



Customer's Satisfaction Life Insurance Corporation (LIC) Programs With Special Reference To Jodhpur City

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Abstract

One essential element of the economic institutions is health coverage. The insurer industry is also known in that it is awarded for mitigating the chances of others. The Life Insurance Corporation of India (LIC of India) is the largest life insurance company. Its brand name, supported by significant experience or a well network, has permitted it to remain in control. In India, the insurance sector not only plays a part in the financial industry, but it also performs a vital socioeconomic participation insurance products to the poor. The insurance industry is introduced to new challenges such as a highly competitive market, technological advances, economic uncertainty, severe intensity of competition, and a substantial majority of demanding customers, all of which contributing to a quickly and smoothly business organization. Assurance, like some other organizations, perceives its customers as one of the most significant quality. The LIC needs to explain how insurance companies (users) realize about just a multitude of services that seem to be available to the masses in the state. Insurance companies in Jodhpur city are the focus of this study.

Keywords: Insurance, customer satisfaction, customer perception, Jodhpur city, Life Insurance Corporation.

1. Introduction

One of the really significant areas of the economy is insurance. Assurance is regarded as a collaboration procedure for transferring the risk generated by a specific issue throughout a collection of people have been alerted to it and resolve to keep it quiet yourself against something. It is a commitment to deliver in the hereafter in compensation for a financial benefit compensation presently. Such an assurance is established in a problem where its customer has no experience to know whether or not the guarantee will be maintained when and if the need emerges. LIC provides a diverse range of its products the expectations of different segments of the Indian market. It delivers customized services depending on personal immediate resources and risk appetite, therefore the Insurance is supposed to focus on its customers and their engagement following buying new an insurance. (Anand, 2007)

Insurance policy is a contract in which the insurance agrees to indemnify a specified sum of money upon the insured's death or at a predetermined time. Life insurance is purchased with

three goals in mind: monetary loss indemnity (financial protection), investment, and provision for old age. According to studies, getting life insurance to save tax is becoming more popular in India, among other things. Life insurance has become an inevitable element of our lives in present internet and technological society. (Machiraju, 2004)Accidental death, disease, impairments, and other hazards and uncertainties abound in human life. When wages are either ceased or considerably decreased, long life may be a risk. Provision through a life insurance pay-out is the easiest approach in all of these situations.

Customers' satisfaction in the insurance companies isn't a figment of the imagination. Though insurance producers have treated the "customers" as all behaviours were developed to accommodate a sovereign. or her, in order to give this idea traction, it is necessary to understand the client's satisfaction in terms of various elements and features, and therefore on service. Customer's happiness is measured by customers' loyalty, engagement, brand loyalty, and organizational performance. A service, unlike a product, will contain a variety of intangible or qualitative specifications. This study, which is supported by the construct described, aims to investigate account holders' (customers') perspectives and satisfaction with services provided by life insurance companies in Jodhpur.

1.1. Research Problem

The formation of the Insurance regulatory and development authority in 1999 provided insurance providers access to the vast Indian insurance system, enabling the insurance industry more competitive. Insurance carriers have yet to successful in reaching out to the uninsured and underinsured Indian population. Insurance premiums and density are the most central components of a nation's economic healthcare distribution. Insurance premiums and concentration in India were 4.40 percent and \$55.7 million, correspondingly. (Arunajatesan, 2002)

1.2. Statement of Research Problem

Since customers are so essential to life insurance' performance and sustainability, it's essential to evaluate their dissatisfaction with many elements of service quality in the industry. The purpose of this questionnaire is to assess the perception amongst LIC of India shareholders.

'Customers' satisfaction in Life Insurance Corporation: A Study Was conducted of city of Jodhpur,' states the research issue. The researcher describes a study of LIC customer in the city of Jodhpur to determine the extent of customers' satisfaction with the industry's performance and operations. (Sesha, 2002)

2. Literature review

In the context of LIC of India, private insurance companies in India, and insurance companies abroad, the researcher has reviewed books, research articles, and papers related to customer satisfaction with respect to life insurance on the concepts of performance, service quality, consumer behaviour, customer preferences, and customer awareness. ‘

(Sesha, 2012) Found that orientation and consumer loyalty levels in life coverage are irrelevant. The scientist additionally found that conjugal status and level of fulfilment are inconsequential.

Financial backer bliss has been connected to segment boundaries, for example, age, business, training level, and month to month pay.

Reliability, understanding, utilizing suitable items and introducing them appropriately, scholastic foundation, proficient certificates, a long business history, and character qualities were all variables examined by **Kuhlemeyer and Garth H. Allen (1999)**.

Respondents were happy with centre administrations, as per **Naidu B V R (2012)**, with a general mean of 3.64. Clients were happy with the human component's commitment to support conveyance, as per the review (normal mean 3.65). Clients are happy with this aspect, very happy with the help cape/effects, and extremely happy with the innovation in help conveyance, as shown by the general mean of the parameter 'responsibility' towards clients of 3.73. (With a typical mean worth of 3.82).

