A Study On Policyholders' Satisfaction Towards Lic Products With Special Reference To Mayiladuthurai District

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Abstract: In this paper clearly indicates the perception and satisfaction towards LIC products in the Mayiladuthurai District. Due to increasing competition in Insurance sector and increasing expectation of policyholder's leads to measure the awareness and satisfaction level of the customers. LIC started to provide more services in order to satisfy the requirement of the customer and for their success and survival in the Insurance Sectors. Due to change in taste and preference of the policyholder it is becoming difficult for the insurance company to understand and measure the service effectively.

Keywords: LIC, Policyholders, Policy, Schemes, Satisfaction, etc.

I. INTRODUCTION

Insurance business wad rapidly grown in 18th century. People are insecure towards risks and uncertainties. Time of death of a person is not certain. Every prudent man is more cautious about preventing them from risk or minimizing or providing effect against it. Insurance sector have made possible to cover the risk which is impossible. Insurance companies started to transfer the risk and dangerous to the take on who are willing to accept the burden for fiscal deliberation. The main objective of insurance corporation is to eliminate the risk on the substitution certainty for uncertain and thus it creates cooperation among the policyholders for spreading their risk.

II. STATEMENT OF THE PROBLEM

The study analysis the consumer awareness and satisfaction level of LIC policyholder. Consumers are stronger about their satisfaction and in increasing stiff competitive and ruthless market lead the policyholders to become more aware about their policies they availed. Consumer satisfaction is an important tool in Insurance Industry. Change in the taste and preference of the customer LIC Company should identify and prioritize the customer's expectation, so that LIC can adopt a new business environment for avoiding the failures and provide more services to their customers. So therefore, it is necessary for the LIC Company to know which aspects to measure and identify the different tools for the satisfying and retaining their customers for achieving long term profit. Hence, in this study made attempt to analyze the policy holders' satisfaction towards LIC products in Mayiladuthurai District.

III. OBJECTIVES OF THE STUDY

✓ To know the policyholder's perception towards services offered by life insurance corporation in Mayiladuthurai District.
✓ To determine the factors and attributes that influences the policyholders towards LIC products.
✓ To study the problems faced by policyholder and strategies to enhance Life insurance products.

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IV. METHODOLOGY

Descriptive research design was adopted for analyzing the customer satisfaction towards LIC products. This study is based on both Primary and Secondary data. Primary data were collected using questionnaire the first part of the questionnaire consist of demographic profile of the consumer and the second part consists of five-point scaling questions relates to consumer satisfaction towards Life Insurance Corporation and the secondary data were used for collecting information on published sources like magazine, books, journals, annual report etc. about consumer satisfaction for clear understanding of the concept. The sample size is limited to 200 and convenient sampling techniques were adopted for collecting the data.

V. LIMITATIONS OF THE STUDY

The study is limited only to certain areas in Mayiladuthurai District.

The study has been limited to sample size of 200 only.

The findings or drawn only on the basis of information supplied by the respondents.

GENDER WISE CLASSIFICATION OF RESPONDENTS

Factors	No. of Respondents	Percentage
Male	118	59%
Female	82	41%
Total	200	100%

Source: Primary Data

From the table, shows that 59 % of the respondents are belongs to the male category and 41% of the respondents are female category. It is understood from the above analysis that most of the respondents taken in to study are male.

AGE WISE CLASSIFICATION OF RESPONDENTS

Factors	No. of Respondents	Percentage
Below 30 years	64	32%
31 – 35 years	70	35%
36 – 45 years	48	24%
Above 45 years	18	9%
Total	200	100%

Source: Primary Data

It shows from the table depicts that out of 200 respondents, 35% belonged to age category of 30 – 35 years, 32% belonged to the age category of below 30 years, 24% were 36 to 45 years of age and the rest were 9% pertaining to the age category of above 45 years.

