A STUDY FOCUS ON ATTITUDE OF POLICY HOLDERS TOWARDS SERVICES OF LIFE INSURANCE CORPORATION IN TIRUPUR CITY

*M. M. REVATHI, Ph.D (Part-Time) Research Scholar,
PG & Research Department of Commerce, Karuppannan Mariappan College,
Muthur - 638105, Tirupur District, Tamil Nadu

** Dr.M.VISWANATHAN, Associate Professor,
PG & Research Department of Commerce, Karuppannan Mariappan College,
Muthur - 638105, Tirupur District, Tamil Nadu

***Dr.C.Selvakumar, Associate Professor,
PG & Research Department of Commerce, Karuppannan Mariappan College, Muthur - 638105, Tirupur ,
Tamil Nadu

ABSTRACT: India is an agricultural country. The earnings of many of our people are not enough for their livelihood. So they are unable to make investments in savings. They give priority to their food, medical attention and education. They think of savings for the future. The main aim of the most of the investors is to gain tax relief. So many people lack knowledge of the necessity of insurance. The present study analyzes the attitudes of policyholders towards services of Life Insurance Corporation in Tirupur City, the data were collected and analysed as per the requirement of the study. The primary data were collected from the respondents through well designed questionnaire. The study has adopted convenient sampling method for selecting 150 respondents. The results revealed the fact that the factors, gender, age, educational qualification, occupation, marital status, monthly income family size and family type have influenced the level of attitude of the policyholders.

I. INTRODUCTION

Food, clothing and shelter are basic requirements of mankind. When these needs are fulfilled, a higher order is needed. Its features are security and safety of life. Generally, people want to lead a secured life. In particular, those who are exposed to risks want to protect their lives from various types of risks. In the day-to-day life, a human being has to face numerous risks and uncertainties with regard to cost, loss or damage. The loss or damage may be related to either financial or non-financial loss in a dynamic and free economy which is inevitable in anybody's life. Life insurance is an important service rendered to protect people against the risk of loss due to accident, fire, death, sickness, unemployment and so on. Life insurance may be defined "as a contract of insurance in which the insurer, in consideration of premium, undertakes to pay a certain sum of money either on the death of the insured person or at the end of a fixed period".

It is widely believed that one of the most difficult products to be sold is 'life insurance' and a person who sells life insurance can sell anything else under the sun. There is no gain in saying the fact that selling life insurance is a difficult proposition primarily because what is sought to be marketed is an assurance, a belief and a faith.

II. STATEMENT OF THE PROBLEM

Insurance plays a major role in the development of the business and also in the life of individuals. It not only helps promoting the business but also provides financial support during uncertainty. Insurance industry with the variety products also promotes health in individuals. At the macro level, it provides support for investment promotion and opportunities to create conducive climate for investment and also gives hand in the economic growth of the country. Insurance is considered as the most popular instrument or mechanism for transfer of risk by the individuals and also by the business enterprises from one hand to another hand.

Some recent studies have proved that there had been dissatisfaction among the customers about the services provided by the Life Insurance Corporation of India. It was also reported that dissatisfaction had risen due to the unsatisfactory level of services provided by the employees of the life insurance corporation and also by its agents. Provision of incorrect information to the customers about the product and making them buy the product at any cost for the sake of earning commission for selling the products, are reported to be the primary reasons for dissatisfaction of the customers. It is also reported that there have been gaps between the service quality expectations and the customer perceptions in regard to the service quality of the LIC.

III. OBJECTIVES OF THE STUDY

The main objectives of the present study are as follows

1. To study the demographic profile of the policy holders of Life Insurance Corporation in Tirupur City.
2. To analyze the attitude of policy holders towards service of LIC in the study area.
3. To offer suitable suggestions for better life insurance marketing based on the findings of the study.

IV. HYPOTHESIS OF THE STUDY

H_1: There is no association between attitude of policy holders towards service of LIC and mean rank of demographic factors of the respondents.

V. RESEARCH METHODOLOGY AND RESEARCH DESIGN

5.1 Sources of Data

The current study is descriptive in nature. The study is focused on attitude of policy holders towards service of LIC in Tirupur City. In this study two types of data have been used. There are primary data and secondary data. Primary data is a type of information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. It is data that has not been previously published and is derived from a new or original research study and collected at the source.

