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Marketing Activities and Service Quality in Life Insurance: A Factor-Based Analysis of Policyholders' Perceptions in Public and Private Sector Companies

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Abstract: The study examines policyholders' perceptions of marketing activities and service quality in public and private sector life insurance companies in Kozhikode district, Kerala. The primary objective is to identify the underlying dimensions that shape policyholders' perceptions of insurance marketing and service delivery. The study adopts a descriptive research design and collects primary data from 145 respondents using a structured questionnaire. The measurement items are adapted from Mathiraj and Nagalakshmi (2020). Stratified sampling is employed to represent policyholders from both public and private sector insurance companies. Frequency and percentage analysis are used to examine respondents' demographic characteristics, while Principal Component Analysis with Varimax rotation is applied to identify the underlying factors. The analysis identifies four dimensions: Policy and Services, Redressal Mechanism, Customer Service, and Policies and Benefits. The findings provide a framework for understanding policyholders' evaluations of insurance marketing and service quality and highlight areas that insurers may consider when improving their service delivery and customer relationships.

Keywords: Life Insurance, Marketing Activities, Service Quality, Policyholders' Perception, Factor Analysis, Public and Private Sector Insurance.

1 Introduction

Life insurance is an important component of the financial services sector because it provides financial protection against uncertainties, supports long-term savings, and helps individuals secure the financial well-being of their families. In addition to its protective function, life insurance offers policyholders opportunities to plan for future financial commitments, retirement, and other long-term needs. The effectiveness of life insurance companies therefore depends not only on the range of products they offer but also on their ability to understand customer expectations and deliver services that inspire confidence. As insurance products involve long-term contractual relationships, policyholders' perceptions of marketing activities and service quality play an important role in shaping their preferences, satisfaction, and continued relationship with insurers.

The development of the Indian life insurance industry has increased the importance of marketing and customer-oriented service delivery. The entry and expansion of private sector insurers have intensified competition and encouraged companies to introduce innovative products, develop alternative distribution channels, and adopt new promotional strategies. Chaudhary and Kaur (2016) observed that competition between public and private sector insurers has contributed to greater product variety and the use of innovative advertising and marketing approaches. Their factor analytical study identified customised and timely services, company reputation, effective service quality, customer convenience, tangible benefits, and customer–client relationships as important dimensions influencing consumer perceptions of

These developments indicate that marketing effectiveness in life insurance extends beyond attracting new policyholders; it also involves building trust, communicating policy benefits clearly, and maintaining satisfactory service relationships.

Marketing activities are particularly important in life insurance because the product is often difficult for customers to evaluate before purchase. Policyholders may depend on advertisements, insurance agents, company representatives, and other information sources to understand policy features, premium obligations, risk coverage, and benefits. Consequently, the clarity and reliability of marketing communication can influence their understanding and evaluation of insurance products. Ramyashree (2024), in a study of policyholder preferences in Erode district, highlighted the role of marketing initiatives, insurance agents, product selection, and after-sales services in addressing policyholders' needs and requirements. The study also emphasised that marketing encompasses both sales and servicing, with service relationships contributing to the development of long-term relationships between insurers and policyholders. Mallikraj and Alagarsamy (2020) examined the relationship among brand equity determinants, considering the moderating role of product involvement. Their study suggests that consumers purchasing high-involvement products tend to devote greater time and effort to information search and purchase decisions. Consequently, they pay closer attention to perceived product quality and become more familiar with different product attributes. The authors' discussion indicates that firms can strengthen brand awareness and brand image by offering quality products. In the context of life insurance, this perspective is relevant because purchasing a life insurance policy involves long-term financial commitments and careful consideration of policy features, premium payments, risk coverage, and benefits. Policyholders may therefore place considerable importance on the perceived quality and reliability of insurance products when evaluating competing insurers. Clear communication of policy benefits and consistent service quality may further strengthen brand image and influence policyholders' perceptions of public and private sector life insurance companies.Therefore, an assessment of life insurance marketing should consider not only promotional activities but also the extent to which companies communicate accurately, respond to customer enquiries, and fulfil their commitments.

