

Evaluation of Consumers Perspective towards Postal Life insurance (With special reference to Raipur city of Chhattisgarh state)

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Abstract

The purpose of this research is to find out the perspective of consumers towards Postal life insurance. This study is based on the research paper "Study On Customers Perception Towards Rural Postal Life Insurance Policy Special Reference To Manjeri Head Post Office" published in "International Journal of Research in Social Sciences Vol. 9 Issue 4(1), April 2019, ISSN: 2249-2496" by author Dr. P Kannan and Mrs Aneesath.M. This study is related to the consumers of Raipur City of Chhattisgarh State. 100 respondents are selected from the various post offices of Raipur city on random sampling method. The result of the study shows that consumers are mostly not aware about the postal life insurance scheme though they are regularly availing other scheme benefits. Among aware respondents lack of interest is a tendency while purchasing PLI as they do not know the benefits of the PLI very well because of insufficient advertisement, indifference consumer relationship policy and lack of publicity.

Key Words: Consumer, Postal life Insurance, Insurance Policy, Awareness.

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I. Introduction:

India post is a department running under Ministry of Communication. It is also known as Department of Post. The Foundation of Modern Postal system was laid by lord Dalhousie in year 1854. It is the worlds largest postal network with more than 150000 Post Offices. More than 90 % of them are situated in rural area to serve the rural population of India. India post provides so many services to the consumers like Mail service, Parcel service, Money Transfer, Retail service, saving Bank schemes and of course Postal Life Insurance. India post is a big medium to implement various government Plans and social security schemes for the population living in the rural area of the country. it provides financial services to unbanked and under banked sections of the country. India post is an important service provider with indispensable traditional mail services and new technology based services. (Insurance)

Postal life Insurance : India Post Introduced Postal Life Insurance service in year 1884 . It is one of the oldest services of India Post. PLI is reliable and secure as it is backed by Government of India. India post is providing affordable service to general public by lowering the premium of the policy as compare to other life insurance providers. it also provides high return on policy to the consumers. Bonus and loan facility is also available for policy holders on PLI. **Types of Life Insurance Policy :**

1. **Whole Life Assurance (Suraksha):** This Policy Provides coverage for the lifetime of a policyholder. In case of policyholder's death the sum assured along with the bonus is payable to the nominee.
2. **Endowment Assurance (Santosh):** The sum assured along with the accrued bonus is payable to the policyholder after the term or to the nominee in case of the policyholder's death before the term ends.
3. **Convertible Whole Life Assurance (Suvidha):** Initially a whole life policy that can be converted into an endowment policy after 5 years.
4. **Anticipated Endowment Assurance (Sumangal):** A money-back policy, ideal for those who need periodical returns. The sum assured is paid in instalments periodically and the remaining along with the bonus is paid at the end of the term.
5. **Joint Life Assurance (Yugal Suraksha):** A policy designed for spouses, providing coverage for both under one policy.

6. **Children Policy (Bal Jeevan Bima):** Provides financial security for the education and welfare of children. Only the children of existing PLI policyholders are eligible. (Postal Life Insurance)

II. Review Of literature :

1. The research paper “ Study on Customers perception towards rural postal life insurance policy special reference to Manjeri Head Post Office.” By Authors Dr. P Kannan and Mrs. Aneesath.M published in International Journal of Research in social science ISSN No. 2249-2496 describes that the purpose of the study is to examine the perception of respondents towards rural postal life insurance. The result indicates that majority of people aware about the policy but not interested in their scheme (Dr. P. Kannan) 2. Research paper titled “Performance and Effectiveness of Rural Postal life insurance – A Study Among People in Kanchipuram District” Published in International Journal of Recent Technology and Engineering (IJRTE) ISSN No 2277 – 3878 Volume – 8, May 2019 by Author D. Bhuvneshwari and S. Tamilarasi described about the awareness and purpose of investing in PLI by the people of Kanchipuram District. in which they find out that India post should initiate to implement new insurance products. India Post should create proper awareness program in order to increase the number of policies. (D. Bhuvaneshwari, 2019) 3. The Research paper “An Empirical study of Postal life Insurance in Reference to LIC and private Insurance in NCR” by Authors Dr. M.K. Gupta and Nidhi Gupta described a comparative study between postal life Insurance and LIC and private life Insurance Companies. The result describes that India post have to make effective marketing Plan, Well train the agents and introduce new policies to compete with other companies. The work culture and ambiance of Post Offices must be according to the interest of the consumers. (Dr. M.K. Gupta, 2012) 4. Authors Dr. Akhil V and Dr. Deepa Mathew in their Research Paper “Comparative Evaluation of the postal Life Insurance Offered by India Post the pioneer Institution in the life Insurance industry of India” stated that India post has largest network in India but just because of lack of publicity its PLI plans are not very much popular where as LIC and Private Insurance Companies are more popular Life Insurance Products as they are successfully using publicity mediums for increasing their business. (Mathew, 2023) 5. The research Paper “Early Returns Influence the Working Population of Raipur Postal Division : With Reference to Postal Life Insurance” by Authors Asha Ramteke, S.S. Khanuja and O.P. Chandrakar stated that postal life insurance is one of the popular Life Insurance schemes of central Government. The study is about the popularity of policies among consumers. Among many postal life insurance policies policy Santosh is most popular policy according to the result of the study. (Asha Ramteke, 2016)

