

# POLICY HOLDERS ATTITUDE TOWARDS MEDI CLAIM INSURANCE IN DINDIGUL WITH REFERENCE TO STAR HEALTH AND ALLIED INSURANCE COMPANY LIMITED

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## ABSTRACT

Insurance is a technique of providing protection against the fortuous events. The consideration had its origin in the Bottomry Bonds which were issued by the Mediterranean merchants as early as in the fourth century B.C. Bottomry loan was an advance of money on a ship during the period of a voyage. The loan was repayable with the agreed rate of interest, on arrival of the ship safely to destination. The percentage of India's national budget allocated to the health sector remains one of the lowest in the world, and healthcare expenditures are largely out-of-pocket (OOP). Currently, efforts are being made to expand health insurance coverage as one means of addressing health disparity and reducing catastrophic health costs. In this review, we document reasons for rising interest in health insurance and summarize the country's history of insurance projects to date. We note that most of these projects focus on in-patient hospital costs, not the larger burden of out-patient costs. We briefly highlight some of the more popular forms that government, private, and community-based insurance schemes have taken and the results of quantitative research conducted to assess their reach and cost-effectiveness. We argue that ethnographic case studies could add much to existing health service and policy research, and provide a better understanding of the life cycle and impact of insurance programs on both insurance holders and healthcare providers. Drawing on preliminary fieldwork in South India and recognizing the need for a broad-based implementation science perspective (studying up, down and sideways), we identify six key topics demanding more in-depth research, among others: (1) public awareness and understanding of insurance; (2) misunderstanding of insurance and how this influences health care utilization; (3) differences in behavior patterns in cash and cashless insurance systems; (4) impact of insurance on quality of care and doctor-patient relations; (5) (mis)trust in health insurance schemes; and (6) health insurance coverage of chronic illnesses, rehabilitation and OOP expenses.

**Key Words:** Health Insurance, Types, Procedure, Claim, Documents

## I. INTRODUCTION

A man engaged in earning his livelihood, has to encounter many risks. Some of the risks are expected and some others are quite unexpected. In a civilized society, many systems have been evolved to guard against such risks. Insurance is one of the mechanism available at present to avoid loss arising out of such risks. It is a contract between the policyholder and the insurance company for compensating the loss caused to the policyholder in consideration of premium from him. Unlike life insurance, in health insurance the extent of loss can't be predetermined and it will be estimated according to the circumstances under which the

damage occurred. Human life and material possessions are continuously exposed to loss or damage by numerous destructive forces. Thus, there is a great uncertainty in life. It is an undisputed fact that risk is inherent in the modern complex society. Uncertainty is a fundamental fact of life. Insurance is a technique which provides for collection of small amounts of premium from many individuals and firms out of which losses suffered by a few are reimbursed. It is a technique which spreads the risk among the individuals. In this method, the individual who has insured is able to buy protection through

the payment of a small but definite cost viz., the premium.

## 2. STATEMENT OF THE PROBLEM

General Insurance Companies offering general insurance products like medical, housing, motor and Industrial Insurance have more than 150 products to sell. But the awareness to the public about these products is lacking because general insurance companies lack the required marketing skill. In India four subsidiaries is its counterpart in the casualty sector. Those days even insurance on life was not that popular, as days passed people became aware of their lives and found that their lives were more important and started to insure their lives. Later on, not only life was insured even non-life like Mediclaim policy, shopkeeper policy, burglary policy, package policy, standard fire and special perils policy, etc. were insured. People were not that much aware of non-life insurance. In this study the researcher has analyzed the policyholders who has taken non life insurance Mediclaim package in Star Health and Allied Insurance Company Limited by analyzing the attitudes of the policyholders and their awareness towards Mediclaim insurance As a part of the research project, the researcher has found it really tough and interesting task to study the "Policy Holders Attitude towards Medi claim Insurance in Dindigul with reference to Star Health and Allied Insurance Company Limited"

## 3. SCOPE OF THE STUDY

Medi claim or Health insurance is insurance against the risk of incurring medical expenses among individuals. By estimating the overall risk of health care and health system expenses, among a targeted group, an insurer can develop a routine finance structure, such as a monthly premium or payroll tax, to ensure that money is available to pay for the health care benefits specified in the insurance agreement. The benefit is administered by a central organization such as a government agency, private business, or not-for-profit entity. Hence this study aims to investigate and understand the policy holders' attitude towards medi claim insurance in Dindigul City and further to capture their satisfaction level that is influenced

by various technical and non- technical factors. The study also concentrates on the influential features medi claim insurance holders chosen for study.

