

P-2036

**A STUDY ON  
IDENTIFICATION OF THE TRAITS FOR  
INSURANCE ADVISOR IN ICICI PRUDENTIAL  
LIFE INSURANCE COMPANY LIMITED**

P-2036

SUMMER PROJECT REPORT  
Submitted to the  
Faculty of Management Sciences, Anna University  
in partial fulfillment of the requirement  
for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION

by

**V.K.MOHAN  
71205631033**

October 2006

**DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY  
COIMBATORE – 641 006**



DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY  
COIMBATORE

**BONAFIDE CERTIFICATE**

Certified that this project titled “A STUDY ON IDENTIFICATION OF THE TRAITS FOR INSURANCE ADVISOR IN ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED” is a bonafide work of Mr.V.K.MOHAN (71205631033), who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Prof. K. R. Ayyaswamy  
Faculty Guide

  
Dr. S. Ganesan  
Director

Evaluated and Viva – Voice conducted on 10.11.06.

  
Examiner 1

  
Examiner 2

I, V.K. Mohan, hereby declare that the project entitled "**A study on identification of the traits for insurance advisor in ICICI prudential life insurance company limited.**" submitted to the Anna University in partial fulfillment of the requirements for the award of the degree of Master of Business Administration is a record of original work done by me during my period of study in Department of management studies in kumaraguru college of technology (Affiliated to Anna University). Under the guidance of **Prof.K.R.Ayyaswamy**, faculty in the Department of Management Sciences.

Place: COIMBATORE

Date: 10-11-2006

V.K. Mohan  
(V.K.Mohan)

05-OCT-2006

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. V.K. MOHAN REG NO 71205631033**, II Year M.B.A Student, KCT Business School, Kumaraguru College of Technology, Saravanampatty Coimbatore. He has done a Project '**A STUDY ON IDENTIFICATION OF THE TRAITS FOR INSURANCE ADVISOR**' From the Period of June 29<sup>th</sup> to August 9<sup>th</sup> 2006.

He has successfully completed his project abided by the rules and regulations of the company.

We wish him all Success for his future endeavors.

  
J.M.FEROZ  
SALES MANAGER  
CHANNEL DEVELOPMENT

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## **ABSTRACT**

The objective of this project is to carry out to identify the desirable traits that are required for a person to become an insurance advisor .The project also try to find the opportunities available in ICICI Prudential Life Insurance Company Limited and the public awareness of such opportunities.

The research design used in this project is “Descriptive” .A sample of 150 respondents was used for data collection were selected in Coimbatore city “Convenience sampling”. A “ Questionnaire” was designed to collect the primary data. The collected data were analyzed using certain statistical tools. They are simple percentage analysis weighted average and chi square technique.

The important finding of the study is a large number of people are interested in taking up part-time advisors position to sell their insurance product. The company should tap such employed people to sell their insurance products during the evening time. The company should create a working environment that gives higher recognition for the work done by them to increase productivity.

So the research study may help the company to frame suitable recruitment policies such a way to increase sale of its insurance products and enhance morale to improve the employee productivity.

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# INTRODUCTION

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# CHAPTER -1

## 1.1 INTRODUCTION

In today's hectic world, there is uncertainty in every move that we make. Life is not as it should be. In the rat race to earn money and more money in order to live better quality of life, we all have somehow forgotten to live in the present. Hence, by this entire bargain, our future remarkably seems all the more confusing and uncertain. At this juncture, the importance of this phrase seems more obvious:

"Insurance may be described as a social service to reduce or eliminate risk of loss to life and property. Under the plan of insurance, a large number of people associate themselves by sharing risk attached to individuals. The risks, which can be insured against, include fire, the perils of sea, death and accident and burglary. And risk contingent upon these may be insured against premium commensurate with the risk involved. Thus collective bearing of risk is insurance.

The insurance sector in India has come long way from being an open competitive market to nationalization and back to a liberalized market again. Tracing the developments in the India insurance sector reveals the 360-degree witnessed over a period of almost two centuries.

Insurance business may be divided into 4 classes. They are: Life Insurance, Fire Insurance, Marine Insurance and Miscellaneous Insurance.

Life Insurance transacts life insurance business while general insurers transact the rest. In India, insurance is a federal subject. The legislation that deals with insurance in India is the Insurance Act, 1983 and Insurance Regulatory & Development Authority Act, 1999.

A lead is defined as any potential customer who as in the age group of 18-62, who indicates the amount to be invested or the sum to be insured who is ready to give an appointment.

So the main job of an advisor is to produce more leads. The successful advisors have some certain attributes and an profile after discussing with sales manager and with unit managers and with the successful advisor is listed down the profile and attribute.

## **1.2 PROFILE OF A SUCCESSFUL ADVISOR:**

- a) 25-50 years of age
- b) To have a smart appearance
- c) To have good family background
- d) To have good market contacts
- e) To have good IQ and commonsense
- f) To have high energy level
- g) With good integrity & character
- h) With good drive and ambition

## **1.3 ATTRIBUTES TO SUCCESS:**

- 1) Mental alertness
- 2) Good energy level
- 3) Goal & achievement motivation
- 4) Courage & determination and self confidence
- 5) Nature or realistic market
- 6) Competitive courage
- 7) Motivation: self motivated, service, money, recognition
- 8) Interest in working independence and self
- 9) People oriented
- 10) Entrepreneur spirit

When the advisors have these kind of attribute it will help them to generate more leads and to become a star people.

## 1.4. INDUSTRY PROFILE

The insurance sector India has come a long way from being an open to nationalization and back to a liberalized market again. Tracing the developments in the Indian insurance sector reveals the 360-degree turnover witness over a period of almost two centuries.

The British companies started life insurance business in India, by issuing policies exclusively on the life's European soldiers and civilians. They sometimes issued policies on the lives of Indian's by charging limited. (1973) and oriental life insurance company (1818) was formed issue life assurance policies in India. Gradually, the first Indian company named as mutual life insurance society limited was formed in December 1870. By 1871, the total number of companies working in India was, out which was 7 were India and the remaining were British companies. During the period from 1870 to 1900, a large number of Indian companies were formed under Indian companies act, 1866. The business was confined to few communities and occupation only.

During the period from 1900 to 1912, the insurance business attracted attention among middle class people. As a result government of Indian two acts, the life insurance company's act of 1912 and the provident act of 1912 and model of British assurance act and thus, insurance regulation formality began in India. The first legislation was introduced with the insurance act of 1938 that provided strict state control over insurance business in the country. This provided an affective check on the large scale frauds that sullied insurance business during the 1930's.

In the 1940's there more than 220 insurance company in India. There was no control over starting and closing of insurance companies. Customer's money was that at stake. After independence, the business of insurance grew at a faster pace as the competition among the Indian companies intensified.

At this juncture, the government of Indian decided to merge all the insurance companies and thus, 245 Indian and foreign insurers and provident societies were taken over by the central government and nationalized in the year 1956. The merger and nationalized of all existing life insurance company resulted in giving birth to the life insurance corporation of India (LIC), which was formed with a capital contribution of Rs.5 crore from the government of India. Industry was run by the government for 40

years through LIC and four general insurance companies that spanned the length and the breadth of the country. LIC enjoyed a monopoly for more than four decades.

In 1993, Malhotra committee, headed former finance secretary and RBI Governor R.N.Malhotra, was formed to evaluate the Indian insurance industry and recommend its future direction. The Malhotra committee was set up with the objective of complementing the reforms initiated in the financial sector. The reforms are aimed at creating more efficient and competitive financial systems suitable for the requirements of the economy keeping in mind the structural changes currently underway. Their study exposed the fact that the existing company had penetrated only 22%, i.e., as against 336m insurable population, only 65m were tapped. The Malhotra committee gave strong recommendation for privatizing the life insurance business and also recommended for the formation of a regulatory board to govern the insurance business.

