Chapter – VII

Summary of Findings, Suggestions and Conclusion
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Introduction

The summary and conclusion made in this chapter is purely based on the Analysis and Interpretation of the present study. The findings made from the analysis of the data are summarized in this chapter in realization of the stated objectives of the study. For the purpose of study, various statistical tools such as Simple Percentage, Factor Analysis, Structural Equation Modeling, Anova, Chi-square tests and Henry Garrett Ranking Method have been used. The findings are based on the results of the above statistical tools used in this study.

Findings

I. Demographic Variables

❖ A majority, 45 percent i.e., 441 respondents are in the age group of 21-30 years as per the present study, followed by 33.57 percent are in the age group of 31-40 years, 0.71 percent of the respondents are in the age group of 61 and above.

❖ Out of 980 respondents, 819 are male and the rest are female. Female policyholders are few in number as compared to male.

❖ Nearly one half of the Endowment policyholders are graduates i.e., 50 percent. Even people with High School qualification have taken policy in LIC which constitutes 22.14 percent and their number is relatively high as compared to Post Graduates and Professionals.

❖ A majority of the respondents, 51.43 percent are married and the rest 48.57 percent are unmarried.
As regards monthly income, a majority of the respondents (34.29 percent) have earned monthly income below Rs.5,000, followed by 315 (32 percent) respondents are in the income group ranging from Rs.5,001-10,000, 8.57 percent of the respondents have earned monthly income between Rs.15,001-20,000. An interesting feature is that the policyholders who are earning below Rs.5,000 have also taken the Endowment policy of LIC on account of its special features satisfying even the low income group.

On family background, 51.43 percent of the respondents belong to Nuclear family in comparison of 48.57 percent belongs to Joint Family out of 980 samples.

In terms of occupation, out of 980 samples, 406 respondents (41.43 percent) are totally dependent on Agriculture, followed by 34.29 percent who are employed under private sector and the rest under Businessmen (9.29%), Government (6.43%), Student (5.71%) and Housewife (2.85%) category.

Out of 140 Respondents in the New Janaraksha Policy, 49.28 percent of the respondents are under the age category of 21-30 years and .714 percent of the respondents are under the age group of 61 and above. In Jeevan Anand policy, nearly one half i.e., 47.14 percent of the respondents belongs to the age group of 21-30 years and 14.28 percent of the respondents belongs to the age category of 41-50 years and between 61 and above. Out of 140 respondents in the Endowment with Profits policy, 47.14 percent of the respondents have fallen under the age group of 21-30 years and 1.43 percent of the respondents have fallen under the age category of 61 and above. In Marriage Endowment cum Education Annuity with profits policy, nearly one half i.e., 46.43 percent of the respondents have fallen below 21-30 years age category and .714 percent of the respondents are
under 41-50 years age category. There is no respondents who have fallen under the age category between 51 to 60 and 61 and above. Out of 140 Jeevan Chhaya policy, more than one third i.e., 37.86 percent of the respondents have fallen in the Age category of 21-30 years and .714 percent of the respondents are under 61 and above age category. In Limited payment with profits policy, majority 37.86 percent of the respondents are belonging to the age category of 31-40 years and there is no respondents under the age category between 51-60 and 61 and above. In Jeevan Saathi policy, more than one half i.e., 57.14 percent of the respondents belong to the category of 21-30 years age and 14.28 percent of the respondents are under the age group of 20 years and below and 41-50 years.

- The analysis of gender profile verses top seven Endowment plans of LIC reveals that 87.86 percent are Male and 12.14 percent are Female in New Janaraksha Policy, out of 140 respondents. In Jeevan Anand policy, 86.43 percent of the respondents are Male and 13.57 percent are Female. Out of 140 Respondents in the Endowment with Profits policy, 85 percent of the respondents are Male and 15 percent are Female. In Marriage Endowment cum Education Annuity with profits policy, 82.86 percent of the respondents are Male and 17.14 percent are Female. In Jeevan Chhaya policy, 81.43 percent of the respondents are Male and 18.57 percent are Female. In Limited payment with profits policy, 81.43 percent respondents are Male and 18.57 percent are Female. In Jeevan Saathi policy, 80 percent of the respondents are Male and 20 percent are Female.

- It is found that out of 140 Respondents in the New Janaraksha Policy, nearly one half i.e., 46.43 percent of the respondents are Under Graduate degree holders and 5 percent of the respondents are Professionals. In Jeevan Anand policy, 47.14
percent of the respondents are Graduate holders and 6.43 percent of the respondents are Professionals. Out of 140 Respondents in the Endowment with Profits policy, 43.57 percent of the respondents are Under Graduate holders and 10 percent of the respondents are Professionals. In Marriage Endowment cum Education Annuity with profits policy, more than half i.e., 57.14 percent of the respondents are Degree holders and there are no Professionals under this group. Out of 140 Jeevan Chhaya policy, nearly one half i.e., 47.14 percent of the respondents are Under Graduate holders and 16.43 percent of the respondents have completed School level of Education. In Limited payment with profits policy, 48.57 percent of the respondents are Degree holders and 15.71 percent of the respondents are Professionals. In Jeevan Saathi policy, 60 percent of the respondents are Under Graduate holders and 7.14 percent of the respondents are Post Graduate holders.