EDUCATION WISE CLASSIFICATION OF RESPONDENTS

Factors	No. of Respondents	%
Up to school level	30	15%
Graduate	80	40%
Post graduate	50	25%
Professionals	24	12%
Others	16	8%
Total	200	100%

Source: Primary Data

From the table, it can be inferred that 40% of the respondents are graduate, 25% of the respondents are completed their post graduate degree, 15% of the respondent's education level is up to school level, 12% of the respondents are professional people and the remaining 8% representing the other, which includes diploma certificate programming, etc.,

OCCUPATION WISE CLASSIFICATION OF RESPONDENTS

Factors	No. of Respondents	Percentage
Employees	70	35%
Profession	26	13%
Business	30	20%
Agriculturist	10	5%
Others	54	27%
Total	200	100%

Source: Primary Data

From the table, we came to know that 35% of the respondents were salaried employees, 27% were comes under other category, which includes students, house wife, etc., 20% were doing their own business, 13% of respondents were professionals and 5% of respondents were agriculturalist.

MONTHLY INCOME OF THE RESPONDENTS

Factors	No. of Respondents	Percentage
Upto Rs.10,000	76	38%
Rs.10,001 to Rs.20,000	70	35%
Rs.20,001 to Rs.30,000	34	17%
More than Rs.30,000	20	10%
Total	200	100%

Source: Primary Data

It observed from the table portrays that out of 200 respondents, 38 respondents are belonged to the category of upto Rs.10,000, 35 respondents belonged to the category of Rs.10,001 to Rs.20,000, 17 respondents belonged to the category of Rs.20,001 to Rs.30,000 and 10 customers belonged to the category of more than Rs.30,000.

FAMILY SIZE OF THE RESPONDENTS

Factors	No. of Respondents	Percentage
Up to 3 members	40	20%
4 to 6	130	65%
Above 6	30	15%
Total	200	100%

Source: Primary Data

From the above table, it is clear that 65% of respondent's family contains 4 to 6 members, 20% of respondents were come upto 3 members family and 15% of respondent's family consist of above 6 members.

SOURCE OF AWARENESS

Factors	No. of Respondents	Percentage
Newspaper	18	9%
Television	16	8%
Friends & Relatives	104	52%
LIC agents	66	33%
advertisements	36	18%
Total	200	100%

Source: Primary Data

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From the above table clearly shows the sources of awareness about the LIC products, it was observed from the table 52% of the respondents opined that they got information from friends and relatives, followed by 33% from LIC agents, 18% through advertisements and 9% and 8% of the respondents through newspapers and television respectively.

LEVEL OF AWARENESS

Factors	No. of Respondents	Percentage
High	18	9%
Moderate	16	8%
Normal	104	52%
Low	62	31%
Total	200	100%

Source: Primary Data

From the table shows the level of awareness about the LIC products, it was inferred from the table 35% of the respondents opined they got high awareness about the LIC products, followed by 33% were opined that normal and it was noted that only 10% of the respondents were opined that low awareness about the LIC products.

MODE OF PAYMENT

Factors	No. of Respondents	Percentage
Through agent	32	16%
Direct payment	40	12%
Online payment	24	12%
Salary deductions	104	52%
Total	200	100%

Source: Primary Data

From the table it clearly shows that the mode of payment used by the respondents, it was interpreted from the table 52% of the respondents opined that they paid through salary deductions, followed by 20% of the respondents opined that they paid through direct payment and it was noted 12% were opined that they paid through online mode.

MONTHLY PREMIUM

Factors	No. of Respondents	Percentage
Less than Rs.1,000	104	52%
Rs.1,000 – Rs.2,000	74	37%
Above Rs.2,000	22	11%
Total	200	100%

Source: Primary Data

From the table it shows the amount spent towards the LIC products, it was observed form the table more than 50% of the respondents opined that they spent Less than Rs.1000 for their policy premium, followed by 37% were spent Rs.1000 to Rs.2000 and it was noted only 11% were spent more than Rs.2000 to their policy premium.

REASONS FOR CHOOSING LIC PRODUCTS

Factors	No. of Respondents	Percentage
Company Profile	36	18%
Brand	66	33%
Grievance handling	32	16%
Public sector	66	33%
Total	200	100%

Source: Primary Data

From the table clearly shows the reasons for selecting LIC, it indicated clearly 33% of the respondents opined that they are chosen LIC by their brand and public sector corporation respectively, followed by 18% of the respondents opined that company profile and 16% were opined that LIC handling grievance smoothly.

