

CUSTOMER SATISFACTION TOWARDS UNITED INDIA INSURANCE SERVICES IN DINDIGUL

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ABSTRACT

Insurance plays a vital role in the modern society. The business of insurance is related to the protection of the economic value of assets. It is a means of providing protection against financial loss in a great variety of situations. Today there is a general feeling among the people that the services of the insurance agencies are not up to the expectation and satisfaction of policy holders and public. Therefore in this study an attempt is made to study the organizational structure, to evaluate the performance of the services of the insurance organization in Dindigul and efforts are made to identify the factors influencing the satisfaction of policy holders. The present study is based on both the primary data and the secondary data. The respondents are 300 policyholders and through a schedule data about the respondents are collected. In the present study various tools like simple descriptive statistics, chi-square test, multiple regression models, factor wise analysis, co-efficient correlation and partial regression analysis are used. Towards the end of the study useful suggestions based on the findings and analysis of the study are given for future betterment and development.

INTRODUCTION

The business of insurance is related to the protection of the economic value of assets. It is a means of providing protection against financial loss in a great variety of situations. In the words of R. S. Sharma, "Insurance is a Co-operation method for spreading over the loss caused by one or more, caused by a particular risk, over a number of persons who are exposed to it and who agree to insure themselves against that risk". It is observed that the essence of insurance is to share losses and substitute certainty by uncertainty.

Insurance plays a vital role in the modern society. Life insurance assures to replace the income loss to a family if the policy holder had met with an untoward incident. Health insurance like mediclaim reimburses the medical expenses which are met by the policy holder. Fire insurance pays all or part of the loss if the insured property is destroyed by fire. Motor vehicle insurance compensates the cost of

damages resulting from accident. Now-a-days, people can also avail insurance to cover unusual types of financial losses. Dancers have insured their legs against injury. Motion picture producers have even insured the lives of animals starring in their films. The desire for security is sought to be safe by taking all the precautions possible to avoid or prevent the consequence of risk. Insurance is a mechanism that helps to reduce such adverse consequences.

PURPOSE AND NEED OF INSURANCE

Assets are insured because they are likely to be destroyed through an accidental occurrence. Such possible occurrences will create financial loss to the owner. To compensate the loss, Insurance protection is needed. The accidental occurrences are called perils. Fire, floods, breakdowns, lightning and earthquakes are some examples of perils. The damage that these perils may cause the asset is the risk that the asset is exposed to. Insurance does not protect the asset. It does not prevent its loss due to the peril. Only economic and financial losses can be compensated.

STATEMENT OF THE PROBLEM

The main object of General Insurance is to protect the economic value of assets. Every asset has a value. The asset would have been created through the continuous efforts of the owner, in the expectation that, either through the income generated there from or some other output, some of his basic financial needs would be met. There is a normal economic expected life time for the asset. If the asset gets lost earlier or being destroyed or made non-functional, through an accident or other unfortunate event, the owner and those deriving benefits and income there from suffer. Insurance plays a vital role to overcome these difficulties and to protect the economic value of assets. This venture of insurance can be achieved by a well-organized sector like the United India Insurance.

The development of this sector does not merely depend upon by simply introducing the various types of products in the market but also upon the well-organized marketing system. There are many issues, which are considered relevant for better

marketing and organization facing this sector. There is also a general feeling that the services of the General Insurance are not up to the expectation and satisfaction of policyholders and public. Therefore, an attempt is made to study the organizational structure and a step is taken to evaluate the performance of the General Insurance and to an effort is made identify the factors influencing satisfaction of policyholders.

OBJECTIVES OF THE STUDY

The following are the specific objectives of the study.

1. To study the organizational structure of the United India Insurance Company Limited.
2. To enumerate the various insurance products of the United India Insurance company limited and assess the adequacy of the coverage.
3. To identify the factors influencing policyholders' satisfaction on the services of the United India Insurance Company Limited and
4. To offer suggestions based on the findings of the study for the wider functional coverage and improvement in operational efficiency of the United India Insurance Company Limited.

SCOPE OF THE STUDY

The scope of this study is restricted to general insurance business which is offered by the United India Insurance Company Limited in Dindigul. It covers the evaluation of operational efficiency in terms of working results and identifies factors influencing the satisfaction of policyholders on the various services rendered by the United India Insurance Company Limited in Dindigul.