As per Borah **Sarath (2012)**, the general level of Strongly Endlessly differ about factor dependability has a mean worth of 3.80, which is higher than the whole joined level of Strongly Endlessly concur, and is lower on account of negative phrased proclamations for responsiveness. Clients are frustrated with Reliability and Responsiveness, as confirmed by this. The respondents are additionally disheartened with Empathy, as per the specialist.

The examinations of **Naidu B V R (2012)** and **Borah Sarath (2012)** uncover that there are contrasts in the degree of delight on account of 'physical assets.' Customers are extremely happy with 'effects,' as per **Naidu B V R (2012)**, though clients are happy with this aspect as per Borah. Thus, the discoveries of these two examinations vary.

Selvamani R. (2012), 22 percent and 30 percent of respondents are blissful or very happy with the help proposed to customers, individually. The concentrate likewise found that 23.30 percent and 21 percent of respondents are unsatisfied and seriously disappointed with item data, individually, 30% have a good sense of safety, and 52 percent accept the association has an adequate number of branches. These three investigations, then again.

A. **Venkatachalam and M. Sivkumar (2010)** researched the degree of policyholder fulfilments with country general protection programs and the variables that impact it. Clients' fulfilment levels are impacted by standards, for example, age, training, conjugal status, strategy type, strategy period, pay, occupation, and mindfulness.

JhamVimi (2009) canters around the connection between nearby consultants/specialists and policyholders. The creator underlined that the protection area is a client situated help industry, and that its endurance is subject to client joy. The creator underlined that the quick evolving market, new innovation, financial circumstances, and wild contest have driven protection organizations to expand the nature of administration gave to clients and lay out agreeable connections. As per the report, protection specialists assume a huge part in relationship and client improvement since they have direct contact with clients.

The ideal models of fulfilment research were talked about by Bandopadhyaya Normally **et al. (2012)**. As per the creators, specialists have become progressively keen on concentrating on client conduct and fulfilment in the new thirty years. Shopper reliability, client maintenance, and client obtaining are undeniably impacted by client joy or discontent, as per the review.

The components of administration quality have serious areas of strength for a, as per (M, 2012) The scientist additionally found that assuming LIC modifies one of the assistance quality boundaries, it would influence the others. The scientist inspected 11 sub-aspects associated with insurance specialists and labourers, including workers' consistency, civility, dependability, specialist risk profile appraisal, cognizant endeavours tuning in, and clear contract clarifications.

3. Objective Of The Study

- To investigate the factors that influence customers' satisfaction inside the area for insurance coverage
- To examine the explanation given by insurers for adopting insurance plans.
- To affect the satisfaction of insurance products customer with the company's facilities.
- The objective of the survey is to discover out how customers think regarding LIC's during assistance.
- The objective of this research is to examine through into performances of the Life Insurance Company (LIC) there in region of Jodhpur.

4. Hypothesis Of Study

The following hypothesis is developed are established in order to excuse the established outcomes.

- **H0 Null Hypothesis:** There really is no significant variability in customer' satisfaction with the Insurance Products Company's customers regarding demographic parameters.
- **Alternate Hypothesis H1:** There is a substantial heterogeneity in customer' dissatisfaction with the Insurance Company's services regarding demographic considerations. (Chandhok, 2005)

5. Research design

- The survey's targeted audience was LIC members in Jodhpur.
- Collection of data uses two types of knowledge: primary and secondary data.
- Simple random sampling has been used in the sampling procedure.
- The representative sample was 150.
- The study sample is a group of persons between 20 to 40 years old.
- Methods and instruments
- Graph, chart, table, measures of central, or ranking analyses are characteristics of expository statistical tools. ANOVA seems to be an analysis statistical technique.

6. Limitations Of The Study

The authors of the study most glaring weakness is that many of interviewees seemed cautious to do is provide information needed. That it could have influenced the respondents' knowledge, i.e., it should have been prejudiced opinions.

Since the data used in this research was collected in Jodhpur, the sample population has a geographical limitation. As a consequence, generalizations of conclusions are challenging. (Chockalingam, 2004)