The study mainly based on primary data. There are several methods of collecting primary data like questionnaire and case studies so on. The primary data was collected by the respondents from selected research area of Tirupur City through a well designed questionnaire.

5.2 Sample Selected for the Study

The researcher has adopted convenient sampling for the following reasons as follows. The list of policyholders was not made available by the local office of LIC.

Some policyholders were reluctant to provide data. This is due to lack of awareness on the part of the policyholders, regarding the significance of the research. While some were very enthusiastic in providing data, they have shown impatience. It is considered to be convenient to catch hold of the policyholders using the social network .The data collection was started from the relatives and friends and some known persons. Then gradually extended to other policyholders linked through relatives, friends and known persons. Therefore, convenient sampling technique to some extent is adopted for the selection of the respondents for the study. In this connection the researcher used 150 respondents were selected for the study by adopting the method of convenient sampling technique.

5.3 Statistical Tools

The primary data collected from the respondents were analyzed and presented in the form of tables are used. The entire statistical test in this study was carried out at 5% and 1% level of significance. In this present study the following statistical tools are used i.e., Simple Percentage Analysis and Kruskal Wallis test.

VI. LIMITATIONS OF THE STUDY

1) The research study is limited to Tirupur City. The research findings may not generalize to other area.

2) Totally 150 samples were taken under a convenient sampling method. The result may not generalize to the total population.

VII. REVIEW OF LITERATURE

Review of literature has significant relevance with any research work due to literature review the possibility of repetition of study can be eliminated and another dimension can be selected for the study. Many researchers have been conducted to analyze the various aspects of attitude of policy holders towards services of LIC. A number of studies are available and for the purpose of clarity the studies are reviewed and presented as follows.

Sharmila (2012)[1] investigated "The Buyer Behavior with Regard to Insurance Products" The study revealed that the customers look for more service quality followed by reputation of the company. Policyholders expected high transparency and extra coverage in the case of both LIC and PLIC. It is concluded that the ethical conduct of business was acceptable for the consumers. The customers of both LIC and PLIC felt that the policies are really better off and more beneficial in terms of reliability, convenience,

quality and terms of scale. Policyholders of both LIC and PLIC like to keep long term relationship with these corporations.

Sridevi (2012)[2] made "A Study of Consumer Behavior towards Endowment Policy of Life Insurance Corporation of India in Perambalur district, Tamil Nadu". The researcher applied survey method for the study and primary data were collected from 980 respondents who were selected through stratified simple random sampling procedure. The study reported that the customers prefer LIC for its high reliability. It is noted that there is only moderate level of awareness among the policyholders. The policyholders in majority of the cases depended on the agents and development officers in choosing the endowment plans. The literacy rate of policy holders in Perambalur district was moderate and the income level was low. Most of the policyholders have chosen Endowment plan, Jeevan Anand, endowment with profits, marriage endowment/education annuity profits, Jeevan Chayya, Limited payment with profits and Jeevan Saathi. The satisfaction level of policyholders in Perambalur district was found to be satisfactory. Majority of the policyholders expressed favorable opinion towards the attributes namely prompt information, extent of services and risk coverage aspects. Most of the policyholders have not switched over to other private insurance companies. The LIC has strongly developed its own platform and its brand identity even though there are more competitors in the market.

Vijaya Kumar (2012)[3] has carried out "A Contemporary Study of Factors Influencing Urban and Rural consumers in Buying of Different Life Insurance Policies in Haryana". The research was analytical in nature. The primary data were collected from 1000 respondents, 500 each from urban and rural area. Insurance agents were found to have played the most influencing role in making the policyholders to buy the policy. The study also reported that there were significant difference in the behavior of rural and urban policyholders in respect of income, economic status, agent attributes, product attributes and price. The policyholders in a majority of the cases were reported to have taken their own decisions in purchasing the insurance policy based on their own consciousness and on the recommendations of the insurance agents. The main purpose of buying policies for the policyholders was to ensure safety of the family, death protection and tax benefit. It was reported that factors such as quality service, reputation of the company, comfort and promptness were found to have influenced the purchasing decisions of the policyholders.

