

Abstract of Doctoral Dissertation

Policyholder Awareness and Satisfaction towards Life Insurance Services : A Study in Erode District, Tamil Nadu¹

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I. Introduction

IN THE INDIAN economic scenario, there were satisfactory levels of growth in employment opportunities in the economy, leading many people to enjoy improved standard of living. Disbursable income of households was more and this provided them leverage to think about financial planning. Financial planning includes not only distribution of savings amongst different avenues of investment, but also includes the methods of facing contingencies e.g. opting for Life Insurance cover.

The dominance of the state-owned Life Insurance Corporation of India in insurance sector was put into test when its gates were thrown open for the entry of private players. Globalization and liberalization, provided an opportunity for the global Private insurance players to offer a variety of insurance products to people.

The entry of Private players changed the erstwhile scenario which prevailed in the insurance sector. Today, there are 23 Life Insurance Companies operating in India against the stand alone LIC of India in the past. Due to competition, different Private players offered policies at competitive prices. This forces the Life Insurance Corporation of India to draw new strategies to deliver goods.

Despite an expected premium growth rate of 17 per cent, life insurance cover of Indian people is considered to be low. This is mainly due to lack of awareness regarding the need for insurance and availability of different kinds of policies. In this context, awareness and satisfaction of the policyholders will give us an idea for charting strategies to bring more and

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