



Life Insurance Corporation's Marketing Strategies in Durg District: A Case Study

Neha Yadav, Research Scholar, Kalyan P.G. College, C.G.

Dr. Kishan Lal Rathi, Research Supervisor, Govt. Dr. W.W. Patankar Girls P.G. College, C.G.

Dr. Ravish Kumar Soni, Co-Supervisor, Kalyan P.G. College, C.G.

Abstract

Both the expansion of India's economy and the life insurance industry would not have been possible without LIC of India. Due to the ever-evolving demands and tastes of policyholders, the life insurance industry has been through fast transformation since the advent of economic reforms. Users in both urban and rural areas have benefited greatly from these advances. The Indian Life Insurance Corporation has been working nonstop. In order to better serve its customers, LIC of India has implemented a broad variety of marketing initiatives to increase their visibility in the life insurance industry. Life insurance should be more widely disseminated in urban and rural regions, according to LIC of India. To better comprehend the insurance's features, it was necessary to do a literature research. The best way for life insurance firms to keep their customers happy is to be there for them whenever they need them. One of the most recent developments in customer service is customer relationship management (CRM). Client retention, acquisition, and retention of new clients are all aided by effective customer relationship management. The current market situation is making it difficult for insurance providers to offer their products. Many challenges have been encountered by the agents during their career. Customer satisfaction towards LIC, particularly in Durg District, is the focus of these publications. The overarching goal of this research is to examine Life Insurance Corporation's marketing tactics and employee happiness. Findings from this research might pave the way for much-needed reforms in urban and rural regions in an effort to entice new workers. The researcher gathered 90 responder samples for that purpose. In order to analyse and conclude this research, t-tests, Garret rankings, and percentages were used.

Key words: Marketing Strategies, Customer Relationship Management, Customer Satisfaction

Introduction

A marketing strategy is a way for a company to make the most of its limited resources in order to boost sales and maintain a competitive edge. The fundamental tenet of every successful marketing plan should be the maximisation of consumer happiness. The insurance sector is heavily reliant on marketing. Major firms use it to boost sales and maintain their market positions, while smaller businesses use it to establish and flourish.

From a liberalised free market to a nationalised one, and back again, India's insurance industry has gone full circle. LIC of India has seen the change from a distance during each stage. Over the last several decades, life insurance firms have grown in significance within the financial sector. They play a crucial role in providing clients with key financial services and are also big players in the capital market. The Insurance Regulatory Development Authority (IRDA) is a regulator in India that has been very accommodating to investors, and as a result, the insurance business in particular has grown at a dizzying rate in recent years. Insurance occurs to be a huge possibility in India due to the country's huge population and the wide untapped market area inside it.

Due to the global economic climate's constant flux, the insurance business has seen fast



transformations in recent years. Insurance businesses are forced to decrease costs and improve customer service in order to be competitive in the market, which has become more competitive as a result of liberalisation and globalisation. Before the industry was nationalised, the Life Insurance Corporation of India had a stranglehold on the market. The life insurance industry in India is ripe with opportunity, with a massive undeveloped market and boundless potential for growth. Private companies were allowed to join the Indian insurance market by the government in the year 2000. This green light allowed a plethora of private companies to join the insurance market.

The purpose of life insurance is to safeguard individuals and their families from the financial burden that can befall them in the event of a premature death or serious sickness. As an element of financial planning, it may also be seen as a complete financial instrument that provides protection against financial loss in addition to savings and investment opportunities.

Review of Literature

According to Dr. Krishna Kumar Verma (2022), Treatment costs for infections and disorders caused by the Omicron variation will have to be covered by all health insurance plans, according to his findings. Regulatory officials have made it clear in a recent press release that, per the terms and conditions of policy contracts, all health insurance policies covering the costs of COVID-19 treatment also cover the costs of treating the Omicron variant of the virus. For all policyholders to have access to a smooth cashless facility in the event of hospitalisation (if applicable) and to get prompt care, insurance firms must establish an efficient coordination structure with all hospitals in their network. Additionally, health insurance consumers are requesting that hospitals uphold the service level agreements they have made with their respective insurance companies in order to facilitate cashless treatment. Anxieties and quarantines are on the increase nationwide due to the increasing number of Omicron cases. A number of states have issued many regulations in an effort to curb the spread of the new coronavirus strain, after an unsettling second wave of the epidemic.

