

“Consumer Perception towards Purchase of General Insurance a Review Agenda”

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Abstract:

Insurance has been viewed in various manners by various individuals. General insurance areas are useful by protecting us and protecting us we are grateful at home, Cars, bicycles or any other property. General insurance Protects property guaranteed against fire accidents and floods, Earthquakes, storms, thefts, travel/breakdown accidents or, even at the price, other types of disasters we challenged us. Insurance is a tool used as financial protection against a variety of unexpected situations. This article examines clients' perceptions regarding general insurance

INTRODUCTION:

In today's world, everyone seeks safety and security. Insurance acts as a shield against potential risks. It is described as the collective sharing of losses among individuals who face similar risks, experiencing suffering and damage to their properties due to dangers such as accidents, fires, thefts, and more. Insurance serves as a form of investment that provides financial protection against unforeseen events. The insurance sector is a flourishing industry that began with LIC as a life insurer and GIC as a non-life insurer, and due to an increase in demand, the private sector was permitted to enter the insurance market. International companies can participate in the Indian market by forming joint ventures with local firms. The insurance sector in India is governed by The Insurance Regulatory and Development Authority Act (IRDA), which aims to provide effective management, oversight, regulation, and control over the insurance business in the country. There are a total of 57 insurance firms operating in India, comprising 24 life insurance companies and 33 non-life insurance providers. Life Insurance Corporation (LIC) stands as the only public sector entity within the life insurance domain. Among the non-life insurers in India, there are six public sector companies. The General Insurance Corporation of India (GIC Re) operates as the sole re-insurer in the nation. Additionally, brokers, surveyors, and third-party administrators who handle health insurance claims, along with both individual and corporate agents, represent other key players in the Indian insurance landscape.

Insurance offers individuals a variety of benefits, Family, organization, and the whole country. India's insurance sector is in open competition Markets offered by many insurance companies various types of insurance products and services. In time Insurance is of great importance, and now people prefer incorrect life insurance to protect against risks. Development In the insurance sector in India, it reveals 360 degrees testified for almost three centuries.

NEED OF GENERAL INSURANCE:

The concept of a General Insurance may be alien to many, which is why they fail to see why it is essential to have a General Insurance. Some reasons for equipping yourself with General Insurance are:

- Protection from financial losses
- To ensure your own and your dependent's health
- To safeguard your family
- Saves you from mental pressure
- Helps to lead a stress-free life.

TYPES OF GENERAL INSURANCE:

After understanding what is a General Insurance, as offered in India, it is crucial to be aware of the different types of General Insurance and when you might need them. Different categories of General Insurance:

1. Health Insurance:

A Health Insurance protects from heavy medical costs in situations of emergency. Having a health insurance is inevitable because of the sedentary lifestyle. Mediclaim policies provide you with the hospitalization expenses and even other expenses from screening tests and diagnosis that one incurs before a medical treatment. The Health Insurance offered by ICICI Bank also provides maternity cover. With a vast range of other benefits, it not only provides comprehensive protection for you but also covers the hospitalization expenses of all your family members.

2. Travel Insurance:

Travel insurance is usually required for international travel. In case of an emergency, this policy also covers medical expenses abroad. Most of the insurers hand over the list of hospitals from all over the world where the person can avail the cashless treatment. Travel insurance or overseas medical or visitor insurance is a special kind of facility that is provided by the insurance company in India to cover up against all unforeseen circumstances, while you are travelling abroad. Expenses covered under the Travel Insurance are:

1. Baggage loss
2. Personal accident
3. Trip cancellation
4. Risks while visiting foreign countries
5. Loss of passport

6. Trip delay.

3. Home insurance:

It is regarded as the biggest asset of an individual's life, as the value of the asset increases, with an increase in the investment. This insurance has proven to be a backbone that protects against damages that seem unpredictable and that may hamper the house. It protects against burglary, natural disasters, theft, and terrorism and so on. It also pays for the construction cost. However, it doesn't cover the cost of the land on which you are building your house.

4. Motor Insurance:

A third-party insurance is compulsory, however, a cover for the owner's protection should also be taken. In case of natural disasters and man-made risks, insurance covers are available. This insurance consists of three different categories and they are:

1. Two-wheeler Insurance
2. Insurance for commercial vehicle
3. Car Insurance.

What are the benefits of General Insurance?

