## "A Consumer Study on Factors Affecting "Choice" and Buying Behaviour for Mediclaim Policies in the State of Gujarat"

## **CONTENTS**

Sr. No.	Particulars	Page Nos.
1	Certificate	i
2	Declaration by Candidate	ii
3	Acknowledgements	iii
4	List of Tables	iv
5	List of Graphs	xii
6	List of Figures	xiv
7	List of Abbreviations	XV
8	Chapter No. 1: Reviewing Health Sector and Healthcare Sector of	01
	India	
9	Chapter No. 2: Marketing of Health Care, Insurance Services, and	59
	Mediclaim Policies in India	
10	Chapter No. 3: Review of Literature	149
11	Chapter No. 4: Research Methodology	214
12	Chapter No. 5: Data Analysis and Interpretation	255
13	Chapter No. 6: Findings of the Research Study	301
14	Chapter No. 7: Conclusions, Recommendations and Suggestions	411
15	Bibliography	451
	Appendix (Map of Gujarat)	492