

## **CUSTOMER SATISFACTION TOWARDS ICICI PRUDENTIAL LIFE INSURANCE IN ULUNDURPET**

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**Dr. P. VEERAMUTHU** M.Com., M.Phil., B.Ed., PGDCA., D-Cop., Ph.D.,  
*Assistant Professor and Research supervisor ,  
PG & Research Department of Commerce  
Srimath Sivagnana Balaya Swamigal Tamil  
Arts & Science College, Mailam, Tamil Nadu, India*

**L.RANJITH**  
M.Phil Research Scholar  
PG & Research Department of commerce  
Srimath Sivaganana Balaya Swamigal  
Tamil Arts & Science College  
Mailam-604 304

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### **Abstract:**

This study explores satisfaction level of customers towards ICICI Prudential Life Insurance in Ulundurpetcity. Due to increasing awareness among people about their uncertainty of life and increasing competition in Insurance sector, it is significant for Insurance Companies to understand the requisite of their customers. The main aim of this study is to know the consumer satisfaction towards ICICI. This study is based on primary data which is collected through questionnaire among 250 policyholders in Ulundurpetand data were analyzed with multi variety statistical tools like percentage and chi-square analyses were used to identify the factors responsible for consumer satisfaction towards ICICI Prudential Life Insurance.

**Ker words:** Customers satisfaction, ICICI Prudential Life Insurance,

### **Introduction**

Insurance is a cover used for protecting oneself from the risk of a financial loss. It is important to understand that risk is a part of any person's life and that it increases as a person increases in age, responsibility and wealth. Insurance may be described as a social device to reduce or eliminate risk of loss to life and property. Under the plan of insurance, a large number of people associate themselves by sharing risks attached to individuals. The risks, which can be insured against, include fire, the perils of sea, death, accidents and burglary any risk contingent upon these may be insured against at a premium commensurate with the risk involved.

The insurance company works in a manner by collecting premiums from policy holders, investing the money (usually in low risk investments), and then reimbursing this

same money once the person passes away or the policy matures. The greater the probability for a person to have a shorter life span than the average mark, the higher premium that person has to pay. **PROMOTERS OF ICICI**

### **ICICI Bank**

ICICI Bank Limited (NYSE: IBN) is India's largest private sector bank and the second largest bank in the country with consolidated total assets of about US\$ 95 billion as of March 31, 2009. ICICI Bank's subsidiaries include India's leading private sector insurance companies and among its largest securities brokerage firms, mutual funds and private equity firms. ICICI Bank's presence currently spans 19 countries, including India.

### **ICICI Prudential**

Established in London in 1848, Prudential policy is an international retail financial services group with significant operations in Asia, the US and the UK serving around 25 million customers, policy holder and unit holders worldwide. The company has £ 290 billion of assets under management and it is one of the best capitalized insurers in the world with an Insurance Groups Directive (IGD) capital surplus estimated at £ 3.4 billion (at 31 December 2015). Prudential is a leading life insurer in Asia with a presence in 12 markets and have the top three positions in seven key locations of Hong Kong, India, Indonesia, Malaysia, Singapore, the Philippines and Vietnam.

### **Statement of the Problem:**

The insurance industry in India has witnessed a sea-change ever since it was opened up to private players. The liberalization transformed the industry's outlook towards the huge Indian market. The sudden rise in the number of insurance players has brought about innovation in product development and distribution channels. The Indian customer thus has a whole new range of insurance products to choose from. There is choice for every societal segment. Previously insurance meant merely. Obtaining a policy on life through the ubiquitous agent. The horizon has widened today offering coverage to health and wealth. Competition amongst insurers has brought a new trend – to attain and to retain customers by all means. Competition has definitely proved to be a better bargain for the customer in terms of quality of service. It is obvious that with the customer having a wider menu to choose from, customer service bench marks are improving.