III. Statement of the Problem

Postal life Insurance is One of the important schemes Provided by India Post to its Consumers through its wide network all over the country urban as well as rural India. There are so many studies conducted on Rural postal life insurance scheme and consumers perspective towards RPLI. Present study is based on the consumers perspective towards Postal Life Insurance another scheme of India Post. This study is an attempt to know the awareness and perspective of consumers and their satisfaction level about postal life insurance.

IV. Research Methodology:

This Study is based on the primary data Collected from the consumers of India post through questionnaire. The secondary data is being collected from the various journal articles, research papers and official website of India Post. The analysis is made with the collected data and statistical tools chi square test and weighted average are used to get better result. The sample size consists of 100 respondent from different post offices of Raipur city.

V. Objective of the study:

1. To analyse the awareness of Consumers about Postal life Insurance
2. To analyse the satisfaction level of respondent towards Postal life Insurance.

Limitations Of The Study: This study is limited to the consumers of Various Post offices of Raipur District of Chhattisgarh state in India. Result may vary if the time and place of the study is different.

VI. Result Analysis :

1.Awareness of Consumers towards Postal Life Insurance :

The Question 1 asked in the Questionnaire related to the awareness of consumers towards postal life insurance is “ Do you Know about the Postal life insurance Policy Provided by India Post.”

H0 = Respondents are aware about Postal Life Insurance.

H1 = Respondents are not aware about Postal Life Insurance.

TABLE 1 : Awareness of Consumers towards Postal Life Insurance

No. Of Observations	Observed Frequency	Expected Frequency
Yes	70	50
No	30	50

Formula of chi square Test :

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

TABLE 2

Degree Of Freedom	1
Table Value	3.841
Calculated Value	16

Interpretation :

For df = 1 the critical valve at 0.05 significance level is 3.841 approx. whereas the calculated value is 16. Here the calculated value is larger than the table value 3.841 shows that the observed frequencies are significantly different from Expected frequencies thus the Null Hypothesis that Respondents are aware about Postal Life Insurance rejected. Consumers of India Post are not aware about Postal Life insurance.

2. Question 2 : Do you have a postal Life Insurance Policy ?

TABLE 3: Status of Having Postal Life Insurance

S. No.	Postal Life Insurance	No. Of Respondent	Percentage
1.	Yes	38	38%
2.	No	62	62%
		100	100%

Interpretation : From 100 Respondent only 48% have Postal Life Insurance policy where 62% doesn't have the policy. Among these 62 Respondent 30 are those who are not aware about PLI.

Question 3: Which type of Postal Life Insurance Policy you have ?

TABLE 4: Types of Postal life insurance Policies

S. No.	Name of the Policy	No. of Respondent
1.	Santosh	15
2.	Surksha	04
3.	Suvidha	05
4.	Yugal suraksha	03
5.	Sumangal	09
6.	Children policy	02
	Total	38

TABLE 5: Consumers Perception Towards Postal life Insurance

Policy	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Weight	Rank
Santosh	15	08	06	05	04	00	177	I
Surksha	04	06	08	10	05	05	131	IV
Suvidha	05	10	05	08	06	04	140	III
Yugal Surksha	03	06	08	10	05	06	126	V
Sumangal	09	08	10	05	03	03	158	II
Children Policy	02	04	07	09	06	10	109	VI

Weight for Rank : Rank 1 = 6, Rank 2 = 5, Rank 3 = 4, Rank 4 = 3, Rank 5 = 2, Rank 6 = 1.

