A Study on Women Policyholders' Satisfaction towards the Performance of Life Insurance Companies in Chennai

Dr. S. Pradeepa
Assistant Professor, Department of Management Studies
Bishop Heber College (Autonomous), Trichy

Abstract
The Insurance industry forms an integral part of the Indian financial market, The Insurance sector started up and new players entered the space before 25 years. At present in India have 24 life insurance companies. Satisfaction of policyholder is an important milestone in insurance products, especially the performance of insurance companies. In that LIC holds majority market share in life insurance industry for the past years. The objective of the study is to understand the policyholder's satisfaction and the various factors contributing to the satisfaction level of performance of Life insurance Corporation of India. The primary data has collected by using the questionnaire and secondary data is collected by using journals, newspapers and the internet. The study area has limited to Chennai District. The reason to conduct the study in Chennai district is previously no researcher had done the women policyholder satisfaction towards Life insurance corporation products. The population Size has been determined using with the proper formula. Hence the sample size is determined 520 for this study. This study will help to identify the satisfaction level among the selected women policyholder by using with the different dimensions.
Keywords: Women Policyholder, Satisfaction, Service, Products and Premium.

Introduction

Life Insurance is a contract for payment of a sum of money to person assured on the happening of the event insured against. The concept of policyholder satisfaction occupies a central position in business though and practice. Due to Growing pressures, the task of providing and maintaining policyholder satisfaction has become one of the most important challenges currently for companies and policy makers. Policyholder's satisfaction is equivalent to making sure that product and service performance to meet customer expectation. Today's companies are facing through competition due to liberalized economy. Therefore, the companies can go about wining customers and outperforming satisfying customer's needs. This paper makes an attempt to "women policyholders satisfaction level towards performance of life insurance companies reference to Chennai".

Need for Insurance to Women

Women are traditionally less likely to have life insurance than men in a country like India. Working women in families have less live cover than their working male counterparts. Seldom do they realize

that it is important that working women need to have some form of life insurance. Two income households typically depend on both incomes to meet their expenses, and the loss of either income could be financially devastating for the family. Women live longer than men, hence, it becomes important for women to save for retirement, and life insurance is an excellent way of providing retirement savings and also protecting families from financial hardship. For women, life insurance is often a more effective way of saving for retirement. The average women spend twelve of her working years caring for children and other family members, meaning that she is less likely to accumulate enough funds for retirement via employer-sponsored benefits. A life insurance policy is an excellent means of overcoming this problem.

Literature Review

Power (2018) in their article titled, "Policyholders Satisfaction with the Agency-Based Sales Surpasses Satisfaction with Direct Sales in Japan", reveals that policyholders are more satisfied with timely services, procedure and documentation followed, low premium and innovative products offered by the Prudential Life Insurance Company.

Deepika Upadhyaya and Manish Badlani (2018) carried out a study entitled, "Service Quality Perception and Customer Satisfaction in Life Insurance Companies in India", with a view to identify customer satisfaction in retail life insurance in India. They identify that the policyholders are more satisfied with the pricing factor followed by employee competence, product and service, technology, physical ambience of the company, trust, service delivery, advertising and service management.

Kaur et al. (2017) carried out a study entitled, "A Study on Customer Satisfaction with Life Insurance in Chandigarh, Tricity", observe that policyholders are more satisfied with the policy features, price, maturity benefits and tax saving contents.

Statement of the Problem

The one of the monopolistic insurance in India is Life Insurance Corporation. The above literature review resulted in better customer services provided by the insurance companies and it helps improve the investment behaviour among the policyholders. The entry of new products and innovative ideas has to speed up and spread the importance of life insurance to the general public and policyholder satisfaction has emerged as a principal competitive weapon in insurance also. Many reviews studied only the satisfaction of general policyholders' i.e both male and female. This paper find the gap of exclusive study of Women policyholder satisfaction towards LIC performance in Chennai and it helps to identify which factor influence more towards Satisfaction. Nowadays women contribution is more and sometime equal to men in investing the various avenues. This study helps to increase the insurance penetration and measure of density.

Objectives of the Study

1. To know the economic profile of the sample respondents.
2. To find out the determining factor of satisfaction towards the performance of Life Insurance Corporation of India.

Research Methodology

The Researcher used Descriptive Research Design to study investment loyalty towards LIC, satisfaction level and its key dimensions in life insurance Corporation of India. The questionnaire was divided into two sections. In the first part information related to different socio-economic and demographic criteria like income, age, profession, educational qualification, etc were collected. In the second part, respondents were asked to evaluate parameters on satisfaction level on insurance product of LIC. And the questionnaire circulated to 520 samples to Chennai.