METHODOLOGY

The Divisional office of the United India Insurance Company Limited has five branch offices. Out of these, one branch office is located in Dindigul itself and the remaining four branch offices are located in different parts of the district. As the study covers only Dindigul Taluk, the Divisional office and the Branch office of Dindigul are selected for the present study. A selection of 300 policyholders was made on a simple random basis from the Divisional office and the Branch office in Dindigul. The present study is based on both primary data and secondary data. The main source of primary data has been policyholders. To elicit information from the policyholders a schedule was designed and administered. The schedule was pre-tested and suitable modifications were carried out. The schedule has been used for collecting information relating to the personal data of the policyholders, benefits enjoyed, and problem faced by the policyholders. The schedule also contains

questions relating to the scale of policyholders' satisfaction on the services offered by the United India Insurance company limited. The secondary data are collected from the books, journals, records of Insurance Regulatory and Development Authority, Office of the Divisional Managers and the Branch Managers of United India Insurance Company Limited, Dindigul. The data were collected from the period of July 2012 to November 2012.

FRAMEWORK OF ANALYSIS

The general plan of analysis ranges from simple descriptive statistics to multiple regression models. The extent and variation of satisfaction derived by the policyholders from the United India General Insurance are measured through the scale and constructed on the basis of the scores of components. Factor-wise analysis was made. The dependent variable satisfaction was related to independent factors influencing the same. The respondents were grouped according to these factors and accordingly their mean and range of satisfaction scores for each factor group were calculated. In order to find out the significance of the differences between the averages, analysis of variance and 'F' tests have been applied. In addition to this, the inter-relationship of each group was also studied for finding out the critical difference. For quantitative factors, co-efficient of correlation and partial regression analysis have also been worked out.

ANALYSIS AND INTERPRETATION OF DATA

The results of the analysis of the collected data are presented under different heads.

DISTRIBUTION OF SAMPLE OF POLICYHOLDERS ON THE BASIS OF THEIR LEVEL OF SATISFACTION

The sample policyholders are divided into three categories based on their respective scores. The distribution of the respondents according to their levels of satisfaction is shown in table 1.

TABLE 1

It is observed from table 1 that 13 policyholders have low satisfaction. It works out to 17.33 per cent. There are 48 (64.00%) policy holders with medium satisfaction. Policy holders with high satisfaction are 14 (18.67). It is found from the table that a majority of the respondents (64%) have only medium level of satisfaction. The average satisfaction score is 68.67.

AGE GROUP AND LEVEL OF SATISFACTION

Age and Satisfaction are inter-related. Aged

policyholders are expected to possess better knowledge in the field of insurance. The aged respondents are more aware of the function of the insurance companies than the younger policyholders and the levels of satisfaction are likely to vary. The hypothesis formulated is 'Age influences the level of Policyholder's Satisfaction'. The sample respondents were grouped into three Age groups. The sample policyholders in the age group up to 25 years have been classified as Young, those between 26 and 50 years as Middle-aged and those above 50 years as Old.

The average satisfaction scores of different age groups varies from 51.12 to 82.50. There were 17 young respondents with their satisfaction scores ranging from 37 to 88. Their standard deviation score is 9.0671 and average satisfaction score is 51.12. There were 40 middle-aged respondents. Their satisfaction scores range from 42 to 177. Their standard deviation score is 10.4689 and average satisfaction score is 69.90. There are 18 old respondents who had their satisfaction scores ranging from 40 to 106. Their standard deviation score is 13.1659 and average satisfaction score is 82.50. It is observed from table 2 that the old respondents secured the highest percentage satisfaction. It shows that the old respondents were more satisfied with the various working factors in the United India Insurance Company Limited, Dindigul than the young and middle aged respondents.

TABLE 2

Null hypothesis: The association between the age group of the respondents and their level of satisfaction towards the united India insurance services is not significant.

As the calculated Chi-square value (163.85) is greater than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the age group of the respondents and their level of satisfaction towards the united India insurance services is significant.

EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

Education of policyholders is taken into consideration, to assess whether their educational qualification influences satisfaction. The hypothesis formulated is 'education influences the level of policyholders' satisfaction. The sample policyholders are classified according to their level of education namely, primary level, secondary level and college level.

