurance service which is significant for bringing more customers and retaining old customers as tangible infrastructure is low in public sector life insurance companies for doing business under agency channel (Vikas, 2011) and (Rajasekar and Kumari, 2014). All these are definitely strong points for the bank, but yet

there are scopes for the improvement in customers' perception with respect to the above-mentioned attributes as there are possibilities to uplift them to a very high level too.

Choudhury and Singh (2015) and Soni and Rao (2014) have found that customers perceive bancassurance channel having highly reliability. Choudhury and Singh (2015) found that customers' perceive bancassurance channel as highly responsive. Agency channel of public sector life insurance companies are also perceived to be highly reliable, responsive, assured and empathetic (Vikas, 2011; Devi, 2008; Khurana, 2013; Bapat et.al, 2014; Madan, 2012). Therefore, even a small reduction in the reliability, responsiveness, assurance and empathy of bancassurance channel may lead to out swing of customers from bancassurance channel to agency channel of public sector life insurance companies which are also equally perceive to be reliable. However, Rajasekar and Kumari (2014) found that reliability, responsiveness and empathy of life insurance service under agency channel is low but assurance is found to be high. Thus, bancassurance channel is in advantageous position than that of agency channel of life insurance and it is expected to bring more customers to the bank.

However regarding bank's compliance to insurance rules and regulation, customers perceive that bank has moderate compliance. This finding is a matter of concern for bank. This is because compliance plays a key role in selling insurance policy. Maintaining compliance enhances policyholders' experience (Ernst and Young, 2014). Compliance with laws, rules and standards helps to maintain the bank's reputation and meet the expectations of its customers (Basel Committee on Banking Supervision, 2003). The compliance function effects the

value creation in a bank. It helps in strengthening public confidence in bank (Mundra, 2014). Therefore in order to enhance client base and to retain existing clients through insurance service, banks need to focus on this aspect. Bank should periodically review its state of affairs and activities and also impart continuous training for its human resources.

Capitalizing on the strengths, banks in India have already joined hands with insurance company for insurance distribution. For instance, State bank of India is selling insurance of SBI Life. SBI life is a joint venture of State Bank of India and Cardiff SA, an insurance company of France. UCO bank sells insurance policy of LICI. Banks see bancassurance as a way of creating a new revenue flow and diversifying its business activities. Considering this monetary aspect of bancassurance channel, many banks have taken steps to concentrate on insurance business. For example, Canara Bank along with Oriental Bank of Commerce and HSBC bank set up insurance company named The Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited. Punjab National Bank has acquired 40% stake in US based Met-life insurance company and it is functioning under the brand name of PNB Met-life.

The customers' perception is found to be same for both the distribution channel of insurance, i.e., agency channel and bancassurance channel, but customers will prefer bancassurance channel if efforts are placed in time and in right direction. This is because, customers trust bank usually more than insurance companies (Wang and Hwang, 2009). Customers consider bank as most authentic channel over other mode of distribution channel for buying insurance (Tiwari and Yadav, 2012). Reliability and trust are very important to gain customers' loyalty

and these are possessed by banks (Kuusik and Varblane, 2009). Customers prefer bank due to convenience, interpersonal relationship, safety and customized service (Popli and Rao, 2009; Fan et al., 2011; Kumari, 2012; Ali and Chatley, 2013; Berghe and Verweire, 2001; Shukla et al., 2012).

In case of selling insurance policy, Bank has a competitive advantage over traditional channel of insurance companies. Bank has financial data of their clients. Therefore, bank can offer tailor made insurance solutions according to the financial position and requirement of its customers. Offering customized insurance plans will boost up the business of bancassurance channel.

Therefore, banks should work upon the improvement of customers' perception by taking care of the areas considered to measure the abovementioned perceptions. In this respect, bank can rely upon the use of technology too due to its affordability (Brige, 2006).

The present study also shows that among demographic variables considered, marital status, number of family members and family income of customers influence customers' perception regarding reliability of bancassurance channel. Regarding customers' perception of responsiveness, age, education, marital status, number of family members of customers has an impact. Number of family members of customers influences customers' perception of empathy. Customers' perception of compliance is influenced by family income of customers. Customers' perception regarding assurance has no association with demographic variables considered in the study. Similarly customers' perception regarding tangibility has no association with demographic variables.