Service quality is another important consideration in evaluating policyholders' perceptions of life insurance companies. It encompasses the quality of interactions with employees and agents, accessibility of information, responsiveness to complaints, convenience of premium payments, and efficiency of claims settlement. Kapoor and Husain (2023) explained that service quality has become a significant basis of competitive differentiation in the life insurance industry, particularly as insurers seek to improve customer satisfaction and retain policyholders. Their empirical study used exploratory factor analysis to identify four dimensions of perceived service quality: assurance and tangibles, convenience, competence, and technology and innovation. The findings also indicated that opportunities for improvement remained across the identified dimensions.

The relationship between marketing and service quality is especially relevant because policyholders' experiences extend throughout the policy lifecycle, from initial awareness and product selection to premium payment, policy servicing, grievance redressal, and claim settlement. Murugesh (2015), in examining policyholders' preferences and satisfaction towards Life Insurance Corporation of India's policies, discussed the competitive pressures faced by public sector insurers and the role of product innovation and marketing in responding to changing customer requirements. The study also highlighted service quality as an important consideration for maintaining customer loyalty in a competitive insurance market.

Similarly, Gomathidevi and Rangarajan (2017) examined rural policyholders' perceptions of the products and services offered by the Life Insurance Corporation of India and considered pre-sales services, after-sales services, administrative processes, and electronic services in evaluating the policyholder experience.

Together, these studies demonstrate the importance of examining both the marketing practices through which insurers attract and inform customers and the service processes through which they maintain policyholder relationships. Despite the existing research on policyholder preferences, satisfaction, and service quality, there remains a need to examine marketing activities and service aspects together through a factor-based approach, particularly in the context of public and private sector life insurance companies. Existing studies have identified

several relevant dimensions, including company reputation, customer convenience, timely services, grievance handling, product benefits, and technological facilities. However, these dimensions need to be examined within the context of the specific variables included in the present study. A factor-based analysis can help identify the underlying dimensions that explain the relationships among observed aspects of marketing and service delivery. Such an approach can provide a more structured understanding of how policyholders evaluate the activities and services of life insurance companies.

Against this background, the present study, titled "Marketing Activities and Service Quality in Life Insurance: A Factor-Based Analysis of Policyholders' Perceptions in Public and Private Sector Companies," seeks to identify and interpret the major dimensions underlying policyholders' perceptions of marketing activities and service quality. By applying factor analysis, the study examines the extent to which different attributes of policy-related services, grievance redressal, customer service, and policy benefits can be grouped into meaningful underlying components. The findings are expected to provide useful insights for life insurance companies in strengthening marketing communication, improving customer support, enhancing grievance-redressal practices, and delivering services that respond more effectively to policyholders' expectations. The study also provides a basis for understanding policyholders' evaluations across the public and private sectors, although any conclusion about differences in sectoral performance requires appropriate comparative statistical testing.

2 Review of Literature

The review of literature is organised around four dimensions: Policy and Services, Redressal Mechanism, Customer Service, and Policies and Benefits. These dimensions are examined using published studies on life insurance service quality, policyholder perceptions, marketing practices, and regulatory protection in India.

Policy and Services

Policy and services represent an important dimension of policyholders' perceptions because life insurance involves long-term financial commitments and continuing interactions between insurers and customers. Policyholders evaluate insurers not only on the basis of the protection offered but also on the clarity of policy conditions, accessibility of information, convenience of premium payments, reliability of agents, and quality of policy servicing. Marketing activities are relevant to this dimension because clear communication and suitable product recommendations help customers understand the coverage and obligations associated with their policies.

Garg and Verma (2010) examined service quality among life insurance policyholders in India using the SERVQUAL and SERVPERF approaches. Their study considered product satisfaction, pre-sale service, post-sale service, office service, and overall service quality. This approach demonstrates the importance of examining policy-related services across different stages of the customer relationship rather than restricting the evaluation to the initial purchase experience.

