CHAPTER - V
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

This chapter presents a summary of findings of the study. Some valuable suggestions are given to satisfy the investors and finally a conclusion is drawn.

It is found that LIC investors have more awareness on the entry of private players in insurance arena than private insurance companies’ investors. It is further identified that the investors in private insurance companies have more awareness regarding product information. On the whole it can be concluded that LIC investors in the study area have more awareness on their investment portfolio than other private insurance companies’ investors.

The application of independent t-test for the awareness variables indicated that out of 10 variables 9 of them found differ significantly with respect to awareness variables, therefore the null hypothesis is rejected at 5% and concluded that there is significant difference between the awareness level of LIC and Private insurance companies’ investors.

It is found that LIC investors are immensely pleased with pre investment services than PLIC investors. The application of independent t test for the investors’ pre investment service variables indicated that all the variables found differ significantly with respect to perception regarding pre investment service variables, therefore the null hypothesis is rejected at 5% and concluded that there is significant difference between the perception regarding pre investment services of LIC and Private insurance companies’ investors.
It is found that LIC investors are immensely pleased with post investment services than PLIC investors. The application of independent t test for the post investment services 13 variables indicated that out of 13 variables 10 of them found differ significantly, therefore the null hypothesis is rejected at 5% and concluded that there is significant difference between the perception regarding post investment services of LIC and Private insurance companies’ investors.

It is found that LIC investors are immensely pleased with life insurance as investment option than PLIC investors. The application of independent t test for life insurance as investment option 7 variables indicated that all the variables found differ significantly, therefore the null hypothesis is rejected at 5% and concluded that there is significant difference between the perception regarding life insurance as investment option for the investors’ of LIC and Private insurance companies.

It is found that LIC investors are more influenced by various factors related to investment decision and satisfaction. The application of independent t test for the factors influencing investment and satisfaction of the life insurance investors 16 variables indicated that all the variables found differ significantly, therefore the null hypothesis is rejected at 5% and concluded that there is significant difference between the perception regarding life insurance as investment option for the investors’ of LIC and Private insurance companies.

The committed Life insurance investors are that, they are not interested in raising money from the committed investment even for short term purpose by pledging those securities. The investors under this category are long term planners and are particular about reasonable return over long period. The attitude of commitment is available among 66 percent of Indian investors.

The committed investors of life insurance sector do not venture into any risky and short term decision. Since they do not want to take risk, The Rational investor consult all the family members, and also try to get all possible
information from all known sources information before taking any investment decision. More than two third of investors are rational in nature.

These Rational investors make investment only when there is a real rise in permanent income. They are logical and careful in taking investment decision because they think that the investment is going to produce long term return to them and which will have impact on their life style. The pragmatic investors of life insurance sector normally look for Investment Avenue which will not result in any loss to the capital. Around 63 Percentage of investors possess Pragmatic behavior. The investors normally review the investment frequently about the worthiness of such investment. The persons who are having internal locus control think that they are able to get good return because of their own effort and not due to luck.

The person with low level income have equal level of consumption for their income, so they can go for saving only when they get extra income. The pragmatic investors think that publicities are meant to provide information for taking good decision. The technology adapters change their investment decision over a period of time depending upon trend and technology. This kind of investors closely follow latest information available using technology and whenever good opportunity comes in they try to capitalize by investing on such investment. It is found that around 50 Percentage of investors are technology adapters and 12 Percentage of investors possess negative technology adaptation behaviour.

Around 32 Percentage of investors are worried very much about their future and they are ready to take some present pain for the purpose of future pleasure. It can be concluded that the futuristic investors do not make any distinction between saving and investment. Around 38 Percentage of respondents do not have futuristic behaviour. This futuristic investors reserve some portion of income, they are forgoing their present consumption for the purpose of future
consumption. As they are taking some pain by foregoing present consumption naturally they are interested in getting some return.

They feel that the society will recognize only the people who are having certain amount of saving and investment. For the purpose of making such investment they are ready to borrow some amount of money. As they have invested the borrowed money they would like to have good return. Majority of the life insurance sector investors do not borrow money for the purpose of making investment. The investors who are positive and negative in this behaviour are equal.

Around 35 Percentage of the investors are dissonance reducing and very much agree with rational decision making and less technology adaptation. More than half of the people are neutral about this behaviour. These investors are very much particular about that their investment decision should not go wrong. The investors do not want to have any criticism about their decision. They feel that the wrong decision not only results in monetary loss but also it creates false image about them. The percentage analysis revealed that 43 Percentage of investors are highly individualistic. The investors with this kind of behaviour make their investment decision by themselves. They search for information before making any decision but final decision will be their own. The influence of others on their investment decision is very limited.

