CHAPTER 06 – SUMMARY AND CONCLUSION

6.1. 1. Summary

The life assurance is an essential mode of protection and security which is essential for every single personal. The act of entering in India is much low in contrast to advanced commonality where nearly all the activity are capped and point of satiation has been arrived. The buyers of goods and services are the absolute pedestal of the favourable outcome of life cover trade and thus it is necessary for guarantor to keep their patron contented and maintained as far as possible and also grab fresh occupation out of it by contributing numerous wants and need based creative results or goods created. There are various determinant which influence consumers buying conclusion and a formal assessment of something or review wrapped up statistical elements stating that investor are dominant with central act determining acquisition of business.

6.1. 2. Concluding remarks

The privy competitors have been able to raise their contribution in the society generally on account of immensely custom-built commodity and belligerent marketing plan of action. Though the extant assurance acts grant a foreign associate to grasps and possess 26% money invested in market in an insurance company in India, a proposition to boost this greatest extent to 49% is acceptable and agreed upon by the government. Due to India's extremely huge population and a maiden insurance market, these sectors have been assisting in the movement of the provisions of the human beings and have been rated next to the banking institutions. Concentration offered for sale in many advanced frugality has made the Indian market conducive for spreading itself across the world big time. India has had the benefit of having some of the international insurance behemoth such as AIG and New York Life; ING and Lombard; Aviva and Chubb; Allianz, MetLife and AXA striving with another to make more forceful their physical place in the immensely introductory coverage merchandise. In addition, the private opponents have had a person representing an organisation over their antecedent LIC in productive
block out their field alternative. Also, the private players have garnered valuable lessons from the mistakes and achievements and LIC have dwindled in a suitable conduct their native chance taken and stake essentiality. Further, the acceptance of new and inventive automation by the private participant has improved their accomplishment when compared to that of LIC which endured preoccupied in administering classic, business procedure. In a disguise to faucet the rural insurable inhabitant of a place, Bajaj Allianz has commenced to demonstrate distinct sales assistance business-related throughout India, almost on the analogous lines of LIC, mostly in very small neighbourhoods of major cities. Except for LIC, the top five life insurers have embraced hostile bancassurance approaches; throw tie-ups with certain nationalized and private banks in India, to build up their products. Even the private life insurers have established call centres and have made known online remittance of premium, assist the progress of the consumers in a suitable way with their questioning and agile payment alternative. Moreover, ICICI has been trained to alter the common understanding of a guarantee brand or commodity. Aside from the cost component, the private life insurance group also challenged inflexible repel from the country's only public sector life with regards to transacting insurance products. But recently, LIC has altercation back and acquired market percentage lost in the past to the private competitors.

This study on Indian life insurance sector and their respective impression and serenity by the buyers and sellers of the life insurance product has enclosed all the elements involved in the services marketing mix. It was found that the customers and the executives have peculiar attitude regarding some of the supply marketing mix essential features whereas they do have very much a like assessment about few components. Indian life insurance sector has a great abeyant to be the world leader in forthcoming years. But, this industry has to link the disparity between customers belief and executives accomplishments (of them) in order to gain this position. After accepting both the executive's viewpoint and the seller consciousness of the life insurance produce, Indian life buyers have to formulate a correct services marketing mix to draw attention to additional number of purchasers.
6. 2. Recommendations

With respect to the variety of products offered by the insurance entity, buyers react at dissimilar proposition, relying upon their typical product features. Thus the company should bring into being variety of merchandise having good features in it which will make the buyer happy and content also the existing consumer will share his good experiences of the above and will give us more and more buyer or new investors.

• Due to the increase in competition among the various insurance companies, they have to implement innovative techniques and accept exceptional planning to fascinate an additional person who buys merchandise and services.

• Maintaining the operational cost and benefit, trait and profit earned on investment made is in finesse and is vital in order to tackle the competition. Life cover merchandise is bought mainly by middle and extensive money earned by work done group. Hence they should be treated as predominant focussed target audience for investing. Also multiple goods should be introduced to those who receive money from other sources so that they can afford to buy these products thus the consumption of people among the society upsurges.

