QUESTIONNAIRE
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A Study on Customer’s Perception towards Life Insurance Corporation of India (With Special Reference to Dehradun district of Uttarakhand)

Dear respondent,
This questionnaire is aimed at understanding your perception about Life Insurance Corporation of India. Your response will be dealt with strict confidentiality and it will be used only for academic purpose. Thank you for spending your valuable time to fill this questionnaire.

Name:

Gender  Male  Female

Contact No.

1) Age Group
   a) Below 30
   b) 31 – 40 years
   c) 41 – 50 years
   d) 51 – 60 years
   e) 60 years and above

2) Marital Status
   a) Married
   b) Unmarried

3) Place of residence
   a) Rural
   b) Urban

4) Total number of policies bought
   a) One
   b) Two
   c) More than two

5) Mode of Payment
   a) Monthly
   b) Quarterly
   c) Half-Yearly
   d) Yearly

6) Educational Qualification
   a) Undergraduate
   b) Graduate
   c) Post Graduate
   d) Doctorate
7) Occupation  
a) Student  
b) Service  
c) Self Employed  
d) Others  

8) Annual Income  
a) Below 1 Lac  
b) 1 Lac – 5 Lac  
c) 5 Lac – 10 Lac  
d) Above 10  

9) What Percentage of Monthly Salary do you save  
a) Up to 10 %  
b) 11 – 20 %  
c) 21 – 30 %  
d) Above 30 %  

10) What Kind of Investment do you prefer?  
a) Short Term  
b) Long Term  
c) Both  

11) Rank these various investment alternatives according to your preferences  
k) Bonds and Debentures  
l) Equity/Shares  
m) Mutual Fund  
n) Public Provident Fund  
o) Post Office  
p) Insurance  
q) Bank Deposit  
r) Real Estate  
s) Gold & Silver  
t) Others  

12) State your expectation on investment alternatives by ticking according to its importance  

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<thead>
<tr>
<th>Expectations on Investment</th>
<th>Highly Important</th>
<th>Important</th>
<th>Neutral</th>
<th>Least Important</th>
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<td>Capital Growth</td>
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<td>Tax Benefit</td>
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<td>Company Profile &amp; Brand Name</td>
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13) What parameters you have looked into at the time of buying policy from LIC of India

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<th>Parameters considered</th>
<th>Highly Important</th>
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<td>Bonus and Interests</td>
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<td>Pre &amp; Post Services</td>
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<td>Accessibility</td>
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<td>Company Image</td>
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14) Are you satisfied with the services of LIC of India?
   a) Yes
   b) No

15) Give reasons for insuring with LIC
   a) Company Profile
   b) Brand
   c) Grievances Handling
   d) Undue Delay in Claims
   e) Public Sector
   f) All of the above

16) What scheme of insurance policy have you taken
   a) Whole Life
   b) Endowment Plus
   c) Money Back
   d) Pension Fund
   e) ULIP
   f) Others

17) Most Likely Periodicity of Policy
   a) 5 years
   b) 5 – 15 Years
   c) 15 – 25 Years
   d) Above 25 Years

18) Whether you are aware of all details of policy you have from LIC
   a) Yes
   b) No

19) Satisfaction level towards services offered by LIC
   a) Fully Satisfied
   b) Partially Satisfied
   c) Not Satisfied
20) Accessibility of the employee / agents of LIC
   a) Yes
   b) No

21) Do LIC have complex Formalities?
   a) Yes
   b) No

22) Grievance Redressal Mechanism
   a) Fully Satisfied
   b) Partially Satisfied
   c) Not Satisfied

23) Undue Delay in Claim Settlement Process
   a) Yes
   b) No

24) Do agents of LIC provides the correct information
   a) Yes
   b) No

25) Rationale behind the investment in LIC
   a) Individual Risk Coverage
   b) Tax Benefits
   c) Growth and Return on investments
   d) Risk Coverage of Family
   e) Child Welfare

26) If you buy a new policy would you like to go for LIC
   a) Yes
   b) No

27) What would you like more in Insurance Policies of LIC of India?
   a) More benefits
   b) More security
   c) Others, Please specify

28) Rate your overall satisfaction with Insurance Policies of LIC of India?
   a) Highly Satisfactory
   b) Satisfactory
   c) Average
   d) Dissatisfactory
   e) Highly Dissatisfactory
29) What do you feel after investing in Insurance Plans of LIC of India?
   a) Good
   b) Averagely Satisfied with the investment decision
   c) Cheated

30) What is Overall perception about LIC of India
   a) Positive
   b) Negative

31) Policies/plans of LIC superior to or more attractive than the private insurance companies
   1) Strongly Agree   2) Agree   3) Neither Agree nor Disagree   4) Disagree Strongly   5) Disagree

32) Flexible products/ new products that meet customers’ needs
   1) Strongly Agree   2) Agree   3) Neither Agree nor Disagree   4) Disagree Strongly   5) Disagree

33) Provides information/details about service innovations on a regular basis through post, telephone, banks etc.
   1) Strongly Agree   2) Agree   3) Neither Agree nor Disagree   4) Disagree Strongly   5) Disagree

34) Premium paid is too low as compared to the benefits derived
   1) Strongly Agree   2) Agree   3) Neither Agree nor Disagree   4) Disagree Strongly   5) Disagree

35) High rate of return on insurance products as compared to the other saving instruments (fixed deposit in banks, national saving certificates etc.)
   1) Strongly Agree   2) Agree   3) Neither Agree nor Disagree   4) Disagree Strongly   5) Disagree

36) Reasonable penalty charged for late premium payment
   1) Strongly Agree   2) Agree   3) Neither Agree nor Disagree   4) Disagree Strongly   5) Disagree

37) LIC emphasizes high quality service than the volume of sale
   1) Strongly Agree   2) Agree   3) Neither Agree nor Disagree   4) Disagree Strongly   5) Disagree
38) Provides customer feedback card system for their level of satisfaction with the services of the insurer

1) Strongly Agree  2) Agree  3) Neither Agree nor Disagree  4) Disagree Strongly  5) Disagree

39) Promotes ethical conduct in everything it does

1) Strongly Agree  2) Agree  3) Neither Agree nor Disagree  4) Disagree Strongly  5) Disagree

40) Agents and employees who have the proper knowledge and competence to answer customers’ specific queries and requests

1) Strongly Agree  2) Agree  3) Neither Agree nor Disagree  4) Disagree Strongly  5) Disagree

41) Providing promised services as per the set schedule

1) Strongly Agree  2) Agree  3) Neither Agree nor Disagree  4) Disagree Strongly  5) Disagree

42) Agents inform and guide the customers at regular intervals as regards the policy status, due date of premium, new products and services

1) Strongly Agree  2) Agree  3) Neither Agree nor Disagree  4) Disagree Strongly  5) Disagree

43) Timely revival of lapsed policies, change of nominations, addresses and mode of premium payment etc.

1) Strongly Agree  2) Agree  3) Neither Agree nor Disagree  4) Disagree Strongly  5) Disagree

44) Attractive and informative media, theme layout, and language of the advertisement

1) Strongly Agree  2) Agree  3) Neither Agree nor Disagree  4) Disagree Strongly  5) Disagree

45) Enhancement of technological capability (e.g. computerization, networking of operation, etc.) to serve customers more effectively

1) Strongly Agree  2) Agree  3) Neither Agree nor Disagree  4) Disagree Strongly  5) Disagree