Government of India decided to privatize the life insurance business and hence, insurance regulatory and development authority (IRDA) was formed July 2000, which was headed by Mr.N.Rangachari. In the two years since the insurance regulatory and development authority (IRDA) licensed private players in to the life insurance industry, customers have been treated to surfeit of choice in insurance products.

The entry of private players into the insurance has seen a veritable explosion of products that offer customer a much richer menu of options. Today, the Indian life insurance industry has a dozen of private players, each of which are making strides in raising awareness level, introducing innovative products and increasing penetration of life insurance in the vastly underinsured country.

For a choice-starved customer, their entry has been a godsend. It has infused a new flavor into what was perceived as a sober industry and has resulted in the market leader LIC adopting a more market-friendly approach in its bid to retain its premier position. Several of these private insurers have introduced revamped products to meet the need of their target customers and in line with their business objectives.

Penetration of life insurance is beginning to cut across socio economic classes and attract people who never purchased insurance before. With the heightened awareness and the customer education comes willingness to view life insurance as an integral part of the financial portfolio. No longer is the life insurance a poorly understood product that is

pushed onto people. Nor is it a product that is only to be bought hurriedly at the time of filling taxes. It's now catching on as an important element of the overall financial basket; one that I purchased to fulfill specific rational and emotional needs. Not only there has been change in the structure and nature of the product, but also in the way they are sold. From being a purely advisor-business, the sector has seen the emergence of a number of channels including banc assurance, corporate agents, brokers and direct marketing. These channels, through new, are quickly gaining importance primarily because they present the customers with multiple ways of approaching life insurers. There has been a vast improvement in serve attitude and delivery too.

As with privatization in any industry, the benefits aren't restricted to the customer alone, but extend to the society at large, by generating employment opportunities for thousands. Over the past two years, insurance companies both life and non-life collectively hired at least 6,000 employees to staff their operation across the country. Another 90,000-odd have been appointed as life insurance advisors who are engaged in counseling and recommending product to life insurance buyers. The potential for the growth and spread of life insurance is high as in many other Asian countries.

This due to stronger economic growth, rapid aging of population, a weak social security and pension system leaves a majority of workers with no old age income security. A well developed insurance sector promotes economic growth by encouraging risk-taking activity, and also has great potential in mobilizing long term contractual savings and the rest is crucially needed for infra structure development.

The global insurance Market stands at 1512.2 Billion us dollar and India stand 23<sup>rd</sup> position with 9.93 billions US dollar. Out of the 1 billion populations in India 35 million are insured. India life insurance premium as percentage of GDF is 2.32%. The Indian insurance market is set to touch 25 billion US dollar by 2010 on the assumption of 7% growth in GDP. The role of life insurance is crucial one for the development of our country. Life insurance companies deploy funds for the development of the economy of the country. Life insurance company have to invest 75% of its revenue in the government specified securities like electricity board, housing schemes, water supply and sewage projects, development of road and transport, industrial development schemes etc.

As of today, there are twelve private life insurance companies operating in India. Their profiles are given table 2.1 and 2.2.

**Life insurance industry in the year 2000-2005, the 13 new entrants**

<b>Reg.No.</b>	<b>Date of Register</b>	<b>Name of the company</b>
101	23.10.2000	HDFS standard life insurance company Limited
104	15.11.2000	Max New York Life insurance co. Ltd.
105	24.11.2000	ICICI Prudential Life insurance company Ltd.
107	10.01.2001	Om Kotak Mahindra Life insurance Ltd.
109	31.01.2001	Brilla sun Life Insurance company Limited
110	12.02.2001	Tata AIG Life Insurance company Limited
111	30.03.2001	SBI Vyasa Life Insurance Company Limited
114	02.08.2001	ING Vyasa Life Insurance company Private Limited
116	03.08.2001	Allianz bajaj Life Insurance company Limited
117	06.08.2001	Metlife India Insurance company private, Limited
122	14.05.2002	Aviva life insurance company India private limited
127	06.02.2004	Sahara India Insurance company Limited
128	17.11.2005	Shriram Life Insurance company Limited



## **1.5. COMPANY PROFILE:**

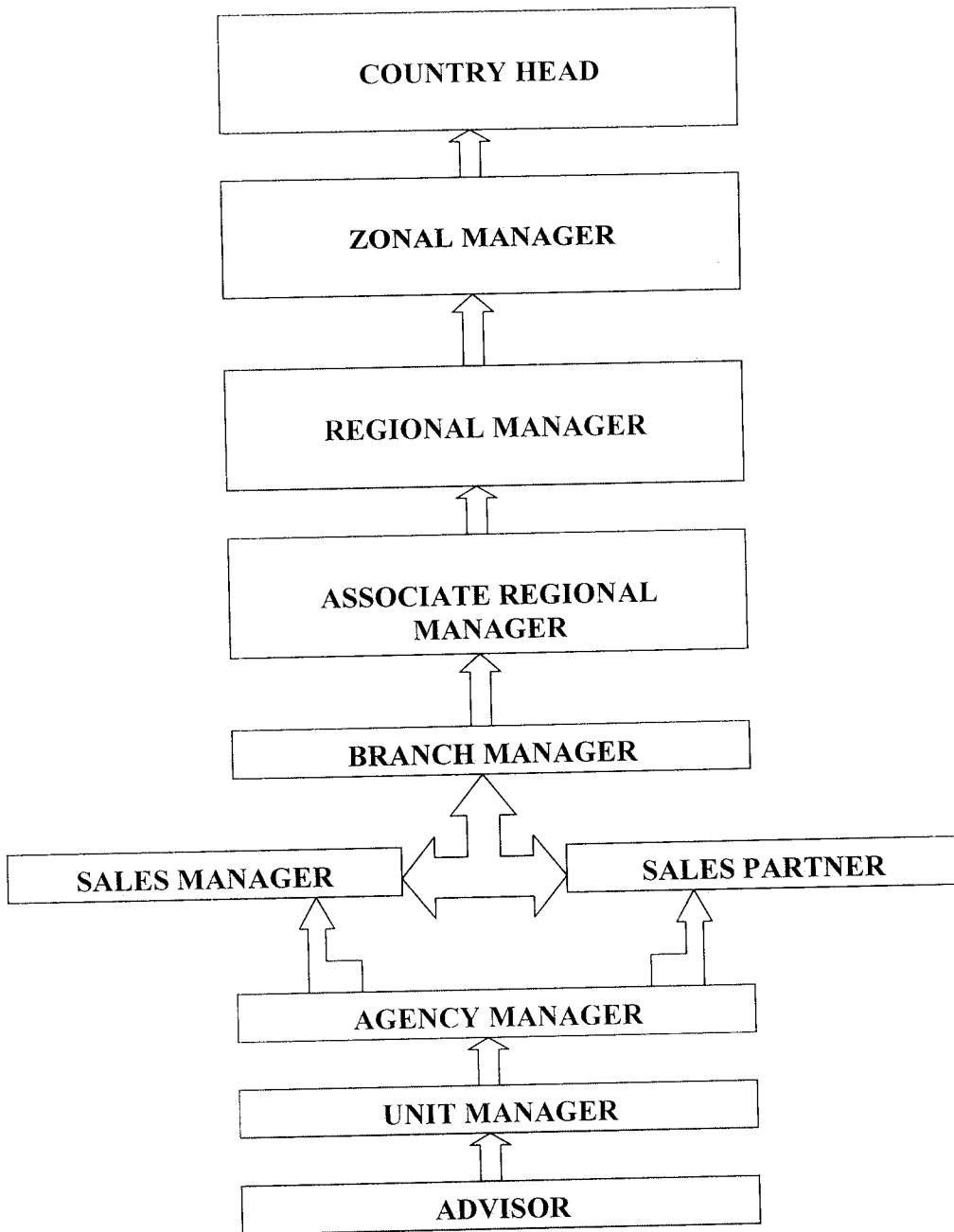
ICICI prudential life insurance company is a joint venture between ICICI, a premier financial powerhouse and prudential place, a leading intentional financial service group headquarters in the United Kingdom. ICICI prudential was amongst the first private sector insurance companies to begin operation in December 2000 after receiving approval from insurance Regulatory Development Authority. (IRDA).

