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A STUDY ON CUSTOMER PREFERENCE TOWARDS

AN INSURANCE POLICIES, WITH RESPECT TO IDBI-FEDERAL

by

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Under the guidance of

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A PROJECT REPORT

submitted

In partial fulfillment of the requirements

for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Chennai)

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KCT

BUSINESS SCHOOL

BONAFIDE CERTIFICATE

Certified that this project report titled **A STUDY ON CUSTOMER PREFERENCE TOWARDS AN INSURANCE POLICIES, WITH RESPECT TO AN IDBI-FEDERAL IN COIMBATORE"** the bonafide work of **M.ANANDAN (RegNo:1120400005)** who carried out the project 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.

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To Whom so ever it may concern

This is to certify that **Mr.ANANDAN M(1120400005)** successfully completed the Final Project along with on the job training in IDBI FEDERAL Life insurance company Ltd. for the period from on 26th Jan 2013 to 14th April 2013. During this period her conduct was very good.

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DECLARATION

I, ANANDAN.M hereby declare that the project report titled as" **A STUDY ON CUSTOMER PREFERENCE TOWARDS INSURANCE POLICIES, WITH RESPECT TO IDBI FEDERAL IN COIMBATORE"**, is an original work done by me in the partial fulfillment for obtaining the degree of master of business administration from the Anna University, Chennai. It is the record of work carried out by me during the period from 27.01.13 to 14.04.13 under the guidance of **Dr.B.Poongodi,Asst professor, KCT-BS.**

The conclusion made in this project report is based on the data collected by me and no part of this work has been submitted elsewhere for any degree.

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Signature of the Candidate

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I certify that the declaration made above by the candidate is true.

Signature of the Guide

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CHAPTER 1

INTRODUCTION

1.1. ABOUT THE STUDY

The idea that customers prefer one product or one service over another is not new. The ability to identify and measure the elements of such preference decisions with any accuracy and reliability has only recently become available.

Research into this area of consumer behavior has brought understanding to some of the major issues with standard customer satisfaction research. Most importantly, we have come to realize that high customer satisfaction does not assure continued customer preference. Satisfaction research over the past fifteen years demonstrates that high satisfaction scores, while a measure of corporate performance on a set of important criteria, do not adequately explain the composition of preference formation and therefore often serve as insufficient predictors of sustained preference or what is normally referred to as customer loyalty.

Loyalty as a concept has also shown itself to be difficult to define. Like beauty, loyalty is truly in the eye of the beholder. We understand there are different types and degrees of loyalty and some of these are not appropriate in describing the relationship between a consumer and a company. However, preference (defined as *The power or ability to choose one thing over another with the anticipation that the choice will result in greater satisfaction, greater capability or improved performance*) has demonstrated the ability to be effectively measured and to provide meaningful insight into the choices

consumers make when selecting one provider over another and when determining to continue a relationship over time.

The Application of the Theory of Reasoned Action Model

The theory of reasoned action represents a comprehensive integration of the attitude components that ultimately are the building blocks of preference. The model is designed to provide a better understanding of how consumer preference is formed and, correspondingly, to provide the means to accurately predict consumer preference behavior. Figure one provides an overview of customer preference formation from the theory of reasoned action point of view

In order to understand preference we need to determine the **functional** or performance demands involved in the purchase, the desired **emotive** outcomes, and the subjective norms consumers use to determine their desire for one product or service over another. The primary assumption of the model is that individuals make **considered purchases**. In some cases the consideration may be minimal and the purchase behavior almost habitual (as when deciding to buy a new comb while standing in line at Target). In another the period of consideration (incubation) may be extensive and each element of the consideration process carefully examined (as when deciding to purchases a new home).
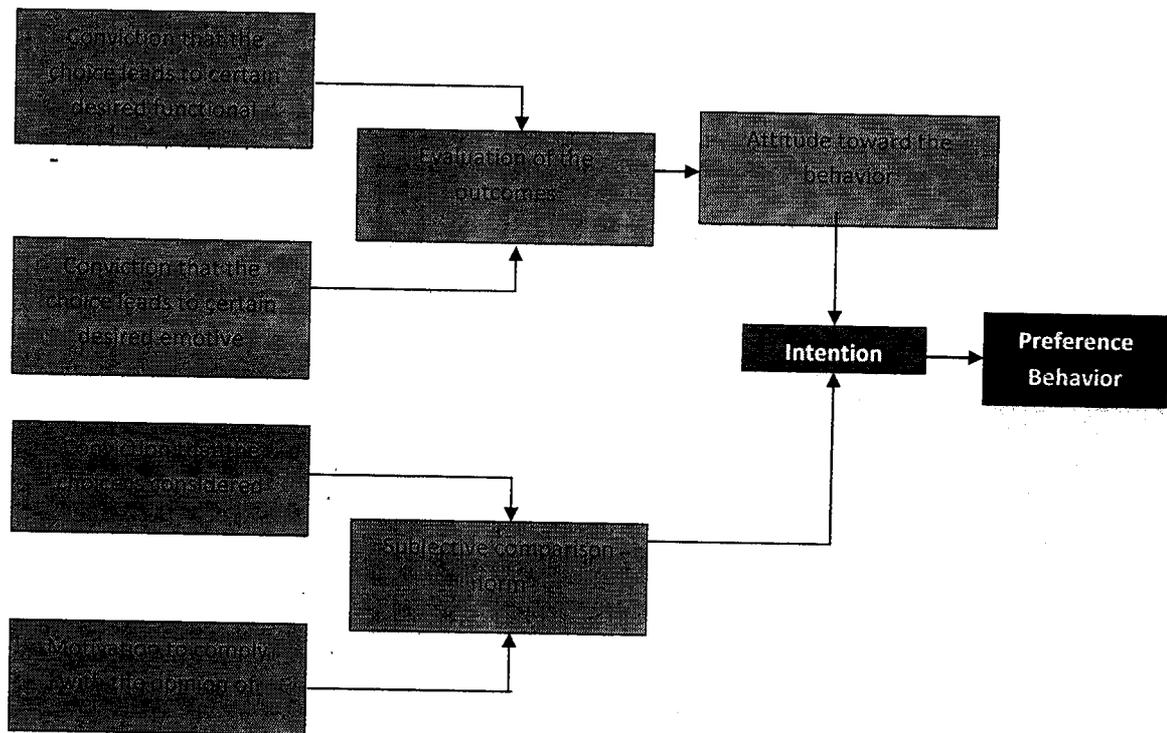
The important contribution of the reasoned action model is the realization that consumers utilize the model in all **purchase experiences** to a lesser or greater extent. Of equal importance is the realization that the components used to make a preference decision are also the ones employed by a consumer to evaluate the performance success of the product or service purchased and the company responsible for them. Therefore, as the components of preference change, the elements influencing satisfaction change accordingly. ˙The relationship is dynamic and fluid therefore static or predetermined satisfaction analytic packages often miss the most important elements of preference and can create a false sense of security on the part of companies who think that since their customer satisfaction scores are high they must in turn have relatively loyal customers.

The power or ability to choose one thing over another with the anticipation that **the choice will result in greater satisfaction, greater capability or improved performance.**

The theory of reasoned action assumes a consequence for the action taken. We prefer some product, someone, or some service because we determined the object was best aligned with our performance and emotive requirements as judged through our comparative norms. We evaluate the performance in light of how well the product, person or service meets our preference expectations. Here is the problem with most "preordained" customer satisfaction programs. Companies tend to ask their customers about corporate performance on a predetermined set of behavioral topics which may or may not align to the preference expectations of those customers. This mistake is amplified when companies treat their customers monolithically and assume that the preference drivers for one group of customers are the same as that for another. It is essential, especially for companies attempting to serve highly competitive markets with many product/service offerings, to differentiate preference formation components and preference expectations within "naturally forming" or emergent customer segments.

1.1. INDUSTRY PROFILE

Indian insurance is a flourishing industry, with several national and international players competing and growing at rapid rates. Thanks to reforms and the easing of policy regulations, the Indian insurance sector been allowed to flourish, and as Indians become more familiar with different insurance products, this growth can only increase, with the period from 2010 - 2015 projected to be the 'Golden Age' for the Indian insurance industry.

