

A Empirical Study on Customer Awareness, Satisfaction and Media Influence Among the Life Insurers of Coimbatore



Commerce

KEYWORDS : Life Insurance, Satisfaction, Awareness, Advertisement Media And Investment

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ABSTRACT

Life insurance is a must for the bread earner of the family, who has dependents. In case of an uncertain death of the bread earner it pays a lump sum amount to the nominee of the life insurance policy, so that the family can continue with the same standard of living even after losing him. Basically we can say life insurance covers the risk of death. Life insurance Policy is a contract between insured and the life insurance company (Insurer) for the specified period of time (term) to protect your family against financial risk of your life to the extent of the life coverage (sum assured) by paying a cost (premium) to the life insurance company. Life insurance is what that protects your family in your absence. Life insurance policies provide a certain amount of money to your family in case something happens to you. These come as a great financial relief during the hour of needs. There are a number of insurance companies in India that offer life insurance policies to its customers.

INTRODUCTION

The sector of life insurance has witnessed immense growth in the past few years. Today, it is second only to banks for mobilized savings and forms a formidable part of the capital market. The Indian insurance industry has undergone transformational changes since 2000 when the industry was liberalized. With a one-player market to 24 in 13 years, the industry has witnessed phases of rapid growth along with extent of growth moderation and intensifying competition. The life insurance sector controls:

More than Rs. 34,540 cores of deployed capital Over Rs. 18,39,114 cores of managed assets Investments in infrastructure exceeding Rs. 2,48,250 cores Over 10,636 branches More than 21.51 lakh agents 2.42 lakh direct employees and growing significantly 34.49 cores In-force policies.

STATEMENT OF PROBLEM:

Life insurance is must for the bread earner of the family, who has dependents. In case of uncertainty of human life death is unavoidable and last breath of death sentence pronouncing. The care and affection of their dependents future even protection in their absence. Since life insurance Company's port rights human even in last breath with peacefulness.

In this background the socio-economic profile of life insurer, the customer awareness, media influence, level of satisfaction about the life insurance company's advertisement and the problems faced in the life insurance company's advertisement play a vital role in life insurance business. Hence an attempt has been made to find answer for the following question.

- 1) What about the socio economic profile of the respondents?
- 2) How fair they are aware about life insurance products?
- 3) What about investor's level of satisfaction about life insurance product and their advertisement?

OBJECTIVES OF THE STUDY:

- To know the socio-economic status of the respondents.
- To know the customer awareness about the life insurance companies.
- To know the satisfaction level of the life insurance companies advertisement.

HYPOTHESES:

There is no significant relationship between personal profile and their level of satisfaction.

There is no significant relationship between advertisement and their level of satisfaction.

There is no significant relationship between Life Insurance Company's advertisement and their level of satisfaction.

RESEARCH METHODOLOGY

The descriptive research design has been used in the present study. The researcher is under taken to know the customer awareness and advertisement effectiveness about the life insurance companies. Finally 125 sample respondents were selected by using convenient sampling technique. The data were collected both primary as well as secondary sources

Primary data were collected by structured interview schedule. The schedule should be pre tested by conducting pilot study from 25 respondents. Then necessary alteration made in the interview schedule. The data were collected from 125 sample respondents. The secondary data shall be collected from various published sources

TOOLS USED FOR THE STUDY:

Simple percentage analysis,
Likert's scale analysis,
Chi square analysis and
Ranking analysis.

PERSONAL AND ,ECONOMICAL PROFILE AND LEVEL OF SATISFACTION

Age	Level of satisfaction		Total	Gender	Level of satisfaction		Total
	High	Low			High	Low	
Upto 30 years	46(37)	15(12)	61(49)	Male	43(35)	14(11)	57(46)

30 -45 years	28(22)	7(6)	35(28)	Female	52(41)	16(13)	68(54)
45-60 years	15(12)	4(3)	19(15)	Total	95(76)	30(24)	125(100)
Above 60 years	6(5)	4(3)	10(8)	Type of family	Level of satisfaction		Total
Total	95(76)	30(24)	125(100)		High	Low	
occupation	Level of satisfaction			Nuclear family	57(46)	20(16)	77(62)
	High	Low					
STUDENT	26(21)	9(7)	35(28)	Joint family	38(30)	10(8)	48(38)
Profession	24(19)	5(4)	29(23)	Total	95(76)	30(24)	125(100)
Business	27(22)	8(6)	35(28)	Educational qualification	Level of satisfaction		Total
Agriculture	18(14)	8(7)	26(21)		High	Low	
Total	95(76)	30(24)	125(100)	Illiterate	6(5)	4(3)	10(8)
Annual Income	Level of satisfaction		Total	Up to college level	21(17)	9(7)	30(24)
	High	Low					
Below Rs.50000	30(24)	8(6)	38(30)	Up to college level	45(36)	15(12)	60(48)
Rs.50000 – Rs.100000	34(28)	9(7)	43(35)	Other	23(18)	2(2)	25(20)
Rs.150000 – Rs.200000	16(13)	7(5)	23(18)	Total	95(76)	30(24)	125(100)
Above Rs. 200000	15(13)	6(4)	21(17)	Investment Alternatives	Level of satisfaction		Total
Total	95(76)	30(24)	125(100)	Insurance	High	Low	
Saving habits	Level of satisfaction		Total	Mutual funds	10(8)	10(8)	20(16)
	High	Low					
Having habit of saving	72(58)	15(12)	70(87)	Fixed deposits	31(25)	9(7)	39(32)
Does not having habit of saving	23(18)	15(12)	38(30)	Shares and bonds	24(19)	4(3)	28(22)
Total	95(76)	30(24)	125(100)	Total	95(76)	30(24)	125(100)
Advertisement purpose	Level of satisfaction		Total	Annual premium	Level of satisfaction		Total
	High	Low			High	low	
Promotional activity	28(22)	15(12)	43(34)	RS. 50000	19(15)	6(5)	25(20)
Create awareness	25(20)	8(6)	33(26)	RS. 40000	19(15)	11(9)	30(24)
To get the idea about the product	23(19)	5(4)	28(23)	RS. 30000	22(18)	8(6)	30(24)
Mode of delivering message	19(15)	2(2)	21(17)	RS. 20000	35(28)	5(4)	40(32)
Total	95(76)	30(24)	125(100)	TOTAL	95(76)	30(24)	125(100)