The empirical results ascertained that 28 percent of investors are variety seekers and they invest in diversified instruments for sake of having varieties in their portfolio. The investors who have this behaviour are interested to put money both on capital market as well as on fixed income securities. Conduciveness is a kind of investment behaviour in which the investment decision of investors is influenced by publicity and actions of agents. Some time the frequent advertisement influences the investors to take negative decision. Around 52 percent of the people have this behaviour which is the poor investment culture.
More than 55 percentages of investors possess external locus control attitude. They feel that external market forces which are not controllable by them are having more impact on the return of their investment. This is a kind of psychological attitude in which investor feels that the return of their investment is determined by external forces. They also feel that return from investment depends mainly upon luck and uncontrollable factors and not due to their intelligence investment.

The passive investors of life insurance sector do not make any tax saving investment to reduce tax incidence. The investors who are dominant with this behaviour are not active enough to take benefits and privileges given by Govt. These kinds of investors will take whatever comes to them. The investors give more importance to precautionary motive which means that the investors want to build reserve to meet unforeseen contingencies. The Indian investors have not shown much interest for the speculative motive which is otherwise called enterprise motive.

Enterprise and Avarice are less than three which indicate that most of the people do not agree with the existence of such motives for the purpose of saving. As the motive is having influence on investments and leads them to save more though their per capita income is less when compared to other countries.

The need to save for future anticipated requirements and the need to save for future unexpected contingencies are the primary motives included under self support motive. The investors also save to live independently and to have higher standard of living. The investors not only reserve money for the purpose of meeting their own needs and they also give equal importance to family related needs. They want to leave some assets to their family members after their death.

It is found that 95 percent of people agree with the need to save to support them in future. The self support need mainly comprises of the need to save for meeting future unforeseen contingencies and future anticipated expenses. Of the total investors only 52 percent of investors agree with the need
to reserve money for family oriented needs. The family oriented need is represented by need to create assets to leave it for their future family use. The presence of family oriented motives among investors is much less than self support motives.

In the sample domain that self support occupies pivotal position. This indicates that the primary motive of every individual is self support motive and individuals differ from each other mainly on the level of their self support motive.

Only 56 investors of insurance sector, out of 600 investors are in active investor’s category which accounts only 10 percent of total investors. Moderate investors are people who are neither active nor passive in their behaviour account for 60 percent of total investors. The survey is conducted among working class which means they primarily concentrate on their work so they can not devote much time for their investment activities. The moderate investor category is a useful segment because they are strong commitment and Rationale and Pragmatic and technology adaptation behaviours.

The passive investors account for 30 percent of total investors. This category of people is not dominated with any specific behaviour. As there are passive there is every chance to incur loss in their investment activities. Presence of large size of passive investor category is the reason for all investment related problems. In the sample of 600 respondents 37 percent of investors are highly motivated, followed by 38 percent investors are motivated in a mixed manner. The analysis also revealed that remaining 25 percent investors are least motivated for their LIC investment.

The least motivated investors of life insurance sector invest less and highly motivated investors invest more. The mixed motivated people generally invest more than highly motivated investors because the mixed motivated have more self motivated needs than highly motivated people. The influence of self motivating needs on investment is more than family oriented needs.
The family oriented motive does not have any correlation with size of monthly investment. Mixed motivated people with high level of self support motive invest more because only self support motive is having correlation with investment size. In the, up to Rs.20000 total monthly income category, the average monthly investment size of least motivated segment is Rs.2253 and average investment size of mixed motivation segment is Rs.2259 and average monthly investment size of highly motivated group is Rs.2722. There exists little difference in the investment size of different motive segments on the total monthly family income category of up to Rs.20000.

The monthly investment size of least motivated segment is Rs.2634 and the investment size of the mixed motivated and highly motivated are Rs.2690 and Rs.2781 respectively. The difference in investment size which exists between the different motive segments is not significantly different among the people who are having family income between Rs.20000 to Rs.30000. The average monthly investment of least motivated segment and highly motivated segments are Rs.2059 and Rs.2813 respectively. The average monthly investment size of mixed motive segment within Rs.30000 to Rs.40000 income category is Rs.4146.