The insurance sector in India has emerged as a full circle from being an open competitive market to nationalization and back to a liberalized market again. Tracing the developments in the Indian insurance sector reveals the 360-degree turn witnessed over a period of almost two centuries. Indian insurance companies offer a comprehensive range of insurance plans, a range that is growing as the economy matures and the wealth of the middle classes increases. The most common types include: term life policies, endowment policies, joint life policies, whole life policies, loan cover term assurance policies, unit-linked insurance plans, group insurance policies, pension plans, and annuities. General insurance plans are also available to cover motor insurance, home insurance, travel insurance and health insurance.

Due to the growing demand for insurance, more and more insurance companies are now emerging in the Indian insurance sector. With the opening up of the economy, several international leaders in the insurance sector are trying to venture into the India insurance industry.

A BRIEF HISTORY OF THE INSURANCE SECTOR

The history of the Indian insurance sector dates back to 1818, when the Oriental Life Insurance Company was formed in Kolkata. A new era began in the India insurance sector, with the passing of the Life Insurance Act of 1912.

The Indian Insurance Companies Act was passed in 1928. This act empowered the government of India to gather necessary information about the life insurance and non-life insurance organizations operating in the Indian financial markets.

Some of the important milestones in the life insurance business in India are as follows

1928: The Indian Insurance Companies Act enacted to enable the government to collect statistical information about both life and non-life insurance businesses.

1938: Earlier legislation consolidated and amended to by the Insurance Act with the objective of protecting the interests of the insuring public.

1956: 245 Indian and foreign insurers and provident societies taken over by the central government and nationalized. LIC formed by an Act of Parliament, viz. LIC Act, 1956, with a capital contribution of Rs. 5 crore from the Government of India.

The General insurance business in India, on the other hand, can trace its roots to the Triton Insurance Company Ltd., the first general insurance company established in the year 1850 in Calcutta by the British.

Some of the important milestones in the general insurance business in India are:

1907: The Indian Mercantile Insurance Ltd. set up, the first company to transact all classes of general insurance business.

1957: General Insurance Council, a wing of the Insurance Association of India, frames a code of conduct for ensuring fair conduct and sound business practices.

1968: The Insurance Act amended to regulate investments and set minimum solvency margins and the Tariff Advisory Committee set up.

1972: The General Insurance Business (Nationalization) Act, 1972 nationalized the general insurance business in India with effect from 1st January 1973.

107 insurers amalgamated and grouped into four company's viz. the National Insurance Company Ltd., the New India Assurance Company Ltd., the Oriental

Insurance Company Ltd. and the United India Insurance Company Ltd. GIC incorporated as a company.

INDIAN INSURANCE-SECTOR REFORMS

In **1993**, Malhotra Committee headed by former Finance Secretary and RBI Governor R.N. Malhotra was formed to evaluate the Indian insurance industry and recommend its future direction. The aim of the Malhotra Committee was to assess the functionality of the Indian insurance sector. This committee was also in charge of recommending the future path of insurance in India. The Malhotra committee was set up with the objective of complementing the reforms initiated in the financial sector.

The reforms were aimed at "creating a more efficient and competitive financial system suitable for the requirements of the economy keeping in mind the structural changes currently underway and recognizing that insurance is an important part of the overall financial system where it was necessary to address the need for similar reforms"

STRUCTURE

Government stake in the insurance Companies to be brought down to 50%.Government should take over the holdings of GIC and its subsidiaries so that these subsidiaries can act as independent corporations. All the insurance companies should be given greater freedom to operate.

COMPETITION

Private Companies with a minimum paid up capital of Rs.1bn should be allowed to enter the industry. No Company should deal in both Life and General Insurance through a single entity. Foreign companies may be allowed to enter the industry in

collaboration with the domestic companies. Postal Life Insurance should be allowed to operate in the rural market. Only One State Level Life Insurance Company should be allowed to operate in each state.

REGULATORY BODY

The Insurance Act should be changed. An Insurance Regulatory body should be set up. Controller of Insurance (Currently a part from the Finance Ministry) should be made independent. **Investments**

Mandatory Investments of LIC Life Fund in government securities to be reduced from 75% to 50%. GIC and its subsidiaries are not to hold more than 5% in any company (There current holdings to be brought down to this level over a period of time).

CUSTOMER SERVICE

LIC should pay interest on delays in payments beyond 30 days. Insurance companies must be encouraged to set up unit linked pension plans. Computerization of operations and updating of technology to be carried out in the insurance industry The committee emphasized that in order to improve the customer services and increase the coverage of the insurance industry should be opened up to competition. But at the same time, the committee felt the need to exercise caution as any failure on the part of new players could ruin the public confidence in the industry. Hence, it was decided to allow competition in a limited way by stipulating the minimum capital requirement of Rs.100 crore.

The committee felt the need to provide greater autonomy to insurance companies in order to improve their performance and enable them to act as independent companies with economic motives. For this purpose, it had proposed setting up an

independent regulatory body. The Insurance Regulatory and Development Authority Act of 1999 brought about several crucial policy changes in the insurance sector of India. It led to the formation of the Insurance Regulatory and Development Authority (IRDA) in 2000.

The goals of the IRDA are to safeguard the interests of insurance policyholders, as well as to initiate different policy measures to help sustain growth in the Indian insurance sector.

The Authority has notified 27 Regulations on various issues which include Registration of Insurers, Regulation on insurance agents, Solvency Margin, Re-insurance, Obligation of Insurers to Rural and Social sector, Investment and Accounting Procedure, Protection of policy holders' interest etc. Applications were invited by the Authority with effect from 15th August, 2000 for issue of the Certificate of Registration to both life and non-life insurers. The Authority has its Head Quarter at Hyderabad.

MAJOR POLICY CHANGES

Insurance sector has been opened up for competition from Indian private insurance companies with the enactment of Insurance Regulatory and Development Authority Act, 1999 (IRDA Act).

As per the provisions of IRDA Act, 1999, Insurance Regulatory and Development Authority (IRDA) was established on 19th April 2000 to protect the interests of holder of insurance policy and to regulate, promote and ensure orderly growth of the insurance industry. IRDA Act 1999 paved the way for the entry of private players into the insurance market which was hitherto the exclusive privilege of public sector

insurance companies/ corporations. Under the new dispensation Indian insurance companies in private sector were permitted to operate in India with the following conditions:

Company is formed and registered under the Companies Act, 1956.The aggregate holdings of equity shares by a foreign company, either by itself or through its subsidiary companies or its nominees, do not exceed 26%, paid up equity capital of such Indian insurance company. The company's sole purpose is to carry on life insurance business or general insurance business or reinsurance business.

The minimum paid up equity capital for life or general insurance business is Rs.100 crore. The minimum paid up equity capital for carrying on reinsurance business has been prescribed as Rs.200 crore. The Authority has notified 27 Regulations on various issues which include Registration of Insurers, Regulation on insurance agents, Solvency Margin, Re-insurance, Obligation of Insurers to Rural and Social sector, Investment and Accounting Procedure, Protection of policy holders' interest etc. Applications were invited by the Authority with effect from 15th August, 2000 for issue of the Certificate of Registration to both life and non-life insurers. The Authority has its Head Quarter at Hyderabad

1.2 ORGANIZATION PROFILE:

IDBI Federal Life Insurance Co Ltd is a joint-venture of IDBI Bank, India's premier development and commercial bank, Federal Bank, one of India's leading private sector banks and Ageas, a multinational insurance giant based out of Europe. In this venture, IDBI Bank owns 48% equity while Federal Bank and Ageas own 26% equity each. At IDBI Federal, we endeavor to deliver products that provide value and convenience to the customer. Through a continuous process of innovation in product

and service delivery we intend to deliver world-class wealth management, protection and retirement solutions to Indian customers. Having started in March 2008, in just five months of inception we became one of the fastest growing new insurance companies to garner Rs 100 Cr in premiums. The company offers its services through a vast nationwide network across the branches of IDBI Bank and Federal Bank in addition to a sizeable network of advisors and partners. As on January 31st 2011, the company has issued over 2.68 lakh policies with over Rs 14, 230 Cr in Sum Assured.

