

Awareness Level of Women Policyholder towards LIC's Policies in Chennai City

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Abstract - Insurance sector plays an important role in the financial sector of a country. The marketing strategy should be laid put in such a manner that it includes the requirement from the launching policy till the final stage when it reaches in the hand of customer, means the service provided to the policyholders or the end uses. It should be planned accordingly, suiting the Indian society, because it is a diversified one from high income group to low one. The new entrants in the insurance business sector should take pains and understand people demand and needs and transform their policies as per their individual choices. They should be designed to provide the facilities to customer as to give the customers full reliance and satisfaction. So this paper is made an attempt to know the awareness of LIC among women policyholder in Chennai.

Keywords: Awareness, women policyholder, policy

I. INTRODUCTION

The insurance sector in India has grown at faster rate after liberalization. Life Insurance is one of the fastest growing and emerging markets in India. Insurance companies have a pivotal role in offering insurance products which meet the requirements of the people and, at the same time, are affordable. There are various types of policies such as term insurance, whole life insurance, endowment policies, money back plan, individual insurance, group insurance, pension plans, children's plan and unit-linked plan offered by LIC. These policies are mostly specific to different income and age groups it's big and monopoly public corporation for life insurance. Many of the people they have trust worthy because this corporation belongs to government and expected assured return. The women policyholders are one of the prime people to know the awareness of LIC policies so that to enhance the policyholder behaviour towards investing in LIC.

II. LITERATURE REVIEW

Choudhuri (2014) states the customers are very much conscious about their needs and requirements towards insurance. Based on several factors, customers are now selecting different kinds of products in their life where their awareness about the several existing life insurance products varies situation wise, culture wise, nation wise, sector wise, industry wise and obviously over times. On the other hand, like any other company, Life Insurance Corporation of India

(LICI) is adopting various strategies to develop customers' awareness about the various products as well as involving in the fulfillment of various needs and requirements of the customers through their selection of different life insurance policies available in the market. Observing present scenario of the LICI customers' product awareness and their current transactional life insurance policies, in this study the investigation of customers' product awareness and transaction gap in Life Insurance Corporation of India has been conducted in Burdwan district, West Bengal. In this study, accepted 221 usable responses were considered as the sample size and statistical package SPSS 16 was used to perform the analyses.

Narendar and Sampath (2014) observed that the level of awareness towards the rights and duties regarding insurance is negligible. The study tries to understand the awareness of the people towards the rights and duties towards life insurance products after the privatization of the insurance sector with special reference to Indian insurance sector. To actually understand this, a primary research was conducted to find out the level of awareness towards the rights and duties of the policy holders across demographic profiles and about the level of awareness towards life insurance policies prevailing in the Indian market. The study totally concentrates on the individual behaviour, attitudes and also crating the awareness regarding their contribution on Indian insurance sector.

III. STATEMENT OF THE PROBLEM

Nowadays Women are increasingly managing of their family's financial affairs in India. In traditional Tamilnadu in which Chennai is a part, it had been women the finance leader. But still they have not been taught to protect their life. The main reason was that they had no financial independence. In the last two decades, working women have made great steps toward economic equality with men; however, two - third of women had no life insurance coverage. The policyholders are aware of all the plans, and policy which comes under the plan of LIC is studied in this article because the researcher should know their women policyholders' awareness level of the policies in LIC.

IV.OBJECTIVE OF THE STUDY

1. To find out association between the demographic factors and awareness level of Life Insurance Corporation products by an insured women.
2. To provide suggestions to improve the awareness level among women in investing in LIC.

V. METHODOLOGY

The present study is aimed at analyzing the awareness of women policyholders in Chennai metro towards select

investment avenues which are offered by LIC. It is better to understand the profile of women policyholders before assessing their level of awareness and level of satisfaction towards select investment avenues. The profile of women policyholders consists of their socio economic background which would enable the researcher to fulfill the objectives of the study. In this study, age, marital status, educational level, employment status and annual income of the respondents are taken into consideration. The data for the present study were collected from 520 women policyholders in LIC at Chennai metro and the data have been analyzed using the following statistical techniques.

VI. ANALYSIS OF INTERPRETATION

The level of significance for rejection or acceptance of the hypothesis has to be decided in advance. In the present

study both 0.01 and .05 level of significance has been used.