The average satisfaction score of the different groups of respondents, on the basis of their education, varies from 66.94 to 71.35. There are 31 respondents who have primary education and their satisfaction scores range from 42 to 105. Their average level of satisfaction score is 66.94 and their standard deviation score is 11.0679. There are 21 respondents who have secondary level education. Their satisfaction scores range from 37 to 109. Their average level of satisfaction score is 68.29 and their standard deviations score is 10.8998. There are 23 respondents with college level education. Their satisfaction scores range between 46 and 117. Their average satisfaction score is 71.35 and their standard deviation scores are 10.9390. It is inferred from Table 3 that the average satisfaction score of the policyholders with college level education is higher than those of the other groups.

TABLE 3

Null hypothesis: The association between the educational qualification of the respondents and their level of satisfaction towards the united India insurance services is not significant.

As the calculated Chi-square value (6.470) is less than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the educational qualification of the respondents and their level of satisfaction towards the united India insurance services is not significant.

MARITAL STATUS AND SATISFACTION

The marital status of the respondents has been taken into account for the study. An attempt is made to find whether the level of satisfaction varies in respect of the marital status of the respondents. The hypothesis formulated is 'marital status influences the level of policyholders' satisfaction. The average satisfaction score of the marital status varies between 59.39 and 70.61 as shown in Table 4. There are 62 respondents who are married. Their satisfaction score ranges from 42 to 117. Their average level of satisfaction score is 70.61. There are 13 respondents who are unmarried. Their satisfaction scores range from 37 to 99. Their average satisfaction score is 59.39.

TABLE 4

Null hypothesis: The association between the marital status of the respondents and their level of satisfaction towards the united India insurance services is not significant.

As the calculated Chi-square value (17.60)

is greater than the table value (5.991) at 5% level of significance for 2 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the marital status of the respondents and their level of satisfaction towards the united India insurance services is significant.

NATURE OF POLICY AND LEVEL OF SATISFACTION

Nature of policy taken by the policyholders in the insurance company is taken into consideration to assess whether their nature of policy influences satisfaction. The hypothesis formulated is 'nature of policy influences the level of satisfaction'. The sample respondents are grouped on the basis of their nature of policy into three groups namely fire, motor and miscellaneous.

The average satisfaction score of different groups on the basis of status varies from 64.35 to 71.05. There are 23 respondents with fire insurance policy, having their satisfaction ranging from 37 to 96. Their average satisfaction is 64.35 and their standard deviation score is 11.0122. There are 38 respondents who are on motor insurance policy. Their satisfaction scores range from 42 to 117. Their average satisfaction score is 71.05 and standard deviation score is 9.1930. There are 14 miscellaneous policyholders who have their satisfaction scores ranging from 41 to 105. Their average satisfaction score is 69.29 and their standard deviation score is 11.2598.

It is observed from Table 5 that the respondents having motor insurance policy secured the highest percentage of average satisfaction. This shows that these respondents are more satisfied with the various working factors in the insurance company.

TABLE 5

Null hypothesis: The association between the nature of policy of the respondents and their level of satisfaction towards the united India insurance services is not significant.

As the calculated Chi-square value (29.96) is greater than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the nature of policy of the respondents and their level of satisfaction towards the united India insurance services is significant.

MONTHLY INCOME AND LEVEL OF SATISFACTION

The Monthly family income of the sample policyholder has been taken into account for the study. It is expected that higher the income level of the policyholders, more would be the satisfaction. To

find this, the hypothesis used is, 'monthly income influences the level of satisfaction'. For this, the monthly family income of the sample respondents is divided into three groups namely those up to Rs.5000 (low), those with Rs.5001 to Rs.10000 (middle) and those above Rs.10000 (high) as shown in Table 6.

It could be noted from the table that the average satisfaction of lower income group of respondents is 66.71. Their satisfaction scores range from 42 to 110 and their standard deviation score is 9.0734. There are eight middle-income respondents and their average level of satisfaction score is 63.88. Their satisfaction scores range from 46 to 106 and their standard deviation score is 11.1705. There are 29 respondents of higher income group and their satisfaction scores range from 37 to 117. Their average level of satisfaction score is 72.55. It is inferred from Table 6 that the average satisfaction and standard deviation scores of the policyholder of high-income group is the highest and the other groups of the policyholders average satisfaction is lower than the overall average satisfaction. It clearly shows that the policyholders of high – income group are more satisfied than the low and middle-income groups of policyholders.