IDBI Bank Ltd continues to be, since its inception, India's premier industrial development bank. Created in 1956 to support India's industrial backbone, IDBI Bank has since evolved into a powerhouse of industrial and retail finance. Today, it is amongst India's foremost commercial banks, with a wide range of innovative products and services, serving retail and corporate customers in all corners of the country from 783 branches and 1328 ATMs.

The Bank offers its customers an extensive range of diversified services including project financing, term lending, working capital facilities, lease finance, venture capital, loan syndication, corporate advisory services and legal and technical advisory services to its corporate clients as well as mortgages and personal loans to its retail clients. As part of its development activities, IDBI Bank has been instrumental in sponsoring the development of key institutions involved in India's financial sector –National Stock Exchange of India Limited (NSE) and National Securities Depository Ltd, SHCIL (Stock Holding Corporation. of India Ltd), CARE (Credit Analysis and Research Ltd).

Federal Bank is one of India's leading private sector banks, with a dominant presence in the state of Kerala. It has a strong network of over 739 branches and 797 ATMs spread across India. The bank provides over four million retail customers with a wide variety of financial products. Federal Bank is one of the first large Indian banks to have an entirely automated and interconnected branch network. In addition to interconnected branches and ATMs, the Bank has a wide range of services like Internet Banking, Mobile Banking, Tele Banking, Any Where Banking, debit cards, online bill payment and call centre facilities to offer round the clock banking convenience to its customers. The Bank has been a pioneer in providing innovative technological solutions to its customers and the Bank has won several awards and recommendations.

1.2.1 VISION & VALUES OF IDBIFEDERAL

Vision

To be the leading provider of wealth management, protection and retirement solutions that meets the needs of our customers and adds value to their lives.

Mission

- To continually strive to enhance customer experience through innovative product offerings, dedicated relationship management and superior service delivery while striving to interact with our customers in the most convenient and cost effective manner.

- To be transparent in the way we deal with our customers and to act with integrity.

- To invest in and build quality human capital in order to achieve our mission.

Values

- Transparency: Crystal Clear communication to our partners and stakeholders

- Value to Customers: A product and service offering in which customers perceive value

- Rock Solid and Delivery on Promise: This translates into being financially strong, operationally robust and having clarity in claims

- Customer-friendly: Advice and support in working with customers and partners

- Profit to Stakeholders: Balance the interests of customers, partners, employees, shareholders and the community at large

1.2.2 PRODUCT PROFILE

INCOMESURANCE:

IDBI Federal Incomesurance Endowment & Money Back Plan is a unique combination of a money back and endowment plan that gives customer a Guaranteed Annual Payout along with insurance protection, so that they can reach their goals with full confidence. Incomesurance Plan is very flexible and allows customer to customize their Plan as per individual and family's future requirements. Moreover it also allows to choose Premium Payment Period, Payout Period, Payout Options and more.

Advantage Incomesurance

IDBI Federal Incomesurance Endowment and Money Back Plan (Incomesurance™) not only gives you unmatched transparency and flexibility but there are lots of other features which are inbuilt in the product like convenient premium payment options, Tax benefits and double advantage of Endowment and Money Back plan.

Advantage of Endowment and Money Back

Incomesurance combines Endowment and Money Back benefits into one plan. You can get periodic payments as in Money Back or get a lump sum at maturity as in Endowment. You can make it into an Endowment plan or Money Back plan, as you wish.

Premiums waived in case of death

Incomesurance protects your plan with insurance. If unfortunately anything happens to you, your premiums can be fully waived and your beneficiary can receive payouts just as you had envisaged. You can also choose to get a lump sum that provides financial security to your family.

1.2.3 PRODUCT SUITE OF IDBI FEDERAL

WEALTHSURANCE: The Wealthsurance Milestone Plan enables the policyholder to save and build wealth to meet their financial goals. This Plan comes with a wide range of 13 investment options and 7 insurance benefits - all packaged with a low charge structure and unmatched flexibility.

HOMESURANCE: IDBI Federal Homesurance Protection Plan provides full insurance cover for properties even under construction, thus ensuring that the beneficiary gets the full sanctioned amount in case of any unfortunate event. It also has an innovative fixed period cover for those who would aim to prepay their loans early.

BONDSURANCE: Bondsurance is designed for customers looking for guaranteed returns which will not get affected by financial market conditions. It offers guaranteed return on investment along with life insurance cover.

MICROSURANCE: IDBI Federal Microsurance Plan is a one of its kind insurance plan which can be very useful for various Micro Financial Institutions and NGOs, wherein not only the members but even the member's family gets an insurance cover.

TERMSURANCE: IDBI Federal Termsurance Protection Plan offers the unique Increasing Cover option that automatically increases the cover every year without increasing the premium.

INCOMESURANCE: Knowing the customer helped us to combine the Endowment & Money Back plans into a single plan. It linked the returns to the G-Sec rates, transparently declared by the government. Also, the Guaranteed Annual Payout and other benefits upon death are tax-free under Sec 10(10D).

HEALTHSURANCE: This new insurance plan offers a host of features and benefits that are designed to help manage the extra financial burden that comes with hospitalization.

CHILDSURANCE: Whether your child wants to be a doctor, an engineer, an MBA, a sportsman, a performing artist, or dreams of being an entrepreneur, the IDBI Federal Childsurance Dreambuilder Insurance Plan will keep you future-ready against both, changing dreams and life's twists. It allows you to create build and manage wealth

by providing several choices and great flexibility so that your plan meets your specific needs. However, what makes Childsurance a must-have for any parent who is looking to make their child's future shock-proof is its powerful insurance benefits. Childsurance allows you to protect your child plan with triple insurance benefits so that your wealth-building efforts remain unaffected by unforeseen events and your child's future goals can be achieved without any hindrance.

LIFESURANCE: In the wake of increasing inflation, shift to nuclear families and fast changing lifestyle patterns, life insurance becomes very important. Today, a life Insurance plan offering the ideal combination of simplicity and savings is the need of the hour. With Lifesurance, you can create a savings plan in 3 simple steps, that helps you achieve your financial goals as well as protect your loved ones in the unfortunate event of your death.

1.3 STATEMENT OF THE PROBLEM

The company needs to understand about the value created for the customer and to identify their product preferences So, that they can improve their performance and provide the better service.

1.4 SCOPE OF THE STUDY

The scope of the study is confined to the customers available in and around Coimbatore alone and is restricted to the current organisation alone. This can be extended to other Insurance Companies like Bajaj alianz, Bharathi Axa, etc. This research study can also be extended to various other geographic locations.

CHAPTER 2

REVIEW OF LITERATURE

Retention of the Customers is the essence of Insurance business, **Imtiyaz.HLtd.VASI DO, Insurance Times (Pg 20).Feb 2007-:** Retaining a customer is four time cheaper than acquiring a new one. The retention of the customers is of utmost importance in the insurance industry in specification. Insurance business is of the relationship building process. were one customer leads to the building of other one. A satisfied customer is like a word of mouth advertisement for the company. The needs of the existing customers should be identified and satisfied well rather than only concentrating at the new accounts. All possible measures needs to taken to retain the customers as it is lesser costlier as well as provides stability to the business.

Gobi S. and Parthasarathy R (2011) in their paper suggested that India's tryst with health insurance program goes back to the late 1940s and early 1950s when the civil servants (Central Government Health Scheme) and formal sector workers (Employees' State Insurance Scheme) were enrolled into a contributory but heavily subsidized health insurance programs. As part of liberalization of the economy since the early 1990s, the government opened up the insurance sector (including health insurance) to private sector participation in the year 1999. This development had thrown open the possibility for higher income groups to access quality care from private tertiary care facilities. As part of liberalization of the economy since the early 1990s, the government opened up the insurance sector (including health insurance) to private sector participation in the year 1999. This development had thrown open the possibility for higher income groups to access quality care from private tertiary care facilities. India is a low-income country with 26% population living below the

poverty line, and 35% illiterate population with skewed health risks. Insurance is limited to only a small proportion of people in the organized sector covering less than 10% of the total population. Currently, there no mechanism or infrastructure for collecting mandatory premium among the large scale informal sector.

