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A STUDY ON AWARENESS AND SATISFACTION OF POLICY HOLDERS TOWARDS LIC WITH SPECIAL REFERENCE TO THANJAVUR DISTRICT

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ABSTRACT

Today, life insurance investment is booming among people from all walks of life. The population of Thanjavur does not exceed the limit of the municipal corporation. Therefore, there are huge business opportunities for life insurance companies to obtain investment from this person. Life insurance is actually an agreement between the insured and the insurer, in which the policyholder accepts to pay the insurer a regular premium. In return, the insurer provides monetary protection to the insured in the event of any accident or mishap. If the insured person dies unexpectedly, financial assistance will be provided to his family members. The insurance industry is important to every modern economy. It encourages the habit of saving and provides security for urban and rural enterprises and productive individuals. This research helps to identify holders of awareness and satisfaction levels of various LIC programs. This study helps to finds out the awareness and satisfaction level policy holders towards the various schemes towards LIC. The data required for the study are collected from 100 policy holders of LIC from Thanjavur district through well designed questionnaire. Simple percentage and chi-square test used for analyzing the collected data.

Key words: Customer Awareness, Customer Satisfaction, Policy Holder, Customer Service

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1. INTRODUCTION

Insurance industry forms a dominant part of financial market consisting of contractual intermediaries which channelize the savings of the society to the productive sectors of the economy. The role of the insurance industry in resource mobilization is a very challenging task especially in India, on account of economic, social and educational backwardness of people for *whom insurance is not an essential instrument to cover risk associated with human life (Unnamalai & Gopinath, 2020). Customer satisfaction is a business term that measures how the products and services provided by the company meet or exceed customer expectations (Usharani & Gopinath, 2020 a). It is regarded as a key performance indicator in the business and is part of the four expected indicators of the balanced scorecard. In a fiercely competitive market, companies are competing for customers, and customer satisfaction is seen as a key differentiating factor and increasingly becoming a key element of business strategy* (Karthick *et al.,* 2020 a) *Customer satisfaction drives successful private sector business. High-performance companies have developed principles and strategies to achieve customer satisfaction. A framework or set of ideas using customer satisfaction principles and strategies to improve quality responsiveness, and the possibility of privately providing services in the public sector in vulnerable communities (Usharani & Gopinath, 2020 b). The framework suggests that customer satisfaction strategies can be used to support residents living in difficult communities to become*

2. SCOPE OF THE STUDY

This research helps to find out what students think about online learning during a pandemic. This study was designed for students studying in universities and gained additional information about the contribution of online learning about this epidemic. Enhancing students' knowledge and skills through digital technology can become a learning paradigm for educational institutions. The government and education departments must provide better infrastructure for online learning to improve the level of students. India's insurance industry consists of 53 insurance companies, of which 2 are engaged in life insurance business and 29 are non-life insurance companies. Among life insurance companies, life insurance companies are the only public sector company. In addition, there are six public sector insurance companies among non-life insurance companies. Life insurance is a long-term business focused on providing customers with long-term financial solutions (Karthick et al., 2020 b). Life insurance or life assurance is basically an agreement between a life insurance company and policyholder wherein the insurance company promises to pay a defined amount to the beneficiary or nominee in return of premium in case of insured's death (Gopinath, 2019 a). Other cases or events such as critical illness, terminal illness will also be liable for the coverage, depending upon the contract. Under the same, a policyholder pays a definite amount to the insurer which is known as premium, regularly or in a lump sum.

3. STATEMENT OF THE PROBLEM

Investors are confusing because various policies are available in market. So this study, will help the policy holders to understand the customers satisfaction and awareness about life insurance policies with respect to life insurance corporation of India with respect to Thanjavur District and how a customers satisfied while they selects, praises and interprets the quality of service and product offered by the company.

4. OBJECTIVES

- To find out the demographic profile of insurance investors.
- To analyze which type of insurance policies preferred by various policy holders.
- To find out the awareness of people about insurance policies provided by the LIC of India, Thanjavur.
- To find the level of customer satisfaction of various life insurance policies offered by LIC.

