
A Study on Customers Awareness and Perception towards Bajaj Allianz Life Insurance

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Abstract

Insurance is one major sector which has been on a continuous growth curve since the revival of Indian economy. Taking into account the huge population and growing per capita income besides several other driving factors, a huge opportunity is in store for the insurance companies in India. According to the latest research findings, nearly 80% of Indian population are without life insurance cover while health insurance and non-life insurance continues to be below international standards. With the largest number of life insurance policies in force in the world, insurance is one of the most promising sectors in India. The market size is growing very fast both in life and non-life insurance. The major portion of the business comes from urban markets and these insurance companies are trying to tap semi-urban and rural markets with their new policies and strategies. This paper is an attempt to find out the market position and growth of Bajaj Allianz Life insurance in last few years and what is the perception of customers towards this along with their satisfaction level.

Key words: *Insurance policy, Economy, driving factors, life insurance.*

Introduction:

In today's 21st century insurance is a booming sector like telecommunication, retailing, information technology, banking, etc. Today, young generation not only expect good salary, status for perfect living, but they also want "security" and Insurance is the best choice for providing satisfaction to security needs. Insurance provides financial help whenever there is damage to life or other things related to life. In other words we can say insurance provides compensation against damages which are uncertain and unpredictable. It helps to cover uncertainties and risk about which a human being is always unaware.

Insurance plays a very important role in economic development and economic growth of a country. Both public and private sector are growing at very high speed in insurance business and are successfully able to generate three-fold profits every year. Premium collected by them is in crores of rupees every year. Today, the insurance sector has covered almost every state, city and village of country.

The term insurance can be defined in financial as well as in legal terms. The finance deals with the funding or financial arrangement of the losses whereas the legal deals with provisions relating to legally enforceable contract. According to the latest research findings, nearly 70% of Indian population are without life insurance cover while health insurance and non-life insurance continues to be below international standards. With the largest number of life insurance policies in force in the world, insurance happens to be one of the most promising sectors in India. The major portion of the business comes from urban markets and these insurance companies are trying to tap semi-urban and rural markets with their new policies and strategies.

Bajaj Allianz Life Insurance Company is one of India's leading private companies, which offers a wide range of insurance services to the customers. Bajaj Allianz is a joint venture between Allianz AG with over 110 years experience in over 70 countries and Bajaj Auto, a trusted automobile manufacturer for over 55 years in the Indian market. Together they are committed to offering financial solutions that provide all the security to their clients and family.

Objectives of the Study

- To study the awareness level of Bajaj Allianz Life Insurance.
- To identify customer satisfaction level for Bajaj Allianz Life Insurance.
- To find out the effectiveness of promotional activities of Bajaj Allianz Life Insurance.

Scope of the Study

The basic purpose of the study is to know awareness level of the insurance among the customers. The Study is an in-depth study to find the satisfaction level of customers at Bajaj Allianz. It also enables the company to have effective promotional activities to attract more and more customers. The study will help to increase customer base by improving the services and getting the insight of customers' satisfaction level. The study will enable to know what customers expect from the Bajaj Allianz Life Insurance and company can make changes as per the customers demand and requirements. The study will enable company to promote the sales and to evaluate promotional activities conducted by Bajaj Allianz Life Insurance. The Study will be useful for competitors and research students.

Research Methodology

The data is collected from the primary as well as secondary sources. The questionnaire method and personal interview method is used for primary data collection and books, internet, company brochures, product brochures, the company website, competitor's websites, newspaper articles, etc. are used for the secondary sources. The sample size for the study is 200 respondents who either have a policy or are planning to have one. Percentages and averages are used for the analysis of data collected and are presented in the graphical and chart forms.

Sample Size

The sample size for the survey is 200 people out of many segments such as Doctors, teachers, Housewives, real estate at Mumbai city.

The samples referred to are residing in Navi Mumbai area which covers Nerul, Vashi, Belapur, Juinagar, Kharghar and Panvel. Random sampling is used where the population is divided into mutually exclusive group and random samples are drawn from each group satisfying the method adopted. Personal interviews of people are also conducted to extract the information with the help of questionnaire.