7. Data Analysis And Interpretation

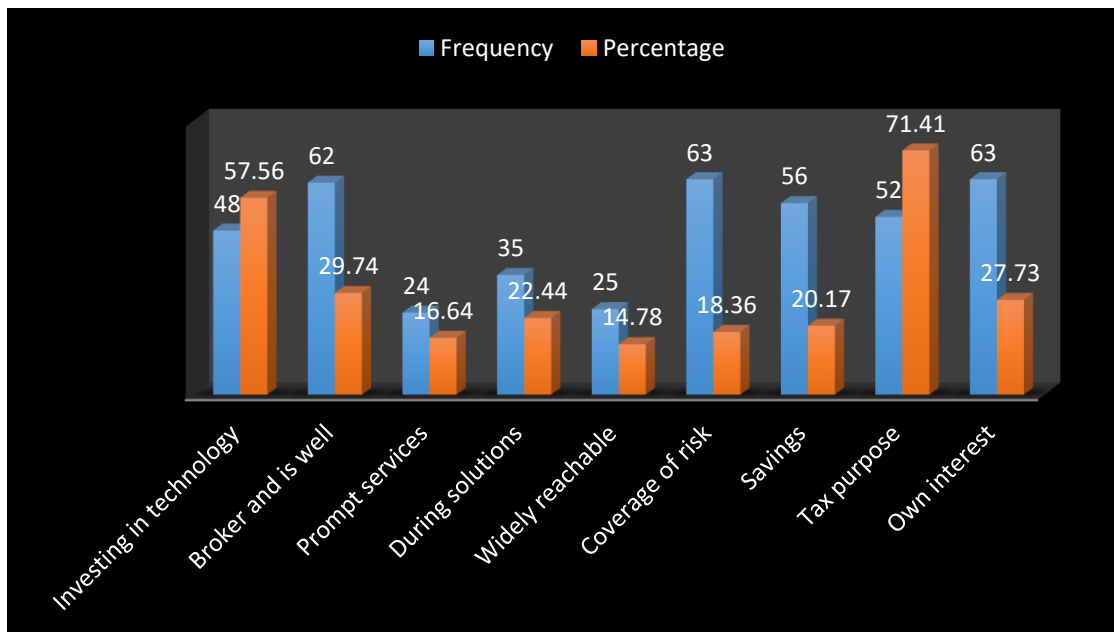
➤ Acquiring Insurance Plan Behaviour

Objective I: To evaluate the reasons by consumers for obtaining a life insurance.

Table: 1 Factors for obtaining a life insurance pay-out

Valid	Frequency	Percentage	Rank
Investing in technology	48	57.56	IV
Broker and is well	62	29.74	I
Prompt services	24	16.64	VII
During solutions	35	22.44	V
Widely reachable	25	14.78	VIII
Coverage of risk	63	18.36	VI
Savings	56	20.17	III
Tax purpose	52	71.41	II
Own interest	63	27.73	VI

Figure: 2 Factors for obtaining life insurance pay- out (Source: Primary data)



The table in data opposite illustrates that possessing a recognized agency is an extremely important reason for buying insurance, that savings and taxation objectives are both compelling reasons to purchase a policy, and that increasing availability is the least important reason for buying such policy. (Denenberg, 2002)

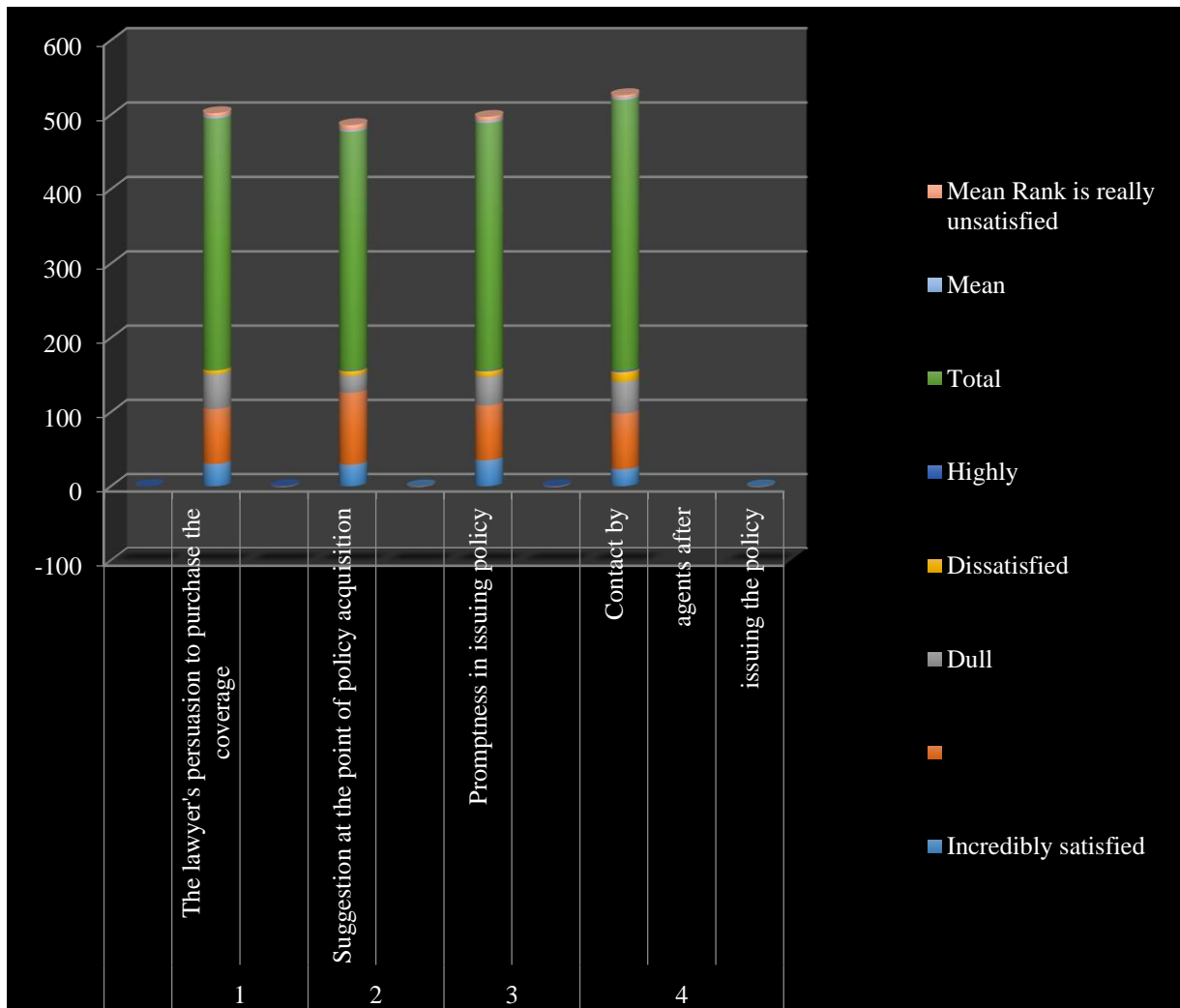
➤ Customers' satisfaction well with Products