Manivel (2013)[4] has studied "Perception of the General Insurance Policy Holders on the Services offered by Private Sector General Insurance Companies in Coimbatore district". This research attempted to identify the factors that influence the service offered by the private sector general insurance companies in the selected district. This is an empirical study based on survey method. The respondents were selected by adopting by simple random sampling method (lottery method). The primary data were collected from 1000 policyholders. The study revealed that the insurance as a risk management device served individuals and the special groups of individuals. The insurance sector is the strong tool for stimulating economic growth of the individuals and thereby the country. The performance of Indian Private Sector general Insurance Industry has been continuously showing increasing trend from 2005-06 to 2011-12. Perception of the respondents on the quality of services offered by the private sector general insurance companies in India is reported to be moderate. Satisfaction derived by the respondents on the premium related factors and services from the private sector general insurance companies in Coimbatore district is also moderate. The study recommended that the level of satisfaction of the policyholders can be improved by offering better, diversified and customized products that fulfill the needs and wants of the policyholders. Introduction of user friendly technologies, arranging for professional expert"s advice, and also creating the trust among the people would help the insurance business to grow to high levels.

Rani Lakshmi (2014)[5] surveyed the "Determinants of Service Satisfaction among Policyholders of Life Insurance Corporation of India". The primary data were collected from 600 respondents (359 urban and 241 rural respondents). The study revealed that both rural and urban policyholders depended heavily on the agents for their insurance needs. The loyal customers who are committed to a brand act as an alternative source of information in helping others make brand decisions. LIC could achieve its mission of widening the spread of insurance by strengthening the corporate planning and by abiding commitment to improved and quality services to the policyholders.

Venkataramani, Mohan Kumar and Brinda (2015)[6] conducted "A Study on the Attitude of Consumers and Insurance Agents towards the Proposed Increase in Foreign Direct Investment (FDI) in the Insurance Sector in India". Descriptive research design was adopted. The primary data were collected from 157 respondents who were selected by adopting non-probabilistic convenience sampling technique. It revealed that for increasing the FDI cap in insurance the customers have welcomed government decisions. The insurers expect more options in the product portfolios and also better service which is made possible if FDI is encouraged. To sum up, from the foregoing review of various research theses, and articles on the customer preferences it is found that (i) the literacy rate of policy holders is moderate; (ii) the main purposes of buying policies were to ensure the safety of the family, death protection and for tax benefit; (iii) the customers look for more service quality and reputation of the company; high level of transparency and extra coverage; (iv) most consumers act rationally under the influence of factors such as media coverage;(v) many customers have different expectations from the general insurance company; (vi) promotional measures should be made relevant to different segments; (vii) there has been severe lack of trainers in the field of insurance; (viii)the insurance companies should provide traditional and innovative products to customers by procuring insurance coverage and long term savings through agents; and (ix) the customers of life insurance industries are moderately satisfied.

Balusamy and Kavitharani (2016)[7] carried out a study entitled "Satisfaction Level of Policyholders in LIC"s Service with reference to Coimbatore District". The researchers has utilized structured questionnaire for collection of data from 400 respondents. The study publicized that majority of the respondents have high level of satisfaction on explaining about new products and on premium charged, compliance of terms and conditions of policy and administrative & other charges. It is also found that the policyholders have medium level of satisfaction on clarifying doubts and on realizing maturity value.

Mehrdad Asghari and Harish Babu (2017)[8] investigated "Understanding of Customer Expectations and Perceptions of Indian Health Insurance Companies". They have reported that the expectations of the health insurance customers are more when compared with their perceptions. The service quality offered by the health insurance companies are found to be weak among the customer's expectations. The study has been concluded with the suggestion that health insurance managers have to be aware of the fact that the quality of offered services in all service quality constraints through the customers point of view is estimated to be in low level of quality. The health insurance managers have to attempt to decrease these gaps and consequently steps have to make an effort to change these gaps positively.

