

## **A Study on Customer Perception towards Online Insurance Service with reference to ICICI Prudential Life Insurance**

**Gowtham Chakravarthy .C**

Assistant Professor of Management Studies, Bharath Institute of Science and Technology,  
Selaiyur, Chennai, Tamil Nadu 600 073

### **ABSTRACT**

Customer perception is a marketing conception that includes consumer's impression, consciousness or willingness about a company. This paper aim to analyze the customer's awareness towards online insurance services of ICICI provident life insurance and to evaluate the problems of customers in availing the online insurance services of ICICI prudential. There is no doubt that the online insurance services has its own stand in the economic development and also enhances the growth of online insurance services by satisfying the need of the customer. There is a tremendous change in this digitalized era that majority of the people prefer online transaction rather than then the traditional ones. So the urge of upgrading the online services, providing the proper guidance about the online services, managing customer relationship and also being innovative in meeting the customer requirements has become so vital which would definitely drop ship the growth of the company and satisfaction of the customers.

**Keywords:** Customer Perception, ICICI Prudential, Digital ERA

### **1. INTRODUCTION**

Customer awareness is a marketing perception that includes a consumer's impression, consciousness or willingness about a concern. It is affected through advertising, personal experience and other channels. The profitability of business and success or failure depends on customer perception. It is three stages procedure that interprets raw incentives into meaningful information i.e. disclosure, responsiveness and analysis. In other terms, it is how a purchaser see's specific brand which whatever he or she had been also to recognize through watching the goods, its advancements, feedback etc. With high life insurance businesses offering comparable rules. Product variation is tough in progressively reasonable marked. As a consequence, insurance businesses in India are now moving from a manufactured goods centered method to a purchaser centered strategy. The effort is on increasing consumer fulfillment by improved purchaser preservation, loyalty and profitability. Through online insurance people no information more about the policy and they can avoids spending more time for it, which indulges them for not seeking the help of intermediaries.

### **2. REVIEW OF LITERATURE**

Sumit Banerjee, (2017) in their research paper entitled "analysis of customers' perception towards investments ICIC prudential life insurance company" says that, the attainment of an insurance company depends upon its capacity to appeal and preserve consumers that are prepared to buy products and facilities at values that are profitable to the company.

Dr. MaheshRajgopal (2013) in their researcher paper entitled "Changing perceptive of life insurance buyer's – some empirical evidence from, Karnataka says that, before opening up of the insurance segment for private participation in 2001, life insurance sector for privates contribution

in 2001, life insurance corporation LIC was not an interesting study then. competition in the marketplace but also developed the service value, product range and life insurance literacy and hence understanding the perceptions of life insurance buyers towards various aspects of life insurance past deregulation has assumed greater significance.

The present study attempts to know the significant perceptual changes in the minds of life insurance buyers towards life insurance after deregulation. Various statistical analysis are carried out using tools such as descriptive statistics analysis of various (ANOVA) Levene's test for equality of variances, takers- HSD multiple comparison to arrive at concrete findings and based on which suggestions are offered.

### **3. OBJECTIVES**

- To analyze the customers awareness towards online insurance facilities of ICICI provident life insurance.
- To analyze the problems of customers in availing the online insurance facilities of ICICI provident life insurance.

### **PRIMARY DATA**

Primary data has been gathered from 50 respondents who were taken as sample population by adopting convenience sampling method using a structured questionnaire which consist of 10 questions.

### **SECONDARY DATA**

Secondary data had gathered from books, journals, magazines and various published and unpublished sources

### **SAMPLING UNIT**

Sampling unit consists of 50 (samples) respondents who are the consumers ICICI prudential life insurance co. ltd.

### **SAMPLING METHOD**

Opportunities sampling method has been adopted for this study.

### **4. LIMITATIONS OF THE STUDY**

- The data is limited to Nagercoil town which may not be applicable to other areas.
- The data also reveals only the problems of customer perception of ICICI prudential life insurance customers which may differ to others.

**AWARENESS OF ONLINE INSURANCE SERVICES**

Awareness of online insurance services among the respondents are depicted in table 1.

