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ANALYSES OF INVESTOR'S SATISFACTION TOWARDS PUBLIC & PRIVATE LIFE INSURANCE COMPANIES-A COMPARATIVE STUDY

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ABSTRACT :

This paper deals with the analysis of the satisfaction level of policyholders towards services and products offered by public and private life insurance companies in Haveri district. For this purpose, primary data are collected from 600 policyholders through interview schedule and questionnaire method. The researcher has analyzed the data on the basis of policyholders' socio- economic factors such age, gender, marital status, educational qualification, occupational status, place of residence, annual income, family status and monthly savings, sum assured, mode of payment, period of relationship. The researcher has analyzed the data by using percentage analysis, ANOVA Test, T-Test (Independent Sample Test) and Chi-Square Test. The found that, there is a significant difference in satisfaction level of investors about quality of services and products

offered by public and private life insurance companies and there is a association between overall satisfaction level of policyholders and age, gender, place of residence and occupation of the policyholders except in case of marital status of the policyholders. It is concluded that the satisfaction level of policyholders is determined by the characteristics of life insurance products of public and private life insurance companies. Thus, features of the life insurance policies positively affect the satisfaction level of policyholders. The study suggests that, the public life insurance company should improve its quality of services to retain existing investors and attract new policyholders.

KEYWORDS : Public & Private Life Insurance Companies, Satisfaction, Investors, and Life Insurance Products.

INTRODUCTION

The liberalization of life insurance industry in India has caused companies to face many challenges in their relationship with customers in order to survive. Taking into consideration the investors' perceptions, long-term customer relationships, policyholders' satisfaction and retention are turning into the crucial factors for success of life insurance companies. Offering high quality services on time is a formal way to achieving high customer satisfaction and gaining loyalty of the policyholders. Policyholders are treated as pillars of life insurance business in a country like India. Every company tries to proper understanding of investors preferences, their needs and expectations help insurance providers to bring improvement in product as well as service offered. It helps to life insurance company tries to attract and retain existing investors to keep their profits high. When compared with the developed countries, the Indian life insurance industry has achieved only a little because of low investors awareness, poor affordability, delayed customer services, lack of suitable products etc. In today's cut throat competition, it becomes essential for life insurers to provide better customer services, spread more awareness, emphasize on need based innovative products at reasonable price. So that, every individual may avail the benefits of insurance and

protect their lives against the future uncertainties.

Investors are the policyholders of public and private life insurance companies. Satisfied policyholders are treated as valuable assets for life insurance companies and their retention helps in their long term sustainability of industry. If the policyholders are satisfied and happy then only they may become loyal. Company should plan and offer products and services which assists in fulfilling their needs and wants. Therefore, life insurance companies must move from selling life insurance products to changing needs and wants of investors.

Policyholders are more likely to be satisfied than those have low awareness. Further, policyholders who like their agents and working styles are likely to buy policies with the company than those who do not like their agents. It means that agent plays a significant role in success and growth of the life insurance company. High policyholder's satisfaction can also be useful in attracting new people. One key to policyholder retention is policyholder satisfaction. A highly satisfied policyholder generally stay loyal longer, buys more as the company introduces new products and upgrade its existing products, pays less attention to the competitive brands and is less sensitive to price offers product and service idea to the company.

NEED FOR THE STUDY:

The study helps life insurance companies to know the existing services and products are really satisfying the policyholders needs and wants. This study will also helps to get a better picture as to what investors perceive about life insurance companies, plans and their awareness about the same. This study will help in understanding what investors prefer really through these plans and it brings to light the investors' expectations about the same. Perception of investors about saving schemes will have significant impact on the saving behaviour of people.

REVIEW OF LITERATURE:

A good number of studies have been made by researchers, academicians and other experts in the area of life insurance companies to measure the investors' satisfaction towards public and private life insurance companies. Some important studies conducted in this area which is mentioned here.

Babita Yadav (2011)

Author conducted a study to measure customer satisfaction level on various Insurance services offered by LIC and also examined the reasons for customer dissatisfaction. The study is empirical based and the primary research conducted through a market survey consisting of 100 respondents of Jabalpur city of Madhya Pradesh. A well structured questionnaire and Interview method were used for primary data collection. Simple statistical tools like percentage and scaling techniques were employed for data analysis. Customer satisfaction, Customer perception and various quality dimensions of LIC are the main focus of the study. The study revealed that, LIC is the leading brand in life insurance sector but its market share is declining after privatization, LIC need to improve its service quality to meet changing demands and expectations of customers are some of the major findings of the study. This study is also significant because it will help LIC to create a positive impact on its customers by working on its lacking qualities. It concluded that, customers are the main pillars of any business and customer service is the critical success factor in a company and providing outstanding customer service differentiates great customer service from indifferent customer service.