Objective 2: Identify the determinants that affect in the insurance industry, customer satisfaction seems to be very important.

Table: 2 Customers’ satisfaction with the solutions

SI. no.	Confession	Incredibly satisfied	Grateful	Dull	Dissatisfied	Highly dissatisfied	Total	Mean	Mean Rank is really unsatisfied
1.	The lawyer's persuasion to purchase the coverage	30	74	47	5	0	339	2.17	5
		(19.2%)	(47.4%)	(30.1%)	(3.2%)	(0%)			
2.	Suggestion at the point of policy acquisition	29	97	23	6	1	321	2.05	7
		(18.6%)	(62.2%)	(14.7%)	(3.8%)	(0.6%)			
3.	Promptness in issuing policy	35	74	39	7	1	333	2.13	6
		(22.4%)	(47.4%)	(25.0%)	(4.5%)	(0.6%)			
4.	Contact by agents after issuing the policy	23	75	43	13	2	364	2.33	4
		(14.7%)	(48.1%)	(27.6%)	(8.3%)	(1.3%)			

Figure: 2 Customers’ satisfaction with the solutions (Source: Primary data)



Above that the table 2 found that the most important factor for customers' satisfaction seems to be loan practise and interest rates for insurance companies, with a mean of 2.48, trailed by organization's demeanour in loaning cash against insurance programs with a mean of 2.44 and ideal issue of contract recertification warnings with a mean of 2.34; though ready to guide or support at the contract procurement is by all accounts the most un-critical part of consumer loyalty with LIC arrangements. (Tamela, 2002)

