## OPPORTUNITIES AND CHALLENGES OF BANCASSURANCE IN KERALA

Thesis submitted to the Mahatma Gandhi University,

Kottayam for the award of the Degree of

Doctor of Philosophy in Commerce

Under the Faculty of Commerce

By ARAVIND .J

Under the supervision of Dr. GABRIEL SIMON THATTIL,

Professor of Commerce
University of Kerala, Thiruvanathapuram

T0028

#### Research Centre:

RESEARCH AND POST GRADUATE DEPARTMENT OF COMMERCE
NIRMALA COLLEGE, MUVATTUPUZHA, ERANAKULAM
MARCH 2015

# DEPARTMENT OF COMMERCE SCHOOL OF BUSINESS MANAGEMENT AND LEGAL STUDIES UNIVERSITY OF KERALA THIRUVANANTHAPURAM- 695581

Dr. Garbriel Simon Thattil

Professor of Commerce Thiruvananthapuram 12 March 2015

#### Certificate

This is to certify that that the thesis entitled "OPPORTUNITIES AND CHALLENGES OF BANCASSURANCE IN KERALA" is a bonafide record of research work done independently by Mr. Aravind .J under my guidance and supervision and that it has not previously formed the basis for the award of any degree, diploma, associateship or fellowship to him.

He is permitted to submit the thesis to the University.

Dr. Gabriel Simon Thattil

Dr. GABRIE (Supervising Teacher)
Professor of Commerce

University of Kerala him , Kerala-695 034

#### CONTENTS

		Page No.
Chapter 1		
Introduct	on	1-23
1.1 Ba	ancassurance – Definitions	6
1.2 Pc	otential of Bancassurance in Indian Economy	7
1.3 Si	gnificance of the Study	10
1.4 Sc	cope of the Study	11
1.5 St	atement of the Problem	12
1.6 O	bjectives of the Study	13
1.7 H	ypotheses of the Study	14
1.8 R	esearch Methodology	15
1.9 Li	mitations of the Study	20
1.10 Sc	cheme of Presentation	20
Chapter 2		
Review of Literature		25-64
2.1 B	ancassurance - Global Studies	28
2.2 B	ancassurance - Indian Studies	42
2.3 R	esearch Gap	55
Chapter 3		
Theoretic	al Review	65-104
3.1 H	istorical Evolution of Bancassurance	67
3.2 B	ancassurance across the Globe	70
3.3 B	ancassurance in India	88
Chapter 4		
Customer	Perception of Bancassurance: An Analysis	105-168

Opport Analys	unities and Challenges of Bancassurance: An	169-214
Chapte Summa	er 6 ary of Findings and Suggestions	215-235
6.1	Findings from Customers' Data Analysis	218
6.2	Findings from Bank Managers' Data Analysis	224
6.3	Results of Hypotheses Testing	227
		230
6.4	a E . Dagagrah	233
6.5 6.6		234

### Appendices