

A COMPARATIVE STUDY ON POLICYHOLDER'S SATISFACTION ABOUT LIC OF INDIA AND BAJAJ ALLIANZ INSURANCE LTD WITH REFERENCE TO DHARMAPURI DISTRICT

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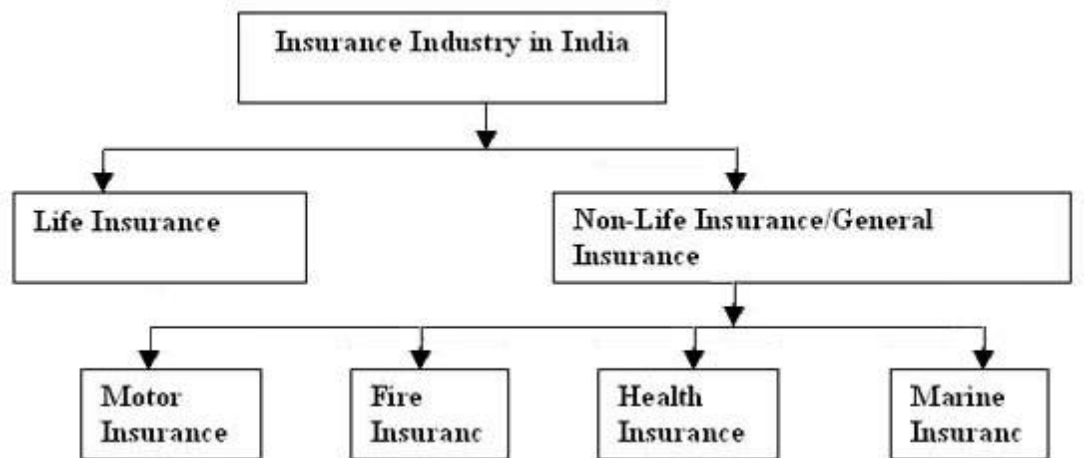
ABSTRACT

Today world is shrinking due to various inventions and developments in science and technology as well as communication infrastructure facilities all of them can be utilized for human's welfare. But nobody can live without any danger and risk and uncertainty. In this study researcher going to trace out about the comparison between LIC of India and Bajaj Allianz Insurance and their importance to the human life. Before that, we are going to trace about insurance as general manner. Insurance is a tool by which fatalities of a small number are compensated out of funds collected from plenteous. Insurance companies pay back for financial losses arises out of occurrence of insured events. Hence, insurance is safeguard against uncertainties. It provides financial recompense for losses suffered due to incident of unanticipated events, insured within policy of insurance. This research aims at determining consumers' attitudes towards buying LIC and Bajaj Allianz, products and to understand their purchase and repurchase intention. This research was conducted in the Dharmapuri, Tamilnadu, region of India taking a sample of 100 LIC customers and 100 Bajaj Allianz, customers using Simple Random sampling. The research shows significant difference in purchase and repurchases, and satisfaction level intention between LIC and Bajaj Allianz, customers and LIC customers have shown more satisfaction than Bajaj Allianz customers.

Key Words: LIC and Bajaj Allianz, Product Information, Purchase Decision–making, Repurchase Intention.

INTRODUCTION

The insurance industry today functions in a highly competitive environment, with increasing private participation and expanding products. In this changing landscape, insurers have to invent to offer more value than ever before. The various components of non-life Insurance or general insurance are fire, marine, motor, engineering, health and aviation.



ORIGIN AND GROWTH OF LIC OF INDIA

The life insurance corporation of India (LIC) is the largest life insurance company in India; it is fully owned by the Government of India. It was founded in 1956. Headquartered in Mumbai, which is considered the financial capital of India, the Life Insurance Corporation of India currently has 8 zonal Offices and 101 divisional offices located in different parts of India, at least 2048 branches located in different cities and towns of India along with satellite offices attached to about 50 Branches, and has a network of around one million and 200 thousand agent, for soliciting life insurance business from the public.