Rao Tripti, D. (2000) stated that Privatization of insurance industry is based on the view that competition would enhance efficiency through increased resource utilization. It would spill over as benefits to the consumers in terms of reduction in premium costs with proper pricing policy and wider choice. Liberalization may also increase the scope of operation of insurance business from limited area to untapped areas like health, crop and unemployment.

Anne M Smith, Barbara R. Lewis (1994) emphasized in their article, Customer Care in Financial Service Organisations that the findings are presented from an investigation of customer care in major UK organisations in the financial services sector, to include banks, building societies and insurance companies. Attention was focused on the need for customer care and service quality,and the development, implementation and evaluation of customer care/service programmes, as well as associated staff and management training activities.

Phillip K. Hellier, Gus M. Geursen, Rodney A. Carr and John A. Rickard (2003) suggested a general service sector model of repurchase intention from the consumer theory literature. A key contribution of the structural equation model is the incorporation of customer perceptions of equity and value and customer brand preference into an integrated repurchase intention analysis. The model describes the extent to which customer repurchase intention is influenced by seven important factors service quality, equity and value, customer satisfaction, past loyalty, expected switching cost and brand preference. The general model is applied to customers of

comprehensive car insurance and personal superannuation services. The analysis finds that although perceived quality does not directly affect customer satisfaction, it does so indirectly via customer equity and value perceptions.

Shekar Chandra Sahoo (1998) in his article Future marketing Strategies for Life Insurance discussed various issues relating to life insurance marketing. He has given a detailed note about new kinds of products and intimacy with the market and a constant technology adoption for survival as well as for a consistent growth. Innovative business concepts will have an even more powerful impact on the organization future and its place in the global market.

Continuing professional education has developed and expanded significantly through the late 20th century and early 21st century. A variety of providers, ranging from in-house trainers and associations, to proprietary colleges and public universities, deliver CE programs required by legislators as necessary to maintain certification or licensure.

Houle (1980) outlined a classic model for CE that includes the following dimensions: basic education; information to specialize; selection; specialized pre-service education; as well as certification of competence and induction. According to Houle, these are designed to overcome incompetence, inattention, dogmatism and malevolence in the professions.

In evaluating CE programs, **Kirkpatrick (1994)** suggests four levels of outcome: participant satisfaction; acquisition and/or retention of skills and knowledge; knowledge and skill transfer to professional practice; and the effect of the learning on the client.

Guskey (2000) provides a five-level model of evaluation: participant reaction; participant learning; organizational support and change; participants' use of the

knowledge and skills gained; and the effect on the participants' clients. Both of these approaches require continuing assessment and dedicated resources. However, since most CE programs are delivered at traditional lecture-centered settings, their value is often measured in attendance or satisfaction—both of which are insufficient measures of learning achievement

In a similar vein, **Davis et al. (1999)** found that CE was most effective when it included activities that gave participants an opportunity to practice specific skills. Surveying accountants, Coffee and **Beegle (1994)** found that a substantial majority believed that CE provided professional learning, a higher quality of professional work, and enhanced the image of the profession.

Weinstein (1998) identified several characteristics that would improve the CE effectiveness for real estate agents. These range from greater understanding by instructors of adult learning and varying teaching methods, to offering more practicums and targeting classes to different experience levels.

Wessels (2007) found that accountants view continuing professional education as being important to the profession's image, but of limited value to them personally. **Doherty-Restrepo et al.\(2009)** suggest that it is time for CE programs to progress beyond traditional lecturebased formats and embrace new avenues such as hands-on learning, peer-based study groups, small group breakout sessions, and online seminars/examinations. In the real estate industry, agents may begin to practice with an initial education of as little as 20 hours in Alaska to as much as 150 hours in Texas according to **McClary (2010)**, Director of Education for the Association of Real Estate License Law Officials. That initial education is generally followed by a written competency test and by a period of closely supervised performance. In their analysis of complaint data in the real estate industry, **Gunterman and Smith (1988)**

found that the severity of pre-license education requirements did not reduce complaints. Agents often knew what the correct action was but failed to take corrective action because of self-interest. Once the initial license is granted, ongoing learning is either mandated or voluntary. However, **Houle (1980)** cautions that if learning is voluntary, it is often sporadic.

In an extensive review of the CE literature, we were able to locate only one empirical study of continuing education for insurance professionals. Interestingly, that study, like our own, was conducted in Iowa. **Zingg (2002)** surveyed 52 agents who attended a CE class at the Kelly Insurance Center in Des Moines. Of those, 96 percent indicated they needed the course for their CE credit, and 72 percent indicated they would not have attended without the mandatory CE requirement. Nonetheless, 88 percent said they learned something new from the courses, and 50 percent found the information useful for their jobs.

CHAPTER 3

RESEARCH METHODOLOGY

3.1. RESEARCH METHODOLOGY

This study is a descriptive one. Primary data is mainly used for analysis' well structured questionnaire was used to collect the primary data. The questionnaire was framed based on the Comments and suggestions given by the insurance employees, policy holders agents. Secondary data for the study were collected from reputed journals, magazines, websites and insurance records.

3.2. OBJECTIVES

Primary Objective

- To know customer's preference towards insurance policies according to their demographic Factors.

Secondary Objectives

- To Find out the purpose for buying insurance

- To find out the type of investment that is Highly Satisfactory and the kind of returns they expect.

- To find the relationship between savings percentage and the reasons for having Insurance policies.

3.3 DATA AND SOURCES OF DATA
Data collection methods:
There are two methods of data collection such as,

    i) Primary data collection

    ii) Secondary data collection

Primary data collection

It is to be noted that only members holding Insurance Policies were considered for data collection. Primary data collection is where the data is collected for the first time, it is also known as fresh data, data which are original in character. In this study, Questionnaires were used as an instrument for collecting primary data from the respondents. The data is collected from consumers using the alloy wheels.

Secondary data collection

Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data. In this study has been obtained through the internet and company documents.

3.4 TIME PERIOD COVERED

The total time period covered for the study was 90 days.

3.5 POPULATION AND SAMPLE SIZE

- An important decision that has to be taken in adopting a sampling technique is about the size of the sample. Size of the sample means the number of sampling units selected from the population for investigation sample size that answers "How many consumers should be surveyed."

- In this study, the sample size is 176.

3.6 SAMPLING TECHNIQUE

Here the purposive sampling design is used for the study. Here the units of population are selected

3.7 STATISTICAL TOOL USED:

The statistical tools used in this research were

1) Correlation

2) Cross tab

3) Percentage analysis

3.8 LIMITATIONS OF THE STUDY:

- The study is limited only to Coimbatore city. So, the result may not be applicable to other geographical regions.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

Table 4.1.1.Gender

Gender	Frequency	Percent
MALE	134	76.1
FEMALE	42	23.9
Total	176	100

Interpretation:

It is shown that 76% of the respondents are Males and the remaining 24 % respondents are Females.

Inference:

It is inferred that majority of the respondents are Males

Chart no 4.2.1. Gender
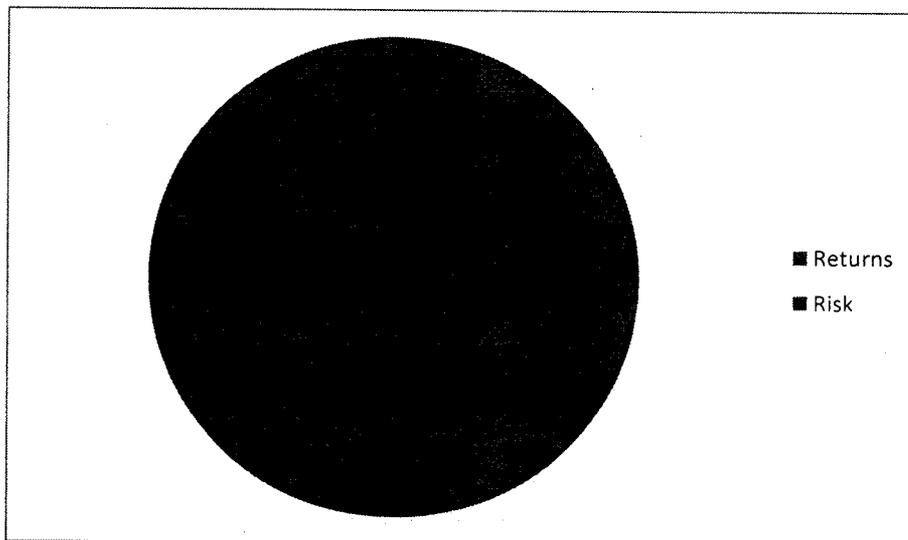
Table 4.1.2. Age

Age	Frequency	Percent
18-35 years	100	56.8
35-50 years	55	31.3
Above 50 Years	21	11.9

Interpretation:

It is shown that 56% respondents are 18-35 age Category, only 31% of the respondents are 35-50 age category and 11% of the respondents are above 50 age category.