ICICI prulife's equity base stand at Rs.3.75 billion with ICICI Bank and prudential Plc holding 74% and 26% stake respectively. As of December 31, 2002, the company has insured nearly 230,000 policies with sum assured of over Rs.6,500 crore and premium income in excess of Rs.340 crore. Today the company is the number one private life insurer in the country having 38% market share of private insurance companies. Brand tract puts ICICI prulife as the number one with the highest brand call. It has got the most diversified distribution with the larges agency force and the most diversified portfolio with basket of the traditional, linked and pensions products today. ICICI prulife has 13 of its product in the market. The ICICI prudential life insurance as being the number one private player in this industry is facing cutthroat competition from other private companies life are Birla sunlife, HDFC and MAX New York Life. There are also strong performers like OM, KOTAK MEHINDRA, TATA Aig AND Allianz Bajaj. The other private insurers who have come up and are establishing their presence includes Aviva life, Met life India, SBI Life, AMP Sanmar and ING vysya.

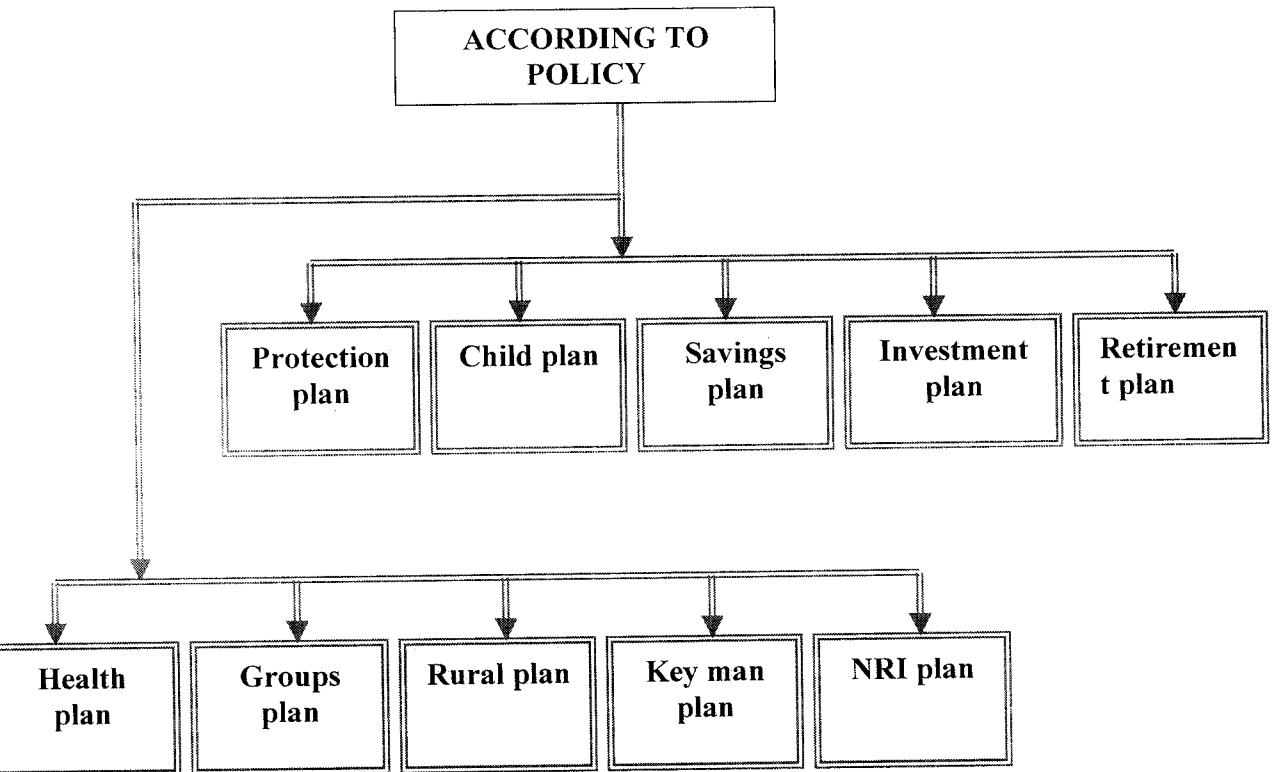
## **1.6 THE ICICI PRULIFE'S PHILOSOPHY:**

The vision of ICICI prulife is to be the dominant life and pension player build on trust by World-class people and service. In today's world, no company can become the market leader without walking its takings, without considering the customer as the 'King', without seeking ideas regardless of the source, without confronting facts and pursuing goals relentlessly of the source, without confronting fats and pursuing goals relentlessly and without demonstrating the speed for competitive advantage. These are precisely the five pillars which ICICI prulife has built its reputation. They are: integrity, Customer first, Boundary less, Ownership and passion.

# 1.7 ORGANIZATIONAL STRUCTURE



# 1.8 MARKET SEGMENTATION



## 1.9 DISTRIBUTION:

ICICI prudential has one of the largest distribution networks amongst private life insurers in India, having commenced operations in 23 cities and towns in India. These are Ahmedabad, Bangalore, Chandigarh, Coimbatore, Gurugram, Hyderabad, Indore, Jaipur, Kochi, Kolkata, Lucknow, Ludhiana, Madurai, Mangalore, Meerut, Mumbai, Nagpur, Nasik, New Delhi, Pune and Vadodra. It has also tied up with organizations like Dhan for distribution of Salaam Zindagi, a policy for the socially and economically underprivileged sections of society.

ICICI prudential has recruited and trained over 32,000 insurance agents to interface with and advise consumers, and has the highest number amongst the private insurers on the renowned Million-Dollar Round Table (MDRT). Further, it leverages its state-of-the-art IT infrastructure to provide superior quality service to consumers.

ICICI prudential is the pioneer in Multi-Distribution networking other private insurance companies tried and is still trying the same, they are not as successful as ICICI Prudential. The distribution channel of the company covers,

- ❖ Tied agency – a traditional marketing channel for insurance products. In a tied agency channel, the financial advisors get the policies and they work on a commission structure.
- ❖ Alternate channels these are the other channels adopted by the company to reach out to their customer base. These alternate channels bring about 40 percent out of the sales of the company. The main alternate channels are: Corporate Agents, Bancassurance and Direct Marketing.
- ❖ Through the private brokers.

## 1.10 ICICI PRULIFE'S CURRENT DISTRIBUTION DEATAILS:

ICICI prulife ahs got tie-ups with 8 banks. No other insurance company has many tie-ups as ICICI prulife. These 8 bankers are: ICICI bank, Citibank and Punjab and Maharashtra Co operative bank.

ICICI prulife is having India's leading consultants and financial service providers as its corporate agents. Some of them are, W2w (WAT 2 WEALTH), Karvy Consultancies, Bajaj capital, India info line, Blue chip and Smart.

## 1.11 ABOUT THE PARTNERS:

ICICI bank (NYSE: IBN) is the largest private sector bank in the country with an assets base of over INR 1000 billion. The bank offers a board spectrum of financial service to individuals and companies including deposit accounts, commercial banking, mortgages, car loans, corporate, personal loans and trade finance, credit and debit cards and other banking service. ICICI bank toady service a growing customer base of more than 5 million customer accounts and 5 million bondholder accounts across the country through a multi-channel access network. This includes over 450 branches and extension counters, 120 retail centers and Internet banking. ICICI Bank posted a net profit of Rs.1,206 crore for the year ended March 31,2003.

ICICI Bank is the only the Indian company to be rated above the country rating by the international rating agency Moody's and the only Indian company to be awarded and investment grade international credit rating. The bank enjoys the highest AAA (or equivalent) rating from all leading Indian rating agencies.