Limitations of the study

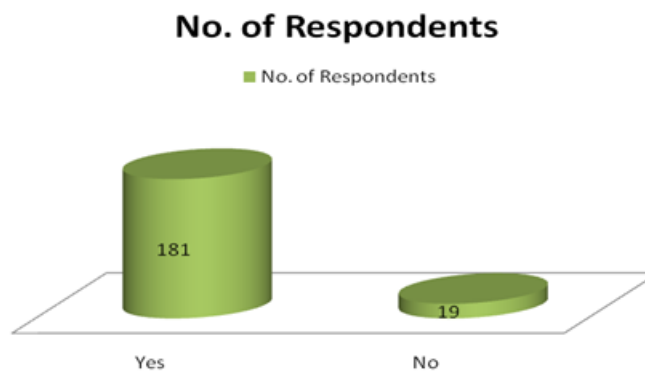
- Geographical area selected for the study is Navi Mumbai region.
- The study is based on the assumption that information provided by the respondents is true.

Literature Review:

Diana & Fathima (2021) in the study conducted by them focused on Gender and awareness level of policy holders and providing additional services to the investors. *Balaji, Masthan & Basha (2017)* made an attempt to study the advisors opinions on company policies and to analyze the various problems of advisors. They also suggested the various methods to overcome the problems of advisors of Bajaj Allianz Life insurance company ltd. *George (2014)* made an attempt to know the difficulties on sales position of insurance industries and a detailed study is made to identify the potential segment of people to market insurance in Bangalore. *Nisamudheen (2013)* conducted a study and tried to find out various factors influencing the satisfaction of the policy holders and used various tools to analyze that. *Kumar, Priyan (2012)* in their study tried to analyse the performance of public and private life insurance companies in India. *Agarwal & Mishra (2017)* compared the satisfaction level of customers of the two eminent life insurance companies i.e., Life Insurance Corporation of India and Bajaj Allianz Life Insurance Co. Ltd on the basis of responses of the policy holders of both the companies regarding their products and services.

Data Analysis:**1) Customer awareness about Bajaj Allianz:**

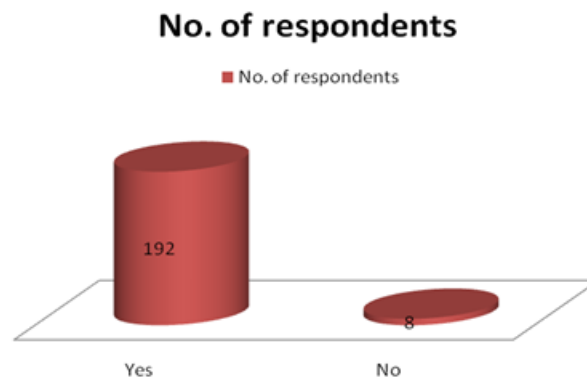
Parameter	No. of Respondents	Percentage
Yes	181	90
No	19	10
Total	200	100

Table 1*Figure 2*

The above table signifies that the 90% of respondents are aware about the Company Bajaj Allianz which is followed by 10% who are not aware about the company.

2) Customer having Insurance Policy:

Parameter	No. of respondents	Percentage
Yes	192	98
No	8	2
Total	200	100

Table 2*Figure 2*

The above table signifies that 98% respondents are having Insurance policy which is followed by only 2% who are not having policies.