Area of the Study: The study is conducted in Chennai city, Chennai is well known place for many potential industries to get better growth. Women have sufficient knowledge about to choose the insurance companies and policies. The present study aims to know the satisfaction level of women policyholders with regard to the various policies of Life Insurance Corporation of India. The primary data were collected from the respondents by the questionnaire during the year 2015.

Analysis and Interpretation

The collected data have been consolidated, tabulated and analyzed by using relevant statistical tools like Descriptive statistics and Factor analysis. The SPSS 19 package was utilized for analyzing the data. The interpretation of the study is done by using tables and charts to give meaningful results

Table 1 Personal Profile of the Respondents

Sl.no.	Variable	Category	Frequency	Percentage
1.	Age	Up to 35 Years	158	30.4
		36 to 50 Years	228	43.8
		Above 50 Years	134	25.8
		Total	**520**	**100.0**
2.	Marital	Un married	60	11.5
		Married	460	88.5
		Total	**520**	**100.0**
3.	Education	Up to Graduate	121	23.3
		PG	166	31.9
		Professional	233	44.8
		Total	**520**	**100.0**

Factor analysis by principal component method is applied on all twenty two variables of women policyholder's satisfaction towards the Performance of LIC. The following result are obtained for the classification of the factors.

Table 2 Factor Analysis for Women Policyholder Satisfaction Towards the Performance of LIC

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	12300.063
	Df	231
	Sig.	.000

From the above table, it is found that KMO measure of sampling adequacy is 0.777, Bartlett's Test of Sphericity with approximated Chi square value 12300.063 are statistically significant at 5%. This indicates all the twenty two variables are normally distributed and suitable for data reduction.

In below table, it is found that twenty two variable of satisfaction towards performance of LIC exhibit the four variables Initial Eigen Values 5.155, 3.735, 3.435 and 1.805. The cumulative is 62.939%. This shows that 22 variables of policyholder's satisfaction towards the performance of LIC are reduced into four predominant factors to represent their respective underlying variable. The following information clearly explains the variable loadings in each factor.

Comp.	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.155	23.431	23.431	5.155	23.431	23.431	4.280	19.455	19.455
2	3.735	16.976	40.406	3.735	16.976	40.406	4.165	18.934	38.388
3	3.435	15.614	56.021	3.435	15.614	56.021	3.785	17.202	55.591
4	1.805	8.203	64.223	1.805	8.203	64.223	1.617	7.349	62.939
5	.995	4.906	69.629						
6	.970	4.499	74.128						
7	.874	3.970	78.098						
8	.806	3.663	81.761						
9	.685	3.112	84.872						
10	.653	2.967	87.839						
11	.600	2.726	90.565						
12	.577	2.624	93.189						
13	.498	2.262	95.451						
14	.255	1.161	96.612						
15	.219	.995	97.607						
16	.168	.765	98.372						
17	.148	.671	99.043						
18	.132	.598	99.642						
19	.049	.225	99.866						
20	.014	.065	99.931						
21	.012	.056	99.987						
22	.003	.013	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix

	1	2	3	4
Product flexibility (surrender, Loan & life coverage)	.884			
Maturity period and grace period for the paying the amount	.883			
Policy Covers the Tax benefits and risk	.865			
All the LIC products are suitable to different kind of person.	.859			
Mode of payment for premium already explained properly and it is easy too	.695			
Premium of insurance is adequate and affordable	.635			
Collection of service tax along with the premium is satisfied	.532			
Simple documentation and processing for claiming the amount		.931		
Convenient claim procedure		.919		
Satisfactory return of money after claim		.912		
Fund value disbursed through cheque only is satisfactory		.887		

Time taken for claim settlement is satisfied		.883		
Time taken to respond to written or postal enquires are satisfactory			.933	
Agent has sound knowledge so it help me to choose accurate policy and he shown support while in grievance			.926	
Waiting time for having my question take in hand was satisfactory			.918	
without any delay My phone call was transferred to the person who could assist			.739	
Company maintain the healthy relationship with women policyholders.			.734	
Policies are formulated with the association of benefits				.784
LIC offers extra benefits to the women policy holder				.756
Additional benefits are received to those who avail more no of policies				.739
Availing loan easily without any collateral security				.715
Transparency in bonus				.600

The table shows the Rotated Component Matrix which shows the factor loadings from 0.933 to 0.532. Gradual groupings of items are assembled under each factor. Factor loadings are those variables which explain the closeness of the statements to each one of the factors extracted through these computations.

The ensuing table shows the 22 items of satisfaction variables grouped under four factors based on the Eigen values obtained.

