

**THE IMPACT OF MARKETING MIX ON CUSTOMER
SATISFACTION WITH SPECIAL REFERENCE TO LIFE
INSURANCE IN BADULLA REGION**

I hereby declare that the above research work is my original work except where indicated by special reference in the text and no part of the dissertation has been submitted for any other degree. Any views expressed in the dissertation are those of the author and in no way represent the views of the Uva University.

Student's identity: UVA/ENM/09/0055

Student registration No: UWU/ENM/09/0055

Supervisor's Declaration:

This dissertation is submitted as a partial fulfillment of the degree of Bachelor of

Business Management in entrepreneurship and management

of Uva Wellassa University. The research was conducted in accordance with the regulations of degree programme. The contribution made to the research by me and other members of the Course Committee of Hospitality, Tourism and Events Management was consistent with normal supervisory practice. Further, external contributions to the research are acknowledged.

Supervisor's Name: _____

Faculty of Management

Uva Wellassa University

Registration Number: UWU/ENM/09/0055

Year 2013

THE IMPACT OF MARKETING MIX ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO LIFE INSURANCE IN BADULLA REGION

Wijesinghe H.R.M.K.N¹

UWU/ENM/09/0055

Abstract

Insurance is a financial service for collecting the savings of the public and providing them with risk coverage which is to provide protection against the possible chances of generating losses. This study aimed at finding out the contribution of service marketing-mix (7P's) on customer satisfaction in Life insurance industry which is relatively represent low contribution for GDP 1.2% (2011) in service sector by comparing with other sectors. This study will helps to identify the policy formulation and implementation of customer satisfaction and set the stage for further research into the issue of new marketing strategy. Data were collected using structured questionnaires from a total sample of 60 Life insurance policyholders from Badulla region in Sri Lanka. These samples were selected using simple random sampling method. Descriptive statistics, Pearson correlation and regression were applied for data analysis. It was found that there was positive relationship between marketing-mix and customer satisfaction. This study concludes that sampled customers were highly satisfied with the Life insurance products, place, price, people, process and physical environment. They were moderately satisfied with promotion. Recommendation offered by the study is that insurance companies should aim at building durable teams. Various units and departments of the organizations should work as a team with a focus to satisfy customers. Companies should automate their processes to shorten the time that clients spend trying to purchase insurance or make claims.

Keywords: Marketing mix, Customer satisfaction, Life insurance

¹Entrepreneurship and management