## 4. OBJECTIVES OF THE STUDY

- (i) To study the origin and growth of medi claim insurance practices in India.
- (ii) To examine the profile and operational strategy of Star Health and Allied Insurance Company.
- (iii) To study the satisfaction level medi claim policy holders and their attitude towards Star Health and Allied Insurance Company in Dindigul City.
- (iv) To analyse the socio-economic factors influencing the medi claim insurance policy holders.
- (v) To offer suitable suggestions for the identified problems.

## 5. GEOGRAPHICAL COVERAGE OF THE STUDY

The geographical area of the study is confined to Dindigul City which is located in Dindigul District forming the southern part of Tamil Nadu. Dindigul District is a one of the most developing District of Tamil Nadu with a rich tradition, Industry, Education and Technology. This Dindigul City has a different range of income earning people at all economic levels with a lot of mobile consumers comprising of smart phone users having a high range of social networks. Hence, the researcher has chosen Dindigul City as a suitable area for this study due to the following rich geographical profile.

## 6. SAMPLING DESIGN

The main focus of the study is to examine the policy holders' attitude towards the Mediclaim Insurance with reference to Star Health in Dindigul City. The researcher has adopted Non-probability; Convenience sampling method. The convenience sampling method helps us to drawn the samples at the convenience of the interviewer tend to make

the selection at familiar location and choose respondents very easily. The researcher has interviewed a total number of 125 respondents having Star Health Insurance. These respondents are drawn across in and around Dindigul City. As the responses received from 5 respondents were inadequate and

contradictory to the required information, they were not considered for the present study. Finally, the information provided by 120 respondents having smart phones and using WhatsApp has been taken for the present analysis.

**Table – 1 Portfolio of Sample Respondents in Dindigul City**

S. No.	Area	Respondents
1	Savariyar Palayam	8
2	Begambur	9
3	Head Post office	5
4	YMR Patti	5
5	RM Colony	15
6	Nagal Nagar	15
7	Ponnagaram	8
8	NGO Colony	5
9	Round road	5
10	Collectorate	10
11	EB Colony	5
12	Nehruji nagar	3
13	Palani Road	2
14	Big Bazar	10
15	Vedapatti	5
16	Bharathipuram	8
17	Mettupatti	7
<b>TOTAL</b>		<b>125</b>

Source: Computed

## 7. HYPOTHESES OF THE STUDY

- The Age of the respondents does not influence the sources of awareness of WhatsApp Application.
- The Gender of the respondents does not influence the sources of awareness.
- The Marital Status of the respondents does not influence the sources of awareness.

- The Level of Education of the respondents does not influence the sources of awareness.
- The Occupation Status of the respondents does not the sources of awareness.
- The Income of the respondents does not the sources of awareness.
- There is no association between occupation and the purpose of using WhatsApp

## 8. METHODOLOGY

After collecting the interview schedule, a thorough verification of data was made. The editing work was undertaken. Further, in order to process the responses of the users, a master table was prepared using Microsoft Excel in computer indicating the code for each information to be used for analysis. With the help of the master table, classification tables were prepared for further analysis. The data were fed into SPSS software for statistical computation and statistical testing with which the analytical tables were drawn, duly tested and amply interpreted. The data were analyzed using appropriate statistical tools such as percentages, chi-square test, weighted average ranking technique, and Likert's scaling

techniques. Statistical package has been used to estimate the factor loadings and chi-square values. For analyzing the present study, chi-square test, weighted average ranking techniques and percentage analysis have been used in this study.

## 9. TYPES OF POLICIES TAKEN BY RESPONDENTS

Policyholders choose the policy according to their needs and preference. Needs may differ from one person to other. There are various policies offered by Star Health and Allied Insurance Company Limited to suit the needs to the respondents.

*Table No. 2 Types of Policies taken by the Respondents:*

Types of policies taken	Percentage
Group Health Insurance	20
Family floater Health Insurance	40
Health Insurance	40
<b>Total</b>	<b>100</b>

Source: Primary data

It is observed from table 2 that an equal percentage of respondents is 20 per cent have taken Mediclaim policy, package policy, fire policy, burglary policy, and shopkeeper policy.