Among 140 samples, the majority 42.86 percent of the respondents’ monthly income falls under Rs.5,001-10,000 and the monthly income of Rs.20001 and above constitutes 5 percent in New Janaraksha policy. In Jeevan Anand Policy, 35.71 percent of the respondents’ monthly income falls under the category of Rs.5000 and below and 21.42 percent of the respondents monthly income are between Rs.15,001-20,000 and Rs.20,001 and above. In Endowment with profits policy, 32.86 percent of the respondents’ monthly income falls under the income category of Rs.5,000 and below and 7.86 percent of the respondents monthly income are between Rs.15,001-20,000. In Marriage Endowment policy, more than one third i.e., 33.57 percent of the respondents’ monthly income are under Rs.5,000 and below and 10.71 percent of the respondents’ income are falling
under Rs.15,001-20,000. Out of the samples, 140 respondents in Jeevan Chhaya policy, 32.14 percent of the respondents are in the monthly income upto Rs.5,001-10,000 and 10 percent of the respondents monthly income is Rs.15,001-20,000. In Limited Payment with profits policy, 34.29 percent of the respondents’ monthly income falls under Rs.5,000 and below and 7.14 percent of the respondents monthly income are Rs.15,001-20,000. In Jeevan Saathi policy, 33.57 percent respondents income are Rs.5,000 and below and 7.86 percent of the respondents income fall under the income category of Rs.15,001-20,000.

Out of 140 Respondents in the New Janaraksha Policy, 40 percent of the respondents are Farmers and 2.86 percent of the respondents are Housewives. In Jeevan Anand policy, more than one third i.e., 37.86 percent of the respondents are Farmers and 5.72 percent of the respondents are Students and Housewives. Out of 140 Respondents in the Endowment with Profits policy, 37.86 percent of the respondents are serviced under Private sector and 1.43 percent of the respondents are Housewives. In Marriage Endowment cum Education Annuity with profits policy, nearly one half i.e., 43.57 percent of the respondents are Farmers and 2.86 percent of the respondents are the Government Employees. Out of 140 respondents in Jeevan Chhaya policy, more than one third i.e., 44.29 percent of the respondents are Farmers and 2.14 percent of the respondents are the Government employees. In Limited payment with profits policy, 47.86 percent of the respondents are Farmers and 5.72 percent of the respondents are the Government employees and students group. In Jeevan Saathi policy, 42.14 percent of the respondents are Private sector employees and 1.43 percent of the respondents are the Government employees and students’ category.
II. Factors Influencing Consumers (Policyholders)

- On preference of LIC, a majority 40 percent of the respondents have preferred LIC for its Reliability, followed by 21.43 percent for the savings purpose, 14.29 percent for availing Tax benefits, 8.57 percent for its first-class administration, 5.71 percent for its well reputed, financially sound position and 5 percent for its attractive bonus cum other facility.

- On account of awareness about Endowment plans, 42.14 percent of the respondents’ awareness level is moderate and the rest 36.43 percent is high, 21.43 percent is low on the whole.

- The most popular method of procuring insurance has been made through Agent. The study has revealed that out of 980 respondents, 826 respondents (84.29 percent) have procured Endowment policy through an agent and the rest 10 percent from development officer, 5.71 percent directly from the company.

- On account of premium payment, 630 sample policyholders (64.28 percent) have preferred to pay premium by half yearly (32.14 percent) and on yearly (32.14 percent) basis and the balance through quarterly (27.86 percent) and monthly mode (7.86 percent).

- Out of 980 respondents, more than three fourth i.e., 784 (80 percent) respondents have taken only one Endowment policy, and the rest have taken two policy (12.85 percent), three (4.29 percent) and more than three policies (2.86 percent).

- A majority, 336 respondents (34.29 percent) have an insurance coverage upto Rs.1,00,000 and below, followed by 32.14 percent under Rs.1,00,001-Rs.2,00,000 policy, Rs.4,00,001 and above constitutes 12.86 percent, Rs.2,00,001-Rs.3,00,000 policy constitutes 12.14 percent and 8.57 percent have insured their life to the extent of Rs.3,00,001-Rs.4,00,000.
On survey, “savings” is considered as the primary objective of choosing the Endowment policy which constitutes 32.86 percent. The risk coverage occupies the second place which constitutes 22.14 percent, and the rest education, children’s future, marriage and tax benefits are 15 percent, 14.29 percent, 8.57 percent and 7.14 percent respectively.

“Agent” is the motivating force for the sample policyholders to buy the policy. A majority of the respondents i.e., 80.71 percent are highly motivated by the agents to buy the Endowment policy and the rest 13.57 percent are motivated at moderate level and 5.72 percent are at low level.