Established in1848, prudential pic is a leading international financial services company in the UK, with some US \$ 276 billion funds under management and more then 16 million customers world wide. Prudential has brought to market and integrated range of financial service product includes life insurance, pensions, mutual funds, banking investment management and general insurance. In Asia, Prudential is UK's largest life insurance company with vast network of 22 life and mutual fund operation in twelve countries China, Hong Kong, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam. Since 1923, Prudential has championed



customer – centric products and services, supported by over 60,000 staff and agents across the region.

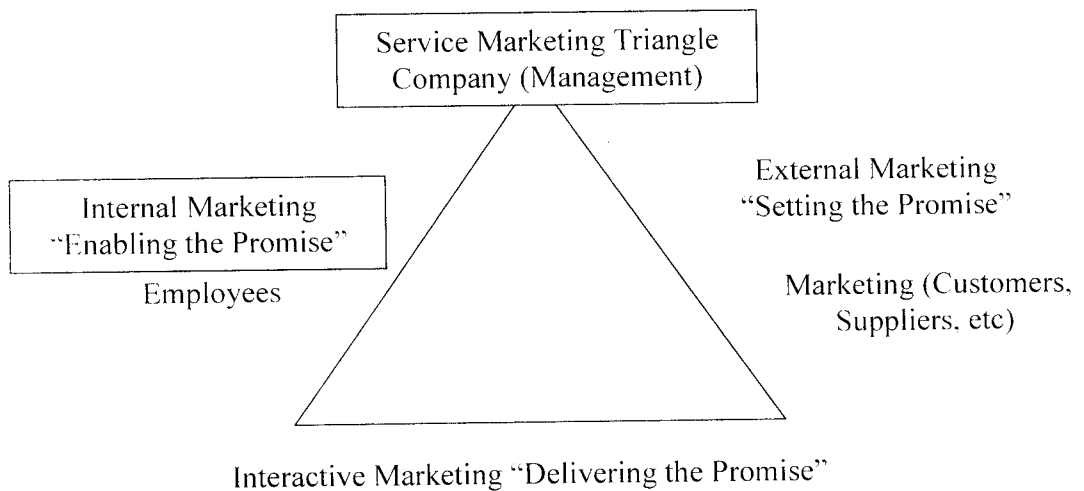
## 1.12. Theoretical background

### 1.12.1 Service

A service is a act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of the production.

What is Service?

A service is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of the production.



## 1.12.2 Revised Marketing Mix for Services

The seven elements in marketing mix for services are:

- a) Product
- b) Price
- c) Place
- d) Promotion
- e) People
- f) Physical evidence
- g) Process

## 1.12.3 Characteristics of Services

Services possess some key distinguishing characteristics. They are:

- Intangibility
- Inseparability
- Variability
- Perishability
- Simultaneity
- Heterogeneity

Services are economic activities that create value and provide benefits for customer's specific times and places as a result of bringing about a desired change in or on behalf of the recipient of the service.

**OBJECTIVES, LIMITATIONS AND  
SCOPE OF THE STUDY**

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## **CHAPTER 2**

### **SCOPE, OBJECTIVE AND NEED FOR STUDY**

#### **2.1 SCOPE OF THE STUDY:**

The study has been carried out to find out the potential person who can become advisor. This may help the company to decide upon their distribution channel.

This study gives information about the market contacts, motivational factors, which may help the company, can plan on their actions. The study also gives the company about the person's behavior in the group. This may serve as a fundamental information for the company while separating the groups. The study also can be used as the base for analyzing achievement drive of the person and the attribution for success and can support the action to be taken in the distribution channel.

#### **2.2 OBJECTIVE OF THE STUDY:**

The objective of the study may be classified into two categories primary objectives and secondary objectives.

##### **2.2.1 PRIMARY OBJECTIVE:**

To identify the traits required for an insurance advisor.

##### **2.2.2 SECONDARY OBJECTIVE:**

- ❖ To study and understand the characteristic need for the insurance advisor.
- ❖ To study and understand the quality required and also the role of the advisor in the company.
- ❖ To identify the potential person who can become successful advisor.
- ❖ To suggest the motivates factor which helps to satisfy the potential advisor?
- ❖ To suggest the skills required for the advisor.

### **2.3 NEED FOR THE STUDY:**

In insurance the success high through channel member, advisor is the people and they are the person who interacts with customer. The customers are to be properly educated and address the benefit and the uses of the product. So, advisors play an important role in insurance company.

This study will until help the manager to know about the motivation, career opportunity and support and training which should be given while recreating a new advisor.

# RESEARCH METHODOLOGY

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## CHAPTRE 3

### RESEARCH METHODOLOGY

#### 3.1 SAMPLING UNIT:

The sampling unit of the population was defined (i) house wife (ii) professionals and (iii) business men as they are considered to be potential persons for taking up part time Advisors position in ICICI.

#### 3.2 TYPE OF DATA:

Primary data are those are collected afresh and for the first time, and thus happen to be original. Primary data was collected for this study by questionnaire method. Secondary data are those which have already been collected by some one else and which have already been passed through certain statistical process. Secondary data was collected from website and magazine.

#### 3.3 SAMPLING SIZE:

A sample of size 150 was used for the study. They are being selected based on the convenient sampling.

The type of research design selected for this study is descriptive in nature descriptive research includes surveys and fact-finding inquires of different kinds.

The data and information generated through this descriptive design can provide the decision makers with evidence that can lead to course of action.

#### 3.4 SAMPLING DESIGN:

The concept of sampling also plays an important role in the process of identifying the potential advisor and understanding the motivational level that need to investigate by the researcher. The basic idea of sampling is to select few elements from the population and draw conclusion about the entire population based on the sample.

### **3.5 TYPE OF THE STUDY:**

As the exact reason for the “A STUDY ON IDENTIFICATION OF THE TRAITS FOR INSURANCE ADVISOR” aim to identify what are the features which help people to become a successful advisor it is a perception and quality requirement of employable persons. Hence it has been decided to go for a descriptive researcher design.

### **3.6 SAMPLING METHOD:**

Here non-probability sampling method was employed. The type of sampling method used was “convenience sampling”. Here the researchers have the freedom to choose whomever they find during the course surveying. However, sampling represent the whole population as it geographically covered all the zones of the/town.

### **3.7 DATA COLLECTION METHOD AND ANALYSIS**

Questionnaire method to collect the data. The questionnaire is designed in structured format. It consists of both open ended and close ended question. The questionnaire shown at Annexure I.

#### **Statistical tools**

Statistical tools used in this research are

- 1. Simple percentage analysis**
- 2. Weighted average method**
- 3. Chi-square Tests**

# DATA ANALYSIS AND INTERPRETATION

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## CHAPTER 4

### ANALYSIS & INTERPRETATION

4.1 TABLE SHOWS THE RANKING OF MOTIVATIONAL FACTORS FOR INSURANCE ADVISOR.

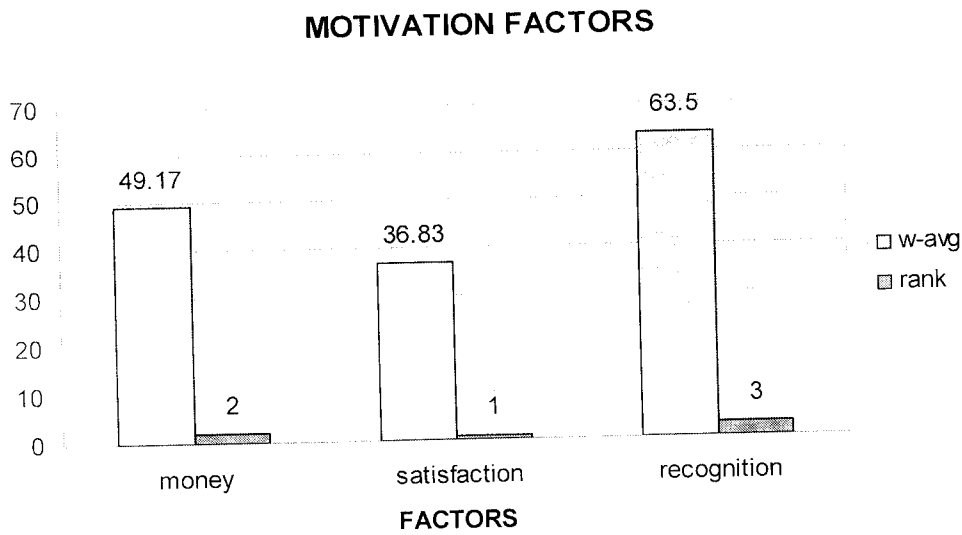
MOTIVATION FACTOR	RANK			W-AVG	RANK
	1	2	3		
MONEY	41	73	36	49.17	2
SATISFYING JOB	94	41	15	36.83	1
RECOGNITION IN WORK PLACE	17	35	98	63.5	3