It can be concluded from the above analysis is that around 95 percent of investors agree with the existence of motives to save certain portion of their income. The level of motives has a significant influence on size of investment. The investors have high investment rate because they have high level of motives to save.

Findings from analysis of life insurance sector investor awareness and investor service of life insurance companies

Factors of awareness, pre & post investment and life insurance as an investment option have been obtained by using Factor analysis by principal component matrix.
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Opinion of investors on awareness, pre & post investment services and life insurance as an investment option. The one sample t-test analysis is applied to obtain the opinion of investors. The analysis disclose the subsequent outcomes.

The high mean value in t-test of investor awareness reveals that the company makes every attempt to make the investor copiously informed on all of its products. The contemporary investor is greatly allured with the equity investment and their awareness regarding strength rating, reliability and transparency was found to be relatively high. The test also exposed that the awareness pertaining to reputation is crucial for investment.

In pre investment in life insurance sector the mean value is high with the effective recognition of needs, implying that companies are able to trace the factual requirements of the investor and in imparting proper solutions. The other variables like clear charges, easy communication, and accessibility of information have relatively same contentment level; the variable availability of policy format on Internet has not reached the investor up to the required level. This indicates that the technology advancement though greeted by a few investors many of them still trust the traditional form.
The t-test mentioned that the stunning success of the company relies on the timely and cozy documentation procedures during the post investment phase. The other services were also moderately fulfilled the investor. The lowest mean value in post sale service is communications with agents. Investors sensed that interactions were not frequent. This was the major setback to the company.

The t-test revealed that the mean value is greater in the case of life insurance with saving plans. This implies that the investor robustly call for policies with savings options than the other options like entry/exit, switch over between alternatives and short/long term flexibility. Further the test also exposed that in spite of new policies like ULIPS, the company could not modify the layman to a vibrant investor.

Classification of investors of life insurance sector on awareness, pre & post investment and life insurance as an investment option

The cluster analysis is exploited to determine the classification of investors. The results are obtained as follows.

The cluster analysis of investor awareness exposed that the fourth cluster secured the maximum awareness of 37.2%. The investor in this cluster possessed moderate to very strong awareness when weighed against the other groups. Only 11.1% of investors in cluster-I possessed awareness. This implies that the company’s rigorous advertisement operation could not drive this cluster group.

The cluster analysis on pre investment revealed the prevalence of three cluster groups. Out of these, 39.8% of investors in cluster-II hold strong gratification and just 21.7% of investors in cluster-III experienced fulfillment when balanced against the rest. This shows that the investor of cluster-III had procured either weak or moderate attitude on pre investment.

The study on post-investment with K mean cluster analysis exposed that cluster-I possessed the maximum percentage that is 40% of satisfied
investors. On the other hand the lowest proportion of simply 26.6% of investors in cluster-III is contented. That is the company was able to convince only few of the cluster-III investors with their servicing proficiency.

The cluster analysis on investment option of life insurance uncovered three cluster groups. From these 44.5% of cluster –III investors reflect on life insurance as an investment alternative. They preferred the policies to be supple and with ingrained savings plan. But investors of cluster-I hold very frail approach towards the investment option of life insurance. This indicates that the new generation policies are to en route the way for the life insurance.

The factor analysis revealed three types of information source namely expert source, media source and inner circle source exist among the present day investors. In expert source domain, the investors use investment consultant and brokers and agents significantly than meeting general academic experts for their investments.

Around 60 percent of the people feel that the expert source is generally useful to them. Only little percentage of people has not at all used expert source and only 7 percent of people feel that expert source is always useful.

The sources of information included under the media source are news paper, TV, radio and magazines and journals. The news papers, journals and magazines are called as printed media. The TV is called as electronic media.

It is found that 63 percent of people use media source generally for taking investment decision and around 26 percent of people always use news paper for collecting information.

The investors of life insurance sector need not pay anything to get information from the inner circle source. The closely related people share their experience. The usefulness of this source depends upon experience of the inner
circle people. Depending too much on this source might pose problem. The investors give more importance to friends rather than relatives.

The analysis indicates that only 68 percent of people consider that expert source is useful, but around 90 percent of people sense that media source always useful and around only 51 percent feel that inner circle source is useful. It is ascertained that 27 percent people use the media source to obtain the information about life insurance products. This means that only 27 percent people use only media for getting information. Around 54 percent people are in second cluster which is all source user category and 19 percent of the people rely on inner circle source alone.