Sources influence for the policyholders to take insurance policy through advertisement in newspaper, friends & relatives, agents and development officers, bankers, act and any other.

## 10. KNOWLEDGE ABOUT THE POLICY:

*Table No 3 Knowledge about the Policy of the Respondents*

Knowledge of the policy	Percentage
Through friends and relatives	14
Advertisement in Newspaper	10
Through agents and development	17
Through bankers	21
Through as per act	19

Any Other	19
<b>Total</b>	<b>100</b>

Source: Primary Data

It is inferred from table 3 that 21 per cent of the respondents know about the policy through bankers 19 per cent of the respondents know through act and any other, 10 per cent of the respondents know through advertisement in newspaper.

## II. REASONS FOR TAKING INSURANCE POLICIES

There are many reasons for choosing insurance policies. It may be due to tax deduction or to

cover risk of life – to get regular income after retirement might have also forced a person to choose the insurance policies. There is more than one reason for choosing the Star Health and Allied Insurance Company Limited policyholders. It may be due to lower premium with compensation, risk coverage, safety, compulsory for getting loan from a bank. The respondents are asked the reasons for choosing the Star Health and Allied Insurance company policies in the order. The table no 4 gives the reasons for choosing insurance policies.

*Table No 4 Reasons for taking Insurance Policies of the Respondents*

Reasons	Percentage
Risk coverage	23
Lower Premium with compensation	10
Safety	29
Profitability	8
Tax shelter	8
Compulsory for getting Loan from a bank	9
Any Other	13
<b>Total</b>	<b>100</b>

Source: primary data

It is inferred from the table 4 that 29 per cent of the respondent have chosen Star Health and Allied Insurance Company because of its safety and only 8 per cent of the respondents have chosen Star Health and Allied Insurance company for profitability and tax shelter.

## 12. TYPE OF SERVICES

In Star Health and Allied Insurance Company, agents and development officers help their policyholders. The researcher analyzed the helping tendency of the agent and development officers and provides the results in the table 5

*Table No 5. Type of Services of the Respondents*

Details	Percentage
Regular payment of premium	17.39

Renewing the policy	48.48
Redressal of complaints and grievances	14.49
Settlement of Claim	4.35
Assistance for selection of suitable policy	18.84
<b>Total</b>	<b>100</b>

It is observed from the above table that, around 69 per cent of the respondents who have received adequate service from the offices, 43 per cent of the respondents have received assistance for renewing the policy while only 4 per cent have received assistance in the form of claim settlement.

### 13. CLAIM SETTLEMENT

Insurance is taken for covering the risk of uncertainty. If there is any loss the insurance

company should shoulder the responsibility. They guarantee compensation as on when the loss arises. Greater the chance of risk, greater will be the utilization level. If there is no claim normally people are not willing to take insurance policies. In certain cases, the amount of claim made by the policyholder are settled by the company without any reduction. As a result, policy holder's attitude has increased. Table 6 shows claim and settlement of policy and no of respondents.

*Table No 6 Claim Settlement of the respondents*

Claim Settlement	Percentage
Claim made	12
Claim not made	83
Claim made and Settlement	5
<b>Total</b>	<b>100</b>

Source: Primary Data

The researcher has analyzed in the above table no 6 that, 5 percent of the respondents have made claim on the policy and the same has been properly settled by the company. 12 percent of the respondents have made claim on the policy but not settled by the company and 83 percent of the respondents have not made any claim on their policy.

### 14. OPINION ABOUT STAR HEALTH AND ALLIED INSURANCE COMPANY LIMITED

The respondents infer through the above table that, about the united India when compared with other insurance companies. Table 7 shows that the level of satisfaction of the Star Health and Allied Insurance Company

*Table No. 7 Opinion about Star Health and Allied Insurance Company of the Respondents*

Opinion	Percentage
Excellent	18

Good	39
Fair	22
Bad	21
<b>Total</b>	<b>100</b>

Source: Primary Data

It is inferred from the Table 7 that 39 per cent of the respondent's opinion about Star Health and Allied Insurance Company is Good, while 22 per cent of the respondent's opinion is fair and only 18 per cent feel that the Star Health and Allied Insurance Company Limited is excellent when compared to other insurance companies.