ORIGIN AND GROWTH OF BAJAJ ALLIANZ

Bajaj Allianz Insurance is a leading insurance company in India. It was established in 1890, at Pune. A household name in Germany. Bajaj Allianz Insurance one of the world's largest insurance companies and Bajaj Auto Limited is the largest manufacturer of two and three wheelers in the world and also of the largest manufacturing Auto has been in operation for over 55 years.

Bajaj Allianz Insurance is No.1 private Life Insurance Company in India for 2005-06. The about 15000 employees worked and 1500000 satisfied customers. Bajaj Allianz General Insurance

Company Limited is a joint venture between Bajaj Auto Limited and Allianz SE. Both enjoy a reputation of expertise, stability and strength.

STATEMENT OF THE PROBLEM

Insurance is an upcoming sector, in India the year 2000 was a landmark year for life insurance industry, in this year the life insurance industry was liberalized after more than fifty year. Insurance sector was once a monopoly, with LIC as the only company, a public sector enterprise. But nowadays the market opened up and there are many private players competing in the market. There 23 private life insurance companies have entered in to the industry. After the entry of these private players, the market share of LIC has been considerably reduced. Both private and public companies have launched many innovations in the industry in terms of products, market channels and advertisement of products, agent training and customer services etc. in order to attract new ones and maintaining the existing holders. In this context the study on performance evaluation of private and public life insurance companies regarding number of micro insurance products, net profit, premium income etc is very imperative.

OBJECTIVE OF THE STUDY

1. To examine the satisfaction level of insurance Policyholders of scheme in Dharmapuri District.
2. To analyze the policy holder's satisfaction about LIC of India and Bajaj Allianz Insurance in Dharmapuri District.
3. To make comparison of policy holder's satisfaction between LIC of India and Bajaj Allianz Insurance in Dharmapuri District.
4. To evaluate the operating efficiency of LIC and Bajaj Allianz insurance in Dharmapuri District.
5. To create suggestions regarding policy holder's satisfaction.

LITERATURE REVIEW

Lenin Jothi. A and G. B. Sitaram, (2014), the researchers also cross compare the product preferences between public and private sector customers while purchasing a life insurance policy. It is found that there exists significant correlation between the factors affecting the preferences towards the purchase of a life insurance policy. It is concluded that preferences of LIC customers on a particular attribute is more than that of their counterparts in the private sector while deciding

to purchase a life insurance policy. The finding that LIC customers have shown more positive repurchase intention than the private sector customers indicates high level of customer satisfaction in public sector as compared to private sector.

Shreedevi & Manimegalai. D (2013), the privatization of insurance, monopolistic competition of public sector insurance companies came to an end, giving wider opportunities to the customers to select their insurers as per their requirements. In today's hyper competitive environment, insurers are operating under shrinking premiums, growing customer expectations and tightening regulations which are narrowing their margins. Falling investment returns, tougher competition, rising operational costs, managing risks, supporting multiple distribution channels, complying with regulatory changes and shifting customer preferences are sticky areas any insurance company has to tread on, at any time. With the entry of private players, the competition is becoming intense. In this paper, an attempt is made to analyze the performance of public and private nonlife insurance companies in India.

Saleena T.A. (2014), this study indicate the insurance industry is highly competitive in India. Several private insurance companies are emerging in insurance sector in India. Even though, LIC as a prominent position in insurance sector in India. The financial performance of LIC shows better efficiency and stable than Private life insurance companies. But, from the opinion of Policyholders, It reveals that satisfaction level of private policyholders shows better than LIC policyholders. Therefore, LIC should introduce innovative policies for improving the satisfaction level of consumers and also improve the financial performance of private life insurance companies.

METHODOLOGY

Research methodology is a way of to systematically solve the research problem. It may be understood as a since of studying how research in done systematically.

Research Design

A research design is purely and simple basic frame work or plan for a study that guides the collection of data and analysis of the data. In customer surveys, we adopted the descriptive research design in collection and analysis of the data. The researcher has used convenient sampling of 200 respondents from the Dharmapuri District customers

Collection of Data

In the present study both primary data and secondary data are used

Primary Data

The primary data are those which are collected through Questionnaire cum Personal interview

Secondary data

Secondary data are collected from various books, journals, periodicals and websites.