Sanjaykumar Jagannath Patil (2012)

Researcher conducted a study to measure the consumer satisfaction towards Life Insurance Corporation of India. The study revealed that, the 95 per cent of the customers of Life Insurance Corporation of India were satisfied with their Products and Services. The study suggests that the saving and investment awareness was very less in the young age i.e. 25 to 35 years mainly in income group of ₹10,000 to 25,000 and mainly in female. And also the study suggests that, the Life Insurance Corporation of India should design and launch products suitable to these groups and increase the awareness as well as investment.

Sarat Borah (2012),

Researcher has analyzed the customer's satisfaction towards life products of Kotak Mahindra Life Insurance Company Limited of Jorhat Branch. The study found that, most of the customers are satisfied with the services offered by Kotak Mahindra Life Insurance Company. It indicates that tangible, accessibility and understanding factor have the maximum impact on customer satisfaction. The study suggested that, the company should try to keep promise to do the work timely, should show sincere interest in customers problem, should provide prompt service to satisfy the customer fully. In this competition era Kotak Mahindra Life insurance Company have to concentrate on the customers' satisfaction in order to retain the existing customer and at the same time have to improve the quality of services day by day to attract new customers.

K. Rajaselvi and P. Chellasamy (2013)

Researcher has conducted a study on "The Level of Satisfaction of the Policyholders on the Service Offered by Public and Private Life Insurers in Nilgiris District". The study examined and compared the level of policyholder's satisfaction in the public and private insurance companies in Nilgiris District and the factors that influences the policyholder in selecting insurance companies in Nilgiris District. The study concluded that, there is significant difference between the mean score among different groups of policyholders in public and private Insurance Companies.

Preeti Upadhyay (2013),

Researcher has analyzed the recent trends in the life insurance sector during pre and post entry of private life insurance companies, the reasons behind investments in different insurance policies and level of satisfaction and awareness of investors towards private and public companies and its products. The researcher has collected data of samples of 200 investors from Guntur, Vijaywada and Eluru. The study found that, the life insurance business in India has been significantly increased after privatization and more product innovations and better service have brought positive influence on the life insurance business.

A.B. Sogunro and B. Abiola (2014)

Researcher conducted a study to measure customer satisfaction on life insurance products in Lagos state, Nigeria. The study concluded that the policyholders are not satisfied with the life insurance products based on the attributes attached to each of the product. It suggests that, companies should create awareness about company and its products and also educate customers about importance of taking life insurance policy and also suggest that company should install the stall in exhibitions or fair.

STATEMENT OF THE PROBLEM:

The most of the marketing companies fails understand the wants and needs of the investors. In the same way, life insurance companies are trying to understand and fulfill the investors' wants and needs by offering quality products and services. However, it is necessary to understand the needs and wants of investors to know the investors preferences and their retention. The main challenges for the life insurance company is to constantly innovate new product and services, ascertain the changes in policyholder's behaviour government intervention, competition, technology, distribution network, quality of service and customer relationship. The policyholder's satisfaction measures the instruments to fulfil the safety and security needed to the people. Policyholder's satisfaction measures, across all over the world playing a major role.

In recent years the life insurance sector has opened for foreign life insurance players along with domestic private participation with a limit of 49 per cent of ownership. Life Insurance Corporation of India was a monopoly corporation from 1956 to 1999, later on realised by the policymakers and Government that one company alone cannot insure lives of Indians. Henceforth, the life insurance sector was allowed for private player's participation. As of today 23 private life insurance companies in India and majority of them giving tough competition to the Life Insurance Corporation of India with their innovative products, better customer services, aggressive marketing approach and other benefits. Hence the problem is "Analyses of Investors' Satisfaction towards Public and

Private Life Insurance Companies: A comparative study”.

OBJECTIVES OF THE STUDY:

The objective of the study is to analyze Investors' Satisfaction towards Public and Private Life Insurance Companies.

RESEARCH HYPOTHESES:

In order to achieve the objectives, the following hypotheses have been set for the study;

- H_0 : There is no significant relationship between demographic factors and level of policyholders' satisfaction.
- H_0 : There is no significant difference between the levels of policyholders' satisfaction of public and private life insurance companies.
- There is no significant difference between satisfaction levels of policyholders of LIC of India and private life insurance companies regarding price, flexibility in payment structure, tax reduction benefits, benefits on death, benefits on survival, customer services, bonus or profit sharing and special scheme benefits.
- There is no significant difference between satisfaction levels of investors' towards services offered by the public and private life insurance companies.
- There is no association between overall satisfaction levels of investors and gender, age, marital status and place of residence.
- There is no significant difference between satisfaction levels of policyholders towards services offered by the life insurance companies and their period of relationship with the company.
- There is no significant difference between satisfaction levels of policyholders and their sum assured.
- There is no significant difference between satisfaction levels of policyholders and level of awareness of customers towards services and products of life insurance companies.
- There is no association between the features of life insurance products and satisfaction level of policyholders.

