



A Study on Customer Investment Perception on LIC Covid 19 Pandemic in Rananathapuram District

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ABSTRACT

The COVID-19 pandemic has had a significant impact on the insurance market, including life insurance. However, the study aimed to examine whether life insurance futures could serve as a hedge against the pandemic and found that they may be a viable option. Additionally, the financial anxiety prevalent during the pandemic has led to a surge in interest in buying insurance. Therefore, investigating the customer investment perception of LIC during the COVID-19 pandemic could provide valuable insights into the insurance market in Ramanathapuram district.

INTRODUCTION

Investing in Life Insurance Corporation (LIC) policies has been a popular option for Indians seeking long-term financial security. With its extensive range of policies and government backing, LIC has been a trusted investment partner for generations. However, in recent times, the perception of LIC as a sound investment option has been questioned due to the changing economic landscape and the emergence of new investment avenues. This study aims to analyze the current perception of LIC as an investment option and explore the factors that influence people's decisions to invest in LIC policies. The study will also examine the role of financial literacy and awareness in shaping investment decisions. The findings of this study will provide valuable insights for investors, policymakers, and financial institutions to make informed decisions regarding LIC policies.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design is descriptive method used in this study.

SAMPLE SIZE

The sample size taken for this study is 70.

SAMPLING TECHNIQUE

To obtain the representative sample, a non-probability convenience sampling technique was used for the conduct of the study.

RESEARCH APPROACH

For this study, the survey method is used for collecting data from respondents are requested to fill by after explaining the various aspects mentioned in it. It contained closed ended questions in a structured format.

DATA USAGE

For analysis and interpretation the data collected through questionnaire

TABLE 1

Age (in years)	No. of respondent	Percent	
1	20-30	13	18.6
2	30-40	26	37.1
3	40-50	25	35.7
4	50-60	5	7.1

5	above 60	1	1.4
	Total	70	100.0

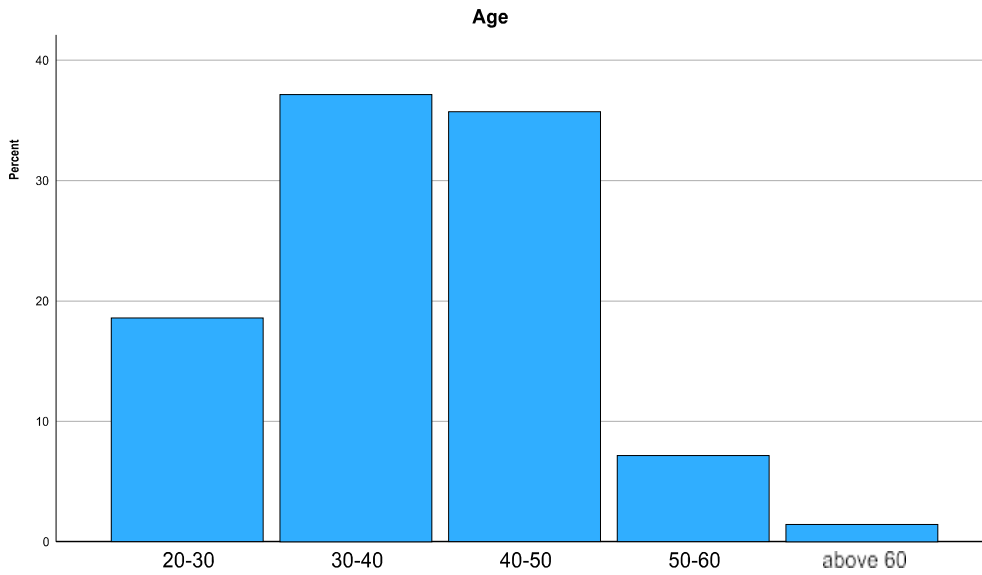


Table 1 its clearly states that 20-30 years,18.6%, 30-40 years 37.1%, 40-50 35.7%,50-60 7.1%,above 60 1.4%.