Inference:

It is inferred that majority of the respondents are comes under 18-35 years of age category.

Chart 4.2.2. Age

Legend:
- Returns
- Risk
- Credit Rating
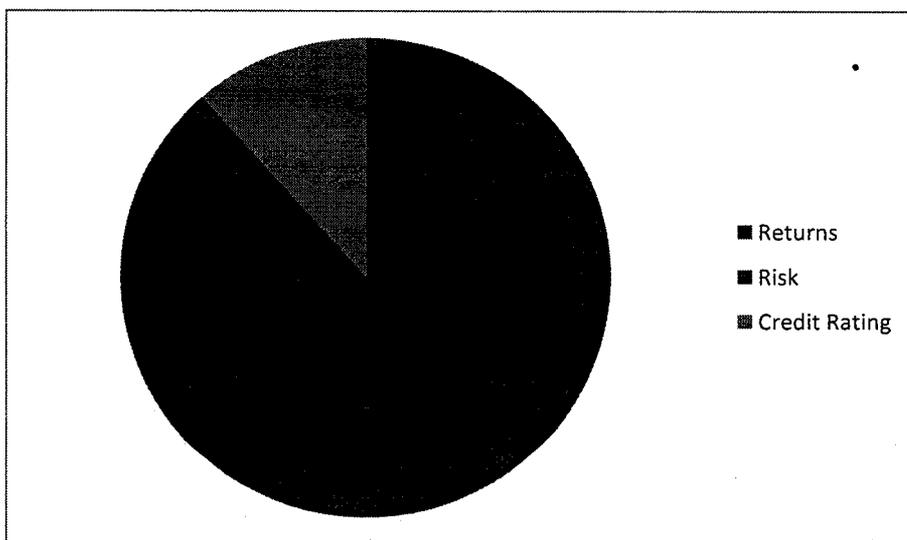
Table 4.1.3.Educational Qualification

Educational Qualification	Frequency	Percent
UG	90	51.1
PG	58	33
Others	28	15.9
Total	176	100

Interpretation:

It is shown that 56% of the respondents are UG Background People, 31% of the respondents are PG education background people and 11% of the respondents are comes in other categories.

Inference:

It is inferred that majority of the respondents are under UG education Background

Chart 4.2.3.Educational Qualification

■ Returns

■ Risk

▓ Credit Rating
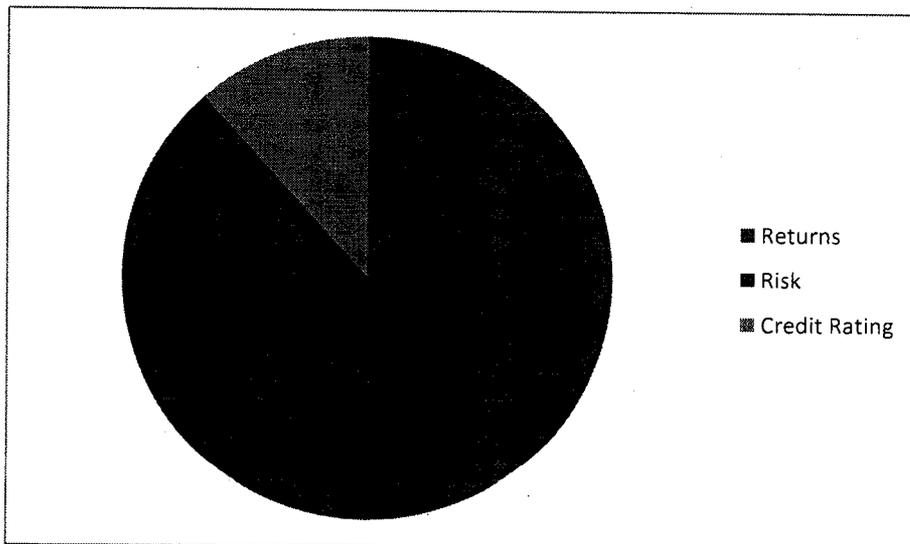
Table 4.1.4. Income

Income	Frequency	Percent
Less than 1 Lakh	1	.6
1 Lakh- 3 Lakhs	26	14.8
3 Lakhs- 5 Lakhs	78	44.3
Above 5 Lakhs	71	40.3
Total	176	100

Interpretation:

It is shown that majority of the respondents earning an Income of between 3-5 Lakhs i.e. 44 % , 40% of the respondents earning an income of above 5 Lakhs, only .6 % are less than 1 Lakh and 14% of the respondents are between 1-3 Lakhs.

Inference:

It is inferred that majority of the respondents are earning an income of between 3 and 5 Lakhs

Chart 4.2.4. Income
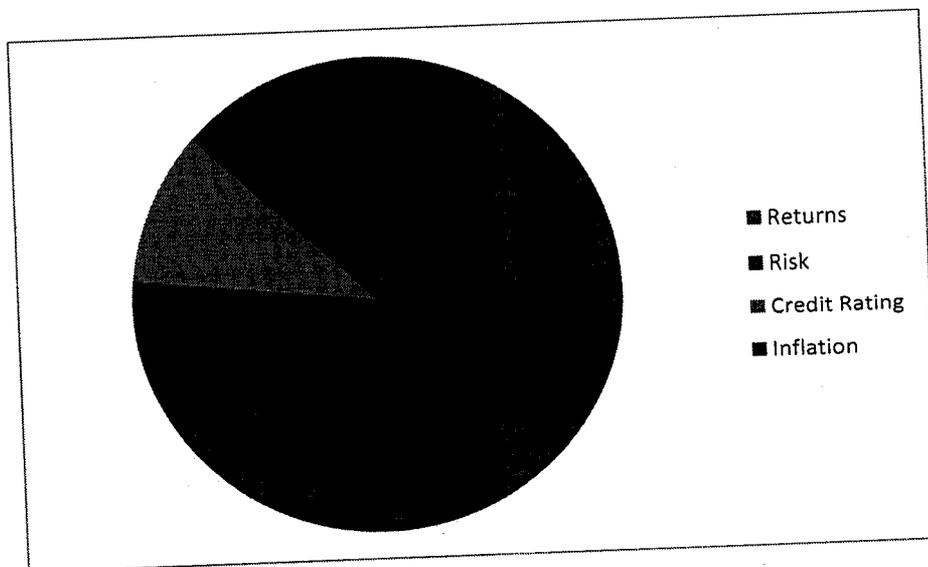
Table 4.1.5.Insurance Concepts

Insurance Concepts	Frequency	Percent
Yes	154	87.5
No	22	12.5
Total	176	100.0

Interpretation:

It is shown that majority of the respondents knows the basic concept of an Insurance i.e. 87 % and the remaining 13 % of the respondents are not knowing the basic concept of an Insurance.

Inference:

It is inferred that majority of the respondents are well good in Insurance concepts.