DATA COLLECTION AND RESEARCH METHODOLOGY:

The present study is based on primary data. The primary data is collected through well-drafted questionnaire from 600 policyholders of the public and private life insurance companies by selecting them randomly as sample from Haveri district of Karnataka state. The present study is confined only to the policyholders of LIC of India, HDFC Life Insurance, SBI life insurance and ICICI Prudential Life Insurance in Haveri district of Karnataka state. Thus, the collected data are classified, tabulated and analysed as per the objectives of the study and the same was analysed by using suitable statistical tools to draw sound conclusions.

SAMPLING DESIGN OF THE STUDY:

The sample of 600 investors are selected randomly on simple sampling method from 4 life insurance companies in different taluk's of Haveri district of Karnataka. The life insurance companies selected for the study are LIC of India, HDFC Life Insurance, SBI Life Insurance and ICICI Prudential Life Insurance. Investors are the policyholders of the life insurance companies.

SCOPE OF THE RESEARCH STUDY:

The scope of present study is confined only to LIC of India, HDFC Life Insurance, SBI life insurance and ICICI Prudential Life Insurance in Haveri district of Karnataka state. The study mainly involves analyzing the investors' satisfaction towards public and private life insurance companies in Haveri district of Karnataka state. This study is limited to the policyholders within the limit of the Haveri district of Karnataka state. This study will be able to reveal the preference, needs, awareness, and satisfaction of the investors regarding the life insurance policies and services of LIC of India, HDFC Life Insurance, SBI life insurance and ICICI Prudential Life Insurance. It also helps the life insurance companies to know the existing products are really satisfying the policyholders needs. Investors in life insurance companies are treated as customers of the companies.

DATA ANALYSES AND INTERPRETATION:

In this section, an attempt is made to analyze the policyholders' level of satisfaction towards products and services offered by the public and private life insurance companies. Here 8 different kinds of services and characteristics of products of public and private life insurance companies are considered for the measurement of level of satisfaction of investors. The responses are recorded on a scale of 1 to 5 for 8 kinds of services offered by the public and private life insurance companies. In this regards a question is asked to policyholders that enquires their level of satisfaction and measured it on a scale of 1 to 5, 1 being "Highly satisfactory" and 5 being "Highly dissatisfactory".

The researcher is compared the difference in satisfaction level of investors about the products and services of the public and private life insurance companies and compare the difference in satisfaction level of investors about the products and services of the public and private life insurance companies by using ANOVA Test and two-sample t-test (Independent sample). An attempt is also made to test the association between overall satisfaction levels of investors and gender, age, marital status and place of residence by using Chi-square test of independence and to check the association between the features of life insurance products and satisfaction level of policyholders by using Chi-square test of independence.

H_0 : There is no significant difference between satisfaction levels of policyholders of public and private life insurance companies regarding low price, flexibility in payment structure, tax reduction benefits, benefits on death, benefits on survival, customer service, bonus or profit sharing and special benefit schemes.

Table 1: Results of ANOVA Test

Investors' level of satisfaction towards characteristics of life insurance policy of public & private life insurance companies

		Sum of Squares	df	Mean Square	F	Sig.	Decision
Low Price	Between Groups	.000	1	.000	.000	1.000 (>0.05)	Reject H_{D1}
	Within Groups	1045.760	598	1.749			
	Total	1045.760	599				
Flexibility in payment structure	Between Groups	1.920	1	1.920	1.171	.280 (>0.05)	Reject H_{D2}
	Within Groups	980.720	598	1.640			
	Total	982.640	599				
Tax reduction benefits	Between Groups	16.333	1	16.333	7.652	.006 (<0.05)	Accept H_{D3}
	Within Groups	1276.360	598	2.134			
	Total	1292.693	599				
Benefit on death	Between Groups	2.803	1	2.803	1.331	.249 (>0.05)	Reject H_{D4}
	Within Groups	1259.090	598	2.106			
	Total	1261.893	599				
Benefit on survival	Between Groups	7.053	1	7.053	3.833	.051 (>0.05)	Reject H_{D5}
	Within Groups	1100.280	598	1.840			
	Total	1107.333	599				
Customer services	Between Groups	13.653	1	13.653	7.300	.007 (<0.05)	Accept H_{D6}
	Within Groups	1118.420	598	1.870			
	Total	1132.073	599				
Bonus or Profit sharing	Between Groups	5.603	1	5.603	3.043	.082 (>0.05)	Reject H_{D7}
	Within Groups	1101.190	598	1.841			
	Total	1106.793	599				
Special Scheme benefit	Between Groups	5.603	1	5.603	3.119	.078 (>0.05)	Reject H_{D8}
	Within Groups	1074.470	598	1.797			
	Total	1080.073	599				