The diversified awareness population in the total investor population is 43 percent whereas its population on media sources user’s category, all source users category and inner circle source users are 43 percent, 47 percent and 36 percent respectively.

The diversified population is concentrated in all source users category. The diversified people are having knowledge on five to all seven schemes of small investments by utilizing information from all available sources.

Concentrated awareness people are only 24 percent of total population and have knowledge on only one or two schemes. Their populations are 28 percent, 17 percent and 38 percent in media source users category, all source users category and inner circle users category respectively.

The different sources of information do not have any significant effect on level of awareness but it has impact on range of awareness. It is found that using different source of information the depth of knowledge is not rising but knowledge on number of schemes is rising.

People who want to have risk protection to the capital invested would like to seek information from experts to ensure that there is no risk. All source users and media source users expect more liquidity than inner source users. Both
in liquidity and in risk protection inner source users expect less than all source users and media source users. Really speaking inner circle source is not all effective sources to provide sufficient information.

The investors of life insurance sector are classified into categories namely rational, normal and irrational depending on expectation of return and liquidity from investment. The rational people consider all criteria to the maximum extent before taking investment decision. Media source users are normal in expecting any criteria from any investment instrument.

The inner circle information users are not having any close relationship with either normal or irrational segmentation. The media user population is 27 percent but its population is 29 percent in 10 to 15 and 15 to 25 percent expected rate of return category and its population is 23 percent in up to 10 percent and 25 to 50 percent expected return group.

Media source users expect 10 to 15 percent rate of return and inner circle users wants only up to 10 percent return from investment. The media source population is 27 percent in the total population but its population is 21 percent, 29 percent and 33 percent respectively among highly motivated, least motivated and mixed motivated segments.

There is a significant association between source users category and motive segmentation. The important association identified is that highly motivated people are in all source users category. The highly motivated people use all sources of information before taking any investment decision. The mixed motivated people use only media source for getting investment information. Difference in motive levels between inner circle source user segment and all source user segments is highly significant.

A maximum percentage of 54.9% of investors of life insurance sector are in the age group of 26 to 40 followed by the 33.3 % investors in the age group 41 to 60.
It is clear that 60% of the investors are males and 40% are females. 48.8% of the investors are graduates, 20.6% are post graduates and 12% are professionals. It is also found that 43% and 32.7% of investors are employed in private or in their business concerns.

39.1% investors belong to the income groups of Rs. 1 - 2 lakhs and 26.6% investors have the income less then Rs. 1 lakh, 22.9% are in the income of groups of Rs. 2 - 3 lakhs It is also found that 85.7% of the investors have their own houses and 14.3% are in rented house. 84.4% of the respondents in Chennai are new generation investors who know about the risk and return in life insurance sector, whereas, 15.6% of them are hereditary investor.

A maximum of 54.7% of investors are dealing less then 5 years of experience in the Life insurance followed by 25.6% of investors are having the experience in the Life insurance for 6 to 10 years, 17.6% of the investors have been dealing for the period of more than 11 years but less than 15 years of experience. It is found that 74.1% of the respondents in Chennai invested in less than 5 policies and remaining 25.9% of them are attracted towards more than 5 companies Life insurance investment.

In the sample unit 10.7 % of the respondents have an investment of less than Rs. 1, 00,000. The investment level of 35.4 % of the respondents is between Rs. 1, 00,000 and Rs. 2, 00,000. 23.5 % of them have an investment size which ranges from Rs.2, 00,000 to Rs. 3, 00,000. The annual size of 30.4 % of the sample ranges above Rs.3, 00,000.

It is found that 90.6% of the respondents in Chennai are able to invest own funds in equities whereas, 9.4% of them borrow funds to invest in insurance sector.

The demographic variables of investors are useful for them to identify the general insurance investment. In moderate awareness cluster the demographic variables distinguish the investors from high awareness on insurance investment.
It is concluded that the nature of family decides the investors’ awareness on the investment management in strong awareness cluster.

In moderate awareness cluster, it is concluded that income, vehicle ownership and number of dependents explain the awareness of investors on investment management. The insurance sector awareness can be observed by the investors using their age, nature of family and house ownership. It is found that in order to have high awareness age alone helps the investors

It is concluded that gender, income and ownership of the house decide their high awareness on premium amount. The marital status and income of the investors of life insurance sector decide them to possess moderate awareness on change of Plan details. The moderate awareness on financial parameters can be obtained through the marital status, occupation, income and house ownership of the investors

The high awareness on financial parameters of investors is decided by their occupation and the number of dependents in the family. It is concluded that the insurance investments open fascinating vistas for investment of investors. The demographic variables of investors in some way affect their awareness of insurance investment.