3) Preference for insurance companies:

Parameters	No. of respondents	Percentage
LIC	96	48%
ICICI	27	14%
Bajaj Allianz	23	12%
Reliance	12	6%
Tata AIG	12	6%
Birla Sunlife	15	8%
AVIVA	12	6%
Kotak Mahindra	4	2%
Total	200	100%

Table 3

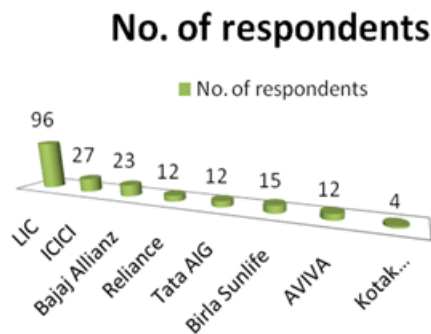


Figure 3

The above table signifies that the 50% of respondents are having insurance policies of LIC, 14% of ICICI, 12% of Bajaj Allianz, 6% of Reliance, 4% of Aviva, 5% of Birla, 6% of TATA, 3% of Mahindra which is followed by 10% who are not aware about the company.

4) Customer Satisfaction Level:

Parameters	No. of respondents	Percentage
Fully satisfied	16	8%
Satisfied	164	82%
Not Satisfied	20	10%
Total	200	100%

Table 4

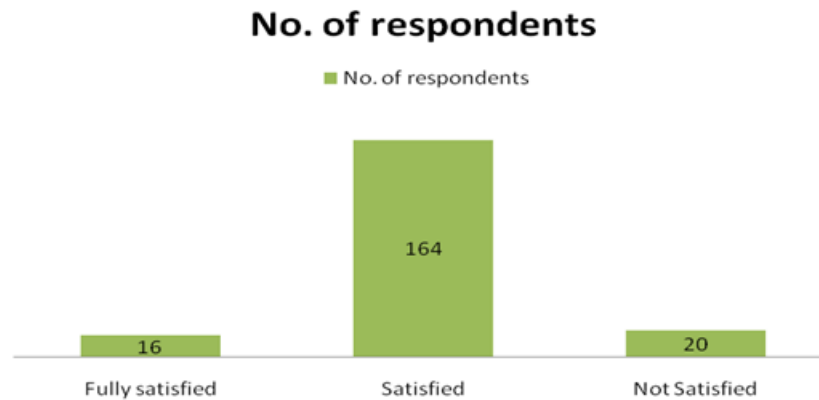
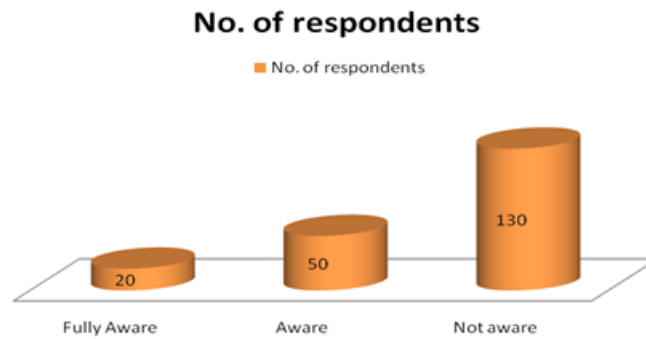


Figure 4

The above table signifies that the 82% of respondents are satisfied with the services provided by the company Bajaj Allianz which is followed by 10% who are not satisfied with the services and only 8% respondents are fully satisfied with the services.

5) Awareness about new schemes:

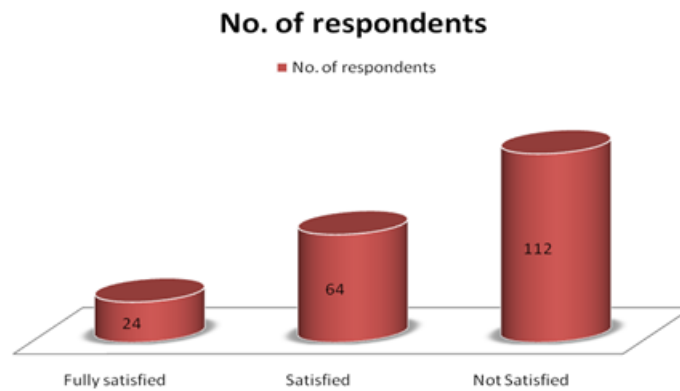
Parameters	No. of respondents	Percentage
Fully Aware	20	10%
Aware	50	25%
Not aware	130	65%
Total	200	100%

Table 5*Figure 5*

The above table signifies that the 65% of respondents are not aware about the new policies launched by the company Bajaj Allianz which is followed by 25% who are aware about new schemes and 10% respondents are fully aware.