Gautam Kohli (2018)[9] evaluated the "Consumer Satisfaction from Product and Policies of Life Insurance Corporation of India". The data were collected from 200 respondents, and reported that majority of the customers are satisfied with the services provided by LIC. Maximum number of customers prefers LIC as their life insurance company with the trust and also felt that LIC and its products are necessary in their life. The author also noted that customers of Life Insurance Corporation of India believe in better

service and good assistances on their Investment. Hence Life Insurance Corporation of India should attempt to give good service and assistance to the customers in long term.

Customer satisfaction helps to understand the expectations of the customers and their views on the insurance products. The previous reviews have examined the various levels of customer satisfaction in the aspects of financial planning and practicing, needs and demands of the customers and services provided by the insurance companies. The studies were undergone on the basis of the aspects of tangibility, reliability, responsiveness, assurance and empathy. The studies have also exposed that in some cases the customers are expecting more quality services from the insurance companies.

Santana Fernandes and Filipe Rodrigues (2019)[10] have studied "Prioritisation of Service Quality in the Life Insurance Industry". The data were collected from 898 respondents by distributing questionnaire. The study brought forth that the private insurance providers offer better services and assurance is ranked number one as per the customers" awareness followed by tangibles. The highest ranking was assigned to empathy dimension of service quality. The study concluded with the suggestion that the insurance providers have to continuously observe its quality of services and work towards the satisfaction of the policyholders. Better emphasis should be placed on extent of empathy, reliability and responsiveness. The employees and advisors could be trained to reach out to the customers and make each service to meet an agreeable level of expectations.

VIII. DATA ANALYSIS AND INTERPRETATION

8.1 Socio - Demographic and Economic Profile of the Respondents

In this article presents the socio-demographic and economic profiles of the respondents from policy holders of LIC companies as it provides authenticity to the collected data and makes it a true representation of the unit under study. The profile helps the readers to get a better understanding of the background, culture, standard of living, etc., which play a decisive role in the formulation of one's personnel quality. The major variables studied in this section are: gender, age, educational qualification, occupation, marital status, monthly income family size and family type. A detailed description of the socio-demographic and economic profile of the respondents is given in the subsequent sub sections.

8.2 Simple Percentage Analysis

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondent response to a particular question in percentage arrived from the total population selected for the study.

It is one of the simple form of analysis which is very easy for anyone to understand the outcome of the research. It is normally used by commercial research organizations and pictorially presented with different diagrams.

8.2.1 Gender of the Respondents

Gender is one of the most important Socio-economic variables which influence the attitude of the respondents towards the life insurance services of LIC. Now-a-days, women are also aware of different LIC schemes. The gender-wise classification of the policyholders is given in Table 1.

The table 1 shows that 57.02 per cent of the policy holders are male and 42.98 per cent of the policy holders are female. It indicates that there is a strong presence of male in the LIC sectors.

8.2.2 Age of the Respondents

Age of the respondents helps the readers to understand the background of the respondents. The following table and figure presents the age-wise distribution of the respondents or policy holders in LIC.

It is seen from Table 1 that respondents are classified into three age groups namely, below 30 years, 30 to 40 years, 41 to 50 years and above 50 years. It indicates that 50.38 per cent of respondents who are below 30 years are in the productivity span of life, who has gained more knowledge on field through experience. The age group between 41 to 50 years account for 23.34 per cent representing matured persons in the savings activity and will be responsible for using work culture and branding effectively. The other age groups of above 50 years for well experienced people who have adequate and rich knowledge about daily activities accounting for only 13.90 per cent. Finally 30 to 40 per cent of the respondents are 12.37 per cent they also youth cum family men as well as double mind stage, because newly got married and they expect increments in workplace. So they are having little bit knowledge about the services of LIC.

8.2.3 Education Qualification of the Respondents

Education may be an influencing determinant in the behavioural dimensions of an individual while relating to others. Education is one of the contributors in the character formation of an individual along with heredity and environment. In this study the categories of education are divided into four viz., School level UG, PG and Professional.

The study explains interesting facts in the sense that among the policy holders LIC, majority (41.96 per cent) has under graduate qualification in the study area. However, it is also to be understood that 23.60 per cent of the policy holders are school level. Another notable observation is that almost 18.49 per cent of the respondents are management or professional degree qualification. Finally the other degree qualification of the respondents i.e., 15.94 per cent of the respondents completed diploma or other certificate courses in the study area.