Chart 4.2.5.Insurance Concepts

- Returns
- Risk
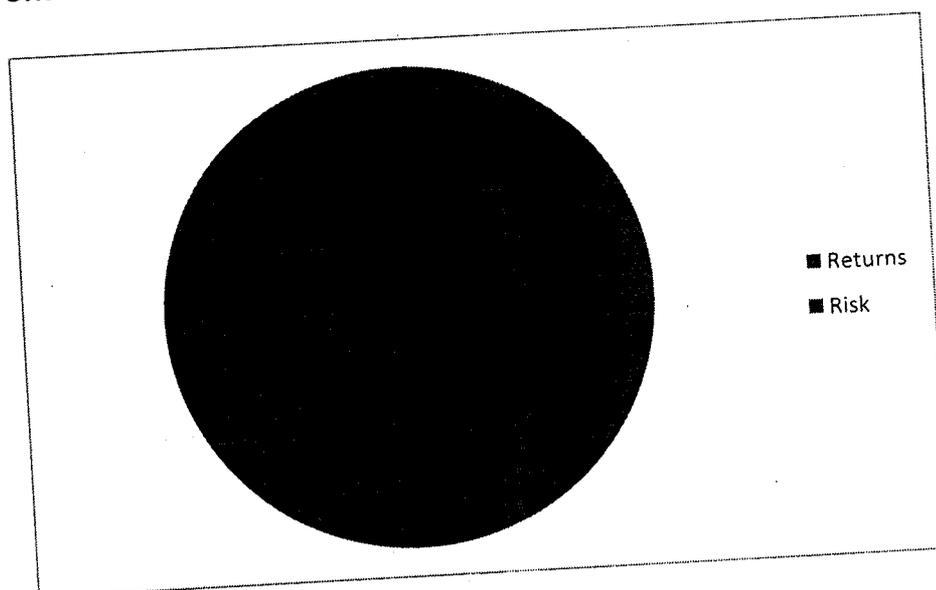
Table 4.1.6. Ready to Invest

Ready to Invest	Frequency	Percent
Yes	176	100.0

Inference:

It is inferred that all the respondents are ready to invest their money for some purposes.

Table 4.1.7.Investment Choice

Investment Choice	Frequency	Percent
Shares	75	42.6
Mutual Funds	21	11.9
Insurance	65	36.9
Fixed Deposits	15	8.5
Total	176	100.0

Interpretation:

It is shown that 42% of the respondents are invested in shares,

36% of the respondents are invested in Insurance purposes,

12 % of the respondents are invested in Mutual funds and

11% of the respondents are invested in Fixed Deposits.

Inference:

It is inferred that majority of the respondents are investing in Shares.

Chart 4.2.6.Investment Choice
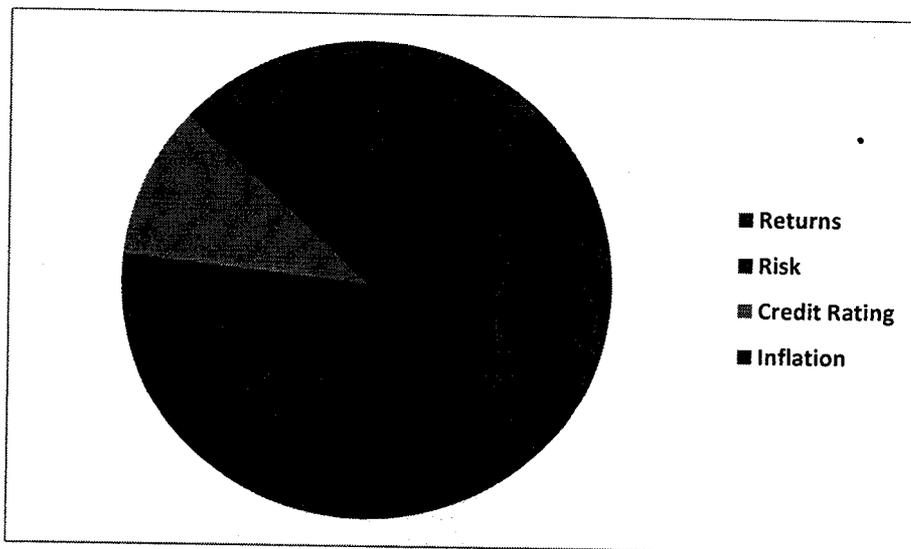
Table 4.1.8. Investment Purpose

Insurance Purpose	Frequency	Percent
Old age savings	44	25.0
Family Needs	58	33.0
Time to time needs	53	30.1
Opposite Circumstances	21	11.9
Total	176	100.0

Interpretation:

It is shown that Family needs plays an important role in deciding up an insurance policy , 33% of the respondents are said time-to-time needs for choosing an insurance policy, 25 % of the respondents said old age savings for choosing an insurance policy and 11% of the respondents said opposite circumstances as their choice for selecting an Insurance Policy.

Inference:

It is inferred that majority of the respondents Family needs is the most important one.

Chart 4.2.7. Investment Purposes

■ Returns
■ Risk
▓ Credit Rating
■ Inflation
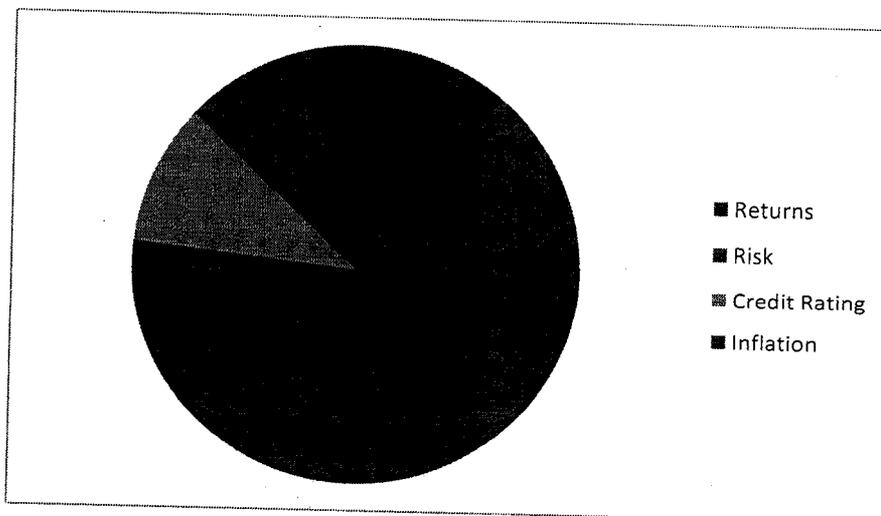
Table 4.1.9. Policy Decision

Policy Decision	Frequency	Percent
Family	25	14.2
Professional & Union Groups	49	27.8
Friends	83	47.2
Brand Advertisement	19	10.8
Total	176	100.0

Interpretation:

It is shown that 47% of the respondents said that the insurance investment decision is influenced by Friends, 27% of the respondents said that the insurance investment decision is influenced by Professional and Union Groups, 14% of the respondents said that the insurance investment decision is influenced by Family and 10 % of the respondents said that the insurance investment decision is influenced by Brand and Advertisement.

Inference:

It is inferred that majority of the respondents decisions are influenced by Friends

Chart 4.2.8. Policy Decision

- Returns
- Risk
- Credit Rating
- Inflation
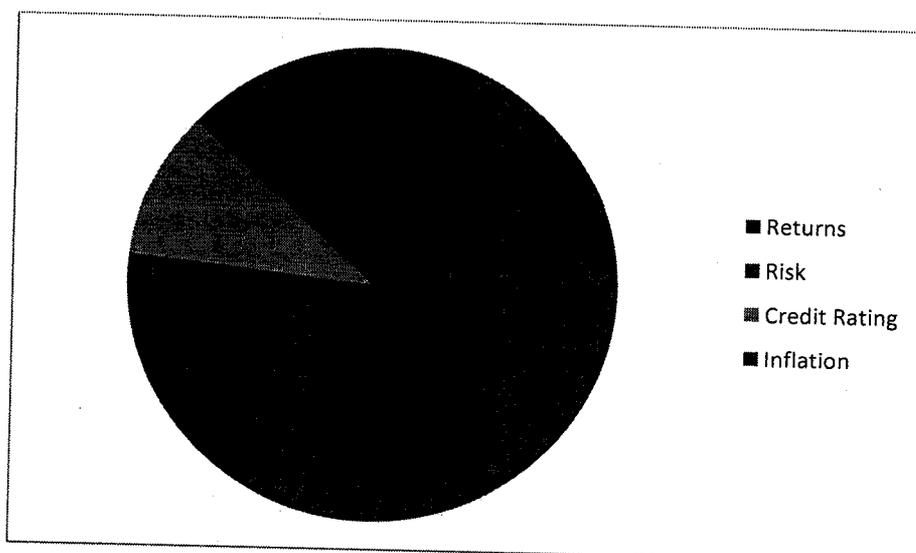
Table 4.1.10 Savings on Income

Income Savings %	Frequency	Percent
10-20 %	13	7.4
21-30 %	112	63.6
31-40 %	34	19.3
41-50 %	17	9.7
Total	176	100.0

Interpretation:

It is shown that 63% of the respondents said 20-30 Percent as their Income savings percentage, 20% of the respondents said 30-40 Percent as their income savings percentage, 9% of the respondents said more than 50 Percent as their Savings Percentage and 10 % of the respondents are comes under Less than 10 percentage category.