A majority, 55.71 percent of the respondents are highly motivated by their Colleagues to procure the Endowment policy, followed by 32.14 percent are motivated at moderate level and 12.15 percent respondents are at low level.

Out of 980 respondents, 483 respondents i.e., 49.28 percent of the respondents are highly motivated by their friends and relatives, 30 percent of the respondents are motivated at moderate level and the rest 20.72 percent are at low level. It indicates that the friends and relatives are also one of the main factors influencing the policyholders to buy the Endowment plans of LIC.

Nearly one half i.e., 49.28 percent of the respondents are not motivated highly through the advertisement media to buy the Endowment policy, followed by 30.72 percent are motivated at high level and 20 percent are at moderate level.

Out of 980 respondents, 399 respondents (40.72 percent) are not motivated highly by the family members i.e., motivated low to procure the Endowment policy, 32.85 percent are motivated at high level and the rest 26.43 percent are at moderate level.
A majority 33.57 percent of the respondents are highly motivated through its brand familiarity, followed by 27.14 percent are motivated at low level, 22.86 percent at moderate level and 16.43 percent are motivated at very low level. It shows that familiarity is a well known factor which persuades the policyholders to buy the policy.

The saving of money is entirely a matter of habit. The sample 364 respondents (37.14 percent) are highly influenced through the individual habit of savings to procure the policy and the rest 24.29 percent are motivated at moderate level, 21.43 percent are at low level and 17.14 percent are motivated at very low level.

It is found that nearly 49.28 percent of the sample respondents are highly influenced by the various schemes offered under Endowment policy, followed by 30.72 percent are influenced at moderate level and 20 percent are at low level. It represents that the company has implemented many schemes to attract all classes of people.

Having a good image brings many businesses and clients to the bench. Majorities 48.56 percent of the respondents are highly motivated to buy the Endowment policy through its corporate identity, followed by 24.29 are motivated at moderate level and 27.15 percent are influenced at low level.

More than one fourth i.e., 35 percent of the respondents are highly influenced to buy the Endowment Type of policy, 32.86 percent are influenced at low level and 32.14 percent are motivated at moderate level.

Out of 980 respondents, 322 respondents (32.86 percent) have recommended others “usually” for taking up the policy in LIC, followed by 287 samples at rare, 189 respondents recommend always, 147 samples have no opinion in this and 35 respondents (3.57 percent) will never recommended others to procure the policy.
The analysis of investment avenue among various Endowment plans of LIC states that, out of 140 Respondents in the New Janaraksha Policy, nearly one half i.e., 45 percent of the respondents have insured their life upto Rs.1,00,000 and below and 6.43 percent of the respondents have insured their life upto Rs.3,00,001 to Rs.4,00,000. In Jeevan Anand policy, more than one third i.e., 35.71 percent of the respondents have preferred to invest their life upto Rs.1,00,001 to Rs.2,00,000 and 7.14 percent of the respondents preferred to invest upto Rs.3,00,001 to Rs.4,00,000. Out of 140 Respondents in the Endowment with Profits policy, 31.43 percent of the respondents are insured upto Rs.1,00,001 to Rs.2,00,000 and 7.86 percent of the respondents have preferred to invest upto Rs.4,00,001 and above. In Marriage Endowment cum Education Annuity with profits policy, more than one third of the respondents i.e., 33.57 percent of the respondents have insured their life upto Rs.2,00,001 to 3,00,000 and 4.29 percent of the respondents are insured upto Rs.4,00,001 and above. Out of 140 Jeevan Chhaya policy, nearly one half i.e., 42.14 percent of the respondents preferred to invest their life upto Rs.1,00,001 to Rs.2,00,000 and 2.86 percent of the respondents have preferred to invest upto to Rs.4,00,000 and above. In Limited payment with profits policy, majority 29.29 percent of the respondents have insured their life between Rs.1,00,001 to Rs.2,00,000 and Rs.2,00,001 to Rs.3,00,000. In Jeevan Saathi policy, 37.86 percent of the respondents are insured between Rs.2,00,001 to Rs.3,00,000 and 11.43 percent of the respondents have insured their life between Rs.1,00,000 and below.

Out of 140 Respondents in the New Janaraksha Policy, 33.57 percent of the respondents have paid their premium through half yearly basis and 12.86 percent
of the respondents paid their premium through Monthly basis. In Jeevan Anand policy, more than one third i.e., 37.86 percent of the respondents have paid their premium through half yearly basis and 11.43 percent of the respondents paid through monthly basis. Out of 140 Respondents in the Endowment with Profits policy, 33.57 percent of the respondents have selected half yearly mode for their Premium payment and 7.86 percent of the respondents prefer Monthly mode for their premium payment. In Marriage Endowment cum Education Annuity with profits policy, more than one third of the respondents i.e., 34.29 percent of the respondents have chosen half yearly mode for making their Premium payment and 10 percent of the respondents paid through Monthly basis. In Jeevan Chhaya policy, 35.71 percent of the respondents paid their premium through Yearly basis and 5 percent of the respondents preferred to pay their premium through Monthly basis. In Limited payment with profits policy, majority 42.14 percent of the respondents have paid their premium through Yearly basis and 4.29 percent of the respondents are preferred to make their premium through monthly basis. In Jeevan Saathi policy, less than one half i.e., 41.43 percent of the respondents have opted to make premium payment through Yearly mode and 3.57 percent of the respondents’ choice is monthly basis for their Premium payment.