Interpretation :

This table indicates the consumers perception towards different Postal Life insurance Policies. By using weighted average method to find out the result we can say that Policy Santosh is in first preference while purchasing a postal life insurance policy and children policy is the least preferred policy by Consumers.

Question 4 : Do you think that PLI is the best option for Investment?

Among 100 respondent 66 respondent says 'yes' whereas 26 says 'may be' and 12 respondents says 'No'.

Question 5: Why do you Choose Postal Life Insurance Policy among Different Life Insurance Policies?

TABLE 6: Reason for selection of Postal Life Insurance

S. No.	Reason of Selection	No. of Respondents
1.	Brand Value	38
2.	Public Sector Company	38
3.	Low Premium High Return	26
4.	Easy claim settlement	17

Interpretation : All 38 respondents choose Postal Life insurance due to Brand Value of India Post. India post is a Public sector company so its credibility is more than other Life Insurance Policy. 26 are agree that PLI gives low premium and high return whereas 17 agreed in easy claim settlement.

Question 6: Do you think that Rate of return on Postal insurance Products is high as compare to other saving instruments?

Among 70 respondents 56 respondents are agreed that the rate of return on Postal Life insurance Products is high as compare to other saving instruments.

Question7: Do you think that Postal Insurance emphasises high quality service then Volume of sales?

Among 70 respondents 48 agreed that Postal Life Insurance Emphasises on high quality service then volume of sales. It shows that 10 persons who are aware about PLI policy but currently not investing in PLI accepts that service quality of India Post is satisfactory. Whereas in 22 among 70 respondents, aware about PLI policy but currently not investing in PLI, are not sure about the satisfactory services of India Post.

Question 8: Do you think Agents and employees inform and guide the customers at regular intervals regarding the policy status, new products and services?

Among 70 respondents all 38 agreed that agents and employees inform and guide the customers at regular intervals regarding the policy status, new products and services.

Question 9: Do you think India Post have attractive and informative media, theme layout, and language of advertisement to attract the customers?

Among 70 respondents 62 agreed that the informative media, theme layout and advertisement are not sufficient. They feel that India Post is not adopting an efficient advertising policy for their products.

Question 10: Do you think India post is enhancing technological capabilities continuously to satisfy customers need?

Among 70 respondents 58 agreed that India post is enhancing technological capabilities continuously to satisfy customers need.5 replied 'may be' and 7 are not agreed with the statement.

VII. Findings:

1. 30% of the total respondents are not aware about Postal life insurance policy. Among total respondents 62% are not investing in postal Life Insurance. It shows that majority will not identify the services provided by India Post.
2. Santosh is most popular policy among all policies. Other products are not very much popular.
3. Customers are satisfied with the working of agents and employees but they feel lack of publicity by India Post about their product.

VIII. Suggestion :

1. It is essential for India post to make a impactful marketing policy to reach among more and more customers. Lack of awareness is the most worrying aspect for Postal life Insurance.
2. New and upgraded PLI Products must be included to compete with other life insurance companies.
3. Advertising policy must be revised according to the consumers interest and more effective to attract the consumers towards the benefits of Postal Life Insurance.
4. More trained Employees and agents are the requirement of the time. They should be trained well to communicate and deal with the customers.

IX. Conclusion:

India post is has a big network to provide best facilities to their customers. It is an important public service which is directly connected with the customers. In this digital era the expectations of customers are increased and they want more facilities from the institutions. As a public sector company governed by the Ministry of Communication, Department of Post the brand value is very high. As a central government owned organisation customers believe that their investment is in safe organisation. But lack of marketing strategy and right advertising policy most of them are not aware about the services of India post where Postal Life Insurance Service is also one of them so it is also not much popular in the customers of India Post. Department should prepare strategic plan to overcome all these weaknesses and promote training programme for employees, effective publicity plans, introduce new products for the benefit of the costumers.

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