Age of the investors of life insurance sector predicts investment objectives, Facility satisfaction, and Innovative measures. In investment objectives the investors in the age group of 41-60 years are highly aware of investment objectives. Similarly the age group 41-60 are aware of facility satisfaction and innovative measures.

Gender has its impact on problems, especially the female investors are aware of problems in insurance sector than male investors. The marital status of the investors explains facility satisfaction. It is found that the separated investors status concentrate more on facility satisfaction followed by married and unmarried.
Educational qualification predicts problems. The graduate investors Diploma investors are aware of innovative developments in insurance sector. Occupation of investors predicts investment objectives and facility satisfaction. Among these, occupation of the investors who are working as government employees followed by private employees concentrate more on these reforms. Income predicts all the latest development investment objectives, investment satisfaction and innovative measures.

In the case of investment objectives, the income group of 3 lakhs and above investors alone are aware of it. The investors with the annual income 2-3 lakhs are aware of investment satisfaction; those with annual income of above 3 lakhs are very much aware of facility satisfaction, innovative measures and finally the income group of 2-3 lakhs are aware of problems.

The nature of family predicts investment objectives, investment satisfaction, facility satisfaction and problems. It is also found that the investors in the nuclear family are aware of investment objectives than joint families. Similarly, the nuclear family investors are aware of investment satisfaction, facility satisfaction and problems. It is inferred that the number of dependents is considered as a very important factor for investors to deal with the insurance sector. The ownership of the house explains the investors’ interest on investment satisfaction, facility satisfaction and problems. The investors with own house are showing special enthusiasm on investment satisfaction, facility satisfaction, and problems. The ownership of vehicles predicts investment objectives, and innovative measures. The investors with four wheelers are aware of investment objectives and those who do not possess the vehicles are drawn by innovative measures.

The investors of LIC have high expectations on awareness of the product and advertisement. They demand high performance and promise guarantee as well as assured returns out of their investments. The great expectation of LIC investors are regular income and proper agents.
recommendation. The LIC investors give more importance to tax benefits and speed of decisions in their expectation process. They are meticulous about the service behaviour, but limit their expectation in appealing facilities and information about new schemes.

Transparency and extra coverage are steadfastly fixed in the minds of the LIC investors for their personal benefits. The investors are highly convinced on the adoption of innovative technology and competency in their dealing with LIC. Their expectation of the corporate image of LIC of India is very high.

The investors of private life insurance companies have high expectation on awareness of the products and advertisement. They demand high performance and promise guarantee as well as assured returns out of their investments.

The great expectation of the investors of private life insurance companies are regular income and proper agents recommendation. Tax benefits and speed of decisions are highlighted by investors of the private insurance companies in their expectation process. They are meticulous about the service behavior, but show lesser level of expectation in appealing facilities and information about new schemes.

Transparency and extra coverage are of immense importance to the investors of the private life insurance companies for their personal benefits. The investors are highly convinced on the adoption of innovative technology and competency in their dealings with the private life insurance companies. Their expectation of the corporate image of the private life insurance companies is very high.

The investors of LIC expect innovative services in the form of Advanced Technology and Transparency. They also expect Lucrative approach from the LIC and its image is considered as one of the predominant expectation of the investors.
The investors of Private Insurance Companies expect the adoption of Modern Techniques of services which will result in an effective service scape, service behavior, speed of decisions and Transparency. They also expect security and safety in the form of Assured return, Product Awareness and an excellent Corporate Image in the conduct of competent business operations. Moreover, it is ascertained that investors expect Expedient Advise and an effective system of Communication in relevant matters.

The cluster analysis on expectations of LIC investors exposed three clusters and the second cluster with 43.95% had strong expectations from LIC. The cluster I with 44.84% are weak in their awareness on various attributes and the III cluster with 11.21% are with moderate expectations. Creation of awareness on various attributes relating to life insurance is necessary. The investors of PLIC in cluster I with 43.31% have strong expectations followed by cluster II with 22.1% and cluster III 34.2% with weak awareness. The cluster analysis on perceptions of LIC investors revealed three clusters, cluster I with 65.23% of investors with strong perceptions of the 16 variables, cluster II 3.59% with weak perceptions and cluster III with 31.17% with moderate experiences with LIC. Thus majority of investors have had pleasant experiences with LIC.