6) Promotional activity effectiveness:

parameters	No. of respondents	Percentage
Fully satisfied	24	12%
Satisfied	64	32%
Not Satisfied	112	56%
Total	200	100%

Table 6*Figure 6*

The above table signifies that the 56% of respondents are not satisfied with the promotional activity undertaken by company (Bajaj Allianz) which is followed by 32% who are satisfied and 12% are fully satisfied.

7) Sources of Information:

parameters	No. of respondents	Percentage
Friends	60	30
Relative	48	24
Advertisement	8	4
Insurance consultant	82	42
Other sources	2	1
Total	200	100

Table 7

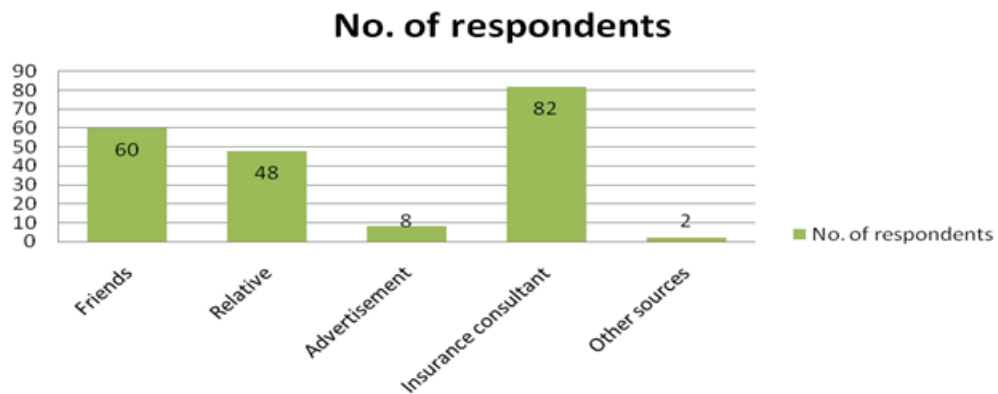
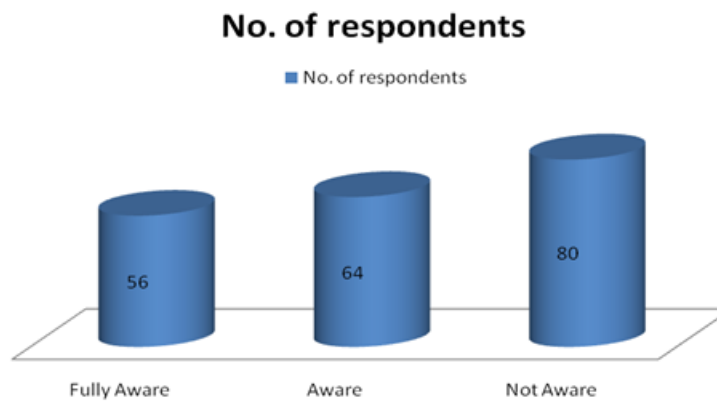


Figure 7

The above table signifies that the 42% of respondents come to know through insurance consultants about the company Bajaj Allianz which is followed by 24% who come to know through friends, 24% through relatives, 4% through advertisement, only 1% through other sources.

