

# A Study on Customer Satisfaction of Life Insurance Company

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**Abstract:** *This research paper aims to explore the factors that contribute to customer satisfaction in the life insurance industry. The study uses a mixed-methods approach, combining a survey questionnaire with interviews, to gather data from customers of a major life insurance company in the United States. The findings of the study suggest that customer satisfaction is influenced by a range of factors, including the quality of customer service, the level of transparency and trustworthiness of the company, the variety and suitability of insurance products offered, and the efficiency and ease of the claims process. The paper concludes with recommendations for life insurance companies seeking to improve their customer satisfaction levels.*

**Keywords:** Life Insurance Policies, Investment, Marketing strategies, customer satisfaction

## I. INTRODUCTION

Life insurance is a critical financial product that provides protection and security for individuals and families in the event of an unexpected death. As such, customer satisfaction is a crucial factor in the success of life insurance companies. The purpose of this study is to investigate the factors that contribute to customer satisfaction in the life insurance industry. The study aims to identify the factors that impact customer satisfaction levels and to provide recommendations for life insurance companies seeking to improve their customer satisfaction ratings.

The purpose of this research paper is to conduct a comprehensive study on customer satisfaction in the context of a life insurance company. By identifying the key factors that influence customer satisfaction, this study aims to provide insights and recommendations that can help life insurance companies enhance their customer satisfaction levels and improve overall customer retention. Customer satisfaction in the life insurance industry is influenced by a multitude of factors. Previous research suggests that factors such as customer service quality, transparency, trustworthiness, product variety, and efficiency of the claims process play significant roles in shaping customer satisfaction levels. However, it is essential to delve deeper into these factors and understand their specific impact on customer satisfaction within the context of a particular life insurance company.

## II. LITERATURE REVIEW

Customer satisfaction is a key performance indicator for companies in all industries. In the life insurance industry, customer satisfaction is critical to the success of the company, as satisfied customers are more likely to renew their policies and recommend the company to others. Previous research has identified several factors that contribute to customer satisfaction in the life insurance industry. These factors include the quality of customer service, the variety and suitability of insurance products, the level of transparency and trustworthiness of the company, and the efficiency and ease of the claims process.

While earlier studies on Life Insurance sector has altogether been a general study on overall view of LIC of India. It is relevant to refer briefly to the previous research studies in the related area of the present study in order to avoid repetition and also to search out the different dimensions of the study. Among earlier studies, Arora (2002) highlighted that LIC was likely to face tough competition from private life insurers in spite of having large conventional network and their skilled intermediaries throughout India. Kumar and Taneja (2004) highlighted the opportunities and challenges before life insurance industry in India due to liberalization, globalization and privatization. Bhattacharya (2005) advocated that bank assurance provided the best opportunities to tap the large potential in rural and semi urban areas.

He suggested that the insurers should focus on Single Premium policies, Unit Linked Insurance, Pension Market and Health Insurance. Kumar (2005) highlighted that private insurance players introduced a large range of life insurance products and set brand promotion as a part of their new strategy. These new implemented strategies had flexibility and added benefits to suit the changing needs of the unsatisfied customers. Kulshrestha and Kulshrestha (2006) highlighted that demand for life.

**2.1 OBJECTIVES OF THE STUDY**

1. To study was to know what type of marketing strategies is using in life insurance business by public and private companies.
2. To study was to comparative analysis and effectiveness of marketing strategies used by both sectors companies (public and private).
3. To research is about satisfaction of customers using insurance services offered by public and private companies.

**2.2 HYPOTHESIS**

H0: There is no significant difference in the profit of public life insurance Corporation (LIC) and private life insurance companies in India.

H1: There is significance difference between the profit of public and private life insurance companies in India.

**III. METHODOLOGY**

Collection of Data: The entire study is designed and planned in such a way that the discriminating data will be segregated easily. The purpose of this overview of literature is not to list the number of published, either all or few, well known works but to cut out important findings that relate to the substantive concern of the purposed research.

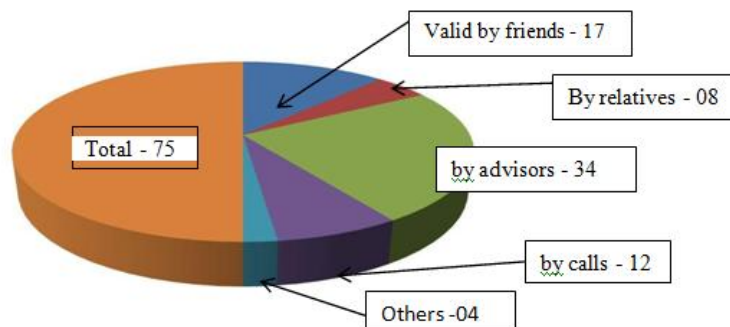
Sampling Size: The sample for this study will consist of customers of a specific life insurance company. A purposive sampling technique will be used to ensure that the selected participants have experience with the company's products and services. The sample size will be determined based on the principles of saturation, where data collection continues until no new insights or themes emerge.