**AWARENESS OF ONLINE INSURANCE SERVICES**

| ONLINE INSURANCE SERVICES | NO OF RESPONDENTS | PERCENT |
|---------------------------|-------------------|---------|
| Aware                     | 42                | 84      |
| Not Aware                 | 8                 | 16      |
| Total                     | 50                | 100     |

Source: Primary data

**TABLE NO 1**

Table.1 reveals that out of samples, 84 percent of the respondents are conscious of online insurance facilities 16 percent for respondents are not aware of online insurance facilities.

**TOP SELLING ONLINE PLANS**

Top selling online plans of ICICI prudential life insurance are (unit linked insurance) ULIP plan, child plan

**TOP SELLING ONLINE PLANS**

| PLANS       | NO OF RESPONDENTS | PERCENT |
|-------------|-------------------|---------|
| Term plan   | 3                 | 7.14    |
| Health plan | 20                | 47.6    |
| Ulip plan   | 13                | 30.95   |
| Child plan  | 6                 | 14.28   |
| Total       | 42                | 100     |

Source: Primary data

**TABLE NO 2**

Table.2 reveals that out of the 42 samples of the respondents prefer health plans, 30.95 percent prefer ULIP plans, 14.28 percent of the samples prefer child plans and only 7.14 percent prefer term plans.

**PROBLEMS OF CUSTOMERS IN AVAILING ONLINE PLANS OF ICICI PRUDENTIAL LIFE INSURANCE**

| SL. NO. | PROBLEMS                       | PERCENTAGE | RANK |
|---------|--------------------------------|------------|------|
| 1.      | Poor Claims Management         | 2.92       | 4    |
| 2.      | Inefficient Management of Time | 3.52       | 2    |
| 3.      | Higher Claims Cost             | 1.87       | 5    |
| 4.      | Delay in Claims Settlement     | 3.11       | 3    |
| 5.      | Lack and Communication         | 4.09       | 1    |

Source: Primary Data

**TABLE NO 3**

The above table.2 shows the problems inflected in availing online insurance policies and plans. Lack of communication takes 1<sup>st</sup> rank in order and inefficient management of time takes 2<sup>nd</sup> rank and delay in claims settlement takes 3<sup>rd</sup> rank since the mean value is 3.11 poor claims management takes 4<sup>th</sup> rank since the mean value is 2.92 and higher claims cost occupies 5<sup>th</sup> rank.

## 5. FINDINGS

- 84 percent of online insurance services and 16 percentages of the defendants are not conscious of online insurance facilities.
- Out of the 42 samples 47.6 percentage of the respondent prefer health plans, 30.95 percentages prefer ULIP plans, 14.28 percent of the samples prefer child plans 7.14 percentage prefer term plans.
- Problems of customers in availing online plans of ICICI prudential life insurance has been analyzed using fried man's rank correlation lack of communication takes 1<sup>st</sup> rank in order and inefficient management of time takes 2<sup>nd</sup> rank and delay in claims settlement takes 3<sup>rd</sup> rank since the mean value is 3.11 and poor claims management takes 4<sup>th</sup> rank since the mean value 2.93 and higher claims cost occupies the 5<sup>th</sup> rank

## 6. SUGGESTIONS

- Claims settlement delays should be overcome.
- Lack of communication should be rectified so proper training related to communication has to be organized to the employees.
- To provide proper guidelines for public awareness programmes should be conducted to reach people by the insurance company.
- To maintain proper customer relationship, the insurance company must concentrate on retainment of customers and identify their requirements and their changing needs.

## 7. CONCLUSION

There is no doubt that the online insurance services has its own stand in the economic development and also enhances the growth of online insurance services by satisfying the need of the customer. There is a tremendous change in this digitalized era that majority of the people prefer online transactions rather than the traditional ones. So the urge of upgrading the online services, providing proper guidance about the online services, managing customer relationship and also being innovative in meeting the customer requirements has become so vital which would definitely drop ship the growth of the company and satisfaction of the customers.

## 8. REFERENCES

- [1] Dr. Mahesh Raigopal, "changing perceptions of life insurance buyers-some empirical evidences from Karnataka", ELK Asia journal of marketing and retail management, ISSN 0976-7193 (Print) ISSN 2349-2317 (online) volume 4 Issue 2 (2013)
- [2] Sumit Banarjee "Analysis of customers perception towards investments in ICICI prudential life insurance company", Abhinav National Monthly Refereed Journal of Research in Commerce and Management, Volume6, Issue 11 (November, 2017) ISSN-2277-1166