The data in the above table shows that the probability value of ANOVA at 5 per cent level establishes a good relationship with the variables tested. It reveals that, there is a significant difference between levels of satisfaction of policyholders of public and private life insurance companies with respect to tax reduction benefits, customer service and special scheme benefits except with respect to prices of policies, flexibility in payment structure, benefits on death, benefits on survival and bonus or Profit sharing. It also concludes that with average rating of 2.43 policyholders of public life insurance company are more satisfied than the policyholders of private life insurance companies with regard to tax reduction benefits. The average score for private life insurance companies is 2.78. The average policyholders' satisfaction rating is at 2.23 for private life insurance companies and for LIC of India is at 2.55. Hence, it concludes that policyholders are more satisfied with the customer service facilities of private life insurance companies than LIC of India.

Investors' level of satisfaction towards services offered by the public and private life insurance companies:

H_0 : There is no significant difference between satisfaction levels of investors' towards services offered by the public and private life insurance companies.

Table 2: Results of ANOVA Test

ANOVA							Decision
		Sum of Squares	df	Mean Square	F	Sig.	
Motivation given by agents, development officers to buy the policy	Between Groups	.163	1	.163	.092	.762 (>.05)	Reject H_{D9}
	Within Groups	1065.730	598	1.782			
	Total	1065.893	599				
Guidance/Help at the time of purchasing policy	Between Groups	1.613	1	1.613	1.053	.305 (>.05)	Reject H_{D10}
	Within Groups	916.060	598	1.532			
	Total	917.673	599				
Promptness in issuing the policy	Between Groups	4.563	1	4.563	3.198	.074 (>.05)	Reject H_{D11}
	Within Groups	853.330	598	1.427			
	Total	857.893	599				
Contact by agents/ development officers after issuing policy	Between Groups	22.963	1	22.963	17.913	.000 (<.05)	Accept H_{D12}
	Within Groups	766.610	598	1.282			
	Total	789.573	599				
Timely issue of renewal notice	Between Groups	13.653	1	13.653	8.129	.005 (<.05)	Accept H_{D13}
	Within Groups	1004.340	598	1.679			
	Total	1017.993	599				
Attitude in helping the policy holder at the time of claims	Between Groups	7.053	1	7.053	4.632	.032 (<.05)	Accept H_{D14}
	Within Groups	910.620	598	1.523			
	Total	917.673	599				
Company's attitude in issuing loans against life insurance.	Between Groups	13.230	1	13.230	7.971	.005 (<.05)	Accept H_{D15}
	Within Groups	992.530	598	1.660			
	Total	1005.760	599				
Loan process and interest rates for policy holder	Between Groups	2.430	1	2.430	1.637	.201 (>.05)	Reject H_{D16}
	Within Groups	887.730	598	1.484			
	Total	890.160	599				

The data in the above table shows that the probability value of ANOVA at 5 per cent level establishes a good relationship the variables tested. It reveals that, there is a significant difference between level of satisfaction of policyholders of public and private life insurance companies regarding contact by agents/ development officer after issuing the policy, timely issue of renewal notice, development officers attitude in helping the policy holder at the time of making claims and company's attitude in issuing loans against life insurance policy except regarding guidance/ help at the time of purchasing the policy, guidance/ help at the time of purchasing the policy, promptness in issuing the policy and loan process and interest rates for policyholder.

It concludes that, Policyholders are more satisfied with private life insurance companies in this regards. The average rating for private life insurance companies is 2.25 as compared to LIC of India is 2.67. Regarding timely issue of renewal notices policyholders are more satisfied with private life insurance companies than public life insurance company. The average rating for LIC of India is 2.61 whereas the rating for private life insurance companies is 2.29. The policyholders are more satisfied with the attitude of development officers' in helping policyholders at the time claims of private life insurance companies than that of LIC of India. The average rating for LIC of India in this regards is 2.60 whereas it is 2.37 for private life insurance companies. The policyholders of private life insurance companies are more satisfied with attitude of private insurers in issuing loans against policies than public life insurance company. The average rating for private life insurance companies in this regards is 2.31 as compared to LIC of India score of 2.63.

Difference in satisfaction of the investors about the services of the public and private insurance companies:

H_0 : There is no significant difference in satisfaction levels of the investors about the services of the public and private insurance companies.

H_1 : There is a significant difference in satisfaction levels of the investors about the services of the public and private insurance companies.