Table 2

Employment details		respondent	Percent
1 2 3 4 5	Self-employment	6	8.6
	Government	28	40.0
	Private	24	34.3
	Service sector	1	1.4
	Others	11	15.7
Total		70	100.0

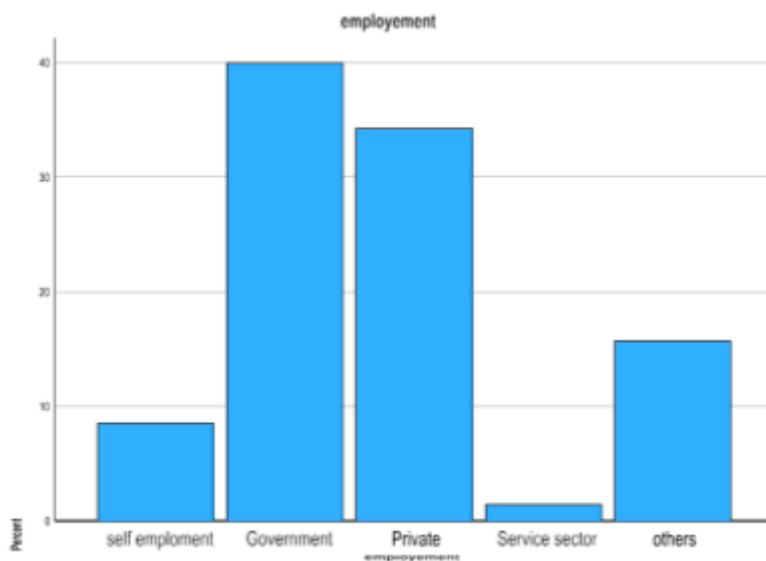


Table 2 its clearly states that Self employment 8.6%,Government 40%, Private 34.3%,Service sector 1.4%, and Others 15.7%.

Table 3

Income level		No.of respondent	Percent
1	below 10,000	2	2.9
2	10,000-30,000	29	41.4
3			
4	30,000-50,000	23	32.9
	above 50,000	16	22.9
	Total	70	100.0

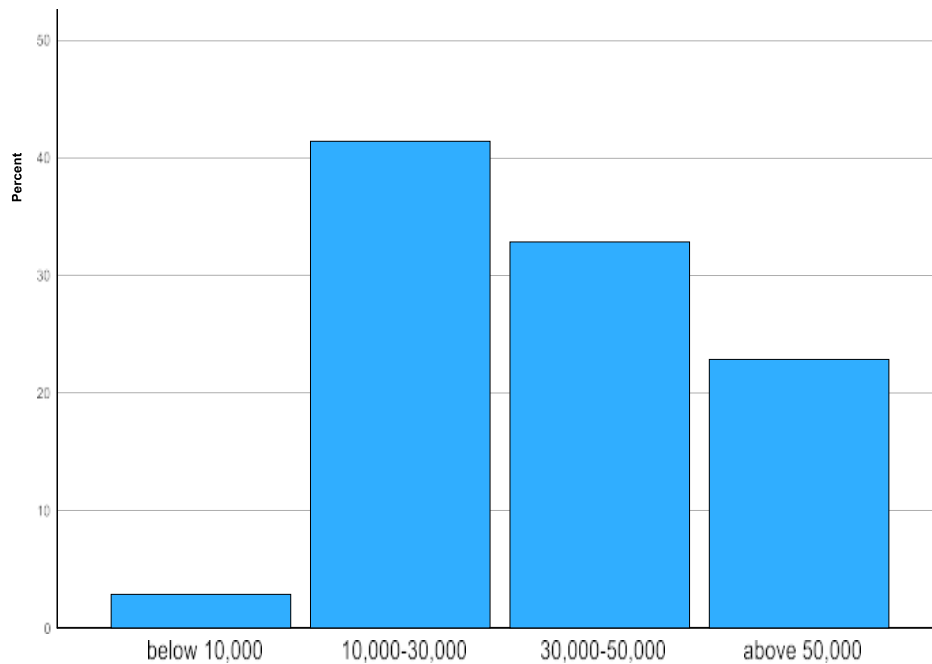


Table 3 clearly states that below 10,000 2.9%,10,000-30,000 41.4%
30,000-50,000 32.9%,above 50,000 22.9%.