### **15. LEVEL OF SATISFACTION WITH REGARD TO THE PROCEDURE OF STAR HEALTH INSURANCE COMPANY**

The arithmetic mean ( $\bar{x}$ ) and standard deviation ( $\sigma$ ) were calculated for 100 observations of score value of the policyholders with regards to procedure and services of Star Health Insurance Company such as formalities in taking the

policy, formalities regarding the renewal, remainders regarding the premium payment, details regarding the policies are furnished properly etc. The calculated mean ( $\bar{x}$ ) is 36.18 and the standard deviation ( $\sigma$ ) is 5.21.

$(\bar{x} + \sigma) = 36.18 + 5.21 = 41.39$  and above are treated as high level satisfaction.

$(\bar{x} - \sigma) = 36.18 - 5.21 = 30.97$  and below are treated as low level satisfaction.

$(\bar{x} - \sigma)$  to  $(\bar{x} + \sigma)$  = Scores between 31 and 40 are treated as medium level satisfaction.

Table 8 shows the classification of the respondents according to their level of satisfaction with regard to the procedure and services of Star Health and Allied Insurance Company.

**Table No 8 Level of Satisfaction with Regard to the Procedure and Service of Star Health Insurance Company and the Number of Respondents**

<b>Level of Satisfaction</b>	<b>Scores</b>	<b>Percentage</b>
Low	10 – 30	17
Medium	31 – 40	60
High	41 – 50	23
<b>Total</b>		<b>100</b>

Source: Computed Data

It is observed from the Table no 8 that majority (60%) of the policyholders have medium level of satisfaction with regard to procedure and services of Star Health Insurance Company. While 23% of the policyholders have high level of satisfaction and 19 per cent of the policyholders have low level of satisfaction.

### **16. GENDER OF RESPONDENTS AND LEVEL OF SATISFACTION WITH REGARD TO THE PROCEDURE AND SERVICES OF STAR HEALTH INSURANCE LTD.**

**Table No 9 Gender of the Respondents and Level of Satisfaction**

Gender	Level of Satisfaction						Total
	Low	%	Medium	%	High	%	
Male	13	76	54	90	17	74	84
Female	4	24	6	10	6	26	16
<b>Total</b>	<b>17</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>23</b>	<b>100</b>	<b>100</b>

Source: Computed data

Calculated chi-square value (corrected) = 4.063. Table value at 5 per cent level with 2 d.f. = 5.991.

Since the calculated chi-square test is less than the table value, it is concluded that the level of satisfaction of the Star Health Insurance Company policyholders with regard to the procedure and services of Star Health Insurance Company is independent of their Gender.

#### **17. AGE OF THE RESPONDENTS AND LEVEL OF SATISFACTION WITH REGARD TO THE PROCEDURE AND SERVICES OF STAR HEALTH INSURANCE LTD.**

**Table No 10 Age of the Respondents and Level of Satisfaction**

Age	Level of Satisfaction						Total
	Low	%	Medium	%	High	%	
Below 20	2	12	1	1	-	-	3
20-40	8	47	27	45	11	48	46
40-60	4	23	25	42	7	30	36
Above 60	3	18	7	12	5	22	15
<b>Total</b>	<b>17</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>23</b>	<b>100</b>	<b>100</b>

Source: Computed data

Calculated chi-square value (corrected) = 8.116. Table value at 5 per cent level with 6 d.f. = 12.592.

Since the calculated chi-square test is less than the table value, it is concluded that the level of satisfaction of the Star Health Insurance Company policyholders with regard to the

procedure and services of Star Health Insurance Company is independent of their age.

#### **18. TYPE OF FAMILY OF RESPONDENTS AND LEVEL OF SATISFACTION WITH REGARD TO THE PROCEDURE AND SERVICE OF STAR HEALTH INSURANCE LTD.**

**Table No 11 Types of Family of the Respondents and Level of Satisfaction**



Gender	Level of Satisfaction						Total
	Low	%	Medium	%	High	%	
Male	13	76	33	55	15	65	61
Female	4	24	27	45	8	35	39
<b>Total</b>	<b>17</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>23</b>	<b>100</b>	<b>100</b>

Source: Computed data

Calculated chi-square value (corrected) = 2.788. Table value at 5 per cent level with 2 d.f. = 5.991.

Since the calculated chi-square test is less than the table value, it is concluded that the level of satisfaction of the Star Health Insurance Company policyholders with regard to the procedure and services of Star Health Insurance Company is independent of their type of family.