TABLE 6

Null hypothesis: The association between the monthly income of the respondents and their level of satisfaction towards the united India insurance services is not significant.

As the calculated Chi-square value (9.5) is greater than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the monthly income of the respondents and their level of satisfaction towards the united India insurance services is significant.

OCCUPATION AND LEVEL OF SATISFACTION

The nature of job acquired by the policyholders has been taken into account for the study. The hypothesis is, 'occupation influences the level of satisfaction'. For this, the policyholders are classified into three categories on the basis of the nature of job acquired by them namely agriculture, business and employment as shown in table 7.

The average satisfaction scores on the level of occupation vary between 56.57 and 72.78. There are 10 respondents who are in agriculture. Their satisfaction scores range from 37 to 110. Their average level of satisfaction score is 64.60 and their

standard deviation score is 12.3563. There are 51 respondents designated as business people, whose satisfaction scores range from 44 to 117. Their average level of satisfaction score is 72.78 and their standard deviation score is 10.2937. The next group consists of 14 respondents who are designated as policyholders. Their satisfaction score ranges from 40 to 105. Their average level of satisfaction score is 56.57 and their standard deviation score is 9.6090.

TABLE 7

Null hypothesis: The association between the occupation of the respondents and their level of satisfaction towards the united India insurance services is not significant.

As the calculated Chi-square value (31.52) is greater than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the occupation of the respondents and their level of satisfaction towards the united India insurance services is significant.

MULTIPLE REGRESSION ANALYSIS

In this foregoing analysis, the relationship of each factor with the policyholders' satisfaction has been studied. The analysis made in the previous section has been carried forward into a Regression Analysis in this section. The Simple Correlation Analysis made in the pervious section is given in Table 8. It shows that there is a significant relationship among the four factors with regard to the level of satisfaction.

TABLE 8

INTER CORRELATION

Table 9 shows the inter-correlation among the eight selected factors. The relationship of satisfaction (Y) with the factors education (x_2), nature of policy (x_4), period (x_5), and monthly income (x_6) are not significant.

TABLE 9

The relationship of age (x_1) with marital status (x_3), nature of policy (x_4) and awareness (x_8) are significant. The relationship of education (x_2) with marital status (x_3), period (x_5), monthly income (x_6) are significant. The relationship of marital status (x_3) with period (x_5), monthly income (x_6) and awareness (x_8) are significant. The relationship of nature of policy (x_4) with monthly income (x_6) and occupation (x_7) are significant.

The relationship of period (x_5) with all other factors is not significant. The relationship of monthly income (x_6) with awareness (x_8) is significant. The relationship of occupation (x_7) with awareness (x_8)

is significant.

The partial regression co-efficient of the four factors with policyholders' satisfaction are significant (Table 10) indicating that the four factors individually contribute significantly to variations in policyholders' satisfaction when the influences of other factors are kept constant. As R^2 value is 0.68, the percentage of predictability of policyholders' satisfaction in terms of these factors is 68%.

TABLE 10

The multiple regression co-efficient of four factors with policyholders satisfaction has shown that all the four factors individually contribute significantly to the variation in policyholders' satisfaction when the influences of other factors are kept constant. The percentage of predictability of policyholder's satisfaction in terms of four factors is 62.39%. This is normally less, in terms of nine factors (68%). This clearly indicates that the other factors have very little influence on policyholders' satisfaction.

SUGGESTIONS

In the light of the findings made in the research study, the following suggestions are offered to improve the operational efficiency of the United Insurance Company Limited.