Similarly, Saha and Dutta (2019) investigated the factors influencing service quality perceptions in the Indian life insurance sector. Their study was situated in a competitive environment characterised by the expansion of insurance providers, diverse customer-oriented products, and multiple distribution channels, including agency and bancassurance. This research highlights the relevance of service delivery and distribution practices in understanding how policyholders evaluate life insurance companies.

Kapoor and Husain (2023) developed a multidimensional measure of perceived service quality in the life insurance sector. Their factor analysis identified assurance and tangibles, convenience, competence, and technology and innovation as the underlying dimensions. Variables such as easy access to information, flexible payment schedules, a variety of product solutions, and prompt claims processing formed part of their assessment. These findings indicate that policyholders' evaluations of policy and service provisions involve both the characteristics of insurance products and the convenience and reliability of the associated services.

Taken together, these studies suggest that the Policy and Services dimension should incorporate the clarity of policy conditions, suitability of products, ease of premium payment, accessibility of policy information, and efficiency of policy administration. In the present study, this dimension provides a framework for examining how policyholders perceive the policy-related services offered by public and private sector life insurance companies.

Redressal Mechanism

The redressal mechanism refers to the procedures through which insurance companies receive, investigate, and resolve policyholders' complaints and service-related grievances. It is particularly relevant to life insurance because policyholders may require assistance with incorrect policy details, premium discrepancies, policy servicing, claim delays, or disagreements regarding contractual terms. The speed, transparency, and fairness of complaint resolution can influence policyholders' confidence in an insurer and their perceptions of service quality. Gera (2011) examined the relationships among agent service quality, customer satisfaction, perceived value, and behavioural intentions in Indian life insurance services. The study identified product knowledge, empathy, reliability, and trust as important attributes of agent service quality. It also found that service quality, satisfaction, and perceived value were associated with behavioural outcomes, including recommendation intentions. Although the study did not focus exclusively on grievance redressal, its findings provide a basis for understanding why reliable and responsive service interactions are important in resolving policyholders' concerns. Kapoor and Husain (2023) included prompt and efficient grievance handling within the competence dimension of their life insurance service-quality framework. Their findings identified grievance handling as an area requiring improvement. They also highlighted the need for effective online complaint-handling systems as part of the technology and innovation dimension. This indicates that grievance resolution should be considered both an organisational responsibility and an important element of accessible customer service.

The regulatory framework in India further establishes the importance of complaint resolution. The Insurance Regulatory and Development Authority of India (IRDAI) provides a formal grievance-redressal framework through which policyholders can approach their insurers and, where necessary, escalate unresolved complaints. Its Bima Bharosa system enables complaints to be registered and tracked, while the Insurance Ombudsman provides an additional mechanism for resolving eligible disputes. The framework covers matters such as claim-settlement delays, repudiation of claims, premium disputes, misrepresentation of policy terms, and policy-servicing grievances.

The literature and regulatory framework together suggest that an effective redressal mechanism should be evaluated in terms of ease of complaint registration, speed of response, transparency of procedures, fairness of decisions, and communication regarding complaint status. For the present study, these attributes are relevant to understanding whether policyholders perceive public and private sector insurers as responsive and accountable when problems arise.

Customer Service

Customer service encompasses the interactions and assistance provided by insurance agents, company employees, branch offices, call centres, and digital service channels. In life insurance, customer service is particularly important because customers may require continuing guidance about policy conditions, premium payments, policy renewals, nominations, documentation, and claims. Effective customer service can reduce uncertainty, improve customer understanding, and strengthen the relationship between the insurer and the policyholder.

Gera (2011) investigated the influence of service encounters on customer satisfaction and behavioural intentions in Indian life insurance services. Using responses from 258 existing customers and structural equation modelling, the study examined perceived agent service quality, satisfaction, perceived value, repurchase intentions, recommendations, and complaints. Product knowledge, empathy, reliability, and trust emerged as important agent-

service attributes. The study also demonstrated the relevance of service quality and perceived value to favourable customer responses.