#### 19. MARITAL STATUS OF RESPONDENTS AND LEVEL OF SATISFACTION WITH REGARD TO THE PROCEDURE AND SERVICES OF STAR HEALTH INSURANCE COMPANY

*Table No 12 Marital Status of the Respondents and Level of Satisfaction*

Marital Status	Level of Satisfaction						Total
	Low	%	Medium	%	High	%	
Married	11	65	56	93	15	65	82
Unmarried	6	35	4	7	8	35	18
<b>Total</b>	<b>17</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>23</b>	<b>100</b>	<b>100</b>

Source: Computed data

Calculated chi-square value (corrected) = 13.052. Table value at 5 per cent level with 2 d.f. = 5.991.

Since the calculated chi-square test is greater than the table value, it is concluded that the level of satisfaction of the Star Health Insurance Company policyholders with regard to the procedure and services of Star Health Insurance Company influences their Marital Status.

#### 20. EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND LEVEL OF SATISFACTION WITH REGARD TO THE PROCEDURE AND SERVICES OF STAR HEALTH INSURANCE COMPANY

*Table No 13 Educational Qualification of the Respondents and Level of Satisfaction*

Educational	Level of Satisfaction						Total
	Low	%	Medium	%	High	%	

Qualification	Low	%	Medium	%	High	%	Total
SSLC	3	18	2	3	1	4	6
HSC	2	12	10	17	3	13	15
UG	9	52	26	43	8	35	43
PG	1	6	15	25	6	26	22
Diploma	-	-	4	7	3	13	7
Professional	2	12	3	5	2	9	7
<b>Total</b>	<b>17</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>23</b>	<b>100</b>	<b>100</b>

Source: Computed data

Calculated chi-square value (corrected) = 11.509. Table value at 5 per cent level with 10 d.f. = 18.307.

Since the calculated chi-square test is less than the table value, it is concluded that the level of satisfaction of Star Health Insurance Company policyholders with regard to the procedure and

services of Star Health Insurance Company is independent of their Educational Qualification.

## 21. OCCUPATION OF RESPONDENTS AND LEVEL OF SATISFACTION WITH REGARD TO THE SERVICE OF STAR HEALTH INSURANCE COMPANY

*Table No 14 Occupation of Respondents and Level of Satisfaction*

Occupation	Level of Satisfaction						Total
	Low	%	Medium	%	High	%	
Self Employed	5	29	23	38	7	30	35
Student	1	6	5	8	2	9	8
Private Employed	7	41	22	37	9	39	38
Professional	3	18	7	7	3	13	10
Govt. Employed	1	6	10	10	2	9	9
<b>Total</b>	<b>17</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>23</b>	<b>100</b>	<b>100</b>

Source: Computed data

Calculated chi-square value (corrected) = 2.797. Table value at 5 per cent level with 8 d.f. = 15.507.

Since the calculated chi-square test is less than the table value, it is concluded that the level of satisfaction of the Star Health Insurance Company policyholders with regard to the

procedure and services of Star Health Insurance Company is independent of their occupation.

## 22. MONTHLY INCOME OF RESPONDENTS AND LEVEL OF SATISFACTION WITH REGARD TO THE PROCEDURE AND SERVICES OF

**STAR HEALTH INSURANCE COMPANY***Table No 15 Monthly Income of Respondents and Level of Satisfaction*

Monthly Income	Level of Satisfaction						Total
	Low	%	Medium	%	High	%	
Below 5000	1	12	8	13	2	9	12
5000-10000	2	12	8	13	5	22	15
10000-15000	5	29	13	22	7	30	25
Above 15000	8	47	31	52	9	39	48
<b>Total</b>	<b>17</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>23</b>	<b>100</b>	<b>100</b>

Source: Computed data

Calculated chi-square value (corrected) = 2.3657. Table value at 5 per cent level with 6 d.f. = 12.592.

Since the calculated chi-square test is less than the table value, it is concluded that the level of satisfaction of the Star Health Insurance Company policyholders with regard to the procedure and services of Star Health Insurance Company is independent of their monthly income.