A Life Insurance Policy covers the expenses of your family when you are not around. On the other hand, a general policy helps you to lead a risk-free life. After clearing the concept of General Insurance we also need to know what are the benefits of General Insurance? The benefits of General Insurance are:

- Cast aside the expenses of a car accident
- Cover up the hospital expenses
- To secure your assets
- Comprehension protection and health-related expenses
- Travel expenses and worries.

REVIEW OF LITERATURE:

1. Selvaraj (2011) "Agricultural Insurance in India: A Micro Study This paper endeavors to assess the various factors that motivate farmers to insure their crops and related agricultural activities through different schemes. The analysis is grounded in a sample survey conducted with 120 respondents from the Erode district in Tamil Nadu."

2. Reenu Lulla, Dr. Renu Bhargava (2015) "Changing Perception of Consumers towards Insurance Products" In this article, efforts are being made analyse customer perceptions of public and private life effectiveness the impact of opening insurance companies and industry.

3. U. Thaslim Ariff, Dr. K. Sirajuddin (2016) “A Study on Policyholders Perception towards Motor Vehicle Insurance” The study was done based on interview schedule with a sample of 100 respondents. The findings were analyzed using simple percentage analysis, chi-square test and Friedman’s ranking test. Findings reveals that male respondents are highly preferred .The study has also found that the Faith in the insurance company was the first perception factor of the policyholders to choose the particular insurance company.

4. Arora (1988) studied the quantitative analysis of the investment policy of GIC and examined critically the role played by the GIC in providing finance to industry. The study revealed that the investment policy of GIC evolved within the limits of the provisions of the Insurance Act, 1938 and the guidelines issued by the government from time to time, with a view to maximizing investment income, ensuring safety, and liquidity of funds and be consistent with national objectives and priorities under the guidelines. It also invested in corporate securities and participated in underwriting of new issues. The promotional role played by the GIC over the years has been 28 considerable. It has taken active interest in the area of rural insurance, foreign business development and development of human resource.

5. Dr.M.Thangam and Dr.P.Karthikeyan (2020) A Study on Customer Satisfaction in General Insurance with Special Reference to IFFCO- TOKIO General Insurance Company Limited Companies ability to reach the customers may affect the customer’s evaluation of the quality of insurance services offered by them. Insurance sector is totally depends on insured, general insurance companies have try to fulfilling the expectations of policy holders. The convenience technique is used in this paper.

6. R.A.M. Madumanjalee , R.H.A.T. Perera (2021) Factors Influencing Customer Satisfaction of Ceylinco General Insurance Motor Policy: Special Reference to Western Province in Sri Lanka 100 samples have been taken. Tangibility, Empathy, Assurance, Reliability, Responsiveness, and Customer Satisfaction is variable use in this paper. Conclusion is Insurance companies should be considering broader factors of Customer Satisfaction, as it will help to attract new customers and retention of existing customers.

7. Dr G. Subashini (2021) An Empirical Study on Customers' Perception & Factors Influencing Preference of Customers to Invest in General Insurance Sector this paper uses stratified random sampling technique. Finding this paper It may include unexpected patterns, correlations, or unique insights that add depth to the overall understanding of customers' perceptions and preferences in the General Insurance sector. The conclusion summarizes the key findings of the empirical study, emphasizing the significance of understanding customers'

perceptions and the factors influencing their preferences in the General Insurance sector. It concludes with reflections on the implications for industry stakeholders and the broader field of insurance research.

8. Sudhir Chandra Das, Shalakhya Rao (2017) Consumer Buying Behaviour and Satisfaction Towards Motor Insurance Policies: Experience from India General Insurance Industry The Pearson's correlation depicts consumer buying behaviour and satisfaction variables are not strongly related. The weak relation of consumer buying behaviour and satisfaction. This paper uses in random sampling technique.

9. A. Muthukrishnam , B. Natarajan & K. Gomathi Sankar (2017) Relationship of Customer Service Satisfaction with Financial Investor's Marital Status and Family type at General Insurance Corporation of India. 550 samples were taken in this paper. Variable are Service Satisfaction, Family Type, Consumer Behavior, Age, Gender, and Marital Status. The findings indicate the significance of customer service in achieving customer satisfaction. It is right time to the health insurance companies to concentrate on this newer finding to help their customer more satisfied with their customer services. Hence, the companies can give more importance to new thrust areas to attain the untapped potential.

10. Dewey, John (1910) Proposed the classical five stage model of the consumer buying process. Stage 1: Problem or need recognition Stage 2: Information search Stage 3: Evaluation of alternatives Stage 4: Purchase decision Stage 5: Post purchase behavior.