➤ **Hypothesis Testing:**

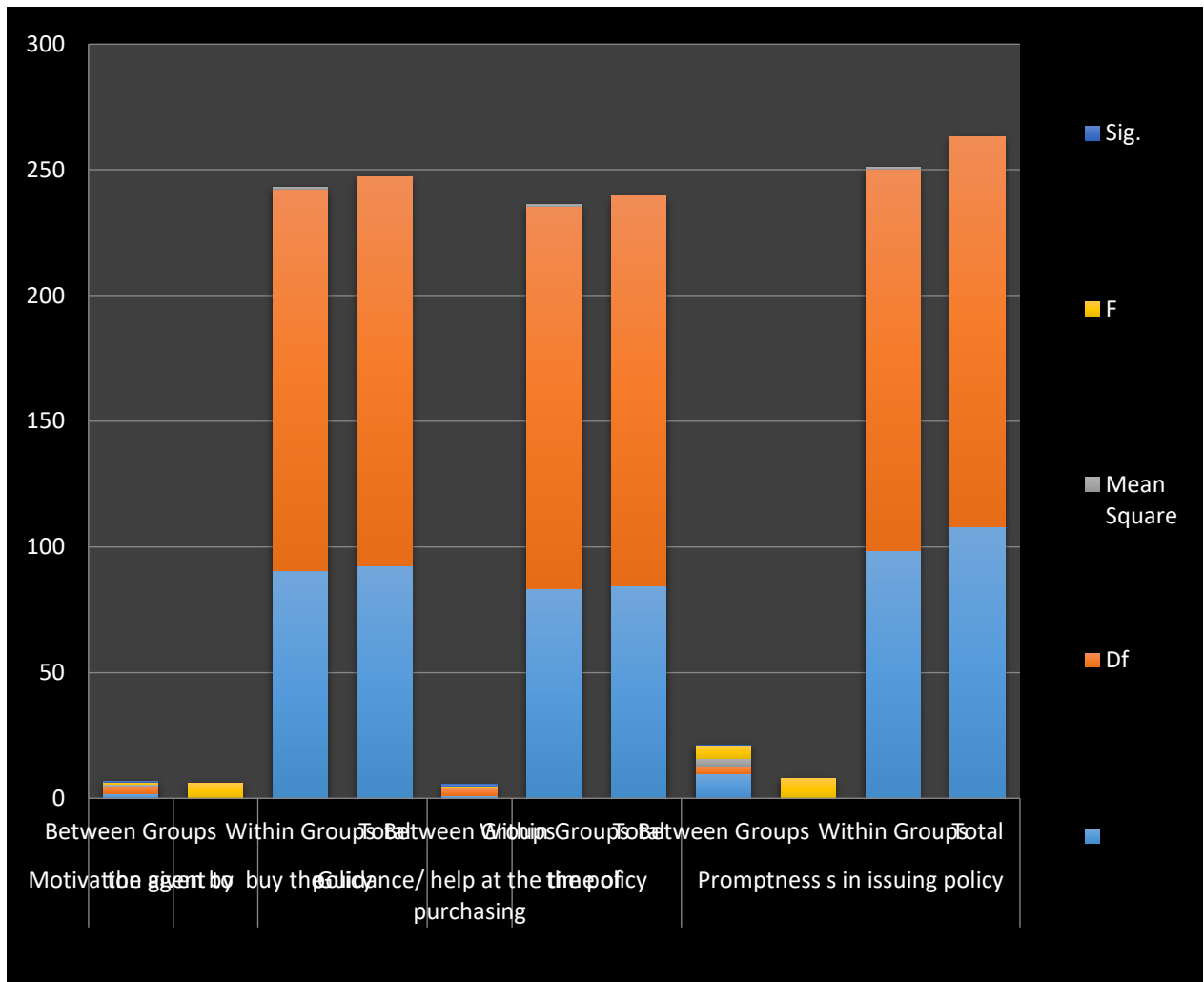
- **Null Hypothesis (H0):** There is no tremendous contrast in customer experience with the Insurance Company's business focused on the demographic parameters.
- **H01:** In the Life Insurance pay-out, there really is no great disparity in educational achievements and variables influencing customers' satisfaction.

➤ **ANOVA**

Sum of Squares		Df	Mean Square	F	Sig.
Between Groups	1.849	3	.616	1.036	.379

Motivation given by the agent to buy the policy	Within Groups	90.478	152	.595		
	Total	92.327	155			
Guidance/help at the time of purchasing the policy	Between Groups	.954	3	.318	.578	.630
	Within Groups	83.527	152	.550		
	Total	84.481	155			
Promptness in issuing policy	Between Groups	9.747	3	3.249	5.018	.002
	Within Groups	98.426	152	.648		
	Total	108.173	155			

Figure: 3 variables influencing customers' satisfaction (Source: Primary data)



Interpretation - Because of significance level for educational achievements is significantly larger than 0.05, the alternative hypothesis is rejected. Nevertheless, because level of significance for forthrightness in distributing initiatives and mortgage processes, but also insured's borrowing costs, is close to unity as well as 0.04, and between, the hypotheses is accepted for these factors. Besides from such two features, all other indicators suggest that there can be no significant difference in customers' satisfaction with the Insurance Products Industry's customer experience. (Gupta, 2002)