**23. POLICY SUM ASSURED OF RESPONDENTS AND LEVEL OF SATISFACTION WITH REGARD TO THE PROCEDURE AND SERVICES OF STAR HEALTH INSURANCE COMPANY**

*Table No 16 Policy Sum Assured of Respondents and Level of Satisfaction*

Policy Amount	Level of Satisfaction						Total
	Low	%	Medium	%	High	%	
Below 50000	9	53	17	28	11	48	37
50000-100000	3	18	13	22	4	17	20
100000-500000	2	12	14	23	3	13	19
Above 500000	3	17	16	27	5	22	24
<b>Total</b>	<b>17</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>23</b>	<b>100</b>	<b>100</b>

Source: Computed data

Since the calculated chi-square test is less than the table value, it is concluded that the level of satisfaction of the Star Health Insurance Company policyholders with regard to the

procedure and services of Star Health Insurance Company is independent of their Policy Amount.

## FINDINGS:

1. The survey points out that the 84 per cent of the respondents are men and only 16 per cent are women policy holders.

2. The age wise analyzing of the sample indicates that out of 100 respondents, 46 per cent of the policyholders are between 20-40 years and 36 per cent of policyholders are between 40 –60 years and 15 per cent of them belong to the age group of above 60 and only 3 per cent of the policyholders belong to the age group of below 20.

3. The survey reveals that 82 per cent of the policy holders are married and the rest unmarried. The implication is that married respondents are more responsible and are aware of importance of the insurance policies than unmarried.

4. It is apparent from the study that, 48 per cent of the respondents belong to the income group of more than Rs.15000/- and only 12 per cent of them belong to the group of less than Rs.5000/-

5. It is evident from the study that 43 per cent of the respondents are under-graduates and 22 per cent of them are post-graduates and 15 per cent belong to higher secondary holders and the rest of the 20 per cent belong to other categories. The indication is that the need for non-life insurance is much realized by educated people.

6. The study reveals that 38 per cent of the policyholders are private employees and 35 per cent of the policyholders are self-employed and only 8 per cent of them are students.

7. The researcher has classified the sample respondents on the basis of the type of the family. It is inferred from the study that 61 per cent of the respondents are in nuclear family, while the rest of them are in joint family. The implication is that those who are in nuclear family understand the need for non-life insurance.

8. It is observed from the study that the 40 per cent of the respondents prefer policies namely Health insurance and Family Floater Health Insurance.

9. It is ascertained from the study that, 21 per cent of the policyholders aware of the

policies through bankers and 10 per cent of the respondents have gained knowledge about this medi claim insurance through advertisements in newspapers.

10. It is found from the study that, 37 per cent of the sample respondents have taken policies for Rs. 1,00,000 and only 19 per cent of the respondents' policy amount is in the range from 300000 to 500000.

11. The survey brings out that 29 per cent of the respondents have chosen Star Health and Allied Insurance Company for its safety and 8 per cent of them have chosen it for profitability and tax shelter.

12. The study reveals that the 85 per cent of the respondents have renewed their policies and only 15 per cent of the respondents have not renewed their policies.

13. About 85 per cent of the respondents who have renewed. their policies. Out of them 13 per cent have renewed the policies 2 to 4 times while only 2 per cent of them have renewed the policies more than 6 times.

14. About 15 per cent of the respondents have not renewed their policies. Out of them 33 per cent feel that renewal is not necessary while 13 per cent of them do not have the awareness about the renewal.

15. It is apparent from the study that 69 per cent of the respondents feel that they have received adequate services from the officers while 31 per cent of the respondents feel that they have not received adequate services from the officers. About 69 per cent of the respondents who have received adequate services from the offices, 43 per cent of the respondents have received assistance for renewing the policy, while only 4 per cent of the respondents have received assistance in the form of claim settlement.

16. The study reveals that 5 percent of the respondents has made claim on the policy and got settled by the company and 12 percent of the respondents have made claim on the policy but not settled by the company. 83 percent of the respondents have not made any claim on their policy.

17. It is inferred from the study that 62 per cent of the respondents are satisfied with claim

procedure, while 38 per cent of the respondents are not satisfied with claim procedure.

18. It is noticed from the research that 61 per cent of the respondents feel that they have full security in having policies from the Star Health and Allied Insurance Company and only 39 per cent of the respondents feel that they are unsecured.

19. The study reveals that 59 per cent of the respondents feel that they do not face problems while they deal with the company, whereas 41 per cent of them feel that they faced problems while dealing with the insurance company.

20. It is evident from the study that there is no relationship between the policy amount and the level of satisfaction with regard to the procedure and services of Star Health and Allied Insurance Company.