TABLE 1 ASSOCIATION BETWEEN AGE GROUPS OF RESPONDENTS AND THEIR AWARENESS LEVEL TOWARDS INVESTING IN LIC

Factors	Age	Awareness Level About LIC				χ^2	P
		High	Medium	Low	Total		
Awareness about all plan of LIC and its associated benefits	Up to 35 Years	21	67	70	158	53.64	0
		4.04%	12.88%	13.46%	30.38%		
	36 to 50 Years	47	99	82	228		
		9.04%	19.04%	15.77%	43.85%		
	Above 50 Years	64	44	26	134		
		12.31%	8.46%	5.00%	25.77%		
Total		132	210	178	520		
		25.38%	40.38%	34.23%	100.00%		

Source: Primary data

TABLE 2 ASSOCIATION BETWEEN EDUCATION OF RESPONDENTS AND THEIR AWARENESS LEVEL TOWARDS INVESTING IN LIC

Factors	Education of Respondents	Awareness Level About LIC				χ^2	P
		High	Medium	Low	Total		
Awareness about all plan of LIC and its associated	Up to Graduate	30	49	42	121	34.64	0
		5.77%	9.42%	8.08%	23.27%		
	Post graduate	46	76	44	166		
		8.85%	14.62%	8.46%	31.92%		
	Professional	56	85	92	233		
		10.77%	16.35%	17.69%	44.81%		
Total		132	210	178	520		
		25.38%	40.38%	34.23%	100.00%		

Source: Primary data

TABLE 3 ASSOCIATION BETWEEN INCOME GROUPS OF RESPONDENTS AND THEIR AWARENESS LEVEL TOWARDS INVESTING IN LIC

Factors	Income	Awareness Level About LIC				χ^2	P
		High	Medium	Low	Total		
Awareness about all plans of LIC and its associated benefits	Up to 3 lakh	49	66	49	146	20.627	0
		5.96%	12.69%	9.42%	28.08%		
	3.1 lakh - 6 lakh	47	104	70	221		
		9.04%	20.00%	13.46%	42.50%		
	Above 6 lakh	54	40	59	153		
		10.38%	7.69%	11.35%	29.42%		
Total	132	210	178	520			
	25.38%	40.38%	34.23%	100.00%			

TABLE 4 ASSOCIATION BETWEEN EMPLOYMENT OF RESPONDENTS AND THEIR AWARENESS LEVEL TOWARDS INVESTING IN LIC

Factors	Employment of Respondents	Awareness Level About LIC				c^2	P
		High	Medium	Low	Total		
Awareness about all plan of LIC and its associated	Private organization	47	120	105	272	26.203	0
		9.04%	23.08%	20.19%	52.31%		
	Government organization	72	63	59	194		
		13.85%	12.12%	11.35%	37.31%		
	Self Employed	13	27	14	54		
		2.50%	5.19%	2.69%	10.38%		
Total	132	210	178	520			
	25.38%	40.38%	34.23%	100.00%			

VII. FINDINGS

Chi-Square test was applied to identify the association between women policyholders and their awareness level towards investing in LIC based on their age, education, income and work place. It is observed that the chi-square value is greater than the p value 0.001. So the null hypothesis is rejected at 1% level of significance. Hence there is association with the above given variable with the awareness level towards LIC policies.

Awareness is an important factor for analyzing LIC and its functional operations. All service related organizations are concentrating to increase the awareness level of their products and services. LIC is very popular among various insurance companies and it is pioneer also, but in case of investing money, people need its popularity which would be created through awareness.

This study reveals that 36-50 years old people whether they had contact with LIC, their awareness level had been low (N=82 and 15.77%). High level awareness was recorded from above 50 years of customers (N= 64 and 12.31%).

customers who are professionals had low level awareness of the LIC and its operations (N= 92 and 17.69%). High level awareness was found (N=56 and 10.77%) from the same group but less in numbers among the three groups. 10.38% of more than 6 lakh income holder had a good awareness on LIC (N=54) and 3.1- 6 lakh annual income holders' had low level awareness on LIC (N=70 and 13.46%).

It shows that more income people have only moderate awareness on investing in LIC. 20.19 percent of the private organizational employees had low level awareness on LIC (N=105), but government employees had good awareness on LIC and its functional operations (N=72 and 13.85%). It is concluded that the awareness level about LIC attains the score as (Low- 178, Medium- 210, and High- 132). Most of the policyholders' opinion falls into medium level of awareness towards LIC.

VIII. SUGGESTIONS BASED ON FINDINGS AND OBSERVATIONS

People are aware about presence of the insurance companies, but awareness about the importance of

insurance as risk avoidance tool is low. Companies advertise about the tax saving benefits, maturity benefits, etc., but they do not stress on the risk coverage aspect.

1. Existing Policy holders need to be educated more, on their own policy
2. Enough awareness must be created by sharing their policy's bonus details, royalty amount, etc.
3. Apart from their own policy knowledge they can also be educated on other attractive policy details, apt to their family condition.
4. This can be done at regular intervals, via SMS, email etc.

IX. CONCLUSION

The LIC should make enormous efforts to create insurance awareness among the people especially working women who wants to protect their life. Since obviously the insurance sector is still in emerging stage of development,

the study has noted that improving insurance awareness requires both structuring and enhancing the penetration of an appropriate awareness creation campaign with a regional and spatial focus. Such a campaign needs to be supported by a stronger information infrastructure for the efficient function in the life insurance market.

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