• Profits made though investing, brand image, organisation stature and prominence and instalment efflux are most favourite and chosen features and facet that are accustomed by the consumers. Hence best quality spotlight should be given to these natures.

• They should adopt persuasive and productive advertising planning to upturn the understanding balance among the end user.

• A regular survey should be undertaken by this sector to understand user’s views and opinion along with their satiety level on the services provided during their association with the group and the numerous benefits these products may provide to their valuable
and demanding purchasers. During the survey if they found that a certain sections of people are not satisfied then corrective measures to be undertaken and implemented thereafter.

- The public sector giant and the creator and maker and distributor of legacy to the families in case of untimely death by the bread owner have earned a lot of desire to increase the welfare of the people by providing money in case of need and take pleasure in becoming aware of something like the preconceived notion about themselves through the senses. As there is intense opposition among the other competitors or the private players, this government owned entity should work in such a way that it can be considered as the best provider of services who can surpass others in a very distinguished way and provide the best assistance and goods along with dominant post.

6.3. Future Scope

After examining the consequence, few propositions can be made regarding the understanding of both the life insurance customers and executives. The life insurance companies should give more thrust or emphasis on building the brand name of both the policy and company by introducing various promotional tools or advertising media like newspaper, magazines or television support. The features of the products and the various options of buying the policy should be made more attractive and appealing in creating an interest among the customer so that more and more investment can be undertaken. The policy should be made useful in case of emergency as required by the needs of the customer. It should be designed in such a way that they satisfy the purpose of each and every one along with the flexibility to make use of these investment on a timely basis which is found substantial enough to be applicable to a wide range of different customers. The customer’s choice to invest in a policy must be a better investment option than various other investment opportunities widely available in the market. The insurers must provide a good service line and support function with the policy attached to the prospective buyers. This type of proposed plan is the most
complex products to sell in the market. But with a right blend of policy variables, this barrier can be broken very easily.

We have also received few suggestions or insight while undertaking study on policy pricing strategies of insurance sector in India with regards to customer’s perception and satisfaction. The price level should be well within the affordability level of the customer. Adaptability and availability of agreement of deposit must be followed as per the necessity of the promising customer. The life insurance body must insure that the cost of the policy should not surpass its value as expected by the applicant. Again, a see-through resemblance with the fare levels of much alike policies provided by the opposing companies should be made aforesaid the soon-to be clients. A fair and clear price arrangement should be provided by the selling companies to the patron that can be implied easily by an amateur man. Further, an incentive or enticement should be contained in the pricing format in order to appeal to citizens.

With reference to the location element of the mix, some opinion can be made for the insured. This constituent of the buying and selling associate is related to two important demeanours – directing the insurance staff and locating a branch. The nearest branch of the company/ agent must be made easily accessible and conveniently located. The branch and the personnel involved should be technically advanced and highly qualified. The use of intermediaries (brokers) should be explored further. Online distribution of the policy should be expanded to rural areas. Various innovative channels (bancassurance, telcassurance, shopassurance, postassurance etc.) of distribution should be applied properly to reach more and more customers. Local population should be covered properly by the nearest branch of the life insurers. Proper management of the front line executives must be practised.

This study also provides some suggestions for the Indian life insurers regarding their promotional strategies. Advertising and publicizing have a positive effect on the prospective customers as well as personal selling. Personal selling should be increased as it affects the customers with a personal touch. Both the direct and indirect strategies
have to be balanced and mixed well to get the desired result. Discounts and enticement pledged along with the policy have to be bestowed in detail to the clientele. The companies must provide a concrete and realistic reason to the enterprise to accept a specific policy. Wholeness and truthfulness must be kept by the party and the field staff executives at any cost to draw attention to the patron in the long term. Various imaginative and ingenious plan of action should be grown to popularise various different life insurance policies. Estimating an ideal mix of customers with high dispensable income and focusing them with particular policies is other good informational plan of action.

Existence of a service industry which involves a large level of people interplay, it is very valuable to use this resource effortlessly in order to satisfy the clients. Training and coaching, evolution and healthy accord with person who negotiates is important feature to be preserved under discussion. Teaching the staff members, use of information technology for effectiveness, both at the staff and agent level, is one of the crucial magnitudes to look into. The insurers must comprehend the desire of the purchaser through proper synergy between the person who manages the organisation and the customers. They should educate the prospective buyers about the product offerings and include their advice in creating goods.