Table 3 Independent Sample t Test Mean Difference between Marital Statuses of Women Policyholders and their Satisfaction Level on LIC Performance

Investment Related Performance by LIC	Marital Status	N	Mean	SD	T	p
Product & Premium	Un married	60	3.6976	0.64593	2.742	0.006
	Married	460	3.5031	0.49777		
Policyholder Service	Un married	60	3.3267	0.76088	1.505	0.133
	Provided by LIC	460	3.1843	0.6793		
Benefits	Un married	60	3.1933	0.49399	3.084	0.002
	Married	460	2.9874	0.48554		
Total Satisfaction Level	Un married	60	3.4059	0.44366	4.268	0
		460	3.2249	0.39526		

Source: Primary data

The independent sample t test is conceded for the sample of 520 to confirm the significant opinion difference between women policyholders towards satisfaction level on LIC performance based on their marital status. Independent variable marital status is classified into two groups such as married and unmarried (Mentioned as Un married). Dependent variable satisfaction level on LIC performance is also classified into three groups such as LIC product and its premium, policyholder service provided by LIC and it offer benefits to its policyholders. Frequency distribution, mean, standard deviation, t ratio and p value are calculated to test the below hypothesis.

Ho: There is no significant mean difference between respondents' marital status and their opinion towards satisfaction level on LIC performance.

HA: There is significant mean difference between respondents' marital status and their opinion towards satisfaction level on LIC performance.

The above table shows that overall values for overall problems while investing their money into LIC scores are (married - 460, M –3.2249, SD - 0.39526, Un married - 60, M – 3.4059, SD - 0. 44366, t – 4.268 and p – 0.000) found in this table. Hence, the p value is less than 0.01 and significant at 1% level. It is affirmed that there is significant difference of women policyholders towards satisfaction level on LIC based on the marital status of women policyholders.

Findings
- Majority 43.8 % of women respondent are belong to the age group of 36-50 years (N=228) and lowest 25.8 % of them are in the above 50 years (N=134)
- 88.5% Majority of respondents are married (N=460) and 11.5% are unmarried (N=60).
- Educational qualification of the respondents, highest 44.8% of them have acquired professional degree (N=233) and 23.3% of women are found up to graduate level (N=121).
- Highest 52.3% of them are working in private sector (N=272) and less 10.4 percent of respondents are self employed (N=54).
- 42.5% majority of women having their income between 3.1 lakh - 6 lakh (N=221) and 29.4% of women have an income level of above 6 lakh (N=153)
- It is found that KMO measure of sampling adequacy is 0.777, Bartlett's Test of Sphericity with approximated Chi square value 12300.063 are statistically significant at 5%. This indicates all the twenty two variables are normally distributed and suitable for data reduction. The satisfaction variables are grouped in the different dimensions with the help of factor analysis that first 7 variable are grouped under the dimensions of "Product & Premium Factor", next five variables of satisfaction are grouped and it is called "Claim Procedure", next five variables of satisfaction are grouped and it is called "Customer Service" and last five variables of satisfaction are grouped and it is called "Perceive Benefits"
- In Independent sample t Test, The p value is less than 0.01 and significant at 1% level. It is affirmed that there is significant difference of women policyholders towards satisfaction level on LIC based on the marital status of women policyholders.

Suggestion
- The above findings it's said, married, unmarried women are moderately interested because of their satisfaction is less. In fact, private life insurance companies have to educate the women about the benefits of taking insurance policies; by and large flexibly private life insurance should change the policies according to their taste, and motivate them effectively.
- It serves to link processes culminating in purchase and consumption with post-purchase phenomena such as attitude change, repeat purchase, and brand loyalty. LIC should regularly collect feedback from its customers and its agents; it should scrutinize carefully. Suggestions or complaints should be taken seriously; should take necessary actions against it, which will create more satisfaction with customers.
- Now various types of company are providing Life insurance to all types of customers. All these schemes are implemented to satisfy the customers and to increase their turnover. But the customers' expectations are countless from Life insurance companies. They expect a courteous service from the personnel of the insurance companies. They expect a prompt and quick service. The life insurance company should ensure effective marketing information and

communication facilities. Strategic planning should be adopted deliberately to identify and satisfy the customer' needs and wants. LIC should get bench mark practices from the various other insurance companies which are successful in the field.

Conclusion

Innovation in every aspect is required to survive and to increase satisfaction level of insurance. Claiming procedure, service, product & premium and Benefits are found as dimensions of satisfaction towards the insurance company's performance from this study. Still LIC should concentrate to use updated technology to satisfy the women policyholders. Instead of pushing the policies to customers through agents, demand should be created so that the customer pulls the policies especially from women investors. Recommendation from this study to IRDA and is that it should act more and more responsible to the insurance sector by determining high standard. It should be mandatory to every insurer to be more and more responsible and responsive to the policy holders.

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