Table 3: Two-sample t-test and Results:

Public		Private		Mean Difference	t-Value	Sig.
Mean	SD	Mean	SD			
2.59	1.1128	2.38	1.0049	0.209	2.242	0.025 (<0.05)

The data in the above table shows that probability value of two-sample test of 2.242 is 0.025 (<0.05) at 5 per cent of significance level. Therefore, the alternative hypothesis is accepted and it is concluded that there is a significant difference in satisfaction level of investors' about the services and products offered by the public and private life insurance companies. Since the average rating of investors of private life insurance companies is 2.38 that is less than that of public life insurance company. It concludes that investors are more satisfied with services of private life insurance companies than public life insurance company.

Association between overall satisfaction and age, gender, marital status and place of residence:

H_0 : There is no association between overall satisfaction levels and age, gender, marital status, place of residence and occupation of the policyholders.

This null hypothesis is tested against a series of alternates hypotheses;

Table 4: Chi-Square test and Results

Factor	Value of Chi-Square	p-Value	Test Result
Age	46.443	0.000 (<0.05)	Accept Alternative 1
Gender	19.001	0.001 (<0.05)	Accept Alternative 2
Marital Status	5.952	0.203 (>0.05)	Reject Alternative 3
Place of Residence	32.716	0.000 (<0.05)	Accept Alternative 4
Occupation	148.362	0.000 (<0.05)	Accept Alternative 5

The data in the above table shows that value of Chi-Square at 5 per cent level of significance establishes a good relationship between the variables tested. Therefore, the null hypothesis framed is rejected and it is concluded that there is a association between overall satisfaction level of policyholders and age, gender, place of residence and occupation of the policyholders except in case of marital status of the policyholders.

The following conclusion is drawn based on the value of Chi-Square and corresponding p-value that the overall satisfaction level of policyholders depends on age, gender, place of residence and occupation of the policyholders except in case of marital status of the policyholders.

Difference between policyholders' satisfaction towards services offered by the life insurance companies and their period of relationship with company:

H_0 : There is no significant difference between satisfaction levels of policyholders towards services offered by the life insurance companies and their period of relationship with the company.

Table 5: One-Way ANOVA Test & Results

		Sum of Squares	df	Mean Square	F	Sig.	Decisions
Motivation given by agents, development officers to buy the policy	Between Groups	136.117	3	45.372	29.084	.000 (<0.05)	Accept H1
	Within Groups	929.776	596	1.560			
	Total	1065.893	599				
Guidance/Help at the time of purchasing policy	Between Groups	71.441	3	23.814	16.772	.000 (<0.05)	Accept alternative 2
	Within Groups	846.232	596	1.420			
	Total	917.673	599				
Promptness in issuing the policy	Between Groups	61.319	3	20.440	15.293	.000 (<0.05)	Accept alternative 3
	Within Groups	796.574	596	1.337			
	Total	857.893	599				
Contact by agents/development officers after issuing policy	Between Groups	35.759	3	11.920	9.424	.000 (<0.05)	Accept alternative 4
	Within Groups	753.814	596	1.265			
	Total	789.573	599				
Timely issue of renewal notice	Between Groups	77.381	3	25.794	16.344	.000 (<0.05)	Accept alternative 5
	Within Groups	940.612	596	1.578			
	Total	1017.993	599				
Attitude in helping the policy holder at the time of claims	Between Groups	53.328	3	17.776	12.257	.000 (<0.05)	Accept alternative 6
	Within Groups	864.345	596	1.450			
	Total	917.673	599				
Company's attitude in issuing loans against life insurance.	Between Groups	128.454	3	42.818	29.089	.000 (<0.05)	Accept alternative 7
	Within Groups	877.306	596	1.472			
	Total	1005.760	599				
Loan process and interest rates for policy holder	Between Groups	32.935	3	10.978	7.633	.000 (<0.05)	Accept alternative 8
	Within Groups	857.225	596	1.438			
	Total	890.160	599				

Based on the above table the following are the findings;