The weighted average of factors that motivates the insurance advisors is calculated as:

$$\text{Formula} = \frac{\sum wx}{\sum w}$$

$$\frac{(94*1)+(41*2)+(15*3)}{6}$$
$$\frac{221}{6}$$
$$= 36.83$$

# CHART SHOWING THE RANKING OF MOTIVATION FACTORS FOR INSURANCE ADVISOR.



## Interpretation

From the above chart, it is seen that recognition in work place influences the most followed by money and job satisfaction. So the company should create an work environment that gives higher recognition for productive work done.



**4.2 TABLE SHOWS THE RANKS OF THE CHARACTERISTIC FEATURES FOR SUCCESSFUL INSURANCE ADVISOR.**

CHARACTERS	RANK				W-AVG	RANK
	1	2	3	4		
HIGH IQ	29	57	31	33	36.8	3
EDUCATION	23	49	58	20	37.5	2
SELF CONFIDENCE	74	32	35	09	29.9	1
MONEY	25	12	26	87	47.5	4

**The weighted average value for that characteristic features for successful insurance advisor**

$$\text{Formula} = \frac{\sum wx}{\sum w}$$

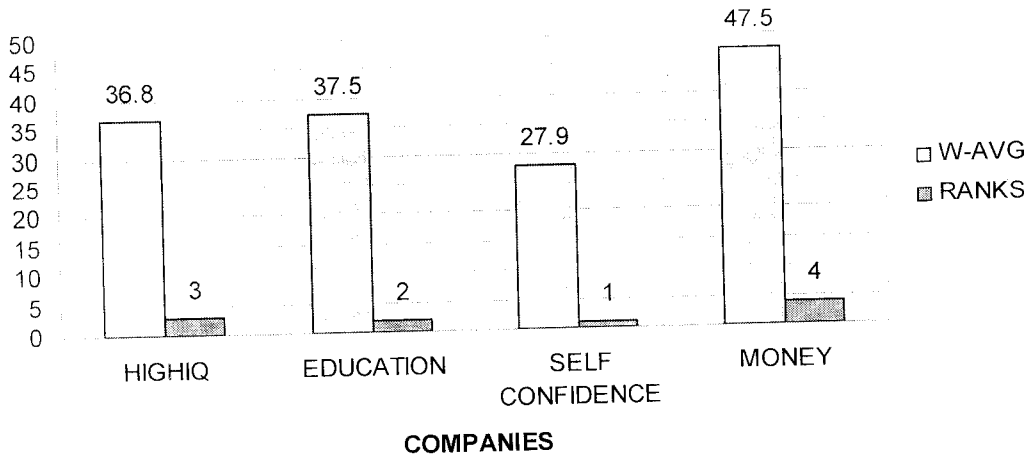
$$\frac{(74*1)+(32*2)+(35*3)+(09*4)}{10}$$

$$\frac{279}{10}$$

$$27.9$$

**CHART SHOWS THE RANKS OF THE CHARACTERISTIC FEATURES FOR SUCCESSFUL INSURANCE ADVISOR.**

**PREFERANCE OF INSURANCECOMPANY**



**Interpretation**

The above chart shows the ranks of the factor motivated for success an insurance advisor. Self confident is the highly required characteristics for a successful advisor followed by education, I Q and money. So self confident is the prime factor for successful in summer advisor.

**4.3 TABLE SHOWS THE RANK PREFERENCE GIVEN BY PEOPLE FOR ADVISORS POSITION IN DIFFERENT INSURANCE COMPANIES.**

COMPANY	RANK				W-AVG	RANK
	1	2	3	4		
LIC	93	40	07	10	23.4	1
ICICI	36	44	56	22	37.5	3
HDFC	12	45	54	33	29.9	2
RELIANCE	10	22	33	85	47.4	4

**Calculation of weighted average value that influences the advisor's to prefer to the insurance company.**

$$\text{Formula} = \frac{\sum wx}{\sum W}$$

$$(93*1)+(40*2)+(07*3)+(10*4)$$

= -----

10

234

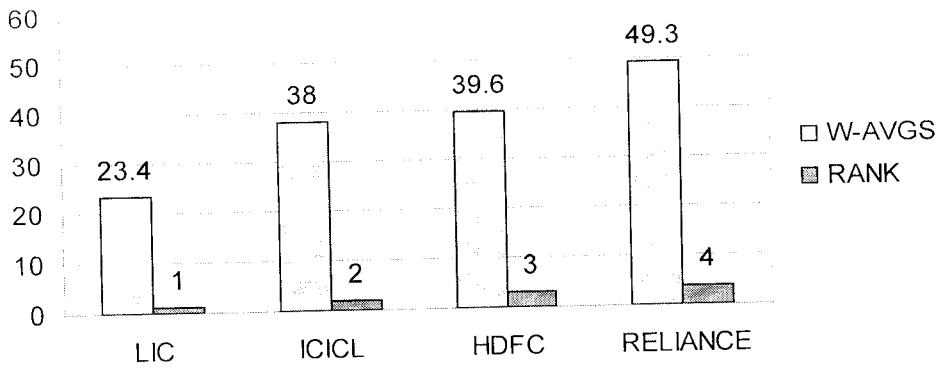
= -----

10

= 23.4

# CHART SHOWS THE RANKS GIVEN BY PEOPLE FOR ADVISORS.

## JOB PREFERED



### Interpretation

The above chart shows the ranks given by the public in options for job of advisor in insurance company. LIC is the most preferred company among the public followed by ICICL, HDFC and RELIANCE.

**4.4 TABLE SHOW THE RANKING OF PREFERENCE OF TYPE OF EMPLOYMENT IN INSURANCE COMPANIES**

TYPE	JOB			W-AVG	RANK
	1	2	3		
FULL TIME REGULAR EMPLOYEE	83	45	22	39.83	1
FULL TIME REGULAR ADVISOR	43	70	37	49	2
PART- TIME REGULAR ADVISOR	26	34	90	60.67	3