Majority (41.96 per cent) has under graduate qualification in the study area.

8.2.4 Occupation of the Respondents

The occupation of the respondents influences them to take LIC policies according to their job pattern. The occupation among the policyholders in the present study is confined to Business, Government, Private, Profession and Others Table 1 shows the occupation - wise classification of the respondents.

The important occupational pattern of the policyholders is Government and Profession, which constitute 24.36 and 22.07 per cent to the total respondents, respectively. The number of Businessmen and Private employees constitute 20.92 and 20.28 per cent to the total policyholders, respectively. The remaining policy holders (12.37 per cent) are other category. The analysis reveals that the first two important occupations among the policyholders in Tirupur city are Government and Profession category.

8.2.5 Marital Status of the Respondents

Marriage, in Indian context, is considered sacred and is entered into by two mature people of opposite sex. According to Indian law (Hindu Marriage Act-1955, Special Marriage Act, 1954) the age of male and female should be minimum 21 and 18 respectively to get into a marriage contract. The following table illustrates the distribution of the respondents by their marital status.

It is interesting to note from the above represented table that in the case of policy holder of LIC, a large number of respondents are married (58.93 per cent), smaller number of respondents are unmarried (41.07 per cent). The analysis reveals that the married respondents have availed a large number of policies.

8.2.6 Family Size of the Respondents

The family size represents the number of family members living along with the policyholders in their respective families. The family size is one of the important factors that determine the standard of living of the policyholders. If the size of the family is small, there is low financial commitment and a portion of the income may be sufficient to run the family and their savings portion will be low. If the family has more members, the savings pattern will be high. Table 1displays the family size- wise classification of the respondents.

The family size in the categories of below 3 members is the major significant category. It constitutes 41.20 per cent. It is followed by 3 to 6 members and above 6 members, which constitute 35.59 per cent and 23.21 per cent respectively.

8.2.7 Monthly Income of the Respondents

Monthly income in the field may have an important role in determining one's life style, work culture, retention as well as leadership quality. Table 1 presents the monthly income and classified four categories.

As it is evident from the above table 1majority of the respondents that is 28.83 per cent of respondents draw salary Rs.15,000 to Rs.30,000, 27.68 per cent of the respondents draw salary below Rs.15,000 in the study area. 26.40 per cent of the policy holders draw salary between Rs.30,001 to Rs.45,000. Lastly 17.09 per cent of the respondents draw salary of above Rs.45,000.

8.2.8 Family Type of the Respondents

The type of family represents the pattern of family in which the policyholders are living. In the Indian set up, the traditional family systems are joint family system and nuclear system. In joint family system, the respondents live along with their parents, brothers, sisters, and their children under one family. In nuclear family system, the respondent lives with the members of his family alone. Now-a-days, nuclear family system exists largely because of non-cooperation and independency.

In total, a maximum of 95.64 per cent of the total policyholders belong to nuclear family system, whereas the remaining 76.17 per cent of the policyholders belong to joint family system. The analysis reveals that the nuclear family system is a dominant family system among the policyholders in the study area.

8.3 KRUSKAL WALLIS TEST

Attitude of policy holders towards services of LIC and mean rank of Demographic factors of the respondents

The Kruskal-Wallis H test is a rank-based nonparametric test that can be used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable. It is considered the nonparametric alternative to the one-way ANOVA, and an extension of the Mann-Whitney U test to allow the comparison of more than two independent groups. In other words, the Kruskal Wallis statistic measures how much the group ranks differ from the average rank of all groups.

8.3.1 Gender

In the Kruskal Wallis test, values of the variables are ranked for each case. This table lists the ranking of each variable. Low rank corresponds to the low values of the variables. Here the female respondents have lower values than the other variables with the mean rank of 66.84. In the mean time the male respondents have larger values than the other variables with the mean rank of 87.14. The Kruskal Wallis test determines

whether the average ranking differs across variables. Here, the attitude of policy holders towards services of LIC according to gender.