SCODE OF THE SUTDY

The study represents the role of LIC of India and Bajaj Allianz insurance in development of life insurance habits among the various kinds of people and need of savings and how to protect of life against various risk and uncertainty in Dharmapuri District.

LIMITATIONS OF THE STUDY

1. The questionnaire was collected in Dharmapuri Districts only on random basis. This result may not be applicable to other areas.
2. The factor and cost factor played a major role in limitation of the present study.
3. The persons interviewed were in dilemma in answering the questionnaires.
4. Research is carried out consumers who are human beings; they know that they are observed. So, the respondents' starts behave artificially when they know that their attitude, beliefs etc., are being studied.

ANALYSES AND INTERPRETATION

Table- 4.1
Showing Residential Area of Respondents

Residential area	LIC		Bajaj Allianz		Total
	Male	Female	male	Female	
Rural	52	4	28	20	104
Semi-Urben	0	4	8	0	12
Urben	20	20	24	20	84
Total	72	28	60	40	200

Source: primary data

The above table shows that the respondents (or) policyholders residential area. Out of sample (200), 80 male and 24 female (104) are resided at rural, 8 male and 4 female (12) are resided at semi urban area as the lowest number, remaining 44 male and 40 female (84) are resided at an urban. Normally, most of male respondents (80) are resided at rural than female and most of the male (40) are resided at an urban.

In LIC, 52 male and 4 female (56) are in rural, only 4 female are in semi-urban and 20 male and 20 female (40) are resided at an urban. But Bajaj Allianz, 28 male and 20 female (48) are in rural, 8 male are in semi-urban, 24 male and 20 female are resided at an urban. In comparison point of view, most of the male LIC policyholders (52) are resided at rural than Bajaj Allianz male policyholders but not in female. At the same time, most of male Bajaj Allianz policyholders are resided at an urban than male LIC policyholders.

Table - 4.2
Showing Annual Income of Respondents

Annual Income	LIC		Bajaj Allianz		Total
	Male	Female	Male	Female	
Below Rs 50,000	12	16	20	28	76
50,001 to 1,00,000	36	8	32	0	76
1,00,001 to 2,00,00	8	0	0	4	12
Above 2,00,000	16	4	8	8	36
TOTAL	72	28	60	40	200

Source: primary data

The above table stated that the annual income of respondents (or) policyholders. Out of the sample (200), 32 male and 44 female (76) are belongs to annual income of Re. 1 to Rs.50, 000, 68 male and 8 female (76) are belongs to Rs. 100,000 annual income category, 8 male and 4 female (12) are related to annual income of Rs. 1, 00,001 to Rs.2, 00,000 and final 24 male are 12 female (36) are linked with the above Rs. 2, 00,000 annual income category. From here, most of the policyholders are belongs to Re. 50,000 and Rs. 50,001 to Rs. 1, 00,000 but least of the policyholder are belongs to Rs.1, 00,001 to Rs. 2, 00,000 annual Income.

In Bajaj Allianz, maximum of 16 male respondents are belongs to annual income of Rs. 50,001 to Rs. 1, 00,000 and minimum of 8 of them are belongs to above Rs. 2, 00,000 of annual income. But maximum of 28 female are belongs to annual income of Re. 1 to Rs. 50,000 and minimum of 4 of them are belongs to Rs. 1,00,001 to Rs. 2,00,000 of annual income.

Table- 4.3
Showing Number of Policyholders in the family of Respondents

Policyholders	LIC		Bajaj Allianz		Total
	Male	Female	Male	Female	
1 member	68	20	52	32	172
2 members	4	8	8	8	28
3 members	0	0	0	0	0
Above4	0	0	0	0	0
Total	72	28	60	40	200

Source: primary data

The above table quoted that the Number of Policyholders in the family of Respondents. As per the table, 120 male and 52 female (172) are the 1st Policyholders category in the family and remaining 12 male 16 female (28) are the 2nd Policyholders as the single Policyholder in the family than others. In LIC 68 male and 20 female, (88) are the single Policyholders from their family members but only 4 male 8 female (12) are the 2nd Policyholders from their family members. In Bajaj Allianz, 52 male 32 female (84) are the single Policyholder from the family members, but only 8 male and 8 female (16) are the 2nd Policyholders in their family members.

