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## A STUDY OF PERCEPTION AND ATTITUDES OF LIC CUSTOMERS

**T. K. Jadhav**

Sahakar Bhushan S.K. Patil, College, Kurundwad, Tal. Shirol, Dist.Kolhapur, Sate-Maharashtra.

**Abstract:-**Insurance is now an inevitable part of every life. Life Insurance Corporation is a leading organization offering various insurance policies to cater the insurance needs of people in India. It is the largest insurance company in India with an estimated asset value of 1560481.84 Crore. As of 2013 it had total life fund of Rs.1433103.14 crore with total value of policies sold of 367.82 lakh that year. The object of the present paper is to study the perception of LIC customer and to analyze the customer satisfaction level towards the services provided by LIC

**Keywords:**Insurance, Life Insurance Corporation, Policies, Services, Customer Satisfaction,

### INTRODUCTION :-

The Finance Minister Shri. C. D. Deshmukh had decided to nationalities the insurance business in 1954. It was declared at 'All India Radio' at 8.30 on 19th January 1956 by Shri. C. D. Deshmukh. In 18th January 1956 bill for establishment of Life Insurance Corporation of India came into being from 1st September 1956. Before 1950 there were 245 companies in private sector doing Life Insurance Business. The management of corporation is looked upon by a committee of 15 members appointed by the Central Government and one of the appointed as the Chairman of the corporation. The Head Office of the LIC is at Mumbai. It has 1 Central Office and 7 Zonal Offices, 106 Divisional Offices and 2048 Branch Offices and 112 Satellite Centers all over the India.

LIC is been the dominant life insurer even in the liberalized scenario of Indian insurance and is moving fast on a new growth trajectory surpassing its own past records. LIC has issued over one crore policies during the current year. It has crossed the milestone of issuing 1,01,32,955 new policies by 15th Oct, 2005, posting a healthy growth rate of 16.67% over the corresponding period of the previous year.

### IMPORTANCE OF THE STUDY

The total population of the Sangli District is approximately 26 lacs, Population of male and female is 11.28 lacs (52%) and 10.81 lacs (48%) respectively. As per the record from LIC approximately 8 lacs is insurable population in Sangli District. The rural population to total population is 77% and rest lies in urban. In Sangli District literacy rate is 62.61% to total population.

### OBJECTIVES OF THE STUDY

- 1)To study the LIC customers perception.
- 2)To evaluate the attitudes of LIC customer towards purchasing policy.
- 3)To study the customer customer's satisfaction level towards the services provided by LIC.

### RESEARCH DESIGN & METHODOLOGY

#### PRIMARY DATA:

The primary data will be collected by using survey method. For this purpose the questionnaires will be prepared. The

number of 200 policy holders selected through the total numbers of policy holder in Pune city.

**SECONDARY DATA:**

We have collect secondary data from the office record, daily newspaper, published literature by various magazines, seminar papers, Government Reports related to Life Insurance and annual reports of LIC.

**LIMITATION OF THE STUDY**

- 1)The study is limited to Sangli city only.
- 2)The study covers only attitudes and perceptions of LIC policy holder in Service Marketing.

**Table No. 1  
Mode of Premium Prepared by Policy Holder**

Sr.No.	Mode of Premium	Percentage
1	Monthly Premium	1%
2	Quarterly Premium	18%
3	Half Yearly Premium	30%
4	Yearly Premium	30%
5	S.S.S.	19%
6	Single Premium	2%
	Total	100%

Table No.1 indicate that (30%) of the respondent are selected the mode of yearly and half yearly mode of premium.

**Table No.2  
Gender-Wise Distribution of LIC Policy Holders**

Particulars	No. of Respondents	Percentage
Male	189	94.5
Female	11	5.5
Total	200	100

Table 2 indicates 94.5% are male, while the remaining 5.5% are females.

**Table No.3  
Educational Level - Distribution of LIC Policy Holders**

Education	No. of Respondents	Percentage
Up to 10 <sup>th</sup> Std.	05	2.5
12 <sup>th</sup> Std.	45	22.5
Graduate	125	62.5
Post Graduate	20	10
Professional	05	2.5
Total	200	100

Table No.3 indicate that (62.5%) of the respondents are graduates and (10%) are the professional.