Mittal, Gera, and Singhvi (2013) developed and tested a hierarchical model of customer-perceived service quality in Indian life insurance services. Their study used exploratory factor analysis to identify five component dimensions from an initial set of 38 service-quality items. The research supports the view that perceived service quality is multidimensional and requires a structured assessment of different aspects of the service encounter.

Kapoor and Husain (2023) further identified competence as an important dimension of life insurance service quality. This dimension included well-informed and trained agents, agents who clearly explain policy terms and conditions, dependable staff, efficient grievance handling, and the availability of branches. Their findings indicate that policyholders' perceptions are influenced by employees' knowledge, the reliability of service interactions, and the insurer's ability to address customer requirements efficiently.

The increasing use of digital technology has also expanded the scope of customer service in the insurance sector. Kaur and Singh (2025) examined Insurtech adoption and customer satisfaction in the Indian life insurance industry. Their findings indicated a positive relationship between Insurtech adoption and customer satisfaction, identifying customer service management and policy management as important predictors. The study also highlighted opportunities to improve online service distribution and customer service management.

The reviewed literature suggests that customer service should be assessed through responsiveness to enquiries, employee competence, agent behaviour, accessibility of information, reliability of communication, and the convenience of digital and physical service channels. In the present study, these attributes help explain how policyholders evaluate the quality of their interactions with public and private sector life insurance companies.

Policies and Benefits

Policies and benefits constitute a central dimension of life insurance marketing because customers select insurance products according to their financial objectives, risk-protection requirements, affordability, and expectations regarding policy benefits. Relevant considerations include the variety of insurance products, the extent of risk coverage, premium affordability, savings or investment features where applicable, tax-related benefits subject to prevailing law, flexibility of policy provisions, and the clarity of benefit conditions.

Negi and Singh (2012) examined demographic differences in the factors influencing the purchase of life insurance products in India. Their findings identified product quality and brand image, service quality, customer friendliness, brand loyalty, and commitment as relevant factors. Product quality and brand image received the highest ranking among the factors considered. The study indicates that product-related perceptions and the reputation of the insurer can be important in customers' decisions to purchase life insurance.

Chaudhary and Kaur (2016), in their factor analytical study of consumer perceptions regarding life insurance policies, identified six dimensions influencing policy selection: customised and timely services, better company reputation, effective service quality, customer convenience, tangible benefits, and healthy customer–client relationships. Their findings connect product selection with both the financial benefits offered and the service experience associated with the insurer. This suggests that policy benefits should not be assessed in isolation from the company's service delivery and marketing practices.

Kapoor and Husain (2023) also incorporated the variety of product solutions, flexible payment schedules, supplementary services, financial stability, and value for money into their service-quality assessment. These variables demonstrate that policyholders' perceptions may reflect the perceived suitability and value of the product as well as the quality of the services supporting it. From a marketing perspective, the communication of policy benefits is as important as the availability of those benefits. Customers need clear explanations of coverage, exclusions, premium obligations, maturity conditions, surrender provisions, and applicable benefits to make

informed decisions. Inaccurate or incomplete communication can create differences between customer expectations and the contractual terms of a policy. The IRDAI's policyholder-protection framework recognises the relevance of disputes involving misrepresentation of policy terms and conditions, as well as disputes relating to premiums and claims.

The reviewed studies indicate that the Policies and Benefits dimension should cover product variety, suitability to customer needs, affordability of premiums, perceived value for money, risk coverage, clarity of policy terms, and transparency in communicating benefits. In the present study, these attributes provide a basis for examining how policyholders assess the attractiveness and perceived value of insurance products offered by public and private sector companies

3 Research Methodology

The present study adopts a descriptive research design to examine policyholders' perceptions of marketing activities and service quality in public and private sector life insurance companies in Kozhikode district, Kerala. The study focuses on four dimensions: Policy and Services, Redressal Mechanism, Customer Service, and Policies and Benefits.