III. About Insurance Products

❖ Most of the respondents i.e., 742 respondents (75.72 percent) have high opinion towards product features and facilities provided in the Endowment policy, followed by 20.71 percent opinion are at moderate level, 3.57 percent opinion are low. It shows that the sample policyholders are satisfied with the essential features of the Endowment policy.
More than one half i.e., 62.15 percent of the respondents’ opinion are high towards the product services and the rest include 25 percent have moderate opinion, 12.85 percent have low opinion.

On account of advertising notion, more than one half i.e., 55.71 percent of the respondents have high opinion, followed by 22.14 percent have moderate opinion, 20.72 percent have low opinion.

Around 64.29 percent of the respondents have high opinion towards risk coverage and the rest 24.29 percent have moderate opinion, 11.42 percent opinion is low.

While analyzing the opinion towards the tax benefits, 62.86 percent of the respondents have high opinion in it, followed by 25.71 percent have moderate opinion and 11.43 percent have low opinion.

Most of the respondents i.e., 602 respondents (61.43 percent) have high opinion towards the level of transparency, followed by 30 percent have moderate opinion and 8.57 percent have low opinion in it. It indicates that there is no hidden factor behind the Endowment policy of LIC.

A majority, 83.58 percent of the respondents’ opinion is very high towards the guaranteed return provided at the time of maturity and the rest have moderate opinion and low opinion which constitutes 10 percent and 6.42 percent respectively. It indicates that most of the policyholders have full confidence in getting back their assured sum after the expiry period.

While analyzing the opinion about the brand name, 77.85 percent of the respondents’ opinion is high, 20.72 percent have moderate opinion and 1.43 percent respondent’s opinion is low. It shows that the company has its own remarkable standards, goodwill and familiarity which have influenced the policyholders to buy the policy.
It is seen from the analysis that nearly three fourth i.e., 67.15 percent of the respondents opinion are very high in line with the bonus amount provided and the rest 17.14 percent have moderate opinion, 15.71 percent have low opinion in it.

More than one half i.e., 66.43 percent of the respondents opinion are very high towards the maturity amount to be received at the end of the term period, followed by 23.57 percent opinion are at moderate level and 10 percent of the respondents opinion are low.

Out of 980 sample respondents, 819 respondents (83.57 percent) are satisfied with the application procedure, 12.86 percent are not satisfied with it and 3.57 percent have no opinion. It is found that the majority of the policyholders find it easy to fill the application.

A majority, 79.99 percent of the respondents are satisfied with the behaviour of the staff members, followed by 12.86 percent have no opinion, 7.15 percent of the respondents are not highly satisfied. It is clear that the working employees are kind enough to clear all the doubt at any cost.

More than three fourth i.e., 79.59 percent of the respondents are highly satisfied with the issue of premium demand notice and the rest have no opinion and not satisfied in this regard which constitutes 14.39 percent, 6.02 percent respectively. It proves that the LIC is doing its best service at the door steps to protect the life of the policyholders.

During the study, it is observed that exactly three fourth i.e., 75.72 percent of the respondents are satisfied with the procedure relating to claim, followed by 15.71 percent have no opinion in it and 8.57 percent are not satisfied with the claim procedure.
Among the policyholders, a majority i.e., 616 respondents (62.86 percent) are satisfied with the grievance settlement procedure existing in LIC, followed by 27.14 percent who have no opinion and 10 percent of the respondents are not satisfied with it. It shows that the company has taken effective measures to settle the grievances of the customers.

Most of the respondents i.e., 791 respondents (80.72 percent) are satisfied with the change of nomination at any point of time, 15.10 percent of the respondents have no opinion to it and 4.18 percent of the respondents are not satisfied in this regard.

The majority of the respondents are highly satisfied with the change of address procedure which constitutes 77.14 percent, followed by 16.43 percent have no opinion in it and 6.43 percent of the respondents are not satisfied with the procedure.

Nearly three fourth i.e., 57.15 percent of the respondents are satisfied with the procedure regarding the surrendering of policy, 22.14 percent have no opinion about it and 20.71 percent are not satisfied with the prescribed procedure. It depicts that the reasonable portion of sum assured is paid back on surrender of policy, based on the number of premiums paid by the policyholders.

A majority, 70.71 percent of the respondents are satisfied with the procedure relating to the transfer of policy, followed by 26.44 percent samples have no opinion in this view and 2.85 percent are not satisfied in this regard.

