

People Attitude Towards General Insurance (Special Reference to Old Mysore Region of Karnataka)

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Abstract

The individual characters of humankind and especially of Indian citizens have not been entirely researched so far. The main intention of doing this research is to know about people attitude towards general insurance. To achieve objectives the primary data has been collected through structured questionnaires. Secondary data has been collected from reports, books, journals, magazines and other published data's. For collecting the primary information random sampling technique is used. The sample size restricted to 150 respondents of all category investors. Chi square statistical technique is used to draw the result from the collected data. The socio economic factors like age, gender, education, income, occupation and savings of towards general insurance is encouraging

Keywords

Investor, Attitude, General Insurance, Socio Economic Factors, Mysore

I. Introduction

The general insurance is a type investment which gives the safety from uncertainties. An General insurance is the most appropriate investment for the vehicle. It gives the safety for vehicle, owner and third party. The main purpose of doing this research study is done to determine the people attitude towards general insurance with special reference to old Mysore region. To achieve these objectives the primary data has been collected through structured questionnaires from the investor's. Secondary data has been collected from reports, books, journals, magazines and other published data's. For measuring attitude of people nine point scaling is used and various phenomena and analyzing the collected data effectively and efficiently to draw sound conclusion, a number of statistical tests would be conducted like chi square for testing of hypothesis.

II. Review Literature

A. Plummer [3] (1974)[1] focused on building life style profiles in relation to the stage of products and financial services like commercial bank credit cards. A study conducted by **Verma A and Hanspal (1999)** revealed that the whole creative process of an advertisement was influenced by the lifestyle the advertiser eventually chose to reach. Studies dealing with the lifestyle characteristics of individual investors are not many in number. **Sharma Aparajita (2011)[2]** in her study aims to develop the managerial competency framework for the middle level managers of the general insurance sector in India. Secondary research provides the overview of existing generic competency models. The need was observed for a competency based framework in the insurance sector in India. Survey was conducted among ninety eight middle level managers of the public and private sector general insurance companies. The results revealed the fourteen managerial competencies: analytical skills, communication skills, creativity, decision-making, ability to delegate, flexibility, initiative, interpersonal skills, job knowledge, leadership, managerial skills, ability to motivate, ability to plan and team

management. Job knowledge, managerial skills, were the most important skills. Other important skills were communication skill, inter-personal skill and team management.

Pascale Turquet (2012)[3] in his study found that for a number of years, the Dutch, German and French health insurance systems have been attempting to contain costs and diversify their sources of finance, which traditionally have come mainly from social contributions. Diversification may involve broader-based public finance, as well as greater recourse to private resources and operators. In the case of the Netherlands and Germany, the reforms go hand in hand with efforts to introduce competition between health insurance bodies. In France, private complementary insurance has become indispensable for adequate access to health care. However, these measures have repercussions for redistribution, which social assistance programmes have difficulty in addressing.

Srivastava, Samir K. and Ray, Avishek (2012)[4] in their paper determines a set of marketing, financial and operational variables to predict benchmark financial strength of general insurance firms in India. It incorporates qualitative inputs from practicing managers and industry experts before carrying out quantitative modeling and analysis. We collect, compile and analyze the key financial, operational and business data of eight Indian insurance firms. The NAIC IRIS ratios method was used to obtain an initial risk classification. Linear regression and logit techniques were thereafter applied to estimate the significant factors (direction-wise and magnitude-wise) which influence insurer solvency. The results suggest that the factors that most significantly influence Indian non-life insurers are lines of business, the firm's market share, the premium growth rate, the underwriting performance and the claims incurred. Further, the factors which have the strongest effect are market share, change in inflation rate, firm size, lines of business and claims incurred. The paper provides insurers with easy-to-use operational and marketing indicators to benchmark their solvency risk. It will lead to competitive goal setting for continuous improvement. Estimation of appropriate market/economic parameters can be a useful input for regulators.

F. subramanya P R et al.[5](2012) examines the relationship between the demographic variables and attitude of the people related to the financial marketing.

Renukamurthy et.al (2012)[6] identifies the relationship between socio economic variables and attitude of the investors towards the MF.

III. Objective of the Study

To study the people attitude towards general insurance with consideration of socio economic variables.

IV. Research Design

This research study is an analytical and descriptive research. It is related to the analysis of attitude of people towards general insurances. In order to conduct this study, 150 respondents are selected.

A. Sources of Data

All the data required for this research work is obtained from primary and secondary sources. Mainly questionnaire has been used as a primary instrument.

1. Sampling Plan

- Targeted population: customers and non customers of general insurance.
- Sampling method: Random sampling
- Sample size: 150

2. Hypothesis

- H0: Respondents attitude is independent towards general insurance on the basis of Socio economic variables.
- H1: Respondents attitude is dependent towards general insurance on the basis of Socio economic variables.

V. Scope of the Study

The research study undertaken does not probe too much about whether the respondents have a very well insight into general insurances. The research involves only a general study related to the investment attitude of investors towards general insurances. The research would reveal results regarding the investment attitude of various investors about general insurances and thus in turn, helps the organization to identify the attitude of various investors and to improve the marketing of general insurances.

- The study has helped the researcher to gain real time experience by interacting with the people and has helped to analyze "The attitude of the people towards General insurances".
- The study will help for General insurance companies for further marketing planning.