The study is based on primary data collected from 145 policyholders of public and private sector life insurance companies. A structured questionnaire is used as the principal instrument for data collection. The measurement items are adapted from Mathiraj and Nagalakshmi (2020), who examined policyholders' perceptions and satisfaction towards selected public and private sector life insurance companies using factor analysis. Their study identified four dimensions of policyholder satisfaction: Policy and Services, Redressal Practices, Customer Service, and Policies and Benefits. The questionnaire is organised into two sections. The first section collects demographic information about respondents, including gender, age, marital status, educational qualification, occupational status, monthly income, family size, and place of residence. The second section measures policyholders' perceptions across the four research dimensions. Responses to the perception statements are recorded using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The original measurement items are adapted to suit the objectives and geographical context of the present study.A stratified sampling technique is employed by dividing the respondents into two strata based on the type of life insurance company: public sector and private sector. Policyholders are selected from both strata to ensure representation of the two groups. The total sample consists of 145 respondents, and the allocation between the strata is based on the actual sampling records.

Primary data are supplemented by secondary sources, including research articles, academic journals, books, and relevant published reports on life insurance marketing and service quality. The collected data are coded, tabulated, and analysed using frequency and percentage analysis to describe the demographic profile of the respondents. Exploratory factor analysis is conducted to examine the underlying dimensions of policyholders' perceptions. The Kaiser–Meyer–Olkin (KMO) measure and Bartlett's Test of Sphericity are used to assess the suitability of the data for factor analysis. Principal Component Analysis with Varimax rotation is employed to extract and interpret the underlying factors.

4 Analysis

This section presents the analysis and interpretation of data collected from 145 policyholders of public and private sector life insurance companies in Kozhikode district. The analysis aims to examine respondents' demographic profiles and identify the underlying dimensions influencing their perceptions of marketing activities and service quality. Frequency and percentage analysis are used to describe the demographic characteristics of the respondents, while factor analysis is employed to identify the major dimensions of policyholders' perceptions.

Demographic profile of the respondents

Table 1 presents the demographic profile of the 145 respondents. The profile is analysed in terms of gender, age, marital status, educational qualification, occupational status, monthly income, and family size.

Regarding gender, the majority of the respondents were male, accounting for 82 respondents (56.6%), while female respondents constituted 63 (43.4%). In terms of age, the largest group belonged to the 36–45 years category, representing 49 respondents (33.8%). This was followed by respondents aged 25–35 years, with 43 respondents (29.7%), those above 45 years, with 38 respondents (26.2%), and those below 25 years, with 15 respondents (10.3%). The age distribution indicates that a substantial proportion of the respondents belonged to the middle-age categories. With respect to marital status, 106 respondents (73.1%) were married, whereas 39 respondents (26.9%) were unmarried. Regarding educational qualification, postgraduates formed the largest group, accounting for 48 respondents (33.1%), followed by undergraduates with 46 respondents (31.7%). Respondents with higher secondary education or below constituted 29 (20.0%), while those with professional or technical qualifications accounted for 22 (15.2%). This distribution indicates that the sample included respondents with varied educational backgrounds, with graduates and postgraduates representing a considerable proportion. In terms of occupational status, private sector employees formed the largest category, with 41 respondents (28.3%). Business owners and self-employed respondents accounted for 34 (23.4%), followed by government employees with 31 (21.4%). Professionals represented 20 respondents (13.8%), homemakers accounted for 14 (9.7%), and respondents classified under other occupations constituted 5 (3.4%). The occupational distribution suggests that the sample represented individuals engaged in different employment and economic activities.