(Figure in parenthesis are in percentages)

Majority 65% of the respondents are investor of life insurance.

Majority 76% of the respondents are aware of different life insurance companies.

Majority 30% of the respondents make their investment in Reliance life insurance.

Majority 31% of the respondents have preferred whole life policies.

Majority 32% of the respondents like to spend RS. 20000 as a yearly premium.

Majority 34% of the respondents view advertisement is a promotional activity.

Majority 34% of the respondents influenced by television.

Majority 38% of the respondents get information from the insurance agent.

Majority 30% of the respondents recommend the policy to neighbors.

Majority 33% of the respondents view effectiveness level of

the life insurance advertisement is good.

Customers level of satisfaction about life insurance

41% of the respondents are female. They are having high level of satisfaction. The chi square reveals that there is no significant relationship between gender and their level of satisfaction.

37% of the respondents belongs to age group of up to 30 years are having high level of satisfaction. The chi square reveals that there is no significant relationship between age and their level of satisfaction.

37% of the respondents belongs to married status are having high level of satisfaction. The chi square reveals that there is no significant relationship between marital status and their level of satisfaction.

36% of the respondents are educated up to college are having high level of satisfaction. The chi square reveals that there is no significant relationship between educational qualification and their level of satisfaction.

22% of the respondents belongs to business people are having high level of satisfaction. The chi square reveals that there is no significant relationship between occupation and their level of satisfaction.

28% of the respondents belong to annual income of RS.50000 – RS.100000 is having high level of satisfaction. The chi square reveals that there is no significant relationship between annual income and their level of satisfaction.

46% of the respondents belongs to nuclear family are having high level of satisfaction. The chi square reveals that there is no significant relationship between nature of family and their level of satisfaction.

58% of the respondent's proceeds saving habit are having high level of satisfaction. The chi square reveals that there is significant relationship between saving habit and their level of satisfaction.

25% of the respondents are have their investment in fixed deposit are having high level of satisfaction. The chi square reveals that there is significant relationship between investment alternatives and their level of satisfaction.

28% of the respondent's pays yearly premiums of RS.20000 are having high level of satisfaction. The chi square reveals that there is no significant relationship between yearly premium and their level of satisfaction.

28% of the respondents view advertisement is a promotional activity are having high level of satisfaction. The chi square reveals that there is no significant relationship between advertisement and their level of satisfaction.

24% of the respondents view life insurance advertisement influence the make aware of the policy are having high level of satisfaction. The chi square reveals that there is no significant relationship between influence of life insurance advertisement and their level of satisfaction.

SUGGESTION:

The findings show that there is deviation is awareness level. Hence it is suggest that the company should give proper and enough information and select right media to educate the public and investor.

Insurance play an role of safe guarding life and investment. Hence it is suggested that the company should provide high return/safety return the saving based investment.

Fixed deposit influence the level of satisfaction. Hence it is suggested that the company should encourage the fixed investment alternatives for their asset management.

The Life Insurance Company's advertisement has created great influence only through electronic media. Hence it is suggested that the Life Insurance Company should develop the printed advertising influence.

Life Insurance Company's advertisement does not provide details about the benefits available in the policy. Hence it is suggested that the life insurance company should deliver the advertisement with the benefits available in the policy.

There is a lack of clarity in the life insurance advertisement. Hence it is suggested that the Life Insurance advertisement should increase the clarity.

Faster motion in displaying the advertisement is another problem faced in the Life Insurance advertisement. Hence it is suggest that Life Insurance advertisement should decrease the motion speed in the display.

CONCLUSION:

This study has been concluded that the Life Insurance Company's play a significant and complementary role in transforming India's life insurance industry into a vibrant, trustworthy and profitable service, helping people in their journey to prosperity.

This is an attempt to assess the consumer's awareness and to measure their level of satisfaction towards advertisements of Life Insurance Companies. It is also attempted to understand their expectations, needs and their preference, which will be useful to the Life Insurance Companies to adopt innovative ideas to fulfill expectations of the customers.

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