As the policyholders' awareness has been found to influence their level of satisfaction, the insurance company can come forward to present advertisements in regional language. It will create awareness in the minds of public at large. The insurance company shall try to develop business in the new products of miscellaneous insurance. It can be achieved by way of providing proper training to the field officers and agents. The study suggests that the United India Insurance Company can take necessary precautionary measures at the time of scrutinizing the proposals and processing the claims to reduce the amount of bogus claim. The company has to take necessary steps to settle the claim in time. It will bring a mental satisfaction to the policyholders. It is necessary to simplify the claim procedure. This will create a confidence in the minds of the policyholders. The development officers and managers should pay frequent visits to the business premises, which are insured, to verify the precautionary measures taken by the business people to prevent and avoid the perils. In turn, the accidents and claims may be considerably reduced. The present study enforces the revision of fire and motor insurance premium for the survival of the insurance company. It is also suggested that the terms and conditions of policy and its claims be redrafted. It is

found that the unclaimed bonus is available only for motor insurance. The present study suggests that the unclaimed bonus may be extended to all types of insurances. This will reduce the unnecessary claims.

CONCLUSION

The researchers present this study with the fervent hope that this will draw the attention of the management of insurance company. The researchers humbly state that this study is not a fascinating one to strengthen the academic value. If the study helps the management and the policyholders in any form for their development, the researchers will feel that they are amply rewarded.

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TABLE 1
DISTRIBUTION OF SAMPLE OF POLICYHOLDERS ON THE BASIS OF THEIR LEVEL OF SATISFACTION

Sl. No.	Level of Satisfaction	Number of Respondents	Percentage
1.	Low	52	17.33
2.	Medium	192	64.00
3.	High	56	18.67
	TOTAL	300	100.00

Source: Primary Data

TABLE 2
AGE GROUP AND LEVEL OF SATISFACTION

Sl. No.	Age Group	Level of Satisfaction			Total	Average Satisfaction	Standard Deviation	Range
		Low	Medium	High				
1.	Young	- (11.78)	24 (43.52)	44 (12.69)	68	51.12	9.0671	37-88
2.	Middle	20 (27.73)	132 (102.4)	8 (29.86)	160	69.90	10.4689	42-117
3.	Old	32 (12.48)	36 (46.08)	4 (13.44)	72	82.5	13.1659	40-106
	Total	52	192	56	300	68.67	10.8159	

Source: Survey Data

(Figures given in the brackets represent the Expected Frequency)

TABLE 3
EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

Sl. No.	Educational Qualification	Level of Satisfaction			Total	Average Satisfaction	Standard Deviation	Range
		Low	Medium	High				
1.	Primary	28 (21.49)	72 (79.36)	24 (23.14)	124	66.94	11.0679	42-105
2.	Secondary	14.56 (3.6)	60 (53.76)	16 (15.68)	84	68.29	10.8998	37-109
3.	College	16 (15.94)	60 (58.88)	16 (17.17)	92	71.35	10.9390	46-117
	Total	52	192	56	300	68.67	10.9873	

Source: Survey Data

(Figures given in the brackets represent the Expected Frequency)

TABLE 4
RELATIONSHIP BETWEEN MARITAL STATUS AND LEVEL OF SATISFACTION

Sl. No.	Marital Status	Level of Satisfaction			Total	Average Satisfaction	Range
		Low	Medium	High			
1.	Married	48 (42.98)	164 (158.76)	36 (46.29)	248	70.61	42 – 177
2.	Unmarried	4 (9.01)	28 (33.28)	20 (9.70)	52	59.39	37 – 99
3.	Total	52	192	56	300	68.67	

Source: Survey Data

(Figures given in the brackets represent the Expected Frequency)

TABLE 5
RELATIONSHIP BETWEEN NATURE OF POLICY AND LEVEL OF SATISFACTION

Sl. No.	Nature of Policy	Level of Satisfaction			Total	Average Satisfaction	Standard Deviation	Range
		Low	Medium	High				
1.	Fire	20 (15.6)	40 (58.8)	32 (17.16)	92	64.35	11.7751	37–96
2.	Motor	24 (26.0)	108 (97.28)	20 (28.36)	152	71.05	9.1930	42–117
3.	Miscellaneous	8 (9.68)	44 (35.84)	4 (10.4)	56	69.29	11.2598	41–105
	Total	52	192	56	300	68.67	11.0122	

Source: Survey Data

(Figures given in the brackets represent the Expected Frequency)