Regarding monthly income, the largest proportion of respondents earned between ₹25,001 and ₹50,000, accounting for 44 respondents (30.3%). This was followed by those earning below ₹25,000, with 32 respondents (22.1%), and those earning between ₹50,001 and ₹75,000, with 31 respondents (21.4%). Respondents earning between ₹75,001 and ₹1,00,000 constituted 20 (13.8%), while 18 respondents (12.4%) reported monthly incomes above ₹1,00,000. These findings indicate that the largest income group fell within the ₹25,001–₹50,000 range. Finally, family size analysis revealed that most respondents belonged to families consisting of three to four members, accounting for 82 respondents (56.6%). Families with five to six members represented 36 respondents (24.8%), while 20 respondents (13.8%) belonged to families with one to two members. Only 7 respondents (4.8%) reported a family size exceeding six members. Thus, medium-sized families predominated among the respondents

Table 1 Demographic Profile of the Respondents

S. No.	Demographic Variable	Category	Frequency	Percentage (%)
1	Gender	Male	82	56.6
		Female	63	43.4
2	Age	Below 25 years	15	10.3
		25–35 years	43	29.7
		36–45 years	49	33.8
		Above 45 years	38	26.2
3	Marital Status	Married	106	73.1
		Unmarried	39	26.9

4	Educational Qualification	Higher Secondary or below	29	20.0
		Undergraduate	46	31.7
		Postgraduate	48	33.1
		Professional / Technical Qualification	22	15.2
5	Occupational Status	Government Employee	31	21.4
		Private Sector Employee	41	28.3
		Business / Self-employed	34	23.4
		Professional	20	13.8
		Homemaker	14	9.7
		Other	5	3.4
6	Monthly Income	Below ₹25,000	32	22.1
		₹25,001–₹50,000	44	30.3
		₹50,001–₹75,000	31	21.4
		₹75,001–₹1,00,000	20	13.8
		Above ₹1,00,000	18	12.4
7	Family Size	1–2 Members	20	13.8
		3–4 Members	82	56.6
		5–6 Members	36	24.8
		Above 6 Members	7	4.8

Dimensions of Policy holder's Perception

The Kaiser–Meyer–Olkin (KMO) measure and Bartlett's Test of Sphericity were employed to assess the suitability of the data for factor analysis. The KMO value was found to be 0.797, indicating adequate sampling adequacy for conducting factor analysis. This value suggests that the correlations among the variables are sufficiently compact to identify meaningful underlying dimensions. Bartlett's Test of Sphericity yielded an approximate chi-square value of 1271.021, with 105 degrees of freedom and a significance value of 0.000 ($p < 0.001$). The statistically significant result indicates that the correlation matrix is significantly different from an identity matrix, confirming the presence of adequate correlations among the observed variables.

Principal Component Analysis was employed to extract the underlying factors, followed by Varimax rotation with Kaiser Normalization. The rotated solution (Table 2) identified four components, which together explained 73.195% of the total variance in policyholders' perceptions.

The first component recorded a rotation sum of squared loadings of 3.147 and explained 20.980% of the total variance. The second component accounted for 19.034%, with a value of 2.855. The third component explained 18.121%, with a value of 2.718, while the fourth component accounted for 15.060%, with a value of 2.259.

The cumulative variance explained increased from 20.980% after the first component to 40.014% after the second and 58.135% after the third. With the inclusion of the fourth component, the cumulative explained variance reached 73.195%.

These findings indicate that the four-component solution captures a substantial proportion of the variation in respondents' perceptions. The remaining 26.805% of the variance is attributable to factors not captured by the extracted components, measurement variation, and other influences.

Factor loadings indicate the strength of the relationship between individual variables and the extracted components. The reported loadings range from 0.735 to 0.951, suggesting strong associations between the listed variables and their respective components, subject to verification of the rotated loading structure. The variables can be interpreted under the four dimensions reported in the table 3 as follows:

Factor 1: Policy and Services

This dimension includes aspects such as complaint redressal processing, grievance-handling policies, flexible insurance products, risk coverage, policy reinforcement, and related service practices, as indicated by the reported component assignments. These variables reflect policyholders' perceptions of the company's policy-related provisions and service practices.