H_0 : *There is no association between attitude of policy holders towards services of LIC and mean rank of gender of the respondents*

The table lists the result of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, there is association between attitude of policy holders towards services of LIC and mean rank of gender of the respondents.

8.3.2 Age

In the Kruskal Wallis test, values of the variables are ranked for each case. This table lists the ranking of each variable. Low rank corresponds to the low values of the variables. Here the age group of above 50 years has lower values than the other variables with the mean rank of 65.00. On the other side 30 to 40 years have larger values than the other variables with the mean rank of 87.25. The Kruskal Wallis test determines whether the average ranking differs across variables. Here, the attitude of policy holders towards services of LIC according to age.

H_0 : *There is no association between attitude of policy holders towards services of LIC and mean rank of age of the respondents*

The table lists the result of the Kruskal Wallis test. Since the p-value is more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence, there is no association between attitude of policy holders towards services of LIC and mean rank of age of the respondents.

8.3.3 Educational Qualification

In the Kruskal Wallis test, values of the variables are ranked for each case. This table lists the ranking of each variable. Low rank corresponds to the low values of the variables. Here respondents are professional degree holders such as doctors, auditors have lower values than the other variables with the mean rank of 61.12. Mean while the school level have larger values than the other variables with the mean rank of 93.89. The Kruskal Wallis test determines whether the average ranking differs across variables. Here, the attitude of policy holders towards services of LIC according to educational level.

H_0 : *There is no significant relationship between attitude of policy holders towards services of LIC and mean rank of educational level of the respondents*

The table lists the result of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, there is significant relationship between attitude of policy holders towards services of LIC and mean rank of educational level of the respondents.

8.3.4 Occupation

In the Kruskal Wallis test, values of the variables are ranked for each case. This table lists the ranking of each variable. Low rank corresponds to the low values of the variables. Here respondents, businessmen have lower values than the other variables with the mean rank of 71.00. On the other hand, professionals have larger values than the other variables with the mean rank of 89.39. The Kruskal Wallis test determines whether the average ranking differs across variables. Here, the attitude of policy holders towards services of LIC according to occupation of the respondents in the study area.

H_0 : *There is no major association between attitude of policy holders towards services of LIC and mean rank of occupation of the respondents*

The table lists the result of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, there is major association between attitude of policy holders towards services of LIC and mean rank of occupation of the respondents.

8.3.5 Marital Status

In the Kruskal Wallis test, values of the variables are ranked for each case. This table lists the ranking of each variable. Low rank corresponds to the low values of the variables. Here the respondents are unmarried have lower values than the other variables with the mean rank of 68.21. In the meantime, the respondents are married have larger values than the other variables with the mean rank of 85.87. The Kruskal Wallis test determines whether the average ranking differs across variables. Here, the attitude of policy holders towards services of LIC according to marital status.

H_0 : There is no significant relationship between attitude of policy holders towards services of LIC and mean rank of marital status of the respondents

The table lists the result of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected at 5% level of significance and accepted the alternative hypothesis. Hence, the researcher concludes there is significant relationship between attitude of policy holders towards services of LIC and mean rank of marital status of the respondents.

8.3.6 Family Size

In the Kruskal Wallis test, values of the variables are ranked for each case. This table lists the ranking of each variable. Low rank corresponds to the low values of the variables. Here policy holders, above 6 members of family have lower values than the other variables with the mean rank of 64.87. On the other hand, the below 3 members of family have larger values than the other variables with the mean rank of 91.82. The Kruskal Wallis test determines whether the average ranking differs across variables. Here, the attitude of policy holders towards services of LIC according to family size.

H_0 : There is no association between attitude of policy holders towards services of LIC and mean rank of family size of the respondents

The table lists the result of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, the researcher concludes there is association between attitude of policy holders towards services of LIC and mean rank of family size of the respondents.

8.3.7 Monthly Income

In the Kruskal Wallis test, values of the variables are ranked for each case. This table lists the ranking of each variable. Low rank corresponds to the low values of the variables. Here policy holders monthly income above Rs.45,000 have lower values than the other variables with the mean rank of 60.27. Another side monthly income of Rs.15,001 to Rs.30,000 have larger values than the other variables with the mean rank of 83.98. The Kruskal Wallis test determines whether the average ranking differs across variables. Here, the attitude of policy holders towards services of LIC according to monthly income of the respondents.