1. There is a significant difference between policyholders' level of satisfaction about motivation given by the agents, development officers to buy a policy and their period of relationship with the company. With the lowest average rating of 2.16 policyholder's with period of purchase between 5 to 10 years are most satisfied whereas with highest average rating 3.51 policyholder's with period of purchase 10 to 15 years are least satisfied.
 2. There is a significant difference between customers' level of satisfaction about Guidance/ Help at the time of purchasing the policy of and their period of relationship with the company. With the lowest average rating of 2.33 policyholder's with period of purchase between 5 to 10 years are most satisfied whereas with highest average rating 3.30 policyholder's with period of purchase 10 to 15 years are least satisfied.
 3. There is a significant difference between policyholders' level of satisfaction about promptness in issuing the policy and their period of relationship with the company. With the lowest average rating of 2.27 policyholder's with period of purchase between 5 to 10 years are most satisfied whereas with highest average rating 3.13 policyholder's with period of purchase 10 to 15 years are least satisfied.
 4. There is a significant difference between policyholders' level of satisfaction about contact by agents/ development officer after issuing the policy and their period of relationship with the company. With the lowest average rating of 2.35 policyholder's with period of purchase above 15 years are most satisfied whereas with highest average rating 3.04 policyholder's with period of purchase 10 to 15 years are least satisfied.
 5. There is a significant difference between policyholders' level of satisfaction about timely issue of renewal notice and their period of relationship with the company. With the lowest average rating of 2.28 policyholder's with period of purchase between 5 to 10 years are most satisfied whereas with highest average rating 3.30 policyholder's with period of purchase 10 to 15 years are least satisfied.
 6. There is a significant difference between policyholders' level of satisfaction about attitude of development officers in helping the policy holder at the time of making claims and their period of relationship with the company. With the lowest average rating of 2.34 policyholder's with period of purchase below 5 years are most satisfied whereas with highest average rating 3.21 policyholder's with period of purchase 10 to 15 years are least satisfied.
 7. There is a significant difference between policyholders' level of satisfaction about company's attitude in issuing loans against life insurance policy and their period of relationship with the company. With the lowest average rating of 2.24 policyholder's with period of purchase between 5 to 10 years are most satisfied whereas with highest average rating 3.53 policyholder's with period of purchase 10 to 15 years are least satisfied.
 8. There is a significant difference between policyholders' level of satisfaction about loan process and interest rates for policy holder and their period of relationship with the company. With the lowest average rating of 2.42 policyholder's with period of purchase between 5 to 10 years are most satisfied whereas with highest average rating 3.09 policyholder's with period of purchase 10 to 15 years are least satisfied.
- Difference between policy holders' satisfaction towards service/products and their sum assured:

H_0 : There is no significant difference between satisfaction levels of policyholders and their sum assured.. This null hypothesis is tested against a series of alternates.

Table 6: Results of ANOVA Test

		Sum of Squares	df	Mean Square	F	Sig.	Decisions
Motivation given by agents, development officers to buy the policy	Between Groups	5.470	3	1.823	1.025	.381 (>0.05)	Reject Alternative 1
	Within Groups	1060.423	596	1.779			
	Total	1065.893	599				
Guidance/Help at the time of purchasing policy	Between Groups	16.274	3	5.425	3.587	.014 (<0.05)	Accept Alternative 2
	Within Groups	901.400	596	1.512			
	Total	917.673	599				
Promptness in issuing the policy	Between Groups	47.123	3	15.708	11.547	.000 (<0.05)	Accept Alternative 3
	Within Groups	810.770	596	1.360			
	Total	857.893	599				
Contact by agents/ development officers after issuing policy	Between Groups	15.314	3	5.105	3.929	.009 (<0.05)	Accept Alternative 4
	Within Groups	774.259	596	1.299			
	Total	789.573	599				
Timely issue of renewal notice	Between Groups	42.658	3	14.219	8.689	.000 (0.05)	Accept Alternative 5
	Within Groups	975.336	596	1.636			
	Total	1017.993	599				
Attitude in helping the policy holder at the time of claims	Between Groups	24.723	3	8.241	5.501	.001 (<0.05)	Accept Alternative 6
	Within Groups	892.950	596	1.498			
	Total	917.673	599				
Company's attitude in issuing loans against life insurance.	Between Groups	9.629	3	3.210	1.920	.125 (>0.05)	Reject Alternative 7
	Within Groups	996.131	596	1.671			
	Total	1005.760	599				
Loan process and interest rates for policy holder	Between Groups	7.559	3	2.520	1.702	.166 (>0.05)	Reject Alternative 8
	Within Groups	882.601	596	1.481			
	Total	890.160	599				

The following conclusions are drawn from the above table;

1. There is no significant difference between policyholders' level of satisfaction about Motivation given by the agents, development officers to buy a policy of and their sum assured. It reveals that levels of satisfaction do not vary with sum assured as far as motivation given by the agents, development officers to buy a policy is concerned.
2. There is a significant difference between policyholders' level of satisfaction about guidance/ help at the time of purchasing the policy of and their sum assured. With an average rating of 2.24 policyholder's with assured sum between ₹ 1,00,000 to ₹1,50,000 are most satisfied as far as guidance/ help at the time of purchasing the policy is concerned and with an average rating of 2.66 policyholder's with sum assured between ₹1,50,000 to ₹2,00,000 are least satisfied.
3. There is a significant difference between policyholders' level of satisfaction about promptness in issuing the policy and their sum assured. With an average rating of 2.20 policyholder's with sum assured above ₹2,00,000 are most satisfied as far as promptness in issuing the policy is concerned and with an average rating of 2.96 policyholder's with sum assured between ₹1,50,000 to ₹2,00,000 are least satisfied.
4. There is a significant difference between policyholders' level of satisfaction about contact by agents/ development officer after issuing the policy and their sum assured. With an average rating of 2.26 policyholder's

with assured sum between ₹1,00,000 and ₹1,50,000 are most satisfied as far contact by agents/ development officer after issuing the policy is concerned and with an average rating of 2.68 policyholder's with sum assured above ₹2,00,000 are least satisfied.