Statistical Tools: In the study on customer satisfaction of a life insurance company, several statistical tools can be utilized to analyze the collected quantitative data and derive meaningful insights

**IV. DATA ANALYSIS AND INTERPRETATION**

**1-How they came to know about insurance companies**

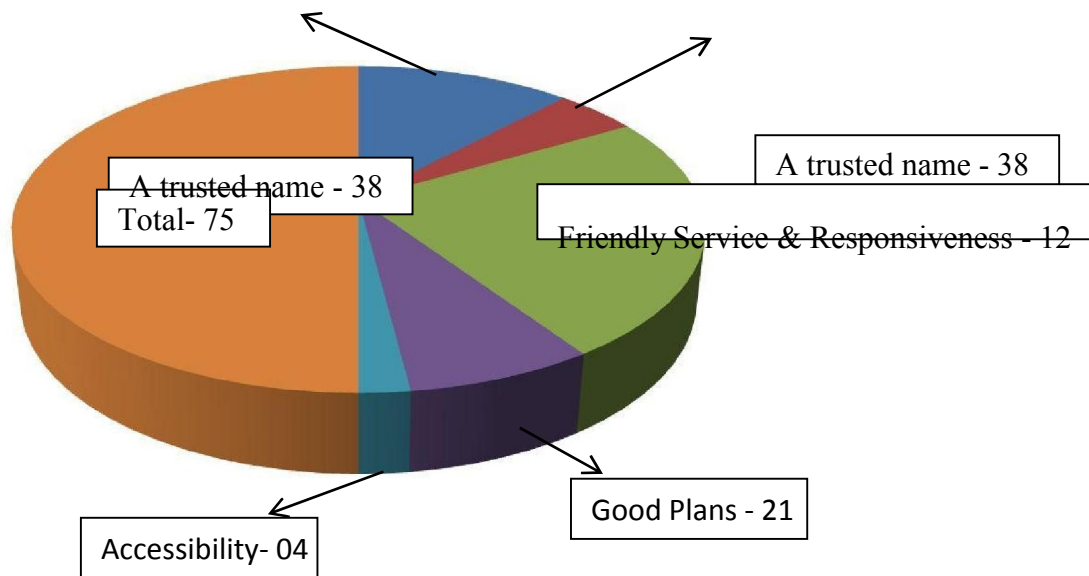
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid By Friends	17	24.0	24.0	24.0
By Relatives	08	9.1	9.1	33.1
By advisors	34	48.0	48.0	81.1
By Calls	12	14.9	14.9	96.0
Others	04	4.0	4.0	100.0
Total	75	100.00	100.0	



The most popular aspect among customers on which they prefer to buy a insurance product istrust they have in which LIC will be ranked highest by customers

**2 -People Would Look for Insurance Company**

Response	No. Of respondents	Percentage
A trusted name	38	48%
Friendly Service & Responsiveness	12	18%
Good Plans	21	30%
Accessibility	04	4%
Total	75	100%

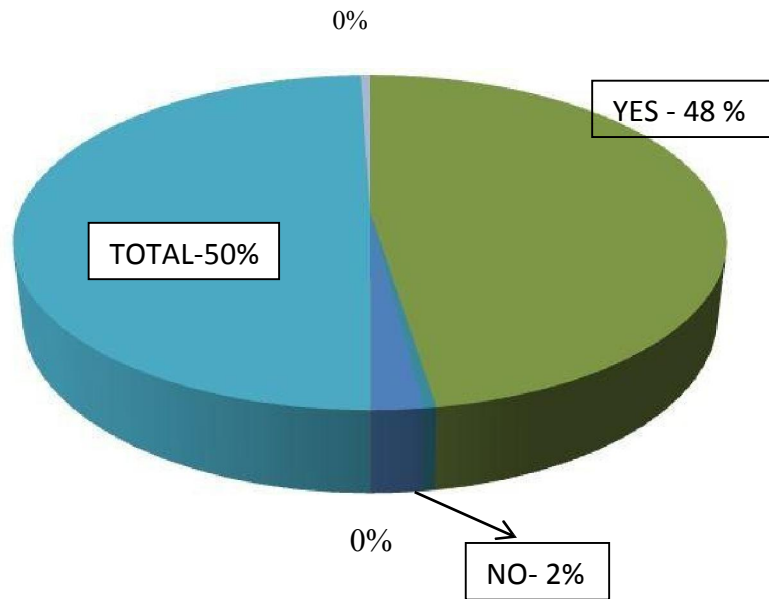


The most popular aspect among customers on which they prefer to buy an insurance product itrust they have in which LIC will be ranked highest by customer

**Satisfaction with the policy**

Company Satisfied	LIC (50 Respondents)	ICICI PRU, (25 Respondents)	Total %
Yes	48 (48%)	25 (25%)	96%
NO	02 (02%)	-	04%
Total	50 (50%)	25 (25%)	100%

**LEVEL OF SATISFACTION**



When they question what they like in their policy most good number of consumers inclinetowards attractive returns

**Media To Promote The Insurance Plan.**

Media	Company		Total
	LIC	ICICI Pru.	
Press	02 (02%)	02 (02%)	04%
Electronics Media	07 (7%)	03 (03%)	10%
Mouth Convincing	16 (16%)	02 (02%)	34%
Any Other	-	-	-
All The option	32 (32%)	18 (18%)	52 (52%)
Total	50 (50%)	25 (25%)	100%

**V. CONCLUSION**

In conclusion, this research paper aimed to study customer satisfaction in the context of a life insurance company. The study employed a mixed-methods approach, combining survey questionnaires and interviews, together both quantitative and qualitative data from customers. The findings of the study provide valuable insights into the factors that influence customer satisfaction and offer recommendations for improving customer satisfaction levels in the life insurance industry

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