8) Awareness about products of Bajaj Allianz:

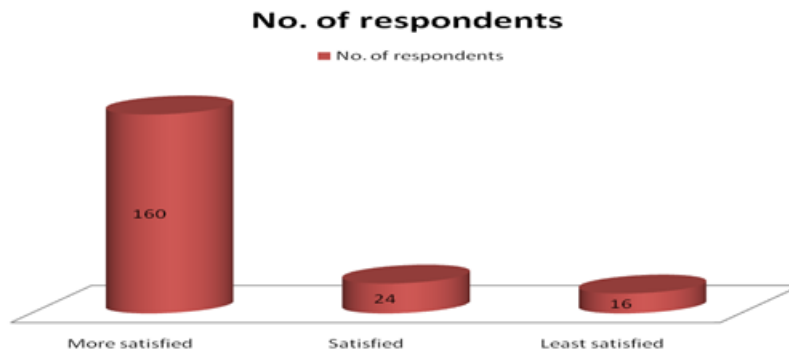
Parameters	No. of respondents	Percentage
Fully Aware	56	28%
Aware	64	32%
Not Aware	80	40%
Total	200	100%

Table 8*Figure 8*

The above table signifies that the 40% of respondents are not aware about the company's product which is followed by 32% who are aware about the company's products and only 28% are fully aware about the company's products.

9) Satisfaction level for the premium of policy:

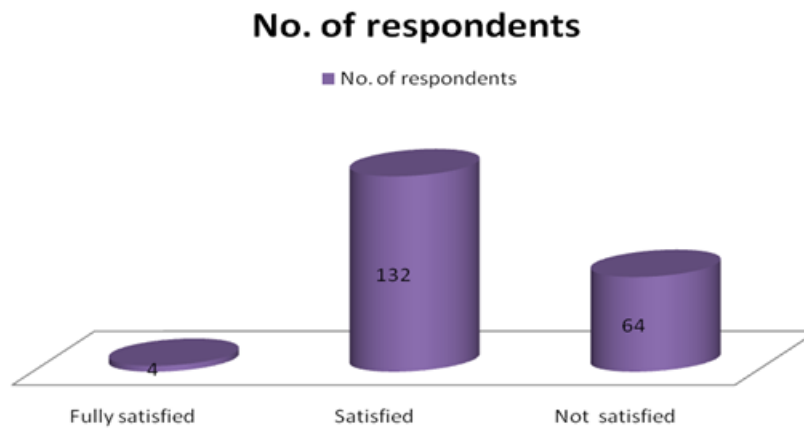
parameters	No. of respondents	Percentage
More satisfied	160	80%
Satisfied	24	12%
Least satisfied	16	8%
Total	200	100%

Table 9*Figure 9*

The above table signifies that the 80% of respondents are fully satisfied with the premiums charged by the company which is followed by 12% who are satisfied and only 8% are not satisfied.

10) Customer satisfaction level after-sales services:

Parameters	No. of respondents	Percentage
Fully satisfied	4	2%
Satisfied	132	66%
Not satisfied	64	32%
Total	200	100%

Table 10*Figure 10*

The above table signifies that the 66% of respondents are satisfied with the after sales service provided by the Bajaj Allianz which is followed by 32% who are not satisfied and only 2% are fully satisfied.

11) Awareness about the benefits provided to insurance consultant:

Parameters	No. of respondents	Percentage
Fully Aware	60	30%
Aware	28	14%
Not Aware	112	56%
Total	200	100%

Table 11

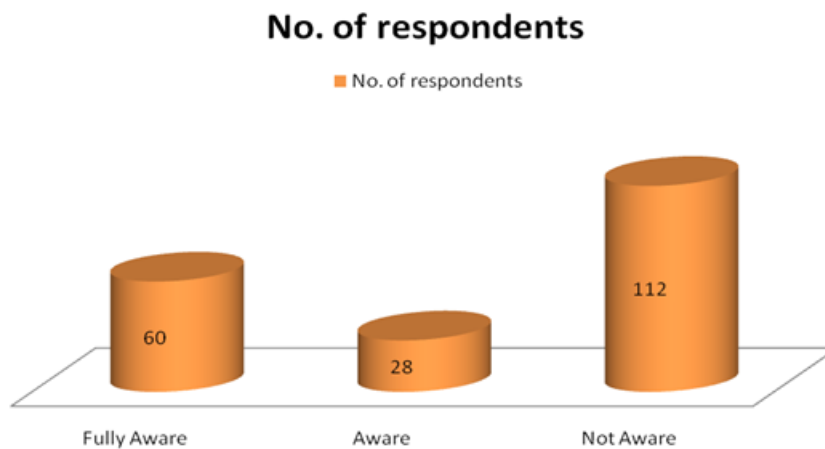


Figure 11

The above table signifies that the 56% of respondents are not aware about the benefits provided by Bajaj Allianz which is followed by 30% who are fully aware and only 14% are not aware.