The dimension highlights the importance of product flexibility, appropriate risk coverage, and effective handling of policy-related concerns in shaping policyholders' evaluations of life insurance services. Insurance companies that communicate policy provisions clearly and respond effectively to policyholders' requirements may be better positioned to provide a satisfactory service experience.

Factor 2: Redressal Mechanism

The redressal mechanism dimension concerns the procedures and practices associated with resolving policyholders' grievances and addressing complaints. The variables relating to grievance redressal and premium-related aspects appear in this section of the reported matrix.

An effective grievance-redressal system can contribute to policyholders' confidence in an insurance provider. Prompt complaint resolution, transparent procedures, and clear communication may strengthen perceptions of accountability and service responsiveness. The factor therefore emphasizes the role of complaint management in the overall assessment of life insurance services.

Factor 3: Customer Service

The customer service dimension includes intermediary responsiveness, handling of customer calls and queries, fulfilment of policy promises, and the availability of written information, such as receipts and manuals, according to the reported assignments.

These variables reflect the importance of accessibility, communication, information provision, and service reliability. Policyholders may evaluate life insurance companies not only on the basis of the products offered but also on the quality of interactions they experience throughout the policy lifecycle. Responsive intermediaries and accessible customer support can help policyholders understand policy conditions, resolve queries, and make informed decisions.

Factor 4: Policies and Benefits

This dimension includes settlement of claims, variety of insurance policies and products, and benefits offered under the reported practices. The factor reflects policyholders' perceptions of the range of available insurance products and the benefits associated with them.

Claim settlement is particularly important because it represents the fulfilment of the insurer's contractual obligations. A diverse product portfolio can also help address the varying financial protection needs of policyholders. Accordingly, this dimension emphasizes the significance of product choice, benefit provisions, and dependable claims-related services in shaping perceptions of life insurance companies

Table 2 Rotation Sums of Squared Loadings

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.147	20.980	20.980
2	2.855	19.034	40.014
3	2.718	18.121	58.135
4	2.259	15.060	73.195

Table 3 Rotated Component Matrix

	Component			
	Policy & Services	Redressal Mechanism	Customer Service	Policies and Benefits
Complaint Redressal Practice Processing is the Speed of the Policy		.738		
Grievance Handling Policy of the Company		.806		
Premium Amount		.851		
Grievances Redressal is One of the Major Components of Insurance		.813		
Flexible Products that Meet Policyholders' Needs	.852			
Risk Coverage	.775			
Reinforcement of Policy	.853			
After Redressal Practices Service	.951			
Intermediaries Response			.808	
Customer Service: Calls and Queries			.765	

Fulfil its Promise Towards Policy			.775	
Availability of Written Material Receipts, Manuals etc			.806	
Settlement of Claims Easy and Timely				.735
Variety of Policies/Products and its Benefits				.847
Benefits Offered Under Redressal Practices				.865
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

5 Conclusion

The study examines policyholders' perceptions of marketing activities and service quality in public and private sector life insurance companies in Kozhikode district. The factor analysis identifies four dimensions: Policy and Services, Redressal Mechanism, Customer Service, and Policies and Benefits. The four-component solution explains 73.195% of the total variance, indicating that these dimensions collectively capture a substantial proportion of the variation in the observed responses. The findings suggest that the evaluation of life insurance companies extends beyond the attractiveness of their products and marketing activities. It also encompasses the effectiveness of complaint-handling procedures, the responsiveness of customer service, the fulfilment of policy commitments, and the perceived value of insurance benefits. From a managerial perspective, life insurance companies should focus on improving communication with policyholders, strengthening grievance-redressal mechanisms, ensuring timely and transparent claim settlement, and providing accessible information about policy features and benefits. These measures may contribute to a better policyholder experience and strengthen confidence in insurance services.

For public and private sector life insurance companies, the identified dimensions provide a useful framework for understanding policyholders' evaluations and identifying areas for service improvement. However, the present factor analysis alone does not establish whether public sector or private sector companies perform better. Such conclusions require a separate comparative analysis of the two groups.

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