#### **ANALYSIS OF LEVEL OF SATISFACTION OF POLICY HOLDERS AND FACTORS INFLUENCING IT**

The satisfaction of policyholders in Star Health and Allied Insurance Company Limited has been classified into 3 categories, namely Low level, medium level, and high level for analytical purposes. For the 100 respondents, the total score value for each respondent is calculated. The arithmetic mean ( $\bar{x}$ ) and standard deviation ( $\sigma$ ) were calculated for 100 observation of score values of the policyholders of Star Health and Allied Insurance Company Limited. It was observed that majority (64 per cent) of the policyholders have medium level of satisfaction regarding the policies in Dindigul city. While 23 per cent of the policyholders have a high level of satisfaction, 13 per cent of the policyholders have a low level of satisfaction. A Further attempt was made to test the significant relationship between level of satisfaction and identified factors and the following conclusion was made.

- The socio-economic factors of the respondents influence their level of satisfaction with regard to the Star Health and Allied Insurance Company policy holders.

#### **LEVEL OF SATISFACTION WITH REGARD TO THE SERVICES OF STAR**

#### **HEALTH AND ALLIED INSURANCE COMPANY**

The arithmetic mean ( $\bar{x}$ ) and standard deviation ( $\sigma$ ) are calculated for 100 observations of score value of the policy holder's satisfaction with regards to services available in Star Health and Allied Insurance Company that majority (65%) of the policyholders have medium level of satisfaction with regard to service of Star Health Insurance Company in Dindigul city, while 25 per cent of the policyholders have high level of satisfaction. Another attempt was made to test the significant relationship between level of satisfaction and identified factors with regard to the services of Star Health and Allied Insurance Company Ltd from which the following conclusion was made.

- The level of satisfaction of Star Health Insurance Company policy holders with regard to the services of Star Health Insurance Company is independent of socio-economic factors.

#### **LEVEL OF SATISFACTION WITH REGARD TO THE PROCEDURE OF STAR HEALTH INSURANCE COMPANY**

The arithmetic mean ( $\bar{x}$ ) and standard deviation ( $\sigma$ ) were calculated for 100 observations of score value of the policyholders with regards to procedure and services of Star Health Insurance Company that majority (60%) of the policyholders have medium level of satisfaction with regard to procedure and services of Star Health Insurance Company while 23% of the policyholders have high level of satisfaction and 19 per cent of the policyholders have low level of satisfaction. Another attempt was made to test the significant relationship between level of satisfaction and identified factors with regard to the procedures and services of Star Health and Allied Insurance Company Ltd from which the following conclusion was made.

The level of satisfaction of the Star Health Insurance Company policyholders with regard to the procedure and services of Star Health Insurance Company is independent of socio-economic factors.

## SUGGESTIONS

➤ Arranging marketing-oriented training to agents at regular interval will enable them to understand the market better and carryout intermediary function with more focus on (a) Correct identification of prospects in his real capacity (b) Avoidance of over insurance due to sales aggressiveness.

➤ Benefits of the policy have not reached the people – so improvements must be made on advertising in this regard. Further,

(a) New strategies are to be framed so as to face the new private competitors.

(b) A good number of customers reveal that the claims are not settled on time.

➤ The claim should be settled in a reasonable time period.

➤ The policy form should be in Tamil. So that customers find it easy to read and get more information about the policy.

➤ Star Health and Allied Insurance Company must be accessible easily by persons of all walks of life with the available infrastructure facilities and vast network, this is possible by creating arguing mind set.

➤ The concept of insurance must be imbibed in the minds of young generations. Efforts must be taken to include the principle of insurance in the curriculum at school level.

## CONCLUSION

The awareness about medi claim Insurance is slowly but steadily gaining momentum among Indians irrespective of their income levels. The pace of the momentum is likely to get speeded up in the years to come as a greater number of private insurance companies are entering into the market. Unlike in the past, Star Health and Allied Insurance Company can no longer be a silent spectator. It has to face, a strong challenge unpleased by the international giants. The glory of the Corporation can be retained only when it takes into account the customer into confidence. Introduction of modern management techniques, expansion of product lines and satisfactory customer services will alone help it in retaining its super power in Indian Insurance Industry. The Star Health and

Allied Insurance Company tries its best to satisfy its customers by providing them prompt services. However, improvements as per suggestion, will yield better results.

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