5. There is a significant difference between policyholders' level of satisfaction about timely issue of renewal notice and sum assured. With an average rating of 2.25 policyholder's with assured sum between ₹1,00,000 to ₹1,50,000 are most satisfied as far as timely issue of renewal notice is concerned and with an average rating of 2.97 policyholder's with sum assured between ₹1,50,000 to ₹2,00,000 are least satisfied.

6. There is a significant difference between policyholders' level of satisfaction about attitude of development officers in helping the policy holder at the time of making claims and sum assured. With an average rating of 2.19 policyholder's with assured sum between ₹1,00,000 to ₹1,50,000 are most satisfied as far as attitude of development officers in helping the policy holder at the time of making claims is concerned and with an average rating of 2.73 policyholder' with sum assured between ₹1,50,000 to ₹2,00,000 are least satisfied.

7. There is no significant difference between policyholders' level of satisfaction about company's attitude in issuing loans against life insurance policy and their sum assured. The levels of satisfaction do not vary with sum assured as far as company's attitude in issuing loans against life insurance policy is concerned.

8. There is no significant difference between policyholders' level of satisfaction about loan process and interest rates for policy holder and their sum assured. The levels of satisfaction do not vary with sum assured as far as about loan process and interest rates for policy holder is concerned.

Difference between policyholders' satisfaction towards services offered by the life insurance companies and level of awareness:

H₀: There is no significant difference between satisfaction levels of policyholders and level of awareness of customers towards services and products of life insurance companies. This null hypothesis is tested against a series of alternates.

Table 7: One-Way ANOVA Test & Results

		Sum of Squares	df	Mean Square	F	Sig.	Decisions
Motivation given by agents, development officers to buy the policy	Between Groups	151.465	2	75.732	49.443	.000 (<0.05)	Accept Alternative 1
	Within Groups	914.429	597	1.532			
	Total	1065.893	599				
Guidance/Help at the time of purchasing policy	Between Groups	168.843	2	84.422	67.305	.000 (<0.05)	Accept Alternative 2
	Within Groups	748.830	597	1.254			
	Total	917.673	599				
Promptness in issuing the policy	Between Groups	243.410	2	121.705	118.242	.000 (<0.05)	Accept Alternative 3
	Within Groups	614.484	597	1.029			
	Total	857.893	599				
Contact by agents/ development officers after issuing policy	Between Groups	108.664	2	54.332	47.637	.000 (<0.05)	Accept Alternative 4
	Within Groups	680.909	597	1.141			
	Total	789.573	599				

Timely issue of renewal notice	Between Groups	192.928	2	96.464	69.800	.000 (<0.05)	Accept Alternative 5
	Within Groups	825.065	597	1.382			
	Total	1017.993	599				
Attitude in helping the policy holder at the time of claims	Between Groups	175.695	2	87.848	70.683	.000 (<0.05)	Accept Alternative 6
	Within Groups	741.978	597	1.243			
	Total	917.673	599				
Company's attitude in issuing loans against life insurance.	Between Groups	148.363	2	74.181	51.652	.000 (<0.05)	Accept Alternative 7
	Within Groups	857.397	597	1.436			
	Total	1005.760	599				
Loan process and interest rates for policy holder	Between Groups	237.538	2	118.769	108.646	.000 (<0.05)	Accept Alternative 8
	Within Groups	652.622	597	1.093			
	Total	890.160	599				

The study arrives at following decisions based on above table;