In 2021, Drs. K. Vijaya Chitra and V. Ramya Their research focused on the city of Chennai and its residents' health insurance policy knowledge and satisfaction levels. Results show that consumers value health insurance coverage for the peace of mind they provide when it comes to paying for unexpected medical bills. Hospitalisation costs, nursery procedures, domiciliary fees, and ambulance charges are all things that consumers are aware of, according to the study's results. The research also found that consumers had a good understanding of health insurance options. A substantial correlation between health insurance product knowledge and satisfaction is also shown by the research.

Professor R. Savithri and Student Balakamakshi T. Y. (2021), Healthcare, according to the research, has become a modern luxury. From an abstract idea to a tangible commodity, health insurance is quickly maturing. Health insurance should be considered as an investment to cover unexpected expenses in the future. Health insurance is not very popular since people aren't aware of it. We must do more to raise people's awareness about the importance of having health insurance that might alleviate financial stress.

Meena Khare, Master of Science, and Charlie M. Wray, 2021, Compared to those with Medicare, VHA, or military coverage, those with private insurance seemed to have fewer access to care, greater expenses of treatment, and worse satisfaction with care in this survey research. Improved health care experiences and satisfaction may result from efforts to expand Medicare



coverage or strengthen protections for private insurance customers against rising out-of-pocket costs, high deductibles, and surprise billing, as US lawmakers continue to discuss health insurance reform.

Objectives of the study

- The purpose of this research is to examine LIC of India's current marketing approaches in the Durg District, both in town and out in the country.
- To study LIC staff happiness with the company's new promotional tools

Research Methodology

Primary and secondary sources of information were used to compile the research. Through the use of an interview schedule, the researcher has gathered the main data. The researcher personally handed the interview schedule to the sample, who were workers of LIC of India. The researcher analysed data from 90 samples. The secondary data came from a wide variety of places, including scholarly journals, periodicals, newspapers, and online resources, such as the IRDA and LIC websites. The researcher was also able to delve more into the topic with the aid of public research papers and market surveys. Several statistical methods, such as percentage analysis, the Garret ranking approach, and the t-test, have been used for the purpose of testing hypotheses in order to measure different phenomena and efficiently analyse the obtained data in order to make reasonable conclusions.

RESULTS AND DISCUSSIONS

It shows that there are more male responses than female responders. Respondents' average age was 46–55, and the vast majority of bank workers were married. Compared to other educational groupings, graduation rates were high. Rs.30,000–45,000 was the monthly income range of most responders. In the group, 53 people were agents, 34 were development officers, and 3 were managers, according to the data.

Table 1: Promotional Tools and Employee Satisfaction

Variables	Percentage
In-Person Marketing and Communication	76.14
Commercials shown on televisions	76.08
Radio Commercials	75.97
Publications, Pamphlets, and Periodicals	75.15
Sign Boards, Posters, and Banners	74.53
Web. Advertising on the Internet and Email	74.38
Calendars, Diaries, and Customer Gifts	74.05

Sources: Computed Data

You can see how satisfied people are with LIC's promotional tools in the table above. For the most part, those who took the survey found personal selling and personal contact to be the most satisfying. Publications such as newspapers, magazines, brochures, posters, banners, sign boards, the World Wide Web, electronic mail, calendars, diaries, and promotional gifts for consumers ranked lower.

INSURANCE COMPANY'S MARKETING PLAN

Nowadays, there is more nuance than ever before in product and service marketing as companies strive to expand their horizons. For long-term success, insurance companies must build and oversee a number of new strategies and technologies. These tendencies mirror a sea



shift in the approach that insurance companies use when interacting with their current and potential clients. This research examines the perspective of workers towards insurance company marketing methods using the following factors.

Table 2: Marketing Strategies

Variables	SA	A	N	DA	SDA	Total
Goods and Assistance Strategy	17	38	24	10	1	90
Product Adjustment	13	35	31	8	3	90
Business Development Plan	15	42	20	9	4	90
Growing Market Share Strategy	9	37	30	9	5	90
Pricing Strategy	5	17	46	17	5	90
Promotional Approach	12	21	44	9	4	90

The insurance industry's marketing approaches are shown in the table above. At most 38 people are in agreement with the Products/Services Strategy, 35 with the Product Modification Strategy, and 42 with the Company Growth Strategy. A total of 37 people expressed agreement with the LIC's plan to increase its market share. Of the 46 respondents, 46% were agnostic when asked about the significance of pricing strategy in urban and rural areas. The majority of respondents were indifferent on the marketing strategy that the LIC used.