**Calculation of weighted average value factors that influences the job preferred by the insurance advisor.**

$$\text{Formula} = \frac{\sum wx}{\sum w}$$

$$(93*1)+(40*2)+(07*3)+(10*4)$$

-----

10

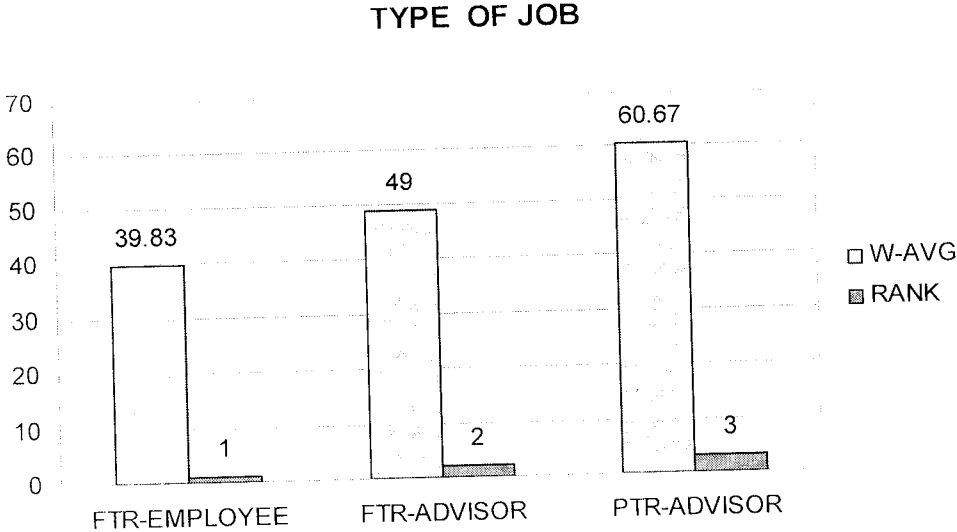
234

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10

23.4

**CHART SHOW THE RANKING OF FACTORS THAT INFLUENCES THE PREFERENCE NATURE OF JOB IN THE INSURANCE SECTOR**



**Interpretation**

The above chart shows that full time regular employment by the company is preferred by most of the people, followed by full time regular advisor of the company, part time advisor of the company and part time advisor of the company.

**4.5 TABLE SHOWS THE RANKS OF THE FACTORS OF THE TRAITS REQUIRED FOR AN INSURANCE ADVISOR.**

ESSENTIALS FOR INSURANCE AGENT	RECEPTION			W-AVG	RANK
	AGREE	NO OPINION	DISAGREE		
NEW FRIENDS	131	17	02	28.5	1
VOLUNTARILY SPEAK	124	18	08	30.66667	2
FREE INTERACTIONS	105	38	07	33.66667	3
INVITING FRIENDS	85	49	16	38.5	4

**Calculation of weighted average for the perception of the traits required for an insurance advisor assuming agree wt. 1, No opinion wt 2 and disagree 3**

Formula =  $\frac{\sum wx}{\sum w}$

$(131*1)+(17*2)+(02*3)$

-----

6

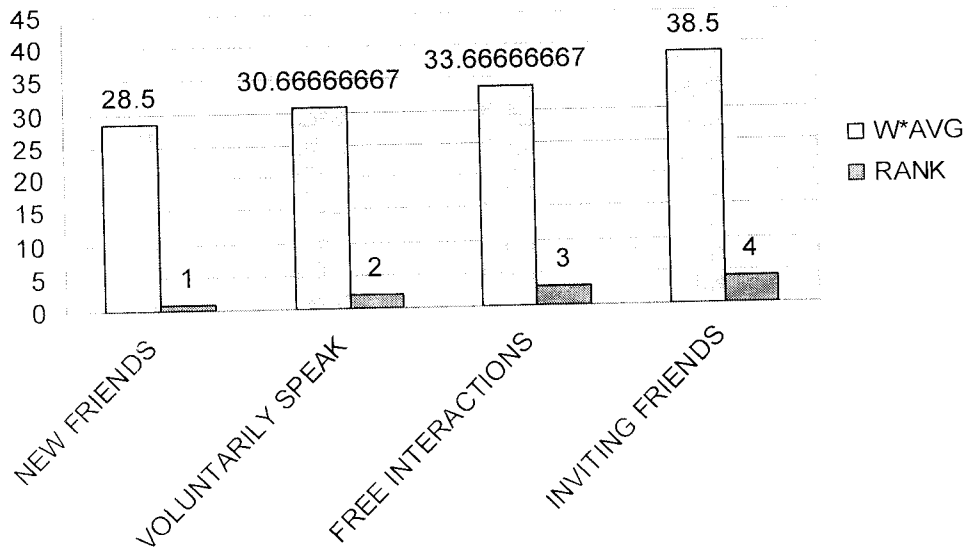
171

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6

= 28.5

**CHART SHOWS THE RANKS OF THE FACTORS OF THE TRAITS REQUIRED FOR AN INSURANCE ADVISOR.**



**Interpretation**

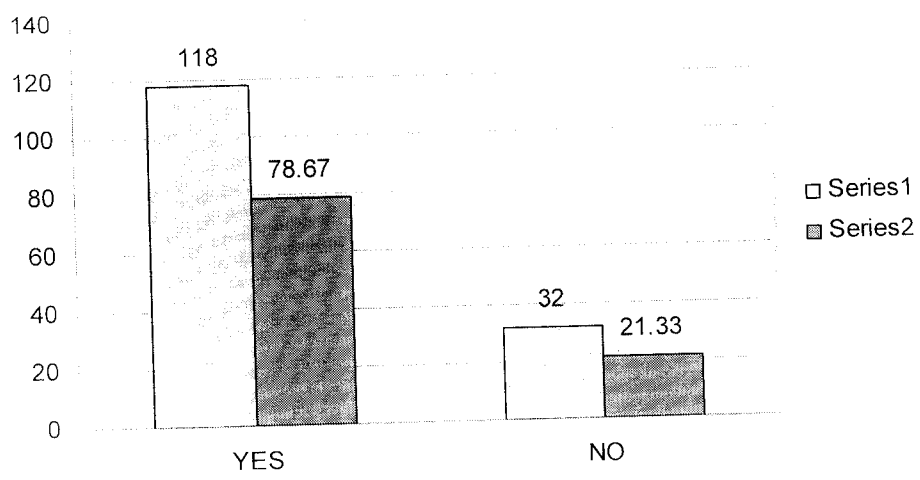
The above chart shows that making new friends as the most important trait to agent to influence the prospective buyers. It is followed by voluntary speaking with others, free interaction in the group ad inviting friends for a personal programme in order of importance.



**4.6 THE TABLE SHOWS THE RESPONSE OF INTEREST TO CARRY OUT PART TIME EXTRA WORK**

S.NO	PARTICULARS	READY TO CARRY OUT EXTRA WORK	PERCENTAGE
1	YES	118	78.67
2	NO	32	21.33

**CHART SHOWING THE RESPONSE OF INTEREST TO CARRY OUT EXTRA WORK**

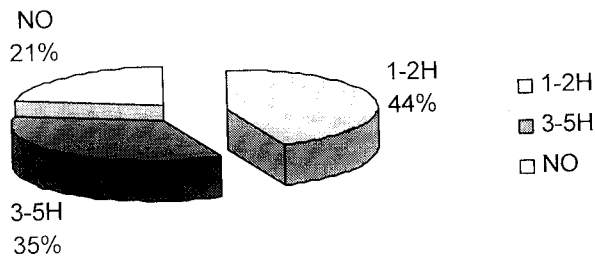


**Interpretation**

The 78.67% of the people are willing to carry part time extra work. So, there is lot of people the insurance advisor for the company during leisure hours to offer themselves as.

#### 4.7 TABLE SHOWING EXTRA HOUR OF TIME PEOPLE LIKE TO WORK

S.NO	HOUR	READY TO CARRY OUT EXTRA WORK
1	1-2	66
2	3-5	52



#### Interpretation

Out of 150 respondents' 21 % people not willing to carry out the extra work. 44% like to work for 1 to 2 hours; where as 35% like to work for 3 to 5 hours.

