A COMPARATIVE STUDY OF CUSTOMER BEHAVIOR BETWEEN PUBLIC AND PRIVATE INSURANCE COMPANIES
(WITH SPECIAL REFERENCE TO UDAIPUR CITY)

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ABSTRACT

In the present world of uncertainty insurance has become one of the basic needs of common people too. For years LIC had been the sole authority to fulfill insurance needs of people but with liberalization & globalization many private insurance companies emerged & it was expected that monopoly of LIC will shatter with it. This paper attempts to identify the performance efficiency of Public Insurance companies as compared to Private Insurance companies. The paper is based on descriptive research design. Close ended questionnaire has been used to collect the primary data from customers of various Insurance companies.
Conclusions of paper also reveal the impact of customers’ demography on their choice between Public & Private Insurance companies.

KEY WORDS – : Consumer behavior, LIC, Private Insurance companies, Customer satisfaction.

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