**Table No.4  
Area Wise Distribution of LIC Policy Holders**

Area	No. of Respondents	Percentage
Rural	90	45
Urban	90	45
Semi Urban	20	10
Total	200	100

Table No.4 indicates that (45%) are the respondents belong to rural area and urban area respectively.

**Table No.5**  
**Percentage of Different Policies sold during 2010-2011**

Types of Policies	No. of Respondents	Percentage
Endowment Plan	20	10.00
Money Back Plan	26	13.00
Jeevan Mitra	04	02.00
Jeevan Sathi	04	02.00
Marriage Endowment	06	03.00
Jeevan Surabhi	10	05.00
Jeevan Anand	18	09.00
Komal Jeevan	05	02.50
Jeevan Saral	85	42.50
Bima Gold	09	04.50
Jeevan Astha	08	04.00
Other Plan	05	02.50
Total	200	100.00

Table No.5 indicates that out of 200 Respondents maximum money back and endowment policy are purchase.

**Table No.6**  
**Percentage of Policies sold (Term-Wise)**

Term of Policies	No. of Respondents	Percentage
Up to 5 Years	05	02.50
6 to 10 Years	13	06.50
11 to 15 Years	62	31.00
16 to 20 Years	93	46.50
21 to 25 Year	24	12.00
Above 25 Years	03	01.50
Total	200	100.00

Table 6 shows that, 46.50% respondents are selected 16 – 20 years policies term.

**Table No.7**  
**Percentage of Policies sold (Sum Assured-Wise)**

Sum Assured (Rs.)	No. of Respondents	Percentage
Up to 50,000	38	19.00
50,001 To 1,00,000	84	42.00
1,00,001 To 3,00,000	66	33.00
3,00,001 To 5,00,000	06	03.00
5,00,001 To 10,00,000	03	01.50
10,00,001 To 25,00,000	01	0.50
25,00,001 To 1,00,00,000	01	0.50
Above 1 Crore	01	0.50
Total	200	100.00

Table No. 7 indicate that 84 Respondents 50000 to 100000 i.e. (42%) and second preference is given on 1 Lakh to 3 Lakh sum assured by the Respondents.

**Table No.8**  
**Policy Purchase According to the Relation**

<b>Relation</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Through Friends	40	20.00
Through Collogue	20	10.00
Through Agents	60	30.00
Through Neighbors'	10	05.00
Through Social Relationship	60	30.00
Through Culture	10	05.00
Total	200	100.00

Table No. 8 shows that 60 respondents i.e. 30% policies are purchased from the LIC Agents and remaining are purchased on behalf of friends, collogue and relatives.

#### **FINDINGS**

- 1)About (30%) of the respondent are selected the mode of yearly and half yearly mode of premium.
- 2)About 94.5% are male, while the remaining 5.5% are females.
- 3)Around 63% of the respondents are graduates and 10% are the professional.
- 4)The study showed that 45% are the respondents belong to rural area and 45% are urban area and remaining is the semi – urban area.
- 5)The study showed that maximum Respondents purchases money back and endowment policies.
- 6)Around 47% respondents are selected 16 – 20 years policies term.
- 7)The study showed that 84 Respondents preference is given on 50000 to 100000 i.e. (42%) and second preference is given on 1 Lakh to 3 Lakh sum assured by the Respondents.
- 8)About 60 respondents i.e. 30% policies are purchased from the LIC Agents and remaining are purchased on behalf of friends, collogue and relatives.

#### **CONCLUSIONS**

Life insurance in India provides best and innovative product and services to the customer. Through there are various policies provided by the company, the respondents of Sangli District prefer life insurance policy the most. The awareness and buying behavior among people regarding this policy in Sangli region helped the study to generate mode awareness and influenced the respondent in positive manner. A large number of respondents have got insurance themselves for life risk coverage and future planning. Money back policy and endowment policy are most preferred policy in the rural and urban area respective.

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258/34 Raviwar Peth Solapur-413005, Maharashtra  
Contact-9595359435  
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