**4.8 TABLE SHOWS THE RANK GIVEN TO VARIOUS FEATURES OF VALUE FOR LIFE.**

FEATURES	RANK						W-AVG	RANK
	1	2	3	4	5	6		
VALUE TO								
ADD VALUE TO YOUR LIFE								
CONSIDERABLE	60	37	16	21	11	05	16.71	1
WORKING PAYING	30	30	54	14	17	05	20.14	2
GETTING NEW PEOPLE	23	22	22	47	21	15	24.57	3
INVOLVEMENT	09	09	24	29	52	27	30.33	6
SHORT-TIME	21	15	38	12	31	33	26.95	4
PENDING TIME	09	35	09	28	18	51	29.24	5

**Calculation of weighted average for the rank given to features that are considered that adds value to life**

Formula =  $\frac{\sum wx}{\sum w}$

$(60*1)+(37*2)+(16*3)+(21*4)+(11*5)+(05*6)$

-----

21

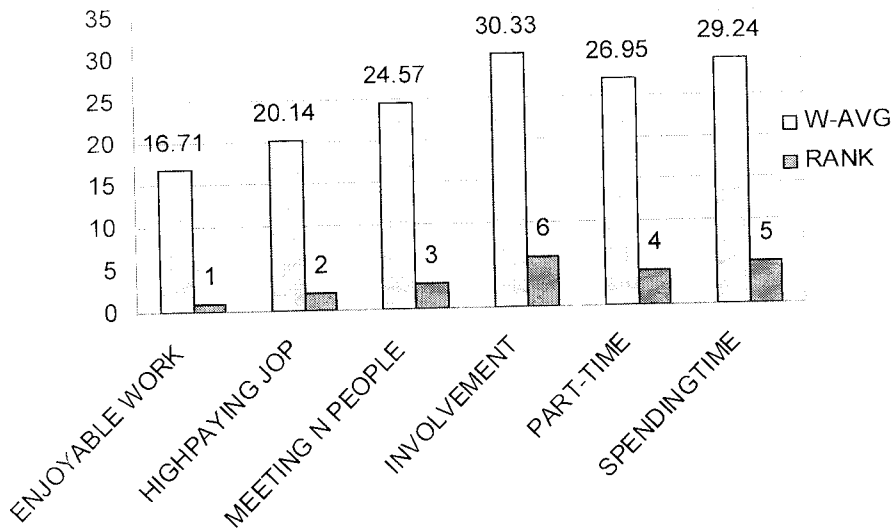
351

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21

16.71

## CHART SHOWING THE RANK GIVEN TO FEATURES THAT ARE CONSIDERED THAT ADDS VALUE TO LIFE.



### Interpretation

The above chart shows the ranks of the perception factors that are considered as value addition to life. An enjoyable work environment is followed by high payment, meeting with new people, high paying part-time job with flexible working hours, spending time with family and involvement in community activities.

**4.9 TABLE SHOWING THE RANKING OF FACTORS THAT ARE CONSIDERED IMPORTANT IN WORK ENVIRONMENT**

RANK	CONSIDER IMPORTANT AT WORK				W-AVG	RANK
	1	2	3	4		
ENGAGING IN COMPETITION	43	48	31	28	34.4	2
SELECTING AND ACHIEVING REALISTIC GOAL	61	52	29	08	28.4	1
INFLUENCING PEOPLE TO GET MY WAY	10	19	57	64	47.5	4
EXTRA WORKING THAT GIVES ME MORE MONEY AND SATISFACTION	39	29	33	49	39.2	3

**Calculation of weighted average of the ranks of the factors that are considered important while people are at work.**

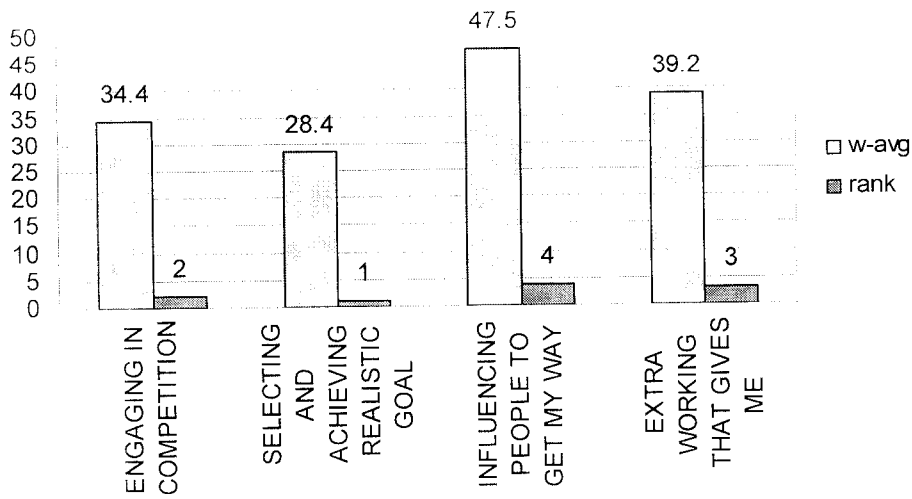
Formula =  $\sum wx / \sum W$

$$\frac{(61*1)+(52*2)+(29*3)+(08*4)}{10}$$

$$= \frac{284}{10}$$

$$= 28.4$$

## CHART SHOWING THE RANKING OF FACTORS THAT ARE CONSIDERED IMPORTANT IN WORK ENVIRONMENT



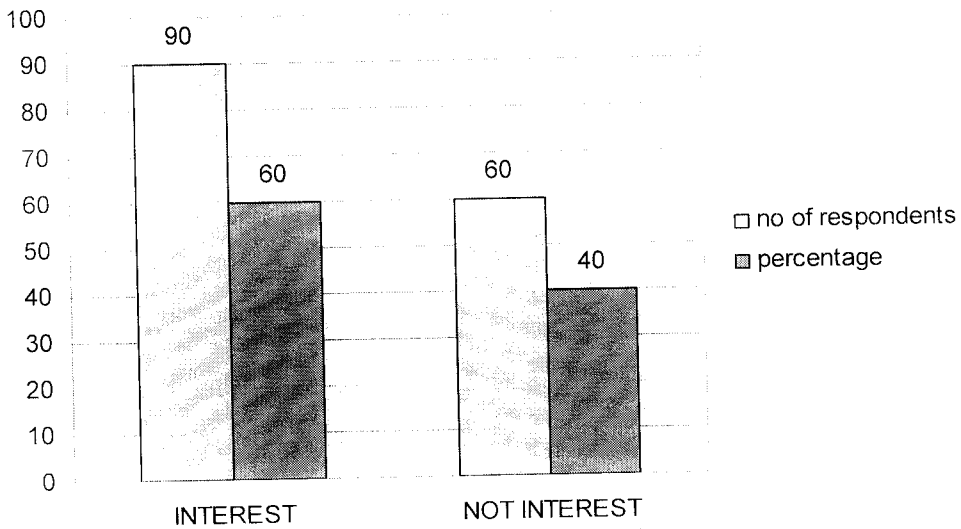
### Interpretation

The above chart shows the ranks of the factor that influence people while at the work. Selecting and achieving realistic goal are the most influencing factor of advisors, followed by engaging in competition and winning.

**4.10 TABLE SHOW THE PERCENTAGE OF PEOPLE WHO ARE INTERESTED TO JOIN AS ADVISOR.**

S.NO	PARTICULARS	BECOME ADVISOR	PERCENTAGE
1	YES	90	60
2	NO	60	40

**CHART SHOWING THE PERCENTAGE OF PEOPLE WHO ARE INTERESTED TO JOIN AS ADVISOR.**



**Interpretation**

From the table we can see 60% of people show interest to become advisor.

# CHI-SQUARE ANALYSIS

---



## 4.11. Statistical Test

4.11.1 To know whether employment and the current nature of job an hypothesis was formulated. Table below show currently employed versus are reason for shifting to advisor interested to join as an advisor.

		Interested to join as a advisor		Total
		Yes	No	
Employed Currently	Yes	61	31	92
	No	29	29	58
	Total	90	60	150

To test a null-hypothesis viz.

H<sub>0</sub>: Present employment does not influence the person to join as an advisor.

A chi square test was applied to validate the null-hypothesis H<sub>0</sub>. The test is made at 5 % level of significance.