Employees Gender and Marketing Approach Comparison

The marketing strategies and gender of the employees are compared using the t-test.

Table 3: Calculation of t-test

Factors	Variables	df	Calculated Value	Result
Strategy for Products and Services and Gender	Male	88	0.0124	Accepted
	Female			
Methods for Product Improvement and Gender	Male	88	0.0216	Accepted
	Female			
Corporate Expansion Plan and Gender	Male	88	-0.0167	Accepted
	Female			
Methodology for Raising Sales and Gender Parity	Male	88	-0.0072	Accepted
	Female			
How to Set Prices and Consider Gender	Male	88	0.0124	Accepted
	Female			
Marketing Approaches	Male	88	0.0384	Accepted
	Female			

Sources: Computed Data

The independent sample t-test is shown in the table above. There is no mistaking the results of the comparison between marketing strategies and employee gender in the table. The computed result was lower than the table value when the researcher compared the two. Market strategies



and employee gender are not very different. Therefore, we accept the null hypothesis.

Findings

There are more male responses than female respondents. The age bracket of 46–55 comprised the bulk of the responders. It was common for bank workers to tie the knot. This educational group had a far higher graduation rate than others. Monthly incomes between Rs. 30,000 and Rs. 40,000 were reported by the majority of respondents. 53 people filled out the survey and were classified as agents. 34 people indicated their role as development officers. Out of the total responders, three were managers. Personal Selling and Personal Contact were well-received by the majority of responders. Specifically, marketing strategies and employee gender do not vary much.

Suggestions of the Study

The survey also highlights the challenges that urban and rural policyholders face when trying to reach branches or agents. Therefore, it would be wise for the agents or branch to contact the policyholders on a regular basis at a time that is suitable for them. Another major issue among policyholders is the absence of communication. An email, text message, or phone call to the insured should be sent at regular intervals to notify them of policy renewal, expiration, updated products, and new goods.

Conclusion

The present research found that LIC's urban and urban and rural marketing strategies really worked. The researcher chose 90 workers from a certain area for that purpose. The computed value was lower than the table value when the researcher compared it to the marketing strategies and the gender of the employees. Specifically, marketing strategies and employee gender do not vary much. Therefore, we accept the null hypothesis. As a result, they aim to teach the people in urban and rural areas more about the insurance industry by providing them with access to appealing markets. It is crucial for insurers to prioritise and address the needs of their urban and rural customers. In order to successfully promote their goods, insurance marketers raise client awareness. This leads to an improvement in customer base via better services. There has to be a shift in the marketing strategy of insurance companies if they want to increase their business in urban and rural areas, where current efforts to promote coverage are woefully inadequate. To better serve urban and rural health care providers and agricultural labourers, insurance companies should place a stronger focus on the urban and rural sector.

Reference

- Dr. K. Vijaya Chitra and Dr. V. Ramya (2021), “A Study on Customer Awareness Level and Satisfaction of Health Insurance Policies in Chennai City”, International Journal of Research -GRANTHAALAYAH ISSN (Print): 2394-3629 March 2021, Vol 9(3), 156 – 161.
- Aggarwal, A., Kapoor, N., & Gupta, A. (2013). Health Insurance: Innovation and Challenges Ahead. Global Journal of Management & Business Studies, 3(5), 475–480.
- Dr. R. Savithri and Balakamakshi T Y (2021), “Awareness of Health Insurance - A Study Based on Customer Perception in Chennai, Chengalpet and Kancheepuram Districts” Svādhyāya - International Journal of Transdisciplinary Research and Development (SIJTRD), Volume-1 Issue-1 May 2021.
- Gupta, P.K. (2013). Fundamentals of Insurance, Himalaya Publishing House.
- Charlie M. Wray and Meena Khare, MS (2021), “Access to Care, Cost of Care, and



Satisfaction with Care among Adults with Private and Public Health Insurance in the US", JAMA Netw Open. 2021;4(6):e2110275, June 1, 2021.

- "Life Insurance Corporation Ltd. Financial Statements". licindia.in.
- Dr. Krishna Kumar Verma (2022), "Marketing Strategies of LIC of India in the Present Era", International Journal of Trend in Scientific Research and Development (IJTSRD) Volume 6 Issue 2, January-February 2022 Available Online: www.ijtsrd.com e-ISSN: 2456 – 6470, Pp- 566-574.