Inference:

It is inferred that majority of the respondents Income Savings percentage is between 20 and 30 Percent

Chart 4.2.9. Savings on Income
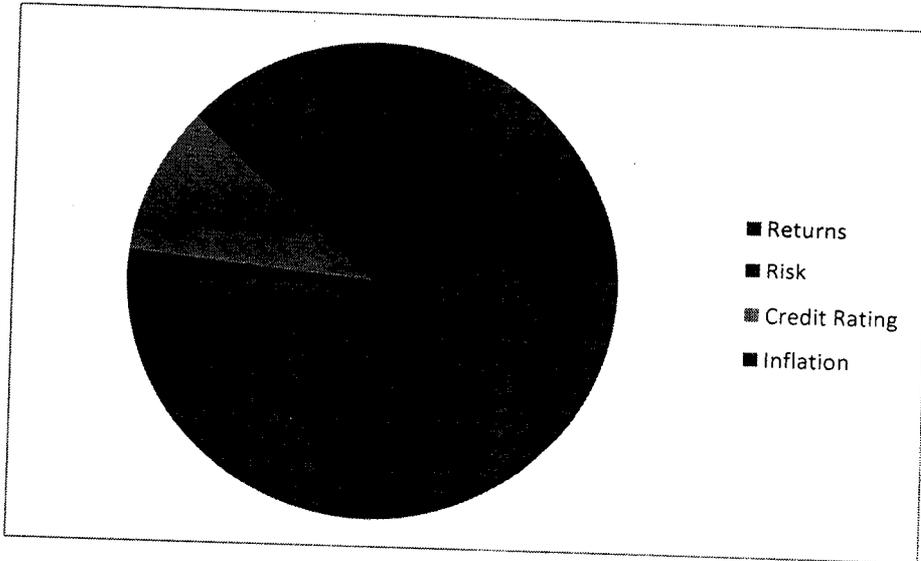
Table 4.1.11 Insurance Necessity

Insurance a necessity ?	Frequency	Percent
Agree	24	13.6
Neutral	85	48.3
Disagree	55	31.3
Extremely Disagree	12	6.8
Total	176	100.0

Interpretation:

It is shown that majority i.e. 48 % of the respondents are in Neutral Category, 31% of the respondents are in Disagree Category, 13% of the respondents agreeing that Insurance policies, a necessity for today's life and 6% of the respondents are comes under Extremely Disagree category.

Inference:

It is inferred that majority of the respondents are in neutral stage.

Chart 4.2.10 Insurance Necessity
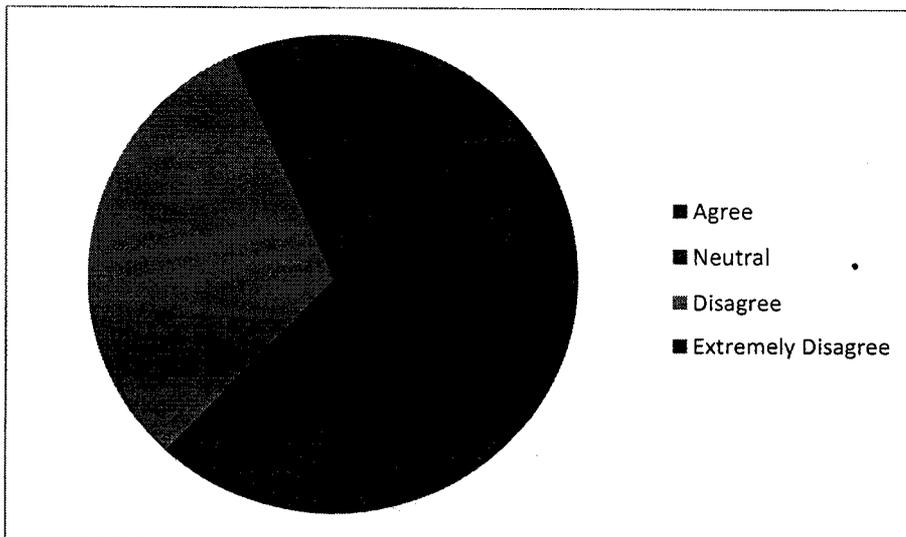
Table 4.1.12 Insurance Premium

Premium Amount(in Rs)	Frequency	Percent
10000-15000	10	5.7
15000-20000	31	17.6
20000-25000	71	40.3
25000-30000	42	23.9
Above 30000	22	12.5
Total	176	100.0

Interpretation:

It is inferred that majority i.e. 40% of the respondents said Rs.20000-25000 as their Insurance Premium, 24% of the respondents said Rs.25000-30000 as their Insurance Premium, 17% of the respondents said Rs.15000-20000 as their Insurance Premium, 12% of the respondents said More than Rs.30000 as their Insurance Premium and 5% of the respondents said Rs.10000-15000 as their Insurance Premium

Chart 4.2.11 Insurance Premium
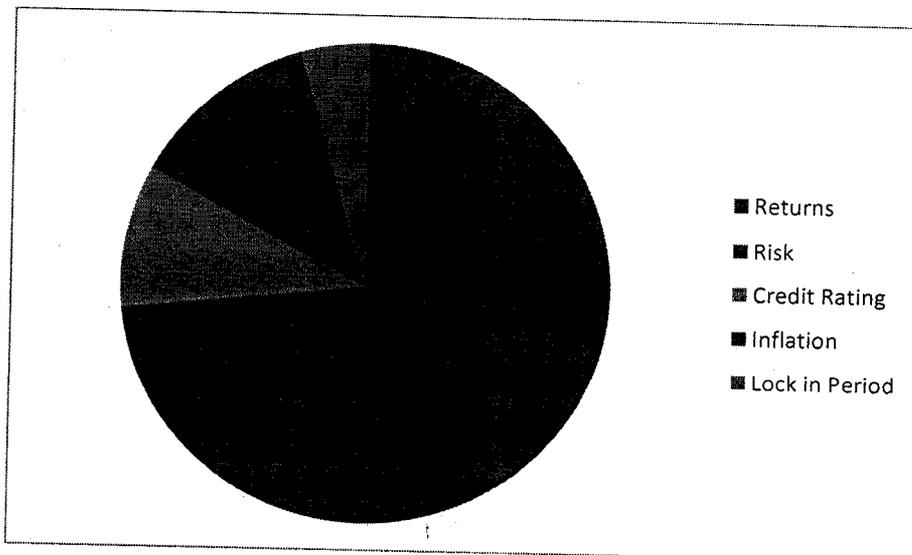
Table 4.1.13 Company

Company	Frequency	Percent
Public	46	26.1
Private	130	73.9
Total	176	100.0

Interpretation:

It is shown that 76% of the respondents said that they believe mostly in Public Insurance Companies and the remaining 24 % of the respondents said they believe mostly in Private Insurance Companies.

Inference:

It is inferred that Public insurance companies offering more benefits than the private insurance organisation.

