

**UNIVERSITY GRANTS COMMISSION**

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***Minor Research Project***

**Summary**

**The project was conducted for the study of “A GENERAL STUDY OF LIFE INSURANCE CUSTOMER AWARENESS AND ACCEPTANCE WITH SPECIAL REFERENCE TO YAVATMAL CITY”**

Life Insurance Corporation of India (LIC) is the India’s largest Life Insurance Company. LIC has acquired monopoly power in the solicitation and sale of Life Insurance Policies in India. Though the insurance industry is in existence since long, the level of awareness towards the rights and duties regarding insurance is negligible. The study tries to understand the awareness of the people towards LIC in India. Insurance sector is growing sector. This sector provides for the long term contractual savings and security. This study is conducted in Yavatmal City to check the Awareness and Acceptance level of insurance customers. Thus I choose under life insurance Corporation in India for my project work to understand the market potentials in Yavatmal City. For this research, Primary data was collected from the various customers of Life Insurance Corporation of India. The analysis is based on a sample of 155 but received Responded 125 individuals’ from randomly selected general public. This Research paper find out market potential and primary and secondary objective are customer awareness and acceptance of life insurance. To achieve these objectives for data collection designed a questionnaire was distributed and collected from the respondents. In this study when I was completed my 63% MRP Work, the one research paper is publish in Research Journal which is attached the reprint is this paper appendix in this research work.

I found that more awareness of the customers from LIC and very much market potentials. There are more LIC’s products launch their i.e. **Endowment Plan:** New Endowment Plan -814,New Jeevan Anand - 815,Single Premium Endowment Plan - 817,Jeevan Rakshak - 827,Limited Premium Endowment - 830,Jeevan Lakshya - 833

LIC's Jeevan Labh - 836, Jeevan Shikhar - 837. **Money Back Plans:** New Bima Bachat - 816, New Money Back Plan 20 Years - 820, New Money Back Plan 25 Years - 821. **Children's Plans:** LIC's New Children Money Back - 832, LIC's Jeevan Tarun - 834. **Term Insurance Plans:** Anmol Jeevan II - 822, Amulya Jeevan II - 823. **Pension Annuity Plans:** Jeevan Akshay-VI - 189, New Jeevan Nidhi - 818. **Health Plans:** Jeevan Arogya – 904. **Withdrawn Plans:** Varishtha Pension Bima Yojana – 828, LIC's Jeevan Shagun – 831. etc. This plans details in Fourth Chapter. LIC offers life insurance protection under group policies to various groups such as Employer - employee, co-operatives, weaker sections of society etc.

Thus, there is an urgent need to spread more awareness and provided satisfaction to insurers. From this study it has been revealed that the customer major financial need in future their children's education and marriage expenses. Hence the company should adopt some good and beneficial policy for their future estimates, which will really helpful for the customer.

In this study I was divided by five chapters and each chapter following contains.

The **First Chapter** is an **Introduction and Design of the Study**. It explains in general about Insurance, Brief History of Life Insurance, Objectives of LIC, Rules and Regulations for Better Customers Service, Information Technology and LIC, Present Status of LIC, Policy Change in the Indian Insurance Market, **Shares in non-life insurance market**, it also gives a brief outline about the Introduction to Study Area.

**Second Chapter** is **Review of Literature** thus, analyses the Review of Related Literature on Life Insurance Study. This chapter analyses about 50<sup>th</sup> study of related in this project work.

The **Third Chapter** is describes the **Research Methodology for the Present Study** adopted for the research and includes aspects such as Origin of the Research Problem, Interdisciplinary Relevance and Significance of the Study. Objectives of the Study Method of data collection, Research Design and sampling method, Tool for Analysis and Limitation of the Study.

The **Fourth Chapter** is **Data Interpretation and Analysis** of A General Study of Life Insurance Customer Awareness and Acceptance and Analysis of Market Potential and various Product of LIC's in Yavatmal, Plan wise Analysis, The various objectives are

analysed and interpreted based on the results obtained from graphical analysis the bar diagrams and, Histogram, Pie diagrams have been used.

The **Fifth Chapter** is contains the **Findings, Suggestions and Conclusion** for further research Project. And appendix is List of Table, List of Two-year Comparison between policy and Premium, Questionnaire for Customer, Publication Reprint, and References.

The study has been conducted very sincerely to make the research useful to the company. I wish them all the very best to their future endeavours.

#### **To ascertain levels of Awareness**

- 100% customer is known that Life Insurance Corporation in India and also customer has an insurance policy.
- Most of the respondents have the information about insurance from electronic media i.e.26.40%
- It was found that 53.60% insurer are strongly Agree and 27.20% agree that insurance has become necessity of life.
- LIC is first preference of most of the respondent's i.e.30.40%.
- The awareness about life insurance of Life Insurance Corporation of India among the respondents is at the middle age i. e.36-45 years is maximum and nearly 90.4% of males are interested in purchasing life insurance of Life Insurance Corporation of India.
- Most of the customer is recommendation for Life insurance is authentic i.e.91.20%
- 68% customer respondents that LIC are giving correct information related to the product and 74.40% customer satisfied with the service provided by the insurance company or agents, similarly, 90.40% level of satisfaction i.e.60-80% opinion group of obtained about the service.
- Most of the respondents have LIC are better than other company i.e. 89.60%.
- The Survey indicates that most of the respondents used insurance for risk cover, Tax benefits and investment purposes.
- Most of the respondents have long term saving is bank deposit i.e. 32.80%.
- 78.40% customer respondents that good feeling after investing in Insurance plans of LIC because they want security for their family.

## **Finding of the Study:**

### **To ascertain levels of Acceptances**

- 71% of the respondents with the product of life Insurance Corporation of India in Familiarity to Yes as well as 55.20% respondents are all products in their kitty before canvassing any particular plan for customers.
- 71.20% respondents have yes the retirement planning is an absolute necessity for life.
- Most of the customer's respondents have the money back policy (24%) and 96% customer said that they are receiving the money back amounts on time.
- It was found that 57.60% insurer is purchased Insurance Plan.
- A 46.40% customer respondent is Importance of Insurance Policy for Protection for retirement and second is 36% for education.
- It was found that 44.80% customer premium payment of through agents and 33.60% is physically.
- 63.20% respondents are planning to buy an insurance policy in near future and they prefer was pension plan.
- It was found that Customer have Insurance policy but they could not afford i.e. 71.20%
- Most of respondents have the main reason was accepting LIC was found to be Safety with 32% and second is Better Service with 28%.

### **Finding: plan wise analysis**

- The research study I found that LIC is the most accepted and popular brand in life insurance and also security for future has always been a concern.
- Most of the customer purchase is Endowment and Money Back plan, when they buy Insurance Policy.
- Largest Insurance Company in terms of policy and Number of claim paid in the World.
- LIC is the biggest financial institution in the Country.
- Largest Company in terms of Computer use in India.
- 2<sup>nd</sup> biggest real estate owner, after Railways.
- Highest Surplus generating Company in India.
- LIC has about 40 Policies to Offer to different Segments.
- LIC operates in many more countries in addition to India