For the companies also, it is beneficial in the sense that there are others sharing the responsibility of increasing awareness and initiating policy changes. Insurers are now forced to recognize customer's needs, exploit new opportunities on. The other hand, the industry has now to deal with customers who know what they want and are more demanding in terms of better service and speedier responses.

Insurance marketing is an aggregate function, directed at providing service to satisfy customers' financial needs and wants, more effectively and efficiently than the competitors keeping in view the original objective of the insurance. Company cannot stay in business if it does not attract and hold enough customers; no matter how efficiently it operates. Thus, satisfaction of the customer needs is a prerequisite for existence and survival and insurance.

Since, insurance companies are not different from any other industrial organizations with respect to selling of their products; product differentiation can make an impact. Today, the private insurance companies in India have brought a fresh perspective to bear on the situation. In this situation of eluded competition, the private insurance sector has come out with a variety of products for different segments of the society.

ICICI Prudential Life Insurance have trying to change the perception of insurance products merely as a tax saving product by marketing policies as comparable to other savings instruments available in the market. Flexibility of insurance products offered by the ICICI Prudential Life Insurance is enabling the consumer to decide on the premium to be invested as well as the life cover. People are increasingly looking now just at products, but also at integrated financial solution that can offer stability of returns along with total population.

It is especially important that service managers understand how consumers view the service offering and the factors that determine customer expectations and satisfaction. In this context an attempt was made to study, the Customer Satisfaction towards ICICI Prudential Life Insurance in Ulundurpet.

### **Objectives of the study**

1. To identify the various products of ICICI Prudential life insurance among policy holders.
2. To measure the level of satisfaction of services provided by the ICICI Prudential Life Insurance.

3. To analyze the attitude of policy holders of ICICI Prudential Life Insurance.
4. To offer suggestion for based on the findings of the study.

## **Methodology**

The research methodology adopted for the study is detailed below which includes area of the study with population, sources of data, research design and tools for collection data. This study assumes the characteristics of both descriptive and analytical.

## **Method of Data Collection**

Both primary and secondary data were collected for the present study. The primary data were collected from the selected respondents through questionnaire, which is given in Appendix I. The secondary data were collected from magazines, journals and published records of companies and other published information including websites.

## **Sampling Procedure**

The data has been collected from 250 respondents holding life insurance plans. The list of policy holders is obtained from the Ulundurpet branch of ICICI Prudential Life Insurance. From the list 250 are identified and contacted. Convenient sampling method is adopted in the selection of respondents.

## **Statistical Tools**

The data collected was tabulated and analyzed, by employing the following statistical tools.

1. Simple Percentage Analysis
2. Chi-Square

## **LIMITATIONS OF THE STUDY**

1. Since the study is backed on the opinion of customer, there are possibilities for recall bias.
2. The study cannot be generalized to the other provinces of ICICI Prudential. Since the opinion may differ from provinces to provinces.

3. Due to time constraint the research studied only five plan of ICICI Prudential life insurance product.

**Table 1. Demographic Profile of the Respondents**

<b>Gender</b>	Male	209	83.6
	Female	41	16.4
<b>Educational Qualification</b>	Below Higher Secondary	33	13.2
	Diploma	52	20.8
	UG Degree	121	48.4
	PG Degree	41	16.4
	Others	3	1.2
<b>Occupational Status</b>	Government Employee	43	17.2
	Private Employee	120	48.0
	Business	78	31.2
	Student	5	2.0
	Others	4	1.6
<b>Income Level</b>	Below 50,000	15	6.0
	50,001 – 1,00,000	10	4.0
	1,00,000 – 1,50,000	55	22.0
	1,50,001 – 2,00,000	90	36.0
	2,00,001 – 2,50,000	45	18.0
	2,50,000 & Above	35	14.0

**Source: Primary Data**

The above table explained that demographic profile of the respondents, were 83.6 per cent of the respondents are male and 16.4 per cent of the respondents are female, 48.4 per cent of the respondents are UG degree and 48 per cent of the respondents working as private employees and 36 per cent of the respondents under the income level of 1, 50,000 to 2, 00,000.