Chart 4.2.12 Company

- Returns
- Risk
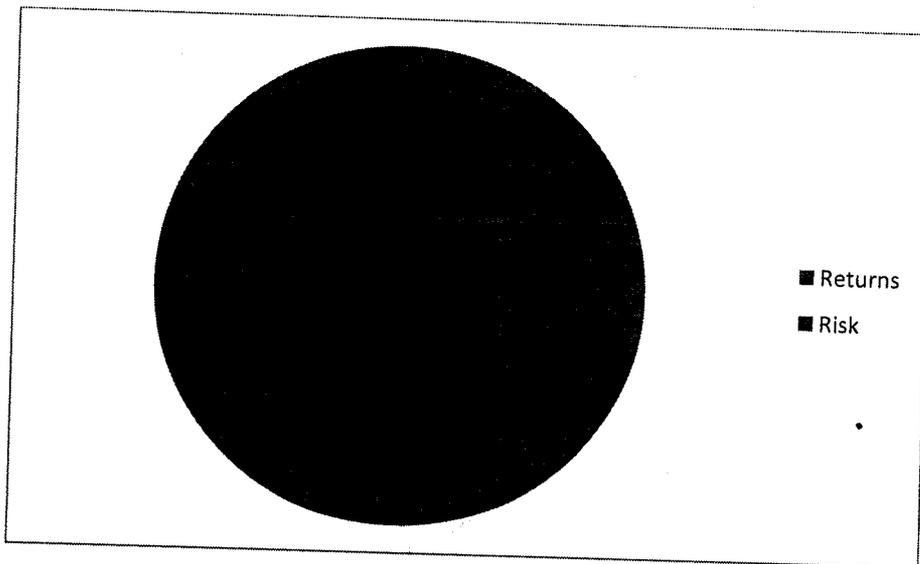
Table 4.1.14 Mode of Payment

Mode Of payment	Frequency	Percent
Cash	89	50.6
Cheque & Credit Card	73	41.5
Demand Draft	14	8.0
Total	176	100.0

Interpretation:

It is shown that 50% of the respondents would like to pay premium through Cash,42% percent of the respondents would like to pay the premium through Cheque & Credit Card and the remaining 8 % of the respondents are would like to pay the premium through Demand Draft.

Inference:

It is inferred that majority of an Insurance premium is paid through Csh

Chart 4.2.13 Mode of Payment
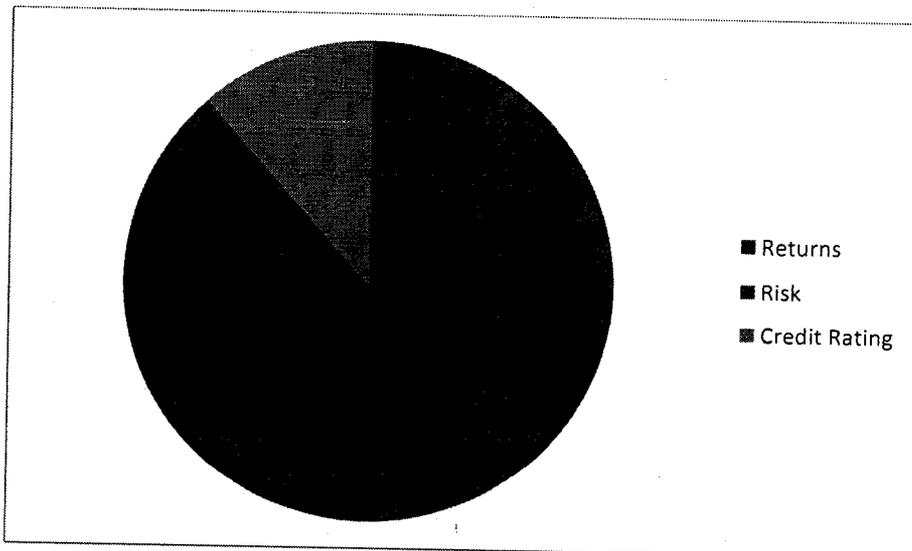
Table 4.1.15 Interval type

Interval Type	Frequency	Percent
Monthly	19	10.8
Half Yearly	59	33.5
Yearly	98	55.7
Total	176	100.0

Interpretation:

It is inferred that 56% of the respondents pays the premium on a Yearly Basis, 34% of the respondents pays the premium on a Half-Yearly Basis and the remaining 10 % of the respondents pays the Insurance Premium monthly.

Inference:

It is inferred that majority of the respondents are paying insurance premium on a yearly basis

Chart 4.1.14 Interval Type

■ Returns
■ Risk
■ Credit Rating
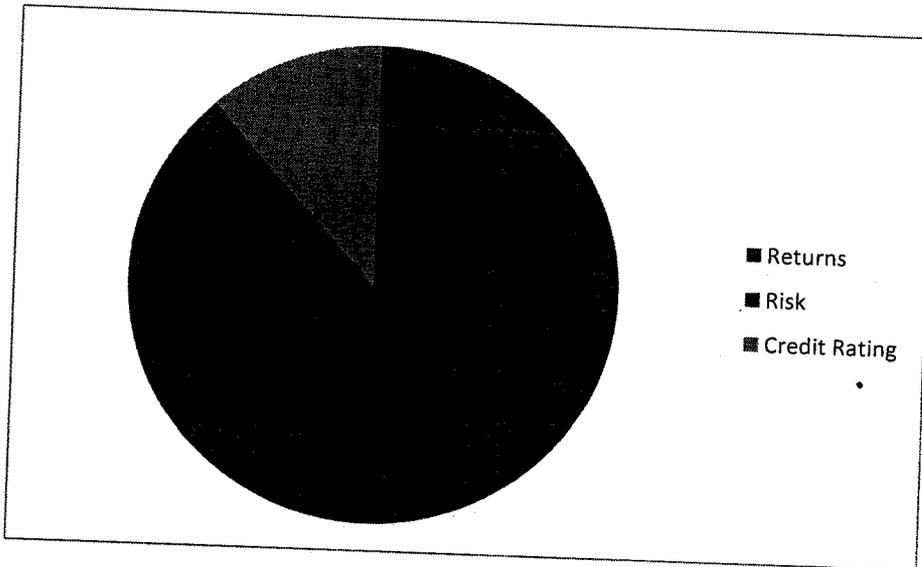
Table 4.1.16 Return on Investment

ROI satisfaction?	Frequency	Percent
Satisfied	57	32.4
Neither Satisfied nor dissatisfied	73	41.5
Dissatisfied	46	26.1
Total	176	100.0

Interpretation:

It is shown that 42% of the respondents are Neither Satisfied nor Dissatisfied with the Return on Investment, 32% of the respondents satisfied with the ROI and the remaining 10 % of the respondents are Dissatisfied with the ROI.

Inference:

It is inferred that majority of the respondents neither satisfied nor dissatisfied with the services offered.

Chart 4.2.15 Return on Investment

■ Returns
■ Risk
■ Credit Rating
■ Inflation
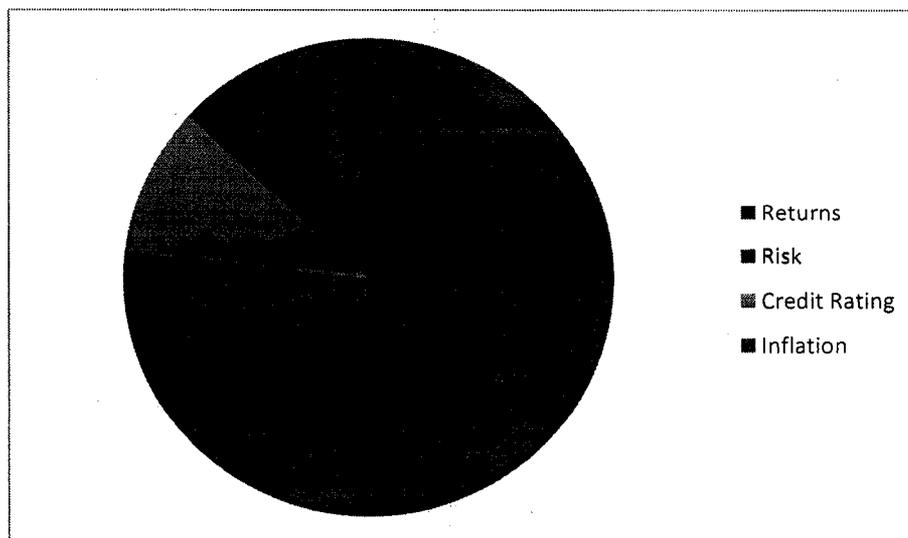
Table 4.1.17. Investment Objective

Investment Objective	Frequency	Percent
Regular Returns	88	50.0
Tax Benefits	73	41.5
Savings	15	8.5
Total	176	100.0

Interpretation:

It is shown that 50% of the respondents said Regular Returns is an objective at the time of an Investment, 42% of the respondents said Tax Benefits is the Investment Objective and the remaining 8 % of the respondents said Savings as an Investment Objective .

Inference:

It is inferred that majority of the respondents investing in Insurance mainly due to Regular Returns.

Chart 4.2.16.Investment Objective

Legend:
- Returns
- Risk
- Credit Rating