TABLE 4

Which insurance company pol icy do you prefere		No.of respondent	Percent
1	LIC	60	85.7
2	sbi life insurance	6	8.6
3			
4	HDFC life	1	1.4
	Others	3	4.3
	Total	70	100.0

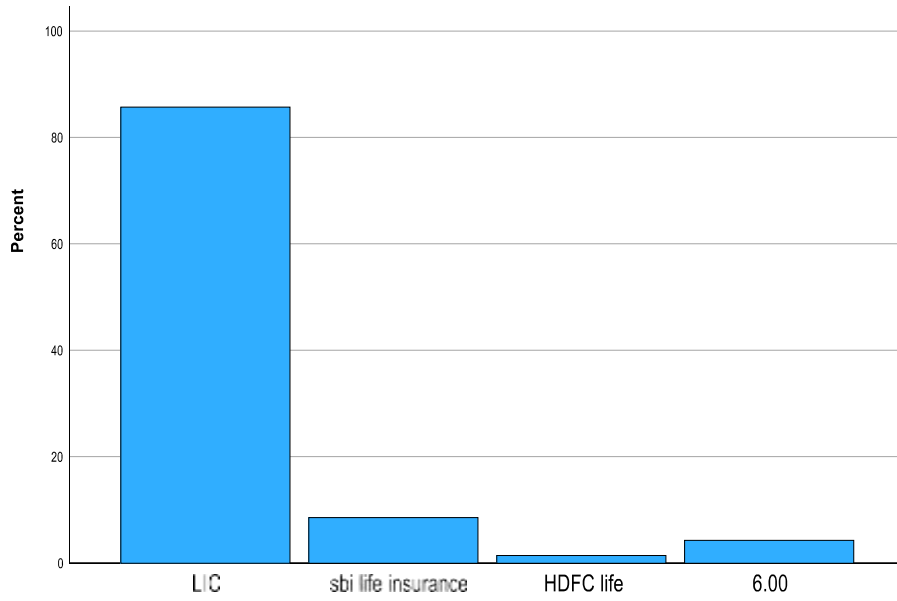


Table 4 its clearly states that LIC 85.7%,Sbi life insurance 8.6%, HDFC life 1.4%,Others 4.3%.

TABLE 5

Which insurance policy do you have		No.of respondent	Percent
1	Life	50	71.4
2	Non-life	4	5.7
3			
	Both	16	22.9
	Total	70	100.0

Table 5 its clearly states that Life 71.4%, Non-life 5.7%,Both 22.9%.