Table- 4.4
Showing LIC Scheme of Respondents

LIC Scheme	LIC		Total
	Male	Female	
Profit Plus	40	4	44
Endowment Assurance	12	0	12
New Jana Rakish	0	0	0
Jeeven Anand	8	8	16
New Bima Gold	4	8	12
Market Plus	4	4	8
Money Back Plans	4	4	8
Total	72	28	100

Source: primary data

The above table stated that the LIC scheme of respondents. Out of 100 respondents, 40 male and 4 female (44) are preferred to whole life insurance profit plus scheme, only 12 male are liked endowment assurance scheme, no one liked new Jana rakish scheme, 8 male and 8 female (16) are liked Jeevan Anand scheme, 4 male and 8 female (12) are liked new Bima gold scheme, 4 male and 4 female (8) are liked market plus scheme, 4 male and 4 female (8) are liked money back plans scheme. Hence, most of the LIC respondents (44) are liked whole life insurance profit plus scheme than other scheme. So maximum of male policyholder (40) are also liked whole life insurance profit plus scheme, but maximum of female policyholders (8) are liked Jeevan Anand scheme and new Bima gold scheme.

Table – 4.5
Showing Bajaj Allianz scheme of respondents

Bajaj Allianz Scheme	Bajaj Allianz		Total
	Male	Female	
E-opinion insurance	0	0	0
Health Guard	4	12	16
Shubh Yatra	0	0	0
Money insurance	12	16	28
Fire insurance	0	4	4
Public Liability	0	0	0
New Policy	44	8	52
Total	60	40	100

Source: primary data

The above total explained that the Bajaj Allianz scheme of respondents. Out of 100 respondents, 4 male and 14 female (16) are liked health guard scheme, only 4 female are liked money insurance scheme, only 4 female are liked fire insurance scheme, 44 male and 8 female (52) are liked new policy scheme and none of them are liked e- opinion insurance scheme, shuph yatra scheme and public liability scheme. From, this concluded that most of the male (44) are liked new policy scheme and least of them (4) are liked health guard scheme. But most of the female (16) are liked money insurance scheme and least of them (4) are liked fire insurance scheme.

Finally, most of the policyholders (52) are liked new policy scheme and least them (4) are liked fire insurance scheme in total.

Table - 4.6
Showing Reasons for Policy Held of Respondents

Reasons for Policy held	LIC		Bajaj Allianz		Total
Security & Return	48	8	44	20	120
Tax Concession	4	4	8	4	20
Children Education	16	8	8	16	48
Other	4	8	0	0	12
Total	72	28	60	40	200

Source: primary data

The above table represents that the reasons for policy held of respondents. Out of 200 respondents, 92 male and 28 female (120) are holding policy for security & return, 12 male and 8 female (20) are holding policy for tax concession, 24 male and 24 female (48) are holding policy for children education, only 4 male and 8 female (12) are holding policy for other purpose. Hence, most of the respondents are holding policy for security & return purpose than other purpose.

In LIC, maximum of 48 male are holding policy for security & return but in Bajaj Allianz, maximum of 44 male are holding policy for security & return purpose. In Bajaj Allianz, maximum of female (20) are holding policy for security & return purpose than LIC (8).

Table- 4.7
Showing Satisfaction Criteria of LIC and Bajaj Allianz Respondents

Satisfaction Criteria	Most Satisfied		More Satisfied		Moderate		Not Satisfied		Total
	M	F	M	F	M	F	M	F	
Policy Stricture	120	20	12	12	12	24	0	0	200
Future Returns	80	0	44	44	20	12	0	0	200
Premium notice for time	28	8	16	20	80	16	20	12	200
Agent's Service	40	24	80	0	24	0	0	32	200
Service in the office	80	28	48	20	16	8	0	0	200
Premium values	20	16	80	40	24	0	20	0	200
Maturing value	56	20	64	20	24	8	0	8	200
Rules and Regulation	24	12	80	8	40	20	0	16	200