5. REVIEW OF LITERATURE

Selvarani & Riswana Parvee (2017) conducted a study on "Customer Satisfaction Study on LIC, especially for Villupuram". In the past few years, the development of the insurance industry has led to fundamental changes in the insurance industry. Business development method Today's customer service has become the focus of insurance companies. However, it is absolutely not an exaggeration to say that customer dissatisfaction in the insurance field has risen sharply. Correcting customer dissatisfaction is just a way for insurance companies to provide the lowest expected customer service. Hourly demand is a more proactive approach to find out which other elements will make customers more and more satisfied (Gopinath, 2019 b). This study explored the factors that are important factors in determining life insurance customer satisfaction in order to understand the impact of these factors on overall customer satisfaction. and identifies the common grievances of customers with regard to their life insurance policies. The study was restricted in the town of Villupuram. The factors identified for overall customer satisfaction are customised and timely service, Brand unique selling proposition considerate employees Price Immunity and results indicate that satisfaction with product offerings is the primary driver of overall customer satisfaction in case of insurance policies, even if the after sale service is not up to the satisfaction level and Perception of Internet Banking users Service Quality (Kavitha & Gopinath, 2020 a). Customers were satisfied with their insurance policies but they were not satisfied with the quality of agents.

Jayapriya & Chandni (2016) in his research title "Research on the awareness, preference and satisfaction of policyholders towards LIC, especially the study on Malappuram area", life insurance is actually insured An agreement between a person and an insurer in which the policyholder accepts to pay regular premiums charged to the insurance company In return, the insurer provides monetary protection to the insured in the event of any accident or mishap. If the insured person dies unexpectedly, financial assistance will be provided to his family members. Therefore, life insurance is necessary because it can not only provide protection for the insured, but also protect the insured's family in the event of any accidental disaster. A prosperous insurance industry is important to every modern economy (Gopinath & Kalpana, 2019). Firstly, because it encourages the habit of saving, and secondly because it provides security for urban and rural enterprises and productive individuals. At present, due to various reasons, the number of customers investing in LIC is growing rapidly. Some of them are investing to get tax advantage, while some others are for children education, children marriage, pension for future etc. The number of LIC agents are also increasing (Gopinath, 2017) and focused on Awareness of Consumers Protection (Gopinath, 2019 c). They are providing adequate services to their customers. This study helps to find out the awareness level of customers towards various schemes of LIC and to measure the preference and satisfaction of policy holders towards LIC. The data required for the study are collected from 100 customers of LIC from Malappuram district through well designed questionnaire. Simple percentage and chi square test are used for analyzing the collected data.

6. RESEARCH METHODOLOGY

This section described the method and sources of data used in the research path. It is included the sample size population, sample size and technique, data collection and data analysis technique.

7. RESEARCH DESIGN

Random sampling and convenient sampling techniques are applied according to the convenience of the researcher. 120 respondents who are policy holders in Thanjavur district are selected for the study.

8. DATA COLLECTION

Primary data has been collected in this research. Primary data is the data collected specially for the study currently undertaken. A questionnaire was prepared by the researcher to collect the primary data. Secondary data refers to data that is already available that is they refer to data that has been analyzed and collected by others. The secondary data here is collected from journal, books, materials and magazines related to Smartphone's strategy

9. STATISTICAL TOOL USED FOR ANALYSIS OF DATA

The collected data have been represented in the forms of tables, bar chart, etc. The statistical tools of correlation were applied to test the relevance of results of the analysis. The diagrammatic representation for tabulation is also shown. The collected data is tabulated for simple and easy analysis and meaningful interpretation. To study the relationship between the demographic variables and overall satisfaction with online learning, chi-square test and one way analysis of variance test is used by SPSS 20. The data collected were tabulated and analyzed. Percentages were used to interpret the data.

10. LIMITATION OF THE STUDY

- The findings are based only on the information given by the respondents.
- The study is confined in Thanjavur District.