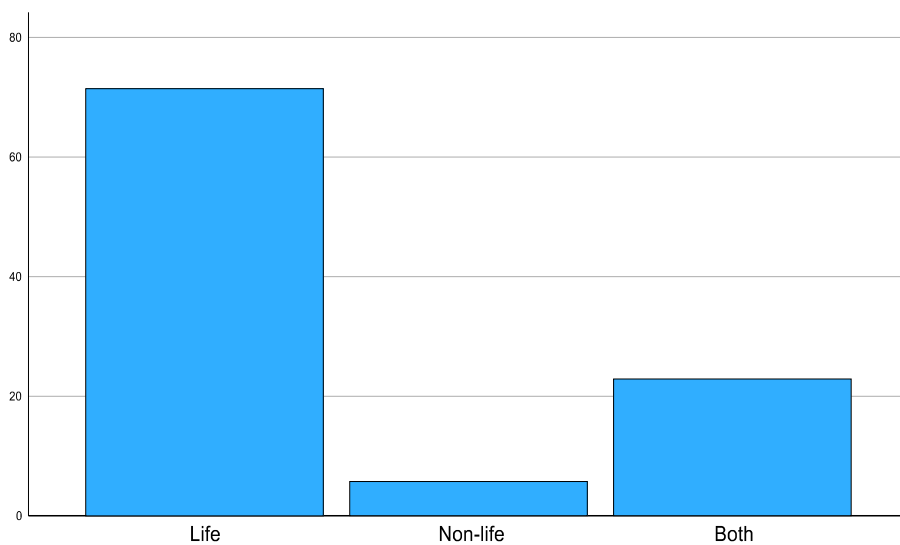


TABLE 6

How did come to know about investing in LIC		No.of respondent	Percent
1	On my own	41	58.6
2	Family decision	19	27.1
3			
4	Employer decides	7	10.0
	Financial advisor	3	4.3
	Total	70	100.0

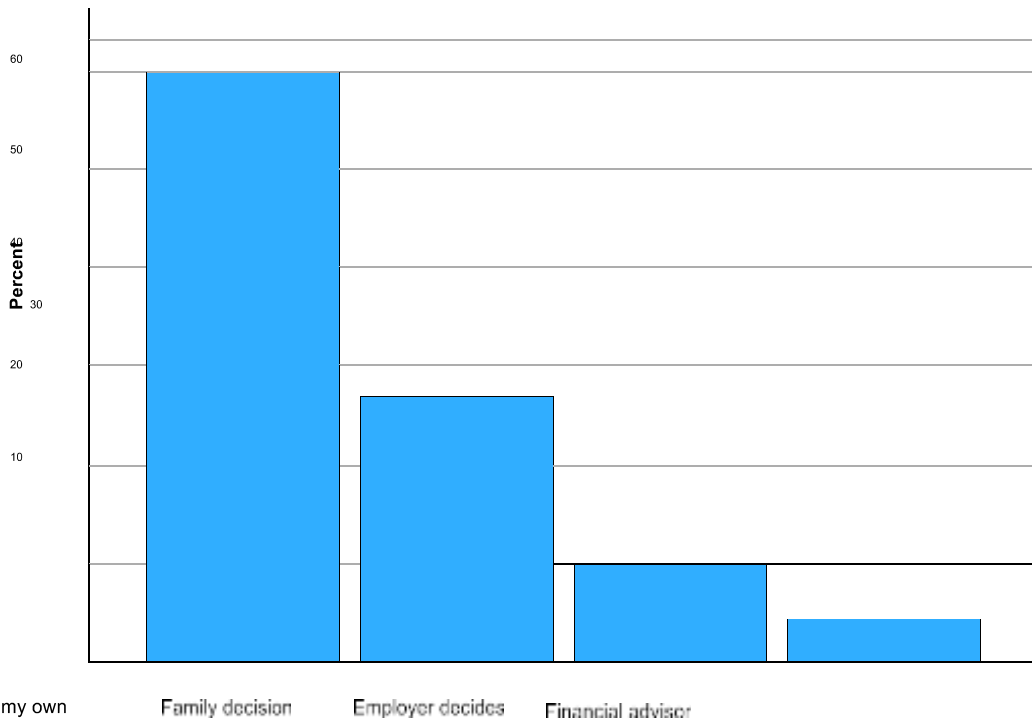


TABLE 6 its clearly states that On my own 58.6%,
 Family decision 27.1%, Employer decides 10%, Financial advisor 4.3%.

TABLE 7

Which of the following policies do you prfere in LIC		No.of respondent	Percent
1	Endowment policy	3	4.3
2	Single premium policy	3	4.3
3	Children policy	7	10.0
4	Pension plan policy	2	2.9
5	Money-back policy	55	78.6
	Total	70	100.0