The theoretical chi-square value is given by.

$$\chi^2_o = \sum [(O - E)^2 / E] \quad \text{with } (n-1)(m-1) \text{ degrees of freedom.}$$

Where n is number of rows and m is number of columns. 'O' the observed frequency and 'E' expected frequency calculate as

$$E = ((\text{column total} * \text{row total}) / \text{grand total})$$

The 'E' values are calculated as for the above table

### Test Statistics

$$E(61) = 55.2$$

$$E(29) = 34.8$$

$$E(31) = 36.8$$

$$E(29) = 23.2$$

$$\chi^2_o = [(55.2-61)^2 / 61] + \dots + [(23.2-29)^2 / 29]$$

$$\chi^2_o = .56 + 1.16 + 1.10 + 1.16$$

$$\chi^2 = 3.68$$

$$\chi^2 = 3.841 \text{ [ The chi-square value from statistical table for 1 d.f. at 5 \% level of significance ]}$$

As chi-square observed value is less than chi-square expected value  $H_0$  is accepted. So it is inferred that present employment do not influence the person to join as an advisor. This means that ICICI Prudential Life Insurance should contact in tapping more employed people to sell their insurance products.

4.11.2 In further analysis chi-square test was conducted to find the relationship between genders versus achievement of goals when ever opportunity arises.

		Achievement of goals when ever opportunity arises				
		Often	Some time	Occasionally	Never	Total
Gender	Male	21	44	25	5	95
	Female	6	16	28	5	55
	Total	27	60	53	10	150

To test a null-hypothesis viz.

$H_0$ : Gender does not influence achievement of goals, a chi –square test has been applied.

Following the methods described in para 5.1. the expected values and observed chi-square value are calculated as under.

Further analysis continued as like before.

### Test Statistics

$$E(21) = 17.1$$

$$E(44) = 38$$

$$E(25) = 33.6$$

$$E(5) = 6.3$$

$$E(6) = 9.9$$

$$E(16) = 22$$

$$E(28) = 19.4$$

$$E(5) = 3.67$$

$$\chi^2_0 = \frac{(17.1-21)^2}{21} + \dots + \frac{(3.67-5)^2}{5}$$

$$\chi^2_0 = .724 + .818 + 2.95 + .338 + 2.53 + 2.25 + 2.64 + .356$$

$$\chi^2_0 = 12.606$$

$$\chi^2_E = 7.815 \text{ [The chi-square value from statistical table for 3 d.f. at 5 \% level of significance]}$$

As chi-square observed value is greater than chi-square expected value  $H_0$  is rejected. So it is inferred that Gender do not influence achievement of goals. This means that ICICI Prudential Life Insurance can go for tapping for advisor position in both male and female employer.

4.11.3 In the further analysis a test is conducted to know the influence of occupation on achieving the goal. The data collected from the respondents were classified as below:

Occupation	Opportunities to achieve the achieve the goal			Total
	Often	Some time	Occasionally	
Business	7	18	9	34
Professional	9	7	10	26
Employed	9	20	13	42
House Wife	8	14	26	48
<b>Total</b>	<b>33</b>	<b>59</b>	<b>58</b>	<b>150</b>

To test a null-hypothesis viz.

H<sub>0</sub>: Occupation does not influence achievement of goals a chi- square test was done in the same methods described in para 5.1 and the results are as follows.

Further analysis continued as like before.

**Test Statistics**

- E (7) = 7.48                      E (18) = 16.37
- E (9) = 13.146                E (9) = 5.72
- E (7) = 10.22                 E (10) = 10.53
- E (9) = 9.24                  E (20) = 16.52
- E (13) = 16.24                E (8) = 10.56
- E (14) = 18.88                E (26) = 18.56

$$\chi^2_0 = \frac{(7.48-7)^2}{7} + \dots + \frac{(18.56-26)^2}{26}$$

$$\chi^2_0 = 19.2$$

$\chi^2_0 = 21.026$  [ The chi-square value from statistical table for 12 d.f. at 5 % level of significance]

As chi-square observed value is less than chi-square expected value H<sub>0</sub> is accepted So it is inferred that Occupation does not influence achievement of goals.

## **FINDINGS AND SUGGESTIONS**

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# CHAPTER 5

## 5.1 FINDINGS

- The employed persons also have desire to join as an advisor.
- Gender does not influence to achieve what he/she desires.
- The person's current occupation does not influence him/her to achieve his/her goals.
- For a person recognition in work place influences the most to work efficiently followed by money and job satisfaction.
- Self confident is highly required characteristics for a successful advisor
- LIC is the most preferred insured insurance company fro jobs among the respondents
- Full time regular employment in a company is preferred by most of the people.
- Making new friends is most important trait for an insurance advisor.
- 78.67% of the people are willing to carry the extra work as part time job.
- An enjoyable working environment is considered that adds value for doing advisor job.
- Selecting and achieving realistic goal are the most influencing factors of advisor's positions.
- 60% of people have desire to join for advisor position

## 5.2 SUGGESTIONS

- The company should tap employed people as part time advisors to sell their insurance products.
- The company should create a working environment that gives higher recognition for the work done by them to increase productivity.
- The company should plan to offer full time regular employment.

**ANNEXURE**

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ANNEXURE I  
KUMARAGURU COLLEGE OF TECHNOLOGY  
Coimbatore.  
Department of Management Studies  
Questionnaire

A survey on “A Study on Identification of the Traits for Insurance Advisor”.

1. Name:
2. Age :
3. Gender:        Male  
                      Female
4. Occupation :  
     Business  
     Professional  
     Private sector employee  
     House wife  
     Others
5. Numbers of family members  
    Male: \_\_\_\_\_  
    Female: \_\_\_\_\_
6. Earning members in the family(Specify number): \_\_\_\_\_
- 7Address: \_\_\_\_\_
8. Tick the following:

	Yes	No
Are you above 25?	<input type="checkbox"/>	<input type="checkbox"/>
Are you married?	<input type="checkbox"/>	<input type="checkbox"/>
Are you a graduate?	<input type="checkbox"/>	<input type="checkbox"/>
Are you living in same city? (More than 5 years)	<input type="checkbox"/>	<input type="checkbox"/>
Family income (Above 2 laxes)	<input type="checkbox"/>	<input type="checkbox"/>

9. Rank the following which motivates you?

Features	Rank
a) Money	
b) Satisfying job	
c) Recognition in work place	

10. Rank which of the following characteristic is a requirement for success?

Features	Rank
a) High IQ	
b) Education	
c) Self confidence	
d) Money	

11. Do you ever get an opportunity to achieve your goals?

- |                 |             |
|-----------------|-------------|
| a) Often        | b) Sometime |
| c) Occasionally | d) Never    |

12. If you are offered a job in an insurance company, which one you would prefer?

Companies	Rank
LIC	
ICICI	
HDFC	
RELIANCE	

13. What type of job would you prefer? (Rank them)

Full time regular employee of the company	
Full time regular advisor of the company	
part-time advisor of the company	

14. For an Insurance Agent the following traits are essentials

- |  | Agree                    | No opinion               | Disagree                 |
|--|--------------------------|--------------------------|--------------------------|
| a) Making new friends                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Voluntarily speak with others         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Free interactions in the groups       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Inviting friends for personal program | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

15. Are you presently employed?

Yes

No

16. Are you ready to carry out extra work which gives you an opportunity to build up your career and helps you to earn more?

Yes

No

17. If 'yes', how much time of the day can you spare for part time job?

1-2 hour

3-5 hour

18. Rank the following features that you consider that adds value to your life.

Features	Rank
a. An enjoyable working environment	
b. High paying job	
c. Meeting new people	
d. Involvement in community activities	
e. High paying part-time job with flexible working hour	
f. Spending time with your family	

19. Rank the following that you consider important while you are at work.

Features	Rank
a. Engaging in competition and winning	
b. Selecting and achieving realistic goal	
c. Influencing people to get my way	
e. Extra working that gives me more money and satisfaction	

20. Are you interest to become an advisor?

Yes

No

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