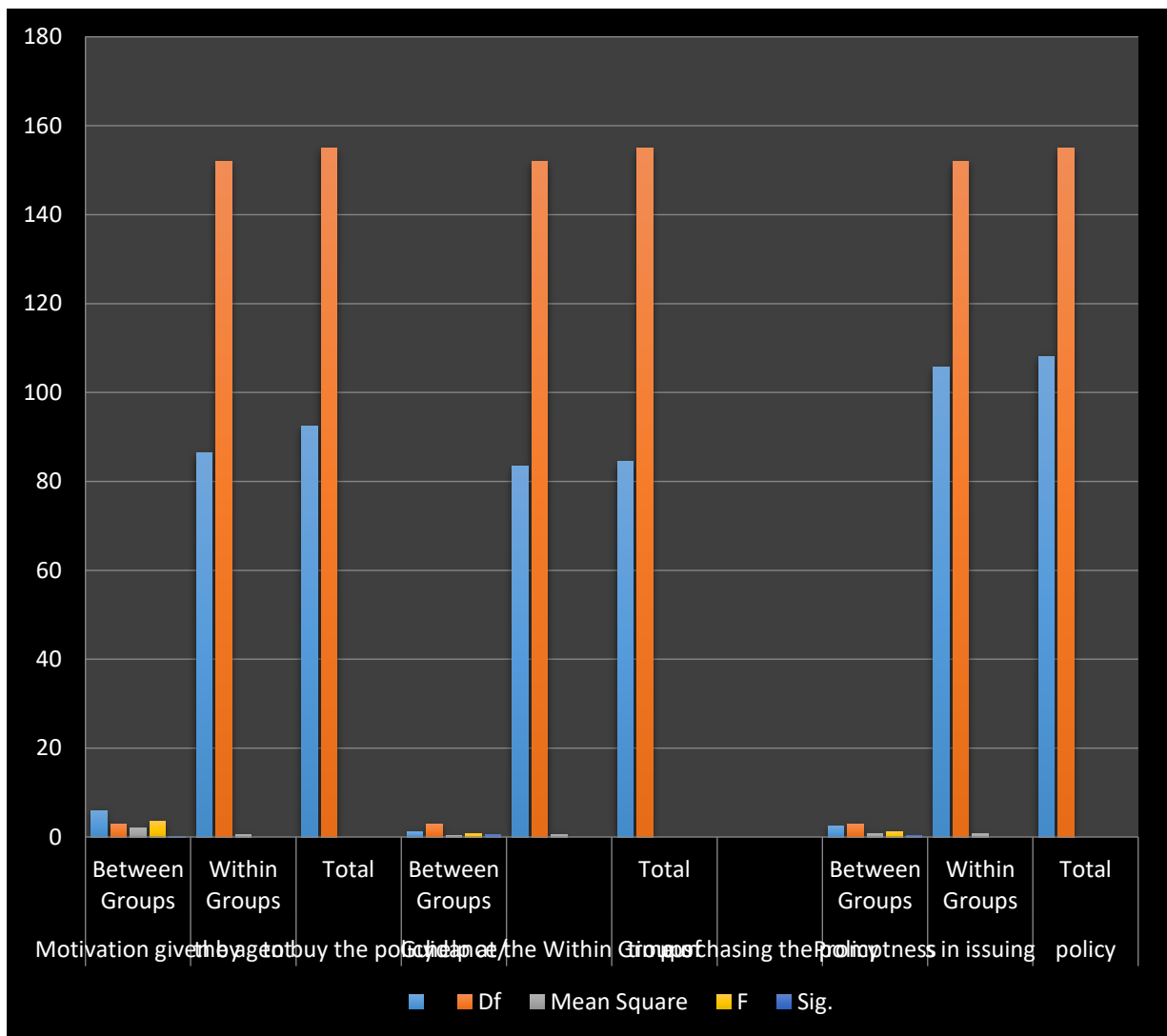
- **Ho2:** In the Life Insurance, there really is no considerable heterogeneity in incomes and factors affecting customer's satisfaction.

➤ **ANOVA**

Sum of Squares		Df	Mean Square	F	Sig.
Motivation given by	Between Groups	5.977	1.992	3.507	.017
	Within Groups	86.350	.568		
	Total	92.327	155		

the age nt to buy the policy						
Guidance/	Between Groups	1.130	3	.377	.687	.561
help at the	Within Groups	83.351	152	.548		
time of	Total	84.481	155			
purchasin						
g the						
policy						
Promptne	Between Groups	2.491	3	.830	1.194	.314
ss						
s in	Within Groups	105.682	152	.695		
issuing						
policy	Total	108.173	155			

Figure: 4 Affecting customer's satisfaction (Source: Primary data)



Interpretation – On the basis of ownership, the meaningful size is higher than 0.05, so the hypothesis was accepted, except maybe in the particular instance of both the Corporation’s behaviour in providing loans against insurance products, mortgage operation, and borrowing rates for insurance companies, at which level of significance is 0.00 and 0.002, but it’s less than 0.05, so keep switching hypothesis is supported. Besides from one of these two features, these other reasons show that there really is no marked difference in satisfaction of customers with the Term Insurance Industry’s customer experience. (Antony, 2004)