The policyholders i.e., 518 respondents (52.86 percent) are satisfied with the E-payment procedure and the rest 37.14 percent have no opinion towards it and 10 percent of the respondents are not satisfied with the mode of E-payment. It is found out that the Company has made finest arrangements to pay their premium regularly from home itself.
Most of the respondents i.e., 658 respondents (67.14 percent) are satisfied with the existing plans information, followed by, 22.15 percent who have no opinion in this view and 10.71 percent of the respondents are not satisfied with the existing information provided.

The respondents more than one half i.e., 637 respondents (65 percent) are satisfied with the new plans information and the rest have no opinion and not satisfied in this view which constitutes 22.86 percent and 12.14 percent respectively. It is found that the company has taken sincere efforts to introduce new products into the market based on the requirement of the consumers.

More than three fourth of the respondents are satisfied with the documents required at the initial stage which constitutes 77.86 percent, followed by 17.14 percent who have no opinion in it and 5 percent of the respondents are not satisfied with the details required. It indicates that the policyholders have taken the policy easily by giving minimum documents as required at initial stage.

A majority i.e., 70.81 percent of the respondents are satisfied with the policy period provided and the rest have no opinion and not satisfied in this regard which constitutes 12.35 percent and 16.84 percent respectively. It shows that the policy period is framed according to the convenience of the policyholders.

Most of the respondents i.e., 778 respondents (79.39 percent) are satisfied with the payment mode made through quarterly, monthly, half yearly or yearly basis, 12.25 percent have no opinion regarding the premium payment and 8.36 percent are not satisfied with the payment mode. It shows that that the policyholders have their own choice to pay the premium.
It is revealed that 45.21 percent of the sample respondents are satisfied with the penalty amount imposed for the delayed payment, followed by 31.83 percent of the respondents who are not satisfied with the penalty charged and 22.96 percent have no opinion in it.

Around 75.71 percent of the respondents are satisfied with the loan procedure and the rest 17.86 percent of the respondents have no opinion in it and 6.43 percent of the respondents are highly not satisfied with the loan procedures.

The respondents are satisfied with the loan recovery procedures which constitutes 66.43 percent, followed by 24.29 percent of the respondents who have no opinion in it and 9.28 percent are not satisfied with the loan repayment. It shows that the policyholders have the freedom enough to repay the loan amount without any huge disturbances from the life insurance company.

More than one half i.e., 58.57 percent of the respondents are satisfied with the campaign programme arranged towards the revival of lapsed policy, followed by 25.72 percent who have no opinion in it and 15.71 percent are not satisfied with the necessary arrangements. It is evident that the campaign is arranged exclusively for the welfare of the policyholders and certain discounts are allowed to review the lapsed policy in time.

The policyholders i.e., 52.85 percent of the respondents are highly satisfied with the role of an agent throughout the term of policy and the rest have no opinion and highly not satisfied with the role of an agent which constitutes 22.86 percent and 24.29 percent respectively. It indicates that an agent is an inspiring source among the policyholders to prolong the policy till the date of maturity.
On account of Family protection, a majority 829 respondents (84.5 percent) are satisfied with the extent of risk coverage provided, followed by 7.24 percent of the respondents who have no opinion in this view and 8.16 percent are not satisfied with the extent of risk coverage provided, in case of policyholders death or accidents.

Most of the respondents i.e., 791 respondents (80.72 percent) are satisfied with the grace period provided, followed by 13.57 percent have no opinion and 5.71 percent are not satisfied with it. It reveals that the company has provided grace time to pay the premium regularly without any delay.

Around 76.43 percent of the respondents are satisfied with the period of risk coverage and the rest have no opinion which constitutes 13.57 percent and 10 percent of the respondents are not satisfied with the risk coverage period.

A majority, 58.57 percent of the respondents are not satisfied with the extent of risk coverage provided after the maturity period, followed by 24.28 percent of the respondents who have no opinion in it and 17.15 percent are highly satisfied through these benefits. This type of coverage is applicable in Jeevan Anand plan.

More than one half i.e., 62.86 percent of the respondents are not satisfied with the additional benefits provided in Endowment policy, 35.71 percent have no opinion in this view and 1.43 percent of the respondents are highly satisfied with the additional benefits provided.
IV. Physical Facilities in LIC

❖ A majority, 82.86 percent of the respondents are satisfied with the building location of a life insurance company, followed by 9.29 percent who have no opinion in it and 7.86 percent of the respondents are not satisfied in this regard. It is clear that the insurance company has been centrally located in Perambalur district, where policy holders can frequently visit the company as and when required.

❖ Nearly three fourth i.e., 72.85 percent of the respondents are satisfied with the adequate space provided in LIC office, followed by 16.43 percent who have no opinion in it and 10.72 percent of the respondents are not satisfied with adequate space provided. It ensures that the policyholders are comfortable in their position, while making a visit to the LIC office.

❖ A majority, i.e., 78.57 percent of the respondents is satisfied with the necessary seating arrangements provided in LIC, 10 percent of the respondents have no opinion in this view and 11.43 percent of the respondents are not satisfied with the seating facility provided.