The method should be user friendly in insurance industry. The acceleration and precision of fee is of highly relevance. The procedural method should be simple and appropriate to the buyer of goods and services. The back office abutment should be effective and expeditious. Information Technology and data warehousing is the need of this centenary which should be put into action in the company. The field administrator should be taken in to confidence in policy transmission device.

The presentation and the appearance of architecture, lawn, automobiles, internal household object, and apparatus provide solid evidence of an entities fashion and component. Though this study has found that the collision of physical clue is of no consequences on the regular buying decision, it is paramount essential to be in charges
of physical testimony cautiously because it can have a thoughtful force on customers’ response.

6.4. Limitations of the Study

The rapid growth of insurance sector and use of latest information technology created new opportunities for the researcher to gather and analyse data in order to learn about individuals, companies and societies therefore the above research analysis provide a vast scope for the study. However, it was not possible to cover all the aspects of comparative study. Hence the researcher

• The main objective of the current reverie is to examine the public and private life insurance sector in the Indian context, technical aspect of electronic customer relationship management technologies was not covered properly.

• Now-a-days, conducting survey based research has become highly cost and time sensitive. One has to spend a fortune in order to achieve a good output from a research work. As in India, the allocation of resources for research is very limited; this study has adhered to the limited resources of time and money.

• Since the scope of the study in this particular field was really very vast and the collected data provided huge information; therefore the researcher might reveal some other interesting results. But, the researcher limited the result of present study according to objectives of the study. However, the researcher tried to include all the necessary information for justifying the result of the study.

• In any Ph.D. framework, the duration of data collection is very limited which makes it very difficult to get a good sample size within this period. However, this study has collected 550 sample respondents which are fairly representative.
The sample size chosen for the present study was relatively small to make an assumption as the population of India is huge to derive at the results in the Indian framework. However it is noted that there was a time constraint and cost involved in carrying this task is also very high in order to do sampling of such a huge population. However the researcher made the justification by taking into consideration mainly one insurance company of public sector and four life insurance companies of private sector on the basis of their market share, and the region selected for study was really highly technical. Therefore, it would be logical to conclude that the result might be generalized in the context of Mumbai City. The Mumbai city is divided into various districts and for our study we have chosen Borivali district and villages located within these districts. A respondent belongs to these districts and nearby villages were contacted for the study of behaviour and preference towards life insurance sector in India. We need to analyse the satisfaction among intermediary (consultant, associate manager, sales people etc.), akin to the determinant that encourages the staff to be victorious, but for forthcoming investigation this element should be taken into discussion.

Again, this study was geographically limited to only one district due to time and budget constraints. Hence, the findings of this study may not be generalised to the whole country.

The result of the current analysis was based on the views and opinions and affairs of the consumers. In opinions survey there would always be possibilities of individual biasness in opinions, and results look unreliable. This biasness could not be eliminated.

There is the possibility of error that those who are helpless or not in the mood may be admitted in the specimen. But undertaking pilot survey before undertaking the main survey will reduce the chance of any mistakes.

There might be chances that certain doubts or confusion can take place on the drafting of the questionnaire or scale. In addition training or teaching was also provided to the
surveying team so that the language as well as the layout of the question can be integrated.

• In any survey-based research, getting cooperation of the respondents is very difficult. They had lot of questions about the benefits of this study to their own lives.

• Further, they had serious misgivings about disclosing the real facts (especially the executives) in fear of their superiors and employers (though they were promised anonymity).

• Coming to the genuine difficulties faced by the respondents, understanding the questionnaire was number one problem. Though, the researcher had tried to keep the questionnaire simple, he had to demonstrate and to explain the details of the tool to the respondents in their native languages which, in turn, was very time-consuming.

• Getting a fully-filled in questionnaire was very difficult. Hence, every questionnaire was checked extensively and the researcher has met the particular respondents for second time to get it properly filled which, in turn, was both time and labour intensive.

Though the above limitations were unavoidable considering this study was conducted as a part of the Ph.D. programme, the researcher had tried his best to keep the effects of these drawbacks to minimum on the final findings of the study.