"Impact of Service Quality on Brand Loyalty: with reference to Vehicle Insurance Policies (VIP) Market in Sri Lanka"

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Abstract

The research beginnings with the topic of "Impact of Service Quality on Brand Loyalty ; with reference to Vehicle Insurance Policies Market in Sri Lanka". In the first chapter, researcher explains the research topic and noticed the high employee turnover and low service quality are explained as major research problems. Further researcher where the chapter aims to provide the paths for doing the researcher includes To identify the impact of Service Quality on Brand Loyalty: with reference to Vehicle Insurance Policies (VIP) Market in Sri Lanka as the research objectives, Researcher explains six hypothesis regarding quality of service based on the Parasuraman five dimensions model, and explains limitations as the questionnaires are collected from the clients from five major insurance companies from western province for this study.

In the second chapter researcher provides sound knowledge about service quality, insurance service and its current trends in Sri Lanka, This chapter includes the definitions of insurance, its nature, and the legal aspect of insurance, its historical background and its current situation in Sri Lanka. In addition to that the researcher explains service and Service Quality, explores the special nature of service, scope of service, its characteristics and background knowledge of marketing and its concepts, philosophy as well. Further explains the Service Quality and its concepts.

The researcher explains in the third chapter about the research methodology, the conceptual frameworks, Data operation and presentation, Thirty Questioners are collected from each of the following insurance companies: Sri Lanka Insurance Ltd, Ceylinco Insurance PLC, Janashakthi Insurance PLC, Union Assurance PLC and AIA Insurance PLC. Further and researcher has developed six Hypotheses.

Then the researcher moves to the fourth chapter about survey and data presentation and the objective of this chapter is to present the real view of the collected data through the statistical tools such as coefficient of correlation based on service quality dimensions.

The researcher explains in the fifth chapter regarding the data analysis & conclusions of the research. Here the data are analyzed & conclusions and recommendations are given to improve the service quality related to the Parasuraman five dimensions model. According to the research the created hypothesis were accepted according to the data collected through the questionnaires and it is proved that there is a positive impact of perceived reliability, perceived responsiveness, perceived assurances, perceived empathy and perceived tangibility on brand loyalty which are provided by the researcher based on the research

Key notes: Service Quality, Reliability, Responsiveness, Assurance, Tangibility, Empathy.

v