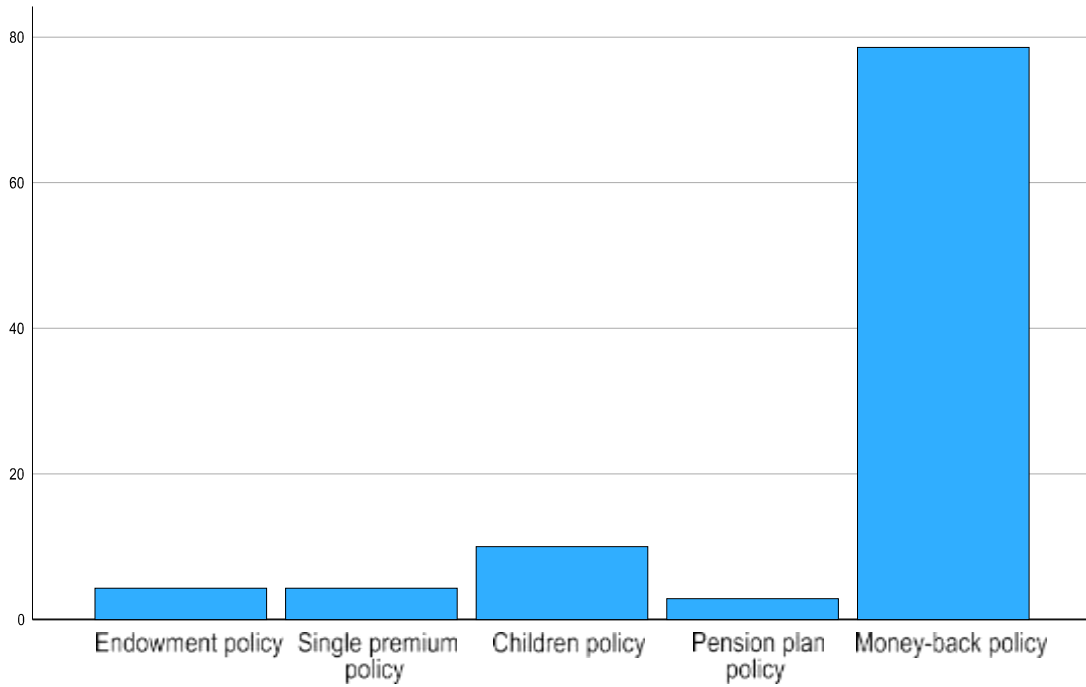


Table 7 its clearly states that Endowment poicy 4.3%, Single premium policy 4.3%,Childern policy 10%,Pension plan policy 2.9%,Money back policy 78.6%.

TABLE 8

What is the term of the policy do you no of respondent percent

1	up to 5 years	2	2.9
2	6 to10 years	12	17.1
3		23	32.9
4	11 to 15 years	32	45.7
5	16 to 20 years	1	1.4
	more than 20 years		
	Total	70	100.0

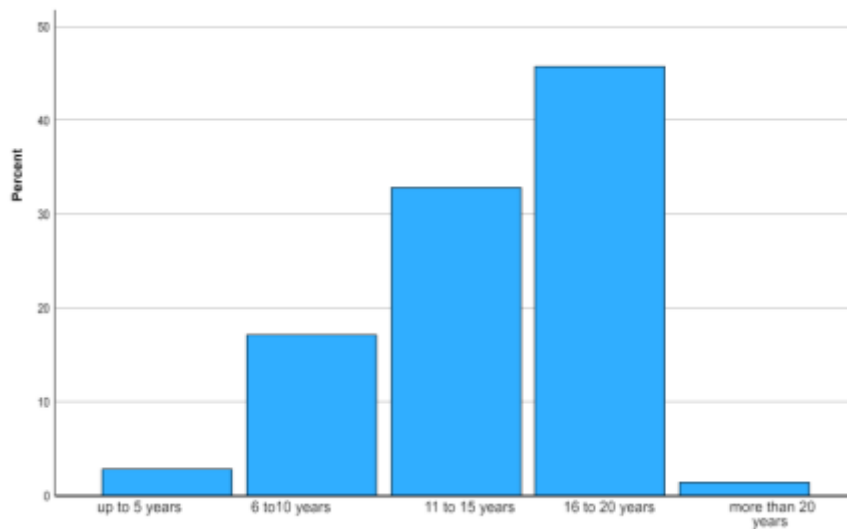


Table 8 its clearly states that Up to 5 years 2.9%,6 to 10 years 17.1%,

11to15 years 32.9%,16 to 20 years 45.7%,More than 20 years 1.4%.