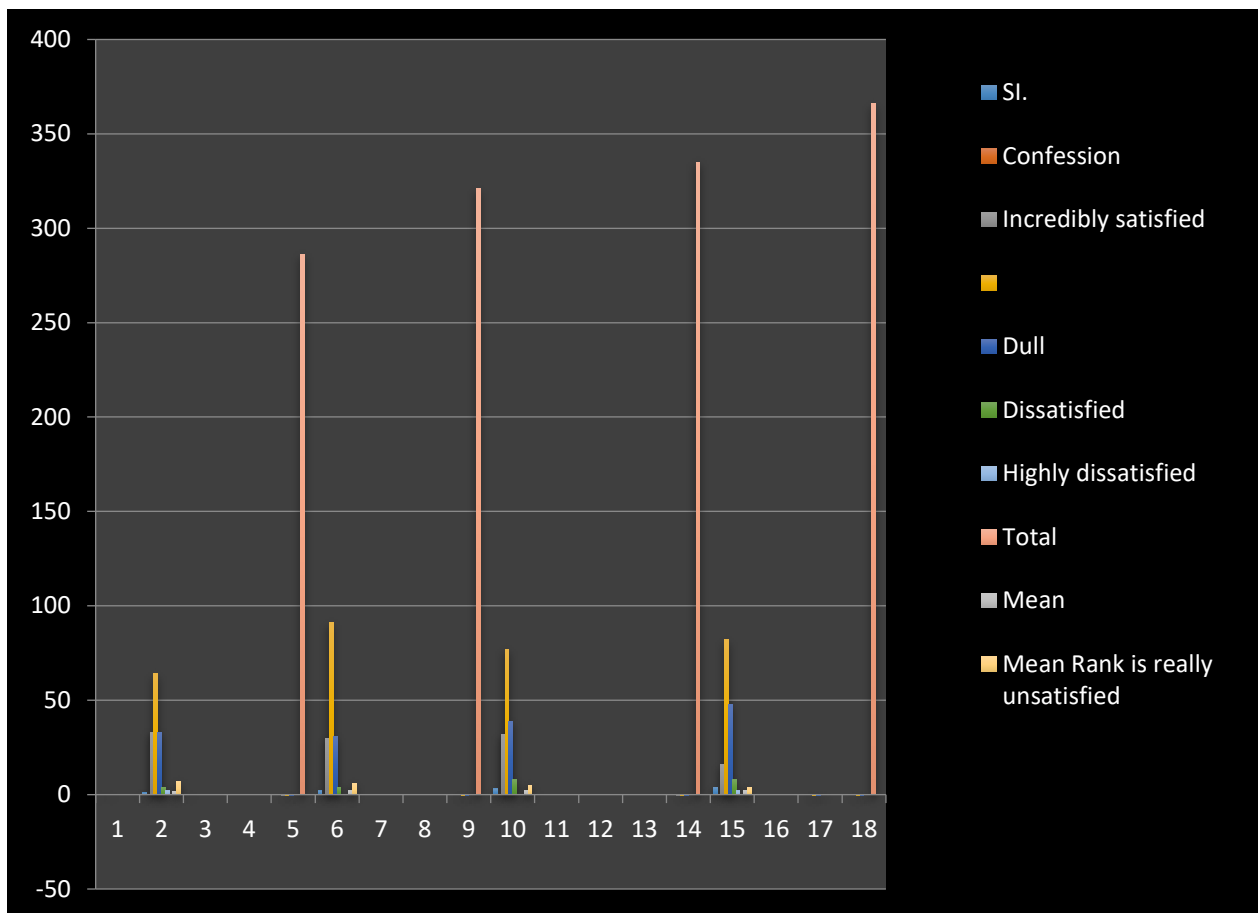
Facilities Offered Just after Buying (Post-purchase service offered by Life Insurance Company)

Objective 3: Evaluate how consumers feel with LIC’s during in service.

SI. no.	Confession	Incredibly satisfied	Grateful	Dull	Dissatisfied	Highly dissatisfied	Total	Mean	Mean Rank is really unsa
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									atisfied
1.	Guidance and counseling given by agents	33	64	33	4	2	286	1.83	7
		(21.2%)	(53.8%)	(21.2%)	(2.6%)	(1.3%)			
2.	Executive administrative staff response	30	91	31	4	0	321	2.06	6
		(19.2%)	(58.3%)	(19.9%)	(2.6%)	(0%)			
3.	Clarification of general and technical doubt	32	77	39	8	0	335	2.15	5
		(20.5%)	(49.4%)	(25.0%)	(5.1%)	(0%)			
4.	Issuing renewal Notice	16	82	48	8	2	366	2.35	4
		(10.3%)	(52.6%)	(30.8%)	(5.1%)	(1.3%)			
		(11.5%)	(44.9%)	(34%)	(7.7%)	(1.9%)			

Figure: 5 Consumer's perception of life insurers' after-sales support (Source: Primary data)



The much more large reason, with an average of 2.53, is appropriateness of allegation final settlement, accompanied by promptness in reimbursement with a assume of 2.44 and conveying most recent data with a compare of 2.42, and the most un-huge component is rules and psychological well-being counselling presented by representative with an average of 1.83 there after contacting customers of Mutual funds legislation. (Jawarharlal, 2002)

8. Findings

Overview of Demographic characteristics and Environment factors

- Agreeing the experimental information examination, the greater part of the respondents in the example are between the age gathering of 18 and 35 (36.4%), with men representing 40% of the example subjects surveyed and ladies representing 60% of the example subjects.
- It was discovered that 58.8percent of those surveyed of the respondents have a college diploma and 41.3 percent of the respondents are professionals.
- Following that, 14.8% of the respondents are in high school. Illiteracy is found among the remaining 4 percent of life insurance clients polled. The respondents' annual income revealed that overall industrial percent of the respondents earn more than 3 lakh per year. Beyond that, availability of the product percent of policyholders earn between Rs 1.5 lakh and Rs 3 lakh per year, and 15.38 percent of the sample population earns between 1 lakh and Rs 2 lakhs per year. (John, 2001) The remaining 6.41 percent of

policyholders polled earn less than Rs 1 lakh per year. According to the preceding data, the majority of respondents have a yearly salary of more over rupees 3.0 lakhs.