12) Person ready to become part of Bajaj Allianz:

Parameters	No. of respondents	Percentage
Yes	120	60%
No	60	30%
Not decided	20	10%
Total	200	100%

Table 12

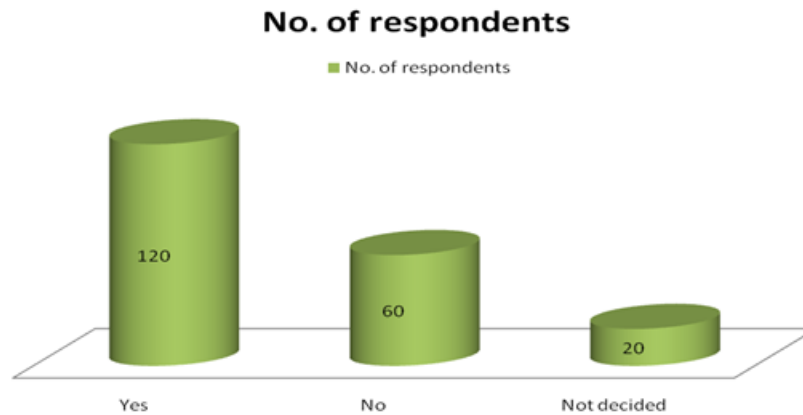


Figure 12

The above table signifies that the 60% of respondents would like to become part of Bajaj Allianz. Which is followed by 30% who don't want to become and remaining 10% haven't yet decided.

Findings

1. Majority of respondents are aware about Bajaj Allianz Life Insurance Company and most of the respondents are holding policies of one or the other insurance company.
2. "Unit linked insurance plans" (ULIP) are preferred by most of the respondents.
3. Majority of respondents are aware about various types of insurance policies through social media platform, telemarketing and insurance consultants.

4. Majority of respondents are satisfied with the services provided by the company but some of them are not aware of the new plans launched by the company due to ineffective advertisement.
5. Majority of respondents are not satisfied with the promotional efforts undertaken by the company.
6. It is observed that insurance consultants are the most effective source of information to the customers regarding the insurance policies and plans.
7. Majority of respondents are satisfied with the premium of the policies as it is less than what is charged in LIC.
8. Most of the customers are satisfied with the after sales services provided by the company.
9. Majority of respondents are aware about the benefits provided to insurance consultants.
10. Most of the potential customers are interested to be the part of Bajaj Allianz. As the company is growing in leaps and bounds and is providing satisfactory services.

Suggestions

1. The company should provide good value-added services and after sales services to customers because service matters a lot in this competitive world to have competent advantage.
2. The company should have more awareness programs regarding their products and value added services.
3. As it is a private company, the customers usually have less trust and faith in them. Hence, company should show full proof documents about their financial position in the market which will build customer confidence on company and will convince them.
4. The company should focus more on mass advertising through various Medias such as billboards, hoardings, wall painting, television and newspapers to make them aware about various innovative policies.

Conclusion

Bajaj Allianz Life Insurance Company is one of the leading private life insurance players in India in terms of customer satisfaction and quality processing. The company is one of the profits making company with huge daily collection through its various branches and through a vast distribution network. The company has a strong capital base and has sold many policies to satisfy customers and is continuously trying to improve their products and services to attract more and more customers. Advertisement through various mediums/channels will help the company to make customers aware about their new launched products in the market. The insurance industry is undergoing a massive change and the metamorphosis has been noteworthy in the last few decades and Bajaj Allianz Life Insurance is no exception. Company aims through uncertainties to be at the top of the industry rather than languishing at the bottom of the heap.

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