The investors of PLIC revealed three clusters, cluster I with 61.42% of investors with strong perceptions, cluster II with 4.72% with moderate and cluster III with 33.86% with weak perceptions. Thus, it is clear that investors of PLIC have not yet experienced performance to their satisfaction as revealed by cluster III.

The expectations – perceptions scores of LIC when compared to that of PLIC reveals that the investors of the private life insurance company are more dissatisfied compared to the investors of LIC with reference to product awareness, advertisement, assured return, regular income, speed of decisions, appealing facilities, transparency and adoption of technology.
The private insurance investors are better off in the aspects of performance guarantee, agents’ recommendation, tax benefits, service behaviour, information about new products, competence in business and corporate image.

The life insurance sector investors’ behavioral pattern towards life insurance sector depends upon their expectations and perceptions. They expect returns with secured future. In short, the life insurance sector investment is all set to leap forward in the years to come. All the factors like the demographic and psychographic profile of the investors and the regulatory mechanism are well in favour for the tremendous growth of the life insurance sector investment.

SUGGESTIONS

Based upon the major findings and implications of the study, the following suggestions are made

To the Investors

- The investors of life insurance sector should avoid impulse purchase of policies, care should be taken to analyse the various attributes and select a policy that suits their requirement.
- The investors should not be carried away by the rosy picture given by the insurance agents.
- Documentation of complaints is very useful, as it becomes a record.
- The investors should acquire knowledge of the relevant features of various insurance products before purchasing.
- The investors should also acquire knowledge on the relevant laws.
- The investors should insist on “Delivery by Date”, documentation and transparency in their dealings.
- Awareness of the current policies introduced by various companies is a must.
- The investors should be increasingly price sensitive and technology savvy and should access a variety of distribution channels.
• The investors should insist on information about policies relating to premium rates, returns, claims, bonus, hidden cost, surrender values and switch over costs. All these factors would determine the persistency and the loyalty towards the company.

**To the insurance companies**

• The company should conduct awareness programmes to educate investors on the importance of life insurance. This will help in increasing the insurance penetration.

• The investors of life insurance product should develop trustworthy relations with the investors and make every purchase a new experience.

• Misconceptions of the premium payments should be cleared. Safe and quick means of processing payments should be ensured.

• A good and active Investor Care Department should be maintained.

• The investors should be treated with empathy, and their queries and complaints must be answered and taken seriously.

• An appropriate system of feedback should be adopted.

**Suggestions for future research**

Based on the findings of the present study, the following suggestions are made for the purpose of future research in this area.

• A comparative study between life insurance investment in India with that of other countries.

• Life insurance companies service quality and investors behaviour can be separately studied.

• Impact of liberalization on capital market investment.

• Distribution channels and penetration of life insurance in rural area and rural investor’s behaviour.

• CRM strategies in life insurance companies

• E – Business trends in life insurance.
CONCLUSION

The liberalization of the sector has created many opportunities and challenges to the investors of life insurance sector. The first challenge comes from market turbulence. The second challenge comes from rapidly changing investors’ expectations. The last challenge is the organizational constraint. Thus, the competition while offering ample opportunities to firms to widen the horizon of the market are also subjected to serious challenges due to increased sensitiveness of investors to the investment preferences.

The conclusion was that propensity to invest in insurance sector is higher than in some of the advanced countries in spite of wide difference in per capita income. In India, the very uncertain economic, political social conditions, monsoon dominated agriculture provide a strong incentive for large mass of people to invest. The study also confirmed the share of household sector is more in total investment in the insurance sector. Society for Capital There is a significant shift of investors from equity shares towards insurance sector with assured returns.

Investment satisfaction of life insurance sector can be easily gauged in case of product-generating returns and free from risk concept. The process is more complicated incase of insurance sector, as feedback may take a longer gestation period. Within the insurance sector, these problems for insurance companies are much more intricate because of the innate nature and in some cases because of the long-term nature of contracts. Therefore it is concluded, “investors satisfaction is the true fuel of the free enterprise system. In a free investment environment amid liberalized economy, traditional indicators of success, such as investment plans and market share growth, are only indicators of a company’s level of investor’s satisfaction.” Henceforth the environment will become more competitive and sensitive to the demands of the investment arena. The investors will become the driving force and the companies will have to identify the central role of investors in their decision-making and business planning to provide utmost satisfaction to their investors.