1. There is a significant difference between policyholders' level of satisfaction about motivation given by the agents, development officers to buy a policy of and their level of awareness. With an average rating of 2.06 policyholder's with full awareness are most satisfied as far as motivation given by the agents, development officers to buy a policy is concerned and with an average rating of 3.66 policyholder's with no awareness are least satisfied.
2. There is a significant difference between policyholders' level of satisfaction about guidance/ help at the time of purchasing the policy of and their level of awareness. With an average rating of 2.27 policyholders with full awareness are most satisfied as far as guidance/help at the time of purchasing the policy is concerned and with an average rating of 3.85 policyholders with no awareness are least satisfied.
3. There is a significant difference between policyholders' level of satisfaction about promptness in issuing the policy and their level of awareness. With an average rating of 2.00 policyholders with full awareness are most satisfied as far as promptness in issuing the policy is concerned and with an average rating of 4.00 policyholders with no awareness are least satisfied.
4. There is a significant difference between policyholders' level of satisfaction about contact by agents/ development officer after issuing the policy and their level of awareness. With an average rating of 2.31 policyholders with partial awareness are most satisfied as far as contact by agents/ development officer after issuing the policy is concerned and with an average rating of 3.59 policyholders with no awareness are least satisfied.
5. There is a significant difference between policyholders' level of satisfaction about timely issue of renewal notice and their level of awareness. With an average rating of 2.31 policyholders with full awareness are most satisfied as far as timely issue of renewal notice is concerned and with an average rating of 3.93 policyholders with no awareness are least satisfied.
6. There is a significant difference between policyholders' level of satisfaction about attitude of development officers' in helping the policy holder at the time of making claims and their level of awareness. With an average rating of 2.27 policyholders with full awareness are most satisfied as far as Assist development officers' attitude in helping the policy holder at the time of making claims is concerned and with an average rating of 3.88 policyholders with no awareness are least satisfied.
7. There is a significant difference between policyholders' level of satisfaction about company's attitude in issuing loans against life insurance policy and their level of awareness. With an average rating of 2.23

policyholders with full awareness are most satisfied as far as company's attitude in issuing loans against life insurance policy is concerned and with an average rating of 3.76 policyholders with no awareness are least satisfied.

8. There is a significant difference between policyholders' level of satisfaction about loan process and interest rates for policy holder and their level of awareness. . With an average rating of 2.22 policyholders with full awareness are most satisfied as far as about loan process and interest rates for policy holder is concerned and with an average rating of 4.15 policyholders with no awareness are least satisfied.

Association between features of life insurance products and satisfaction level of policyholders:

Null: There is no association between features of life insurance products like low price, flexibility in payment structure, tax reduction benefits; benefit on death; Benefit on survival, customer services, bonus or profit sharing and special scheme benefits and overall satisfaction level of policyholders.

Table 8: Chi-Square test results and Discussion

Variables	Value of Chi-Square	p-Value	Test Result
Low price	500.606	0.000 (<0.05)	Accept alternative 1
Flexibility in payment structure	479.508	0.000 (<0.05)	Accept Alternative 2
Tax reduction benefit	310.254	0.000 (<0.05)	Accept Alternative 3
Benefit on death	495.819	0.000 (<0.05)	Accept Alternative 4
Benefit on survival	661.927	0.000 (<0.05)	Accept Alternative 5
Customer services	643.106	0.000 (<0.05)	Accept Alternative 6
Bonus or profit sharing	641.694	0.000 (<0.05)	Accept Alternative 7
Special scheme benefit	483.515	0.000 (<0.05)	Accept Alternative 8

The data in the above table shows that the probability of p value at 5 per cent level establishes good relationship between the variables tested. Therefore, the null hypotheses framed rejected and it is concluded that the satisfaction level of policyholders is determined by the characteristics of life insurance products of public and private life insurance companies. Thus, features of the life insurance policies positively affect the satisfaction level of policyholders.

CONCLUSION:

The quality of services and different kind of products plays very significant role in success of life insurance companies. The policyholders who are satisfied with their agents, services of the company and the features of the policies are less likely to leave the life insurance company than those who are dissatisfied. Because highly satisfied policyholder can help in increase the turn over and dissatisfied policyholder will result in reduced turnover. Effective agents system helps in enhancing the policyholder's satisfaction. Awareness about the products and services also increases the policyholder's satisfaction. The study found that there is significant difference between satisfaction levels of policyholders and their sum assured except Motivation given by the agents, development officers to buy a policy, there is significant difference between satisfaction levels of policyholders towards services offered by the life insurance companies and their period of relationship with the company, the overall satisfaction level of policyholders depends on age, gender, place of residence and occupation of the policyholders except in case of marital status of the policyholders, the features of the life insurance policies positively affect the satisfaction level of policyholder and there is significant difference between satisfaction levels of policyholders and level of awareness of customers towards services and products of life insurance companies.

It concludes that investors are more satisfied with services of private life insurance companies than public life insurance company. The average rating for private life insurance companies is 2.25 as compared to LIC of India is 2.67. Regarding timely issue of renewal notices policyholders are more satisfied with private life insurance companies than public life insurance company. It also concludes that with average rating of 2.43

policyholders of public life insurance company are more satisfied than the policyholders of private life insurance companies with regard to tax reduction benefits. The average score for private life insurance companies is 2.78. The average policyholders' satisfaction rating is at 2.23 for private life insurance companies and for LIC of India is at 2.55. Hence, it concludes that policyholders are more satisfied with the customer service facilities of private life insurance companies than LIC of India. The study suggests that LIC of India should improve its quality of services to retain existing policyholders and attract new policyholders.

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