11. ANALYSIS AND INTERPRETATION

Table 1 Demographic Profile

Demographic Factors	Factors	No. of Respondents	Percentage
Gender	Male	80	67
	Female	40	33
Age	Below 25	32	27
	26-30	61	51
	31-35	17	14
	36-40	7	6
	Above 40	3	2
Educational Qualification	Below HSC	10	8
	UG & PG	53	44
	BE/ITI	35	29
	Diploma	8	7
	Others	14	12

Occupation	Government Employee	23	19
	Private Employee	45	38
	Business	26	22
	Professional	10	8
	Others	16	13
Monthly Income	Less than 20,000	31	26
	20,001 – 30,000	34	28
	30,001 – 40,000	29	24
	40,001 – 50,000	12	10
	Above 50,000	14	12
Nature of Family	Nuclear family	58	48
	Joint Family	62	52
Family Size	Below 3 members	29	24
	3-5 members	59	49
	Above 5 members	32	25

Source: Primary data collected from questionnaire

Table No 1 shows that demographic profile of the respondents 67 percent of the respondents are male policyholders, 51 percent of the respondents belongs to the age group of 26-30 years, 44 percent of the them were educational qualification is UG and PG, 38 percent of the them are private employee, 28 percent of them monthly income between 20,001 -30,000, 52 percent of them are belongs to joint family and 49 percent of them are having 3-5 members in their family.

Table 2 Chi Square Test

Demographic Variable	Chi-Square Test-value	Df.	Table Value @ 5 % level	Significance
Gender	21.215	6	0.038	***Significance***
Age	26.432	16	0.028	***Significance***
Educational Qualification	22.458	16	0.041	***Significance***
Monthly Income	35.451	16	0.008	***Significance***
Nature of Family	13.336	4	0.049	***Significance***
Services offered	16.528	12	0.048	***Significance***

$H_{0:}$ There is no significant difference between demographic factors and overall satisfaction.

It is clear from the above table there is significant difference between demographic variables of gender, age, educational qualification, occupation, monthly income, nature of family, services offered by LIC and Overall Satisfaction.

Table 3 Factors influencing to invest in LIC

Sl. No.	Factors	Mean Score	Rank	Inferential statistics
1.	Security	3.32	1	**N = 120** **$\chi 2$= 328.521*** **df = 12**
2.	High Returns	3.36	2	
3.	Risk Coverage	4.52	4	
4.	Services offered	4.41	3	
5.	Others	6.68	5	
p= 0.000** p<0.01, significant @ 1 percent level				

In the above table, it can be found that there exists a significant difference between factors influencing to invest in LIC (p-value<0.01). It can also be found that the highest-ranking reason is “Security” having a mean rank of (3.32) followed by High Returns (3.36), Services offered (4.41), Risk Coverage (4.52) and Others (6.68) are chosen (Gopinath, 2014).

12. FINDINGS

- Majority of the respondents i.e., 67 percent of the respondents are male policyholders
- More than half of the respondents i.e., 51 percent of the respondents belongs to the age group of 26-30 years
- 44 percent of the them were educational qualification is UG and PG
- Nearly one third of the respondents i.e., 38 percent of the them are private employee
- 28 percent of them monthly income between 20,001 -30,000
- 52 percent of them are belongs to joint family
- 49 percent of them are having 3-5 members in their family.
- From the chi-square test it reveals that there is significant difference between demographic variables of gender, age, educational qualification, occupation, monthly income, nature of family, services offered by LIC and Overall Satisfaction.
- It can be found that there exists a significant difference between factors influencing to invest in LIC (p-value<0.01). It can also be found that the highest ranking reason is “Security” having a mean rank of (3.32) followed by High Returns (3.36), Services offered (4.41), Risk Coverage (4.52) and others (6.68) are chosen.

13. SUGGESTIONS

- The life insurance corporation must conduct financial training and awareness programme to customers to improve their level of awareness.
- LIC must take necessary steps to improve the performance of agents and staffs
- Wide publicity should be given about the types of policies and benefits particularly in rural areas.

14. CONCLUSION

From the above study is concluded that most of the respondents in Thanjavur district are aware of LIC. Most of the respondents are aware of LIC through Agent. It can be concluded that the people expectations in LIC is security and services while investing. Majority of the respondents are satisfied with the services offered by the LIC.

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