OVERALL SATISFACTION ABOUT LIC PRODUCTS

Factors	No. of Respondents	Percentage
Satisfied	158	79%
Dissatisfied	42	21%
Total	200	100%

Source: Primary Data

The table clearly depicts that the satisfaction towards the LIC products, it was interpreted from the table 79% of the respondents opined that they are very much satisfied with the LIC products and it was noted that 21% were opined that they are dissatisfied with the LIC products.

VI. FINDINGS

- ✓ It is understood from the above analysis that most of the respondents taken in to study are male.
- ✓ This analysis clearly reveals the most of the sample respondents i.e., 35% are representing the age category of 30 to 35 years.
- ✓ This analysis clearly indicates that all the respondents considered for the study are literate.
- ✓ It clears that the maximum number of respondents taken under study were employees.
- ✓ This analysis reveals that most of the respondent's monthly income was between upto Rs.10,000.
- ✓ The above analysis reveals that majority of the respondents (65%) family contains 4 to 6 members.
- ✓ It was observed from the table 52% of the respondents opined that they got information from friends and relatives
- ✓ It was inferred from the table 35% of the respondents opined they got high awareness about the LIC products
- ✓ 33% were opined that normal and it was noted that only 10% of the respondents were opined that low awareness about the LIC products.
- ✓ It was interpreted from the table 44% of the respondents opined that they paid through salary deductions
- ✓ More than 50% of the respondents opined that they spent Less than Rs.1000 for their policy premium
- ✓ clearly 96 percent of the respondents are opined that they satisfied with the LIC products
- ✓ It was noted that only 4% were opined that they are not satisfied with the LIC products.
- ✓ 33% of the respondents opined that they are preferred LIC by their brand and public sector corporation respectively
- ✓ 79% of the respondents opined that they are very much satisfied with the LIC products
- ✓ It was noted that 21% were opined that they are dissatisfied with the LIC products.

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VII. SUGGESTIONS

✓ It is observed that most of the policyholders of Public and Private General Insurance Companies sought them for their "Financial Soundness" and "Better Services". Therefore, the Insurance Companies should improve their financial services and service quality.

✓ The insurance companies should offer more choices for their existing products to the existing customers and that will help to sustain their existing customers and make further investment in the same companies.

✓ The insurance companies have to work and concentrate on time-based competition, quality, product range, timely advertisement, follow up, prompt and error-free services which are the key ingredients for the better service and it will boost up the sales.

✓ Policyholders of life insurance policies seek personalized services and constant support in financial planning e.g. flexible payment schedule, flexible product solution, provisions for convertibility of products and supplementary services etc. So, service providers should encourage the agents to assume wider roles, that of financial consultants.

✓ It is also suggested that show some more promptness in claim settlement and promptness in services. LIC should provide additional and extra funds to its development officers and claim settlement officers and agents. The claim settlement process should be clear, understandable and fast and must not involve lengthy decision-making process.

✓ Documentation should be made easier and faster. Promotion of its products must be proper and fully by the agents (Agents most of the time are not updated with the recent changes in the market).

VIII. CONCLUSION

In today's competitive world, client satisfaction has become a vital facet to retain the shoppers with enticing services and prime quality facilities. Redoubled competition, big selection of policies and merchandise offerings and with range of channels of distribution cause firms to like happy and extremely profitable customers. Further, the study additionally discloses that almost all of the respondents are conscious of Life insurance Corporation of India. Nearly regarding 60.24 per cent of the respondents have purchased life policies on their voluntary interest as they need a sense of in security. Moreover, it absolutely was discovered that 65.74 per cent respondents are opined that they're pleased with being a policy holder in LIC. 34.26 per cent of sample subjects have same that as they're not happy with this insurance service supplier, in order that they can shift them in future. within the growing atmosphere that surrounds with industries nowadays, insurance firms feel pressure and create applicable plans to manage their businesses and customers.

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