TABLE 9

What is the mode of payment in LIC		No.of respondent	Percent
1	Monthly	13	18.6
2	Quarterly	38	54.3
3	Bi-annually	4	5.7
4	Annually	15	21.4
Total		70	100.0

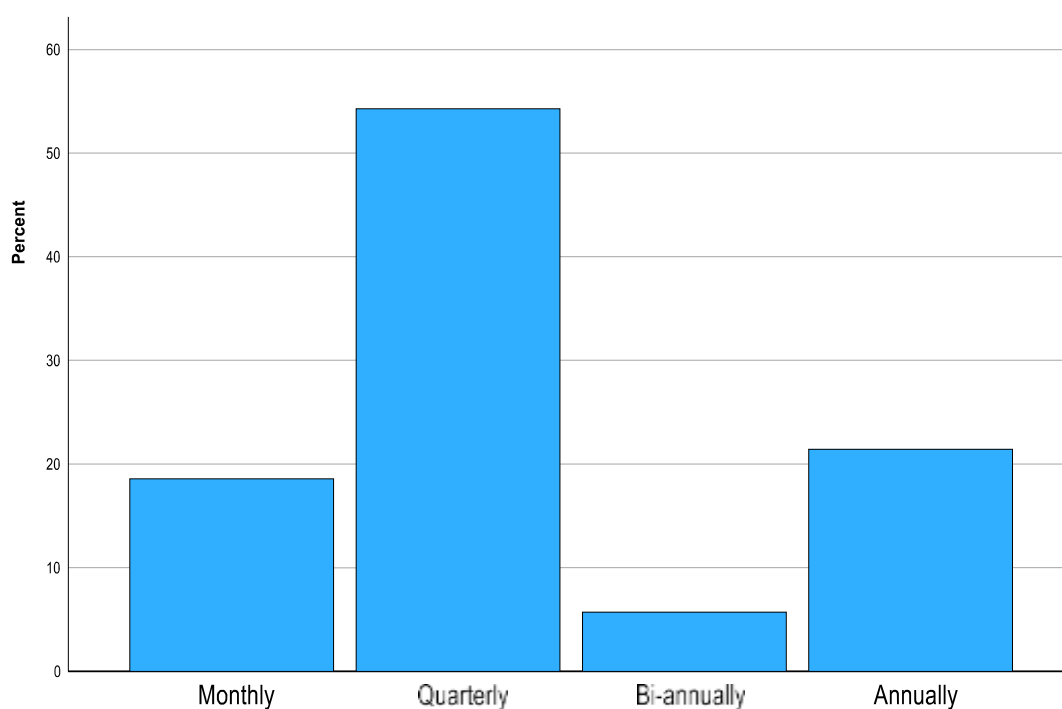


Table 9 its clearly states that Monthly 18.6%,quarterly 54.3% Bi-annually 5.7%, Annually 21.4%.

RELIABILITY TEST

Reliability Statistics

Cronbach's Alpha	N of Items
.823	27

FINDINGS OF STUDY

- The majority(37.1%) of respondents are the age group 30-40 years.
- The majority (40%) of respondents are Government employee.
- The majority(41.4%) of respondents income level of 10,000-30,000.
- The majority(85.7%) of respondents prefer lic policy.
- The majority (71.4%) of respondents prefer life insurance policy.

- The majority (58.6%) of respondents individually know about the investing policy of lic.
- The majority (78.6%) of respondents prefer money back policy in lic.
- The majority (45.7%) of respondents prefer 16-20 years term policy in lic.
- The majority (54.3%) people prefer quarterly payment method.

CONCLUSION

It can be concluded that the COVID-19 pandemic has had a mixed impact on the insurance market. While there has been a decrease in demand for insurance in some countries, there has also been a surge in interest in buying insurance due to financial anxiety . . Investigating the customer investment perception of LIC during the COVID-19 pandemic in Ramanathapuram district could provide valuable insights into how the pandemic has affected the insurance market in the area.

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