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LEVEL OF SATISFACTION OF POLICYHOLDERS ON LIFE INSURANCE CORPORATION OF INDIA OF KOVILPATTI REGION OF TAMIL NADU

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Abstract

Life insurance means to repay the contract amount to a family, if the policyholders meet with an untoward incident. On that purpose the LIC is introduced in 1956 in India. In two decades before the Life Insurance Corporation of India only to sell its Insurance Policies. In the year 2000 Insurance Regulatory and Development Authority (IRDA) allows private companies allied with foreign company to sell the life insurance products. Now-a-days LIC meets several competitions to overcome such problems only by increasing the satisfaction level of policyholders. In this study assess the policyholder level of satisfaction of LIC in Kovilpatti Region. It consists of various plans issued by LIC and assesses the level satisfaction about LIC plans, premium level, services provided by LIC. Finally give the conclusion and suggestion to improve the satisfaction level of policyholders to overcome among the high competition. This study can be concluded that the level of satisfaction of policyholders is very high towards services offered by Life Insurance Corporation of India in the study area.

Keywords: Policyholders, Life Insurance, Satisfaction, Services and Kovilpatti Region.

Introduction

The idea of insurance was born out of the desire of the people to share loss of an individual by many. Originally it restricted to forms other Life Assurance. It started with Marine Insurance. Where the losses on account of perils of sea were shared by all who were engaged in trade. The work "Yogaksheme" is used in the Rig Veda suggesting the same form of community insurance was practiced by the Aryans in India over 3000 years ago.

Insurance companies are called insurers. The business of insurance is to (a) bring together person with common insurance interests (sharing the same risks), (b) collect the share or contribution (called premium)

from all of them, and (c) pay out compensation (called claims) to those who suffer.

In India, insurance business is classified primarily as life and non life or general. Life insurance includes all risks related to the lives of human beings and general insurance covers the rest. Life insurance assures to replace income lost to a family if the policyholders meet with an untoward incident.

Statement of Problem

The main objective of LIC is to spread Life insurance widely and in particular to the rural areas. Now-a-days many insurance companies enter into the insurance marketing so the policyholders satisfaction is essential to overcome the competition. The development

of LIC does not merely depend upon simply introducing various types of products in the market but also depends upon the level of satisfaction derived by the policyholders. Therefore in this study an attempt is made to assess the level of satisfaction of policyholders with LIC plans.

Objectives of the Study

1. To study the various insurance policies offered by Life Insurance Corporation of India.
2. To know the level of satisfaction of policyholders towards services offered by Life Insurance Corporation of India in Kovilpatti Region.

Methodology and Research Design

The present study is based on both primary and secondary data. The primary data were collected from the policyholders in LIC in Kovilpatti Region of Tamil Nadu by using the Interview Schedule Method. The secondary data were obtained from various books, magazines, journals and annual reports.

The present study followed the convenient sampling method for the research work. The information was collected from the 90 policyholder from the selected areas in kovilpatti region.

Analysis and Discussions

Types of Insurance Plans

Types	Weighted Average	Ranks
Insurance Plans	25.7	I
Pension Plans	20.3	III
Units Plans	21.0	II
Special Plans	17.9	V
Group Scheme Plans	18.8	IV

The above table results shows that the policyholders are preferred mostly life insurance plans, followed that units plans, pension plans, group scheme plans and special plans.

Opinion of Policyholders about LIC Premium

Level of Satisfaction	Frequency	%
Highly Satisfied	31	34.44
Satisfied	47	52.23
Moderately Satisfied	9	10.00
Unsatisfied	3	3.33

It is understood from the table 2 that the policyholders' opinion about LIC policy premium is more affordable for them (52.23 per cent), followed by highly satisfied (34.33 per cent), moderately satisfied (10 per cent)

and least number of policyholders are unsatisfied (3.33 per cent) with LIC premium in the study area.

Opinion of Policyholders towards Services offered by LIC

Level of Satisfaction	Frequency	%
Highly Satisfied	78	86.67
Satisfied	12	13.33
Moderately Satisfied	0	0
Unsatisfied	0	0

It is evident from the table 3 that 86.67 per cent of the policyholders are highly satisfied with various services offered by Life Insurance Corporation India and 13.33 per cent of them are satisfied. The result convey that majority of the policyholders are highly satisfied and satisfied towards various services offered by Life Insurance Corporation of India.

Opinion of Policyholders towards Maturity of Policy

Level of Satisfaction	Frequency	%
Highly Satisfied	74	82.22
Satisfied	16	17.78
Moderately Satisfied	0	0
Unsatisfied	0	0

It is identified from the table 4 shows that the maturity of policy amount is given by Life Insurance Corporation of India is highly satisfied (82.22 per cent), and 17.78 per cent of the policyholders are satisfied with maturity policy amount is provided by LIC.

Summary and Conclusion

- ❖ It is find that majority of the policyholders are highly satisfied and satisfied towards various services offered by Life Insurance Corporation of India.
- ❖ According to the result, the policyholders are satisfied in premium of Life Insurance Corporation plans in the study area.
- ❖ It is captured that the satisfaction towards service provided by LIC, death claim, maturity, security of money is highly satisfied to the policyholders.
- ❖ It is also identified that mode of payment the half yearly and quarterly mode are highly preferred by the policyholders.
- ❖ It is find that policyholders are highly satisfied with the insurance plans offered by Life Insurance Corporation of India.

LIC of India is the leading public sector insurance company in India has facing very stiff competition from the new players entering the market. LIC of India is facing

increased competition on one front and a decline in the market share on the other hand. LIC has always been in the forefront of utilizing its resources effectively. This study was conducted with the aim of studying towards the satisfaction of LIC policyholders in Kovilpatti Region. It covers the level of satisfaction and ideas for improving the level of satisfaction of policyholders. This study can be concluded that the level of satisfaction of policyholders is very high towards services offered by Life Insurance Corporation of India in the study area. The present study is suggested that the LIC officials concerned will come forward to implement various suitable life insurance plans and also to enhance various services offered by Life Insurance Corporation of India.

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