❖ On account of drinking water facility, majority 80 percent of the respondents is satisfied and the rest 11.43 percent have no opinion in it and 8.57 percent of the respondents are not satisfied in this behalf. It is found that the company has provided adequate mineral water facility towards the consumers to satisfy their wants.

❖ More than one half i.e., 61.94 percent of the respondents are satisfied with the adequate space provided for queues, followed by 18.67 percent of the respondents who have no opinion in this view and 19.39 percent samples are not satisfied with this facility.
Around 62.15 percent of the respondents are satisfied with the placement of signboards provided in the LIC office and the rest have no opinion in it and not satisfied with the placement of sign board, which constitutes 19.29 percent and 18.56 percent respectively. It helps the consumers to contact such a person directly without any further assistance.

A majority, 70 percent of the respondents are satisfied with the ventilation facility, followed by 16.43 percent who have no opinion regarding this provision and 13.57 percent of the respondents are not satisfied with this facility.

The study helps to understand that nearly three fourth i.e., 74.28 percent of the respondents are satisfied with the lighting facility provided in LIC and the rest 25.72 percent of the respondents are not satisfied (12.86 percent) and have no opinion (12.86 percent) about the lighting facility provided.

More than one half i.e., 57.15 percent of the respondents are satisfied with the parking facility provided, followed by 20 percent of the respondents who have no opinion concerning the parking facility and 22.85 percent are not satisfied with this facility.

Out of 980 respondents, i.e., 546 respondents (55.71 percent) are satisfied with the hoarding and advertisement board placed in the office campus, followed by 16.43 percent who have no opinion in this regard and 27.86 percent are not satisfied with the advertisement board placed inside the campus.

Most of the respondents (79.59 percent) will never switch over from LIC to any other Private LIC Companies. The 20 percent of the policyholders i.e., 196 respondents will switch over; followed by .41 percent who have no opinion to it.
The majority of the respondents (44.39 percent) prefer SBI Life Insurance as their first likelihood to switch over from LIC to other Private LIC in future, followed by Bajaj (12.76 percent), ICICI (12.25 percent) etc.

Out of 980 Policyholders, 196 policyholders have viewed that they consider switching over from LIC to other Private Life Insurance companies due to High Return package (55.79 percent) which is ranked first, followed by Low Premium (52.32 percent), Maximum Risk Coverage (52.11 percent), Further Growth in future (44.87 percent) and Popularity (42.98 percent).

Findings related to the Hypotheses

The study reveals that there is an association between Sex and the Primary objective for choosing the Endowment Policy. The Chi square value is greater than the Table value, hence the hypothesis is rejected.

There is an association between Education and the Primary objective for choosing the Endowment Policy. The Pearson Chi square value signifies that since the Chi square value is greater than the Table value, the hypothesis is rejected.

The Chi square test (81.203 > 14.9) proves that there is an association between Marital Status and the Primary objective for choosing the Endowment Policy.

The study proves that there is an association between Family type and the Primary objective for choosing the Endowment Policy. The Chi Square value is greater than the Table value, hence the hypothesis is rejected.

The result of Chi-square test shows that there is an association between Occupation and the objective for choosing the Endowment Policy. The hypothesis is rejected.
The Age group 31-40 and 41-50 have high level of awareness towards the Endowment policies. The Age group 21-30 have moderate level of awareness towards the Endowment policies and the Age group below 20 have low or very low level of awareness towards the Endowment policies, whereas the Age group 61 and above fell in the negative quadrant. It clearly shows that there exists a significant relationship between the Age and the level of awareness towards the various Endowment plans offered by LIC except the age group 61 and above.

The Post Graduate respondents have very high level of awareness towards the Endowment policies. The Professionally occupied respondents have moderate level of awareness towards the Endowment policies. The Graduate respondents have high level of awareness towards the Endowment policies and below school level have very low-level of awareness towards the Endowment plans offered by LIC. It clearly shows that there exists a significant relationship between the Education and the level of awareness towards the various Endowment plans offered by LIC except the age group 61 and above.

The Respondents in the income group of Rs.15,001-20,000 have high level of awareness towards the Endowment plans offered by LIC. Respondents belonging to income group Rs.10,001-15,000 and Rs.20,001 and above, have moderate level of awareness towards the Endowment policies and the Respondents below Rs.5,000 showed the low level of awareness towards the various Endowment plans offered by LIC. It clearly shows that there exists a significant relationship between the Monthly income and the level of awareness towards the various Endowment plans offered by LIC except the age group 61 and above.
An agent is a major factor that influenced the Policyholders to buy the Endowment policy in Perambalur District. The type of policy is the second foremost factor which influenced the Policyholders to buy the policy, followed by Familiarity taking the third order of importance. The Fourth influencing factor is the Habit of savings. The Image of the company is considered as the Fifth influencing factor which urged the Policyholders to buy the policy. The factors like Friends and Relatives, Colleagues are given sixth in the order of factors which have influenced the Policyholders to buy the policy. The Seventh factor which influenced the Policyholders are advertising, followed by the Family member in the eighth order of importance. The Company Scheme is the ninth influencing factor that influenced the consumers/Policyholders to buy the Endowment policy in LIC.