H_0 : There is no close relationship between attitude of policy holders towards services of LIC and mean rank of monthly income of the respondents.

The table lists the result of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, there is close relationship between attitude of policy holders towards services of LIC and mean rank of monthly income of the respondents.

8.3.8 Family Type

In the Kruskal Wallis test, values of the variables are ranked for each case. This table lists the ranking of each variable. Low rank corresponds to the low values of the variables. Here policy holders based on joint family have lower values than the other variables with the mean rank of 76.17. On the other part respondents based on nuclear family have larger values than the other variables with the mean rank of

95.64. The Kruskal Wallis test determines whether the average ranking differs across variables. Here, the attitude of policy holders towards services of LIC according to family type of the respondents.

H_0 : *There is no association between attitude of policy holders towards services of LIC and mean rank of family type of the respondents.*

The table lists the result of the Kruskal Wallis test. Since the p-value is more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence, there is no association between attitude of policy holders towards services of LIC and mean rank of family type of the respondents.

IX. Suggestions and Recommendations

This section discusses the practical recommendations of the study in line with the observed findings. The following suggestions and recommendations are made on the basis of the findings of the study.

1. LIC has to review the schemes and plans from time to time and modify them according to the needs of the public The need of the hour is to introduce innovative policies that have multi-benefits including tax benefits with quality based timely customer services.

2. LIC has to adjust the rate of premium and bonus rate to compete the private insurers to retain the existing policyholders and attract the new policyholders. Accepting of premium at any branch of LIC of India may be considered.

3. Viral marketing may be resorted by LIC in order to market more number of policies and create awareness about the innovative products and services.

4. Awareness programmes have to be organized about the schemes through seminars, trade fairs, visual media, film shows, mobile and publicity vans to the policyholders.

5. LIC may access the policyholders through mobile phones or e-mail for announcing new schemes and for describing different procedures for payment of premium.

6. LIC has to improve the rewarding of incentives to the agents and discount in premium may be provided to the policy holders.

7. LIC has to perform its services with competitive advantage in existing and forth coming years. For achieving such a competence, skill and excellence of the senior managers and agents have to be improved on service quality by proper training methods.

8. The employees in LIC need to be more pleasant and courteous towards the customers.

9. To monitor the implementation of rural insurance schemes, separate branches may be opened in rural areas.

10. If LIC is to earn the goodwill of the public and gain its confidence, it has to ensure greatly improved prompt service to the policy holders in the form of expeditious settlement of claims, issue of premium notices in time, issue of notice for lapsing of policy without delay and so on.

X. Conclusion

Today, consumers have become more demanding. Those that satisfied their demands yesterday no longer satisfy them today. Either they want something new or something with enhanced value (value addition) in the products and services that they buy. With competition getting tougher and with customers becoming more demanding, LIC has to benchmark its service frequently with the best, not only in the same industry, but also from other financial industries.

Offering quality service in LIC increases the chances of customers visiting LIC again. LIC should understand customers' key touch points in life insurance environment and provide quality service, which ultimately culminates in increased customer satisfaction and loyalty, if they were to make profits and enhance their market share.

References:

1. Sharmila.B., (2012), A Study on Buyer Behavior with Regards to Insurance Products, *Manonmaniam Sudaranar University*, Tirunelveli.

2. Sridevi P (2012), A Study of Consumer Behavior towards Endowment Policy of Life Insurance Corporation of India, Perambalur district, Tamilnadu *Department of Commerce, Periyar E.V.R college*, Trichy.

3. Vijaya Kumar (2012), A Contemporary Study of Factors Influencing Urban and Rural consumers for Buying Different Life Insurance Policies in Haryana, *Department of Commerce, Maharshi Dayanand University*, Rohtak.

4. Manivel.C, (2013), Perception of General Insurance Policy Holders on the services offered by Private Sector General Insurance Companies in Coimbatore District", *Department of Commerce, Bharathiyar University*, Coimbatore.