VI. Data Analysis and Interpretation

Table 1: Age Vs Attitude Towards General Insurance

Age	Positive	Neutral	Negative	Respondents
<25-35	33	30	15	78
35-45	13	10	9	32
45<	20	12	8	40
Total	66	52	32	150

At 5% level of Significance with Degrees of freedom 4, the tabulated value of is 9.488 with respect to X2 value is 2.0308. Since X2 calculated < Tabulated value the hypothesis is accepted and it is concluded that there is no significant association between the age of the respondents and their attitude towards general insurance.

Table 2: Gender Vs Attitude Towards General Insurance

Gender	Positive	Neutral	Negative	Respondents
Male	39	34	15	88
Female	27	18	17	62
Total	66	52	32	150

At 5% level of Significance with Degrees of freedom 2, the tabulated value of is 5.991 with respect to X2 value is 2.8076. Since X2 calculated < Tabulated value the hypothesis is accepted and it is concluded that there is no significant association between the gender of the respondents and their attitude towards general insurance.

Table 3: Education Vs Attitude Towards General insurance

Education	Positive	Neutral	Negative	Respondents
Upto 10 th	21	12	9	42
PUC	15	16	7	38
Graduation	14	14	5	33
Technical Course and PG	16	10	11	37
Total	66	52	32	150

At 5% level of Significance with Degrees of freedom 6, the tabulated value of is 12.592 with respect to X2 value is 4.7616. Since X2 calculated < Tabulated value the hypothesis is accepted and it is concluded that there is no significant association between the education of the respondents and their attitude towards general insurance.

Table 4: Income Vs Attitude Towards General insurance

Income	Positive	Neutral	Negative	Respondents
Upto Rs.10000	21	18	8	47
Rs.10000 -20000	26	12	14	52
<20000	19	22	10	51
Total	66	52	32	150

At 5% level of Significance with Degrees of freedom 4, the tabulated value of is 9.488 with respect to X2 value is 5.4493. Since X2 calculated < Tabulated value the hypothesis is accepted and it is concluded that there is no significant association between the income of the respondents and their attitude towards general insurance.

Table 5: Savings Vs Attitude Towards General Insurance

Savings	Positive	Neutral	Negative	Respondents
Upto Rs 5000	30	20	15	65
Rs. 5000 -15000	17	14	9	40
<15000	19	18	8	45
Total	66	52	32	150

At 5% level of Significance with Degrees of freedom 4, the tabulated value of is 9.488 with respect to X2 value is 0.9620. Since X2 calculated < Tabulated value the hypothesis is accepted and it is concluded that there is no significant association between the savings of the respondents and their attitude towards general insurance.

Table 6: Occupation Vs Attitude Towards Mutual Fund

Occupation	Positive	Neutral	Negative	Total
Agriculture	16	18	12	46
Self Employed	10	14	8	32
Private Employee	15	11	7	33
Government Employee	25	9	5	39
Total	66	52	32	150

At 5% level of Significance with Degrees of freedom 6, the tabulated value of is 12.592 with respect to X^2 value is 10.2363. Since X^2 calculated < Tabulated value the hypothesis is accepted and it is concluded that there is no significant association between the occupation of the respondents and their attitude towards general insurance.

Table 7: Co-relationship Between Age and Income, Age and Savings of People Relation

Positive attitude respondents Age group	Positive attitude respondents Income level	Positive attitude respondents Savings level
33	21	30
13	26	17
12	19	19

The above table shows the co-relation between positive attitude respondents' age group and positive attitude of respondents' income level.

The age and income of the respondents' relation level is -0.1990, it means age and income has the negative relation.

And the above table identifies the positive attitude respondents' age group and positive attitude of respondents saving level. The age and savings of the respondents relation is 0.9828. it means age and saving has the positive relation.

The above table shows the co-relation between positive attitude respondents' income group and positive attitude of respondents saving group.

The income and saving of the respondents relation level is -0.3764, it means income and saving has the negative relation.

Table 8: Co-relationship Between Education and Occupation of People Relation.

Positive attitude respondents on the basis of education	Positive attitude respondents on the basis of occupation
21	16
15	10
14	15
16	25

The above table shows the co-relation between positive attitude respondents of education group and positive attitude of respondents' occupation group.

The education and occupation of the respondents' relation level is 0.1202, it means education and occupation has the positive relation.

VII. Findings

1. The attitude of people is not depend on demographic factor.
2. The attitude of people is not depending on the socio economic factors.
3. The attitude towards income is independent, may be the income habit is created on the basis of their capacity and willingness but the saving habit created due to the age factor.
4. Age is not the determinant of positive attitude income level people.
5. Age is the major determinant of positive attitude saving level people.
6. Saving habit is developing only on the basis of age factor not on the basis of income.

VIII. Conclusion

The research study "People attitude towards General insurance is found that the People have a positive attitude towards their investment made in General insurance. Majority of the people prefer General insurance for the safety measure. As far as the socio economic variables are concerned age, gender, qualification have been encouraging the attitude of investors towards general insurance. The socio economic variable of income and saving level also encourages the attitude of people towards General insurance. The attitude of people is independent in nature, only certain level some factors affected by the demographic factors.

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