**Table 2**  
**Policy of ICICI Prudential**

<b>Policy</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Life Guard	75	30.0
Save in Protect	20	8.0
ULIP Plans	15	6.0

Smart Kid Regular Premium	35	14.0
Mutual Funds	20	8.0
Life Time Super Pension	10	4.0
Life Link Super	10	4.0
Life Time Plus	5	2.0
Premier Life Pension	9	3.6
Life Stage Pension	25	10.0
Rural Plans	20	8.0
Others	6	2.4
<b>Total</b>	<b>250</b>	<b>100</b>

**Source:** Primary Data

The table reveals that, out of 250 respondents. 30 per cent of the respondents by the policy is life guard, 14 per cent of the respondents by the policy is smart kid regular premium, 10 per cent of the respondents by the policy is premier life pension, eight per cent of the respondents by the policy with save in protect, mutual funds, and rural plans, six per cent of the respondents by the policy is ULIP plans, four per cent of the respondents by the policy with Life Time Super Pension and Life Link Super, 3.6 per cent of the respondents are policy is premier life pension, 2.4 per cent of the respondents are policy is others and two per cent of the respondents are policy is life time plus.

The table shows the comparison of Personal Factors / Overall opinion about ICICI Prudential.

**Ho: There is no association between personal factors and overall opinion about ICICI prudential**

**Table 3**

S. No.	Personal Factors	Chi-Square value	D.F	Significant value	S. / Ns.
1.	Sex	28.325(a)	12	.005	S
2.	Age	43.326(a)	24	.009	S
3.	Qualification	62.370(a)	48	.080	NS
4.	Occupation	80.795(a)	48	.002	S
5.	Size of the Family	44.609(a)	24	.006	S
6.	Number of Children's	73.111(a)	36	.000	S
7.	Number of Earning Members	63.681(a)	36	.003	S
8.	Annual Income	72.097(a)	60	.136	NS

**Source:** Computed from Primary Data

S – Significant / NS – Not

Significant

The relationship between the personal factor and Overall opinion about ICICI Prudential was found by using Chi-square analysis.

The test revealed that there is significance in Sex, Age, Occupation and Size of the family, Number of Childrens, Number of earning members and the Overall opinion about ICICI Prudential at 5% level of significance. All the other Personal Factors and the Overall opinion about ICICI prudential showed no significance at 5% level.

This shows that except in the case of Qualification, Annual income, in all the other cases, the Null hypothesis is accepted.

### **Suggestions:**

Based on findings, the researcher gives the following suggestion to improve the performance of ICICI Prudential.

1. In case of ICICI Prudential, to get more perception of the respondents, ICICI it has to launch attractive policies.
2. It has to offer value addition for the proposed policies.
3. The company must make wide publish through various media about its produces about its products and schemes.
4. The promotional efforts should be made with the help of the Agent. So that it can be easily reach the prospective buyers of Insurance.
5. Premium advice should be send periodically and the mode of premium payment should be convenient from the insured point of view.
6. The Forms and the Policy Documents should be printed in vernacular language.

7. The Procedures and Formalities are to be simplified and it must be customer friendly.
8. Claim settlement should be made quickly without any delay.

### **Conclusion:**

It can be concluded that most of the respondents have selected the ICICI Prudential Life Insurance for security and better customer service. It is also clear that the personal factors like Gender, Age, Occupation, Size of the family, and Annual income influence the level of satisfaction and have most of the respondents have to selected the ICICI prudential. From the percentage analysis it is clear that the respondent's occupation, Annual income and gender are the most influencing factors in the selection of policies from ICICI prudential. Age, qualification and No. of children of the respondent are the factors which have least influence in availing policies. From the survey it is found that the respondents are satisfied about the customer services of ICICI prudential. They expect that if services are further improved, certainly the company would achieve new heights. Satisfied customer would recommend others to avail ICICI prudential policies. Besides, they also expect that new products and innovative schemes to be launched in order to retain its existing customers and also to attract new customers.

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