5. Rani Lakshmi.S, (2014), Determinants of Service Satisfaction among Policyholders of Life Insurance Corporation of India, *Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women*, Coimbatore.

6. Venkataramani.K, Mohan Kumar.R, Brinda.G, (2015), A Study on the Attitude of Consumers and Insurance Agents towards the Proposed Increase in Foreign Direct Investment (FDI) in Insurance Sector in India, *International Journal of Scientific and Research Publications*, ISSN :(2250- 3153), Vol.5 (2).

7. Balusamy.S and Kavitharani.M (2016), Satisfaction Level of Policyholders in LIC's Service with reference to Coimbatore District. *Imperial Journal of Interdisciplinary Research (IJIR),* ISSN 2454-1362, vol. 2(3).

8. Mehrdad Asghari and Harish Babu .S (2017), Understanding of Customer Expectations and Perceptions of Indian Health Insurance Companies, *International Journal of Engineering Trends and Technology (IJETT),* ISSN 2231-5381, vol. 43(03).

9. Gautam Kohli (2018), Consumer Satisfaction from Product and Policies of Life Insurance Corporation of India, *International Journal of Management, IT & Engineering,* ISSN: 2249-0558, vol. 07(11).

10. Santana Fernandes and Filipe Rodrigues e Melo (2019), Prioritization of Service Quality in the Life Insurance Industry, *Fifth International Conference on Global Business, Economics, Finance and Social Sciences (GB16 Chennai Conference),* ISBN: 978-1-943579-74-7.

Table 1 - Demographic profile of the Respondents

S.No	Factors	Classifications	Number of Respondents	Percentage
1	Gender	Male	86	57.02
		Female	64	42.98
2	Age	Below 30 years	76	50.38
		30 – 40 years	19	12.37
		41 – 50 years	35	23.34
		Above 50 years	21	13.90
3	Educational Qualification	School Level	35	23.60
		Under Graduate	63	41.96
		Post Graduate	28	18.49
		Professional	24	15.94
4	Occupation	Business	31	20.92
		Government	37	24.36
		Private	30	20.28
		Profession	33	22.07
		Others	19	12.37
5	Marital Status	Married	88	58.93
		Unmarried	62	41.07
6	Family Size	Below 3 members	62	41.20
		3 to 6 members	53	35.59
		Above 6 members	35	23.21
7	Monthly Income	Below Rs.15,000	42	27.68
		Rs.15,000 to Rs.30,000	43	28.83
		Rs.30,001 to Rs.45,000	40	26.40
		Above Rs.45,000	26	17.09
8	Type of Family	Nuclear Family	116	95.64
		Joint Family	34	76.17

Sources: Primary Data

Table 2 – Attitude of Policy Holders towards Services of LIC

S.No	Factors	Classifications	N	Mean Rank	X^2	df	Sig
					Test Statistics		
1	Gender	Male	86	87.14	9.338	1	0.002
		Female	64	66.84			
2	Age	Below 30 years	76	78.86	5.936	3	0.115
		30 – 40 years	19	87.25			
		41 – 50 years	35	76.03			
		Above 50 years	21	65.00			
3	Educational Qualification	School Level	35	93.89	12.428	3	0.000
		Under Graduate	63	89.92			
		Post Graduate	28	86.14			
		Professional	24	61.12			
4	Occupation	Business	31	71.00	17.926	4	0.000
		Government	37	75.45			
		Private	30	86.39			
		Profession	33	89.39			
		Others	19	78.27			
5	Marital Status	Married	88	85.87	10.187	1	0.000
		Unmarried	62	68.21			
6	Family Size	Below 3 members	62	91.82	9.023	2	0.005
		3 to 6 members	53	73.00			
		Above 6 members	35	64.87			
7	Monthly Income	Below Rs.15,000	42	72.12	15.372	3	0.000
		Rs.15,000 to Rs.30,000	43	83.98			
		Rs.30,001 to Rs.45,000	40	81.23			
		Above Rs.45,000	26	60.27			
8	Type of Family	Nuclear Family	116	95.64	4.812	1	0.112
		Joint Family	34	76.17			

Sources: Primary Data