

A STUDY ON ATTITUDES OF INDIAN CONSUMERS TOWARDS INSURANCE SERVICES

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Abstract

The present research is an attempt to illustrate the attitudes of Indian consumers towards the insurance services. The study has been made by collecting the responses of consumers through structured questionnaire on five point Likert scale. A total 377 responses were collected to assess the level of awareness about the insurance services and their attitude towards insurance services. Findings of the research show that basic socio demographic and economic variables have significant impact on consumers' attitudes towards insurance services in Indian scenario. The findings of the present study may act as input for the insurance companies in Indian market to frame marketing strategies based on socio demographic and economic variables.

Keywords: India, attitude, demography, insurance services, marketing activities.

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