

**IMAGE OF LIFE INSURANCE SERVICES –
AN EXPECTATION-EXPERIENCE GAP ANALYSIS
(CUSTOMER COST DIMENSION)**

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ABSTRACT

Life Insurance Industry is in development phase and daily new developments are going on with respect to Product and services. Today the biggest challenge the Life Insurance companies are facing is the competition in all aspects, so the Gap study between the Expectation and Experience is of vital importance. The present study has been conducted with a view to understand the difference between the Expected and Experienced “CUSTOMER-COST” i.e. PRICE dimensions of marketing mix with respect to Life Insurance in Assam. The study is conducted based on the primary data collected from Tezpur town - the districts headquarter through questionnaire. Given the Empirical Research methods and specially designed Scaling technique, the study revealed that the difference between the degree of customer cost expected from the insurance and the degree of customer cost experienced is statistically not significant.

KEYWORD: Image, Gap, Insurance, Life Insurance, Price.