The study reveals that there is no significant relationship between the Income and consumer behavioural variables such as Agent motivation and Family member. The other factors such as Colleagues, friends and relatives, advertising, habit of savings, company scheme, image of the company and type of policy have significant relationship between the income groups.

The analysis has proved that there is a significant relationship between the Age and the consumer behavioural factors such as Agent motivation, Colleagues, Friends and Relatives, Advertising, Family Member, Familiarity, and Habit of savings, Company scheme, Image of company, and the Type of policy.

The study reveals that there is a significant relationship existing among the various dimensionalities such as product services to product attributes, product information-services, product information - attributes, risk coverage - product
information and risk coverage- product service at 99 percent and 95 percent level of significance. Hence, the hypothesis is accepted. There exists no relationship between the product attributes to risk coverage aspects even at 95 percent level. Hence, the hypothesis is rejected.

**Summary of the Findings**

The present study helps to find out the buying behaviour of the consumers/Endowment policyholders of LIC and the various factors influencing the buying decision.

- The customers have preferred LIC solely for the Reliability purpose.
- The levels of awareness among the policyholders regarding the various types of Endowment plans are moderate.
- The policyholders mostly have purchased the Endowment plans only with the help of an agent, followed by development officer and through direct contact to the company. The customers have given more importance to “Savings” and that is the main reason for buying the Endowment policy.
- The policyholders in Perambalur district are mostly depending on Agriculture for their needs and their income level is low. The Endowment policyholders as majority have completed only Under Graduate degree, followed by School Education. The literacy rate is low (65.88 percent) as compared to other districts.
- Agent Motivation is the main factor influencing the consumers to buy the Endowment policy, followed by the policy type, familiarity, colleagues, company image etc.
The customers’ mostly preferred New Janaraksha policy, as it is the best suited policy for the Agriculturists in Perambalur district with minimum sum assured. This policy is available only in Endowment type. It fulfills the need of the low income group. This plan is found only in Endowment policy scheme. The second best policy preferred by the customers is Jeevan Anand policy, where policyholders’ life is covered even after the maturity period, followed by Endowment with profits, Marriage Endowment/Education Annuity profits, Jeevan Chhaya, Limited payment with profits and Jeevan Saathi.

The “Service quality” is the highest contributing factor among the policyholders towards the study, which makes concrete relationship with LIC, followed by its corporate ability and immediate customer responses in connection with policy lapse and revival of policy.

The satisfaction level of the Policyholders of the selected Life Insurance Corporation of India in Perambalur district was found satisfactory and appreciable.

A majority of the consumers have a favourable opinion towards the products attributes, product information, its extent of services and risk coverage aspects.

Majority of the Policyholders will not switch over to any other Private LIC. LIC has its own astonishing standard in the market.

Suggestions

Based on the findings the researcher submits the following general and specific recommendations to the policy makers to make the consumers more satisfied and to introduce necessary changes to modify the consumer behavior.

In insurance industry, consumers are to be considered and recognized as key partners in shaping service development and assessing quality of service delivery.
The LIC has to make periodical measures to understand the consumer behaviour and obtain required feedback on the endowment policy performance which is considered to be a valuable tool for quality and continuous service improvement.

In order to make more and more transparency between the insurers and the policyholders, the LIC should introduce touch screen services in office premises.

Particularly, in the emerging boom of the life insurance business, the LIC should follow the “Customer Centered Policy” so that the problems can be handled easily and at the same time the grievances of the Endowment Policyholders can be settled within a short span of time.

Each and every product mix launched by the LIC should be in favour of creating and increasing the needs of the Endowment Policyholders.

In life insurance sector, the role of human resource is vital to deliver quality service to a policyholder. The agents and employees of LIC must be trained properly and impart with knowledge and skills, so that they become professional in delivering the services in time, as whenever needed by the Endowment Policyholders.

LIC should scrutinize and look into the work of an agent, whether he is promoting all Endowment Policies equally according to the wants and requirements of the consumers.

An adequate fund allocation is to be made for effective marketing function of LIC.

The LIC should spend more in rural advertising, so that a wide publicity and advertisement will be given in an attractive medium like television (local channel), wall painting, poster and radio (F.M). By doing so, LIC will attract and capture more number of consumers in rural areas and entries of the new consumers are made easy at the doorsteps of the Life Insurance companies.
A pleasing behaviour is very essential for maintaining a good relationship among
the individuals. Hence, the LIC should appoint a Public Relation Officer in its
office, so as to maintain such cordial relation among the existing and new
policyholders.

LIC has to introduce new Endowment policies which will provide additional
benefits like securing the life of an individual even after the maturity period and
free medical benefits provided until his/her death. Hence, the policyholders can
enjoy the extra benefits even after the maturity period of endowment life policy.

Education is necessary to succeed in life. Many rural campaigns have to be
launched by LIC to impart the customers about its various insurance products, its
features and benefits to be availed during the term of policy. This in turn helps to
market the products easily among the rural population.