Source: primary data

The above table shows that, the satisfaction criteria of LIC and Bajaj Allianz respondents. In policy structure criteria, 60 male and 10 female (70) are most satisfied, 6 male and 6 female (12) are more satisfied, 6 male and 12 female (18) are moderately satisfied and none of them is not satisfied. So, majority of the respondents are most satisfied than others. In structure returns criteria, only 40 male are most satisfied, 22 male 22 female (44) are more satisfied, 10 male and 6 female (16) are moderately satisfied and none of them is not satisfied. So, majority of the respondents (44) are more satisfied than others but majority of male respondents (40) are most satisfied in this criteria.

In premium notice for time criteria, 14 male and 4 female (18) are most satisfied, 8 male and 10 female (18) are more satisfied, 40 male and 8 female (48) are moderately satisfied, and 10 male and 6 female (16) are not satisfied. So, majority of the policyholders are moderately satisfied. In agent's service criteria, 20 male and 12 female (32) are most satisfied, only 40 male are more satisfied, only 12 male are moderately satisfied, and only 16 female are not satisfied. Hence, most of male are most satisfied but most of female are not satisfied in agent's service.

FINDUNGS

- ❖ The study shows 52% of the respondents are resided at rural area than semi-urban area. In LIC most of the male (52) are resided in rural area than Bajaj Allianz most of the male Policyholders are resided at an urban than male LIC Policyholders'.
- ❖ The study represent 44% of the Policyholders are private employee. In LIC, maximum of male Policyholders (24) are belongs to Business and Professional category and minimum (4) are student category. In Bajaj Allianz, maximum number of female (24) are belongs to students category and minimum of them (4) are belongs to students category than LIC.
- ❖ Most of the Policyholders are belongs to Below Rs.50,000 and Rs.50,001 to Rs.1,00,000 annual income category. but least of them are belongs to Rs.1,00,001 to Rs.2,00,000. In LIC majority of male are belongs to Rs50,001 to 1,00,000 category and in Bajaj Allianz majority of female are belongs Re.1 to 50,000 category of annual income level.
- ❖ Most of the Policyholders are the category of 4 members in the family than other category of 4 members and above members in the family.
- ❖ The study explains majority of respondents (144) are preferred to pay the premium through cash, only 8 of them are preferred to pay me premium through cheque.

- ❖ In LIC, majority of male Policyholders (40) are liked whole Life Insurance Profit Plus Scheme. But majority of female policyholder are liked jeevan anand scheme and new Bema gold scheme. In Bajaj Allianz majority of male policyholders (44) are liked new policy scheme and majority female policyholders (16) are liked money insurance scheme.
- ❖ Majority of policyholders are receiving the premium notice in time in all respects.
- ❖ Most of the policy holders (120) are holding policy for security and return purpose than other purpose in all respects.
- ❖ Only 20% of the policyholders are having policy lapsed in total. In LIC higher percentage (70%) of the policyholders are having policy lapsed than Bajaj Allianz (12%).
- ❖ In LIC, and Bajaj Allianz, majority of the respondents are most satisfied in policy structure criteria. In future returns criteria, majority of the respondents are more satisfied.

SUGGESTIONS

- ❖ Generally, insurance companies should take proper steps to increase female policyholders as like male policyholders.
- ❖ They provide free consulting centre for clearing the consumers doubt regarding their various policy.
- ❖ They improve free help-line to their consumers for long life.
- ❖ For avoiding lapsed policy, they should intimate the customers in proper manner.
- ❖ The insurance companies should taken relevant steps to attract all age group people, all income group people and all areas people.

CONCLUSION

The researcher is concluding that the research has found many of the people benefit from both insurance companies schemes and facilities through LIC has its own positive side many of them liked to take policy for safety and securing purpose. It is better and delivers service to particular time, with help of the rules and regulations, agent's service, etc in effective manner. Through Bajaj Allianz insurance has its own positive side, many of the people do not know about Bajaj Allianz and its benefits. If the Bajaj Allianz delivers more advertisement through television, newspaper, agent, etc., and creates more reliability of return ability, premium value and agent's service in effective manner.

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