TABLE 6
RELATIONSHIP BETWEEN MONTHLY INCOME AND LEVEL OF SATISFACTION

Sl. No.	Monthly Income	Level of Satisfaction			Total	Average Satisfaction	Standard Deviation	Range
		Low	Medium	High				
1.	Upto Rs.5,000	28 (26.0)	92 (97.28)	32 (28.36)	152	66.71	9.0734	42–110
2.	Rs.5,001–10,000	- (5.2)	24 (20.48)	8 (5.96)	32	63.88	11.1705	46–106
3.	Above Rs.10,000	24 (20.08)	76 (74.0)	16 (21.6)	116	75.55	12.2370	37–117
	Total	52	192	56	300	68.67	11.0122	

Source: Survey Data

(Figures given in the brackets represent the Expected Frequency)

TABLE 7
RELATIONSHIP BETWEEN OCCUPATION AND LEVEL OF SATISFACTION

Sl. No.	Occupation	Level of Satisfaction			Total	Average Satisfaction	Standard Deviation	Range
		Low	Medium	High				
1.	Agriculture	4 (6.92)	28 (25.6)	8 (7.2)	40	64.60	12.3563	37-110
2.	Business	44 (35.36)	136 (130.56)	24 (38.0)	204	72.78	10.2937	44-117
3.	Employment	4 (9.68)	28 (35.84)	24 (10.44)	56	56.57	9.6090	40-105
	Total	52	192	56	300	68.67	11.0122	

Source: Survey Data

(Figures given in the brackets represent the Expected Frequency)

TABLE 8
SIMPLE CORRELATION OF SELECTED FACTORS WITH SATISFACTION

Sl. No.	Factors	Correlation Co-efficient	Table Value 'r'	Significance
1.	Age	0.637	0.226	Significant
2.	Education	0.061	0.226	Not Significant
3.	Marital Status	0.312	0.226	Significant
4.	Nature of Policy	- 0.064	0.226	Not Significant
5.	Period	0.180	0.226	Significant
6.	Monthly Income	0.124	0.226	Not Significant
7.	Occupation	- 0.452	0.226	Significant
8.	Awareness	0.247	0.226	Significant

TABLE 9
INTER CORRELATION AMONG INDEPENDENT VARIABLES

Y	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈
S	.637	.061	.312	-.064	.180	.124	-.452	.247
X ₁	-	.0172	.326	.286	.078	.164	.057	.256
X ₂	-	-	.233	.058	.227	.433	.144	.120
X ₃	-	-	-	.102	.264	.237	.024	.250
X ₄	-	-	-	-	.125	.293	.226	-.118
X ₅	-	-	-	-	-	.074	.101	.133
X ₆	-	-	-	-	-	-	.050	.350
X ₇	-	-	-	-	-	-	-	.443
Table Value of Correlation = 0.226								

Table Value of Correlation = 0.226

TABLE 10
MULTIPLE REGRESSION ANALYSIS OF EIGHT FACTORS WITH SATISFACTION

Sl. No.	Factors	Partial Regression	SE of Partial Regression	"t" Value	Significance
1.	Age	1.476	1.637	0.902	Significant
2.	Education	-1.498	1.535	-1.627	Not Significant
3.	Marital Status	3.406	2.540	1.341	Significant
4.	Nature of Policy	0.267	2.880	0.197	Not Significant
5.	Period	-0.385	1.771	-0.443	Not Significant
6.	Monthly Income	-0.366	1.831	-0.746	Not Significant
7.	Occupation	1.527	1.430	1.068	Significant
8.	Awareness	-1.300	1.215	-0.721	Significant
R² = 0.68					

Percentage of predictability = 68 %

As the partial regression co-efficient of four of the above factors are significant, the Multiple Regression Analysis has been repeated for the four significant factors and the results are given in Table 11.

TABLE 11
MULTIPLE REGRESSION ANALYSIS OF FOUR FACTORS WITH SATISFACTION

Sl. No.	Factors	Multiple Regression	SE of Multiple Regression	"t" Value	Significant
1.	Age	1.367	1.235	0.994	Significant
2.	Marital Status	3.179	2.845	2.312	Significant
3.	Occupation	1.504	1.258	1.022	Significant
4.	Awareness	-1.303	1.296	-1.520	Significant
R² = 0.6329					

Percentage of Predictability = 63.29%