The insurance companies must look into all the factors relating to services and
frequently inform the policyholders about the current status of policies, launch of
new polices through mobile alerts, e-mail initiation or directly through telephone.
This will create customer relationship and will have direct impact on the customer
satisfaction.

The claim proposal must be made easy with regional language and this will enable
the customers to provide necessary document and information, so that the claims
can be settled at the earliest.

The LIC should come forward to implement more number of policies exclusively
for the agriculturists, by charging very low premium with large sum assured, so
that the company can tap the entire rural population.
LIC has to specially design policies absolutely for female and uneducated group, so that the company can cover all consumers in large and this new products can be marketed easily in the new segments.

The formalities towards the renewal of lapsed polices are to be made simple for the benefits of the endowment policyholders.

Holding more policies helps to get greater service from the corporation. Hence, it is suggested that the corporation can introduce prize or incentive schemes, and give it extensive publicity in order to persuade people to take avail more endowment polices.

Customer Relationship Management should be followed in LIC and this technology will help to store more data for maintaining long term relationship and to carry out continuous follow up programmes.

The LIC should take appropriate technological modification like SMS alert and E-mail alert to all the Policyholders regarding the payment of policy premium. This will avoid the lapsation of policy. This in turn helps the consumers and also reduces the cost of renewal of policy.

LIC should give adequate training and educational programme to all the recognised agents about the new policy when it is introduced. This training will help the agents to clarify all the queries raised by the customers at the time of taking a new policy.

In order to collect premium from the Policyholders, LIC has to have separate ‘Premium Day Programme’ in every villages, as per the requirements.
IRDA should be more and more responsible to the insurance sector by determining some international standard. It should be mandatory to every insurer to make more and more responsible and responsive to the policyholders so that the comprehensive understanding may be developed among the policyholders. It may be beneficial on both sides.

Conclusion

The Insurance sector, after the opening up, provides greater opportunities for the global players. Several global players have emerged and the market has changed significantly. In the changed scenario, the expectation of population is that the low insurance premium as a percentage of GDP prevailing in India will improve and will offer better opportunities to the insurance players to introduce products to tap the entire market.

Life Insurance sector is one of the key areas where enormous business potential exists. In India, currently the life insurance premium as percentage of GDP is 1.3 percent against 5.2 percent in the US, but in the liberalized scenario, the life insurance premiums were projected to grow at around 18 percent to 20 percent from Rs.215 billion in 1998-99 to Rs.592 billion in 2004-05 and to Rs.1450 billion by 2009-2010. This shows the product potential of the LIC in the competing economy.

The Insurance industry has moved into a more competitive arena with the arrival of Private players in the market. Even though the Private sector Insurance companies have emerged with most modern technologies, sophisticated and efficient management capabilities and strategies, Life Insurance Corporation of India has its own platform and its brand identity among the total population. It even plays a predominant role in protecting the life of the rural population.
The study established the fact that most of the respondents in Perambalur District preferred LIC for its Reliability, followed by savings purpose and to avail tax benefits etc. The Endowment Policyholders are totally influenced by the Agents, who act as a facilitator in decision making process of the individuals and so on. The main objective of choosing LIC’s Endowment policy by the sample policyholders are for “saving purpose”, followed by life risk coverage etc. It developed a positive mind sets for their investment pattern, in Life Insurance-Endowment policies. Still some actions are needed for developing insurance market. The major factors influencing the consumers towards Life Insurance-Endowment Policies are Service Quality, Corporate Ability and Product and Customer Responses. The overall Policyholders (consumer) behaviour towards Endowment Life Insurance Policy is positive and they are totally benefited with the services of the LIC.

To sum up, LIC plays a vital role in promoting the rural security and in turn developing the rural economy of a country as a whole. Insurance industry has to go ahead. A lot of opportunities are still waiting for all the Insurance Players in the market. It is the right time for every Competitor to develop new products and services to cover the entire mass, exclusively the rural population. Hence, the research will help to develop innovative products based on the consumer wants, insights about the market share, loyalty and further development in the insurance sector.

Scope for further Research

- The study has revealed that the majority of the policyholders are dependent upon an Agent for investment information. Further research can be done on the role of an agent towards buying decision of policyholders among various plans of LIC and financial planning of the individual investors. The existing regulations with respect to an agent can be reviewed in the context of policyholders’ protection.
The study can further be extended to understand the behavioural pattern of the whole life policyholders, ULIP shareholders, Term policyholders, Pension Policyholders and special scheme like Money back policyholders of LIC. Such a study would help the concern to know the investors perception on the whole and it leads to develop the market.

A comparative study on the Consumer perception and satisfaction towards the Life Insurance Corporation of India and Private sectors can be assessed. It leads to understand the preference of the consumers on the whole.

A study on marketing strategy of Life insurance products and the problems faced at the time of selling the products can be analyzed. It helps to review the strategy, implement new modern technology for easy marketing of the products in future.