(Purchase Insurance Plan Behaviour on the part)

According to the empirical analysis, various positions percent of respondents have one policy, initiate appropriate percent have two policies, 18.59 percent have three policies, and 9.62 percent have more than three policies.

It has been evidently noticed that nations. A few nations' percent of respondents bought the strategy wilfully, while the excess degree relative percent bought the inclusion under coercion. (Srivastava, 2001)

The study discovered that having a specialist (more prominent than the basic t percent) is a vital motivation to purchase a strategy, that saving (essentially supporting percent) is a significant motivation to purchase an approach, that tax collection is an impressive motivation to purchase an arrangement, and that simple openness is the most un-significant motivation to purchase an approach.

9. Customers' satisfaction with Products

- The review shows that the main element for consumer loyalty is credit cycle and financing costs for policyholders, with a mean of 2.48, trailed by organization's demeanour in giving credits against insurance strategies with a mean of 2.44 and opportune issue of contract recharging sees with a mean of 2.34; though directing or help at the contract buy is the most un-significant calculate consumer loyalty with LIC administrations. (Gupta, 2002)
- With the surmising of ANOVA test based on schooling status, it was found that the critical worth is more prominent than 0.05, so the invalid speculation is acknowledged, with the exception of quickness in giving approaches and advance cycles, as well as policyholder loan costs, where the huge worth is 0.002 and 0.04, separately, which is under 0.05, so the substitute speculation is acknowledged.
- Beside these two qualities, any remaining elements show that there is no significant distinction in consumer loyalty with the Life Insurance Company's administration/item.
- The ANOVA test uncovered that the importance an incentive for money and number of strategies is more than 0.05, showing that the invalid speculation is acknowledged, suggesting that there is no massive distinction in consumer loyalty with the Life Insurance Company's administrations. (Chockalingam, 2004)

Services are provided After the Sales (Post-purchase service offered by Life Insurance Companies)

According to the observations, the most significant factor in determining the amount of claim settlement, which has a mean of 2.93, followed by punctuality in settlement of claims, which has a result of 2.55, and providing the most speed information, which has a mean of 2.42, and the least important factor is agent guidance and consultation, since it has a mean of 2.18 throughout LIC policy after-sales infrastructure. (Reddy, 2004)

10. Suggestions

The above are some of the professor's suggested ramifications for the research project:

1. The empirical talks clearly reveal that insurers must discard a lot of prior philosophy, beliefs, and practises, and adopt a new approach to meet the challenges of the future. As a result, developing a customer-centric approach is advantageous for insurance companies' long-term survival, growth, and development.
2. Documentation ought to be rearranged and assisted. The agents must properly and completely promote the company's items. (Agents are frequently out of touch with new market developments.)
3. The researcher also highlights the importance of key market players, like LIC, considering holding clients who can provide significant capability and capability in trade. (Arunajatesan, 2002)
4. It is recommended that brokers only sell policies after thoroughly knowing the policy buyer's needs and willingness to pay recurring premiums. In this instance, insurance firms should develop a strategic strategy to track their agents' business and begin paying them a little commission to encourage them to collect premiums on time.
5. It is also suggested that you be timelier in settling claims and providing services. LIC's development officers, claim settlement officers, and agents should be given additional and extra monies. The claim settlement procedure should be simple, straightforward, and quick, with no long decision-making processes.
6. LIC ought to make sense of the multitude of stowed away charges ought to plainly be expressed in the structure and furthermore made sense of by the specialist with legitimate preparation. Most recent data and other related data about the strategies and items ought to be given opportunity to time.

11. Conclusion

Despite the increasing of price competition, the study shows that major public sector LIC dominates the Indian insurance industry. In today's business environment, directly benefit has become a critical part of maintaining customers and providing attractive services and high-quality facilities. Due to increased competition, a wide range of policies and goods offers, and a variety of distribution methods, enterprises prefer happy but productive patrons. Competitiveness, a wide range of regulations and material supplies, and a multitude of channels of distribution, organizations prefer delighted and prosperous consumers. (Srivastava, 2001)

In contrast, approximately all of the panellists are acquainted of India's Insurance Association, as per the research. Estimated estimate expected percent of those polled got health insurance on their own initiative because they required a sense of fear. Furthermore, it was determined that 65.74 percent of participants believe that being a LIC policyholder is a positive experience. 34.26 percent of the subject's participants agreed, demonstrating that they are unsatisfied with just this healthcare network operator and intend to switch in the future. In today's ever-increasing environment, medical companies are under pressure to produce appropriate plans to manage their enterprises and customers. The healthcare industry is heavily facing fierce and

ruthless competitiveness, and the major players, particularly LIC, have already been persecuted. Nevertheless, this may be claimed that insurance providers (LIC) maintaining a customer is generally less inexpensive and productive than attracting young consumers. (Tamela, 2002)

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