11. Rothschild, M. and J. Stiglitz (1976) this study was about consumer interests. For medical insurance. Purchase solve healthy consumers insurance is Determined based on several factors. The standard theory of insurance predicts that insurance markets will suffer from unfavorable the choice that occurs when less healthy people or people who are more risky with their health more willingly acquire medical insurance because they know that the amount they spend there will be more healthcare than the prize they will pay.

12. ValtersKaze (2010) in the study "The Impact of Customer Values on Purchasing Behaviour: A case of Latvian Insurance Market" analyzed consumer value dynamics and related purchasing behaviour in Latvian insurance market applying consumer values approach and estimate anticipated future trends. The paper analyzed Latvian insurance market consumer social values based on empirical sociological data by representative sampling of the population. Study revealed shift of preferences and customer choice motivators and particularly domestic value segment correlated with the effect of economic downturn. The study points out that domestic segment has been price sensitive. The study points out that domestic segment has been price sensitive. This indicates that changes in choice motivators are practically more

effective than values. The survey also revealed the move to choosing an extended insurance coating even at an additional price, choose smaller coverage with coverage a reasonable price. In fact, insurance needs are maintained in segments. Customers are still looking for price/perk combinations.

13. Christopher K. Hsee and Howard C. Kunreuther (2000) conducted a study “The Affection Effect in Insurance Decisions” The researchers used insurance behaviour as a context to study affective influences in an apparently pure monetary decision. In the two related findings, first, people are more willing to purchase insurance for an object at stake, the more affection they have for the object, holding the amount of compensation constant. Second, if the object is damaged, people are also more willing to go through the trouble of claiming a fixed amount of compensation than the affection they have for the object. These effects are not predicted by standard decision theories.

14. Govind Johri (2009) in the paper “Customer Satisfaction in General Insurance Industry - A step towards competitiveness” I declared this Customer Service Management is a multi-core zone for all public services work. Customer satisfaction is the most important criterion Use evidence to cover high quality products and value added this was supposed to ensure the ultimate satisfaction of the customers. Customer (dis) satisfaction is cascading in nature and requires building relationship of confidence and trust with utmost commitment, internal accountability and a sense of care of customer. The insurer must try to get closer to customer through ‘6 C’ concept – Communication, Cooperation, Cheerfulness, Credibility, Challenge and Continuity besides implementing customer experience management. The last question for any competition in competition the environment is experiencing the possibilities of making profits in the management of services by classification, empathy and restoration of its presence and Performance by overcoming inconsistencies.

15. kavitha, et al (2012) conducted a study on “Customers’ Attitude towards General Insurance - A Factor Analysis Approach” For this purpose build a model to determine the factor that have influenced it The holder that selects a service provider. The study was conducted at There is a sample of 750 respondents in the Erode region. The study revealed that the respondents were highly satisfied towards the factors like product price, easy access to officers/agents, reminder for renewal of policy, contacts by the development officers/agents after issuing the policy, agent’s attitude in guiding the claim settlement, moral support and transparency of the policies. The author has stated that, human relations in service-oriented industry are the vital force to run or ruin any organization.

CONCLUSION:

Literature review begins with the concept of affect customer satisfaction and functionality generally played with insurance, especially social health insurance happiness, consumer decision to consumer purchasing process. The findings of this study indicate that most respondents favor investing in general insurance companies in the public sector, fire insurance policies, and health insurance policies. Factors such as customers' perceptions of the most beneficial products, insurance coverage, feasibility, service quality, and non-product-related aspects have a significant impact on customer preferences within the general insurance sector.

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- 2 Dewey The 5 stages of the consumer buying or decision-making process were established by John Dewey.7 June 2018.
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4. Azam, M.S. (2005), "Customers' Attitude towards General Insurance Service: Contrasting the Public and Private Sectors in Bangladesh", Insurance Journal, July, pp. 91-109.
5. Arora, S. (1988), "The GIC of India – An Appraisal", M.Phil. Thesis, Submitted to Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.
- 6.Govind Johri, "Customer Satisfaction in General Insurance Industry – A Step Towards Competitiveness", A. Journal of Risk 1,november 2022
- 7.By CK HSEE · 2000 · — The Affection Effect in Insurance Decisions. Journal of Risk and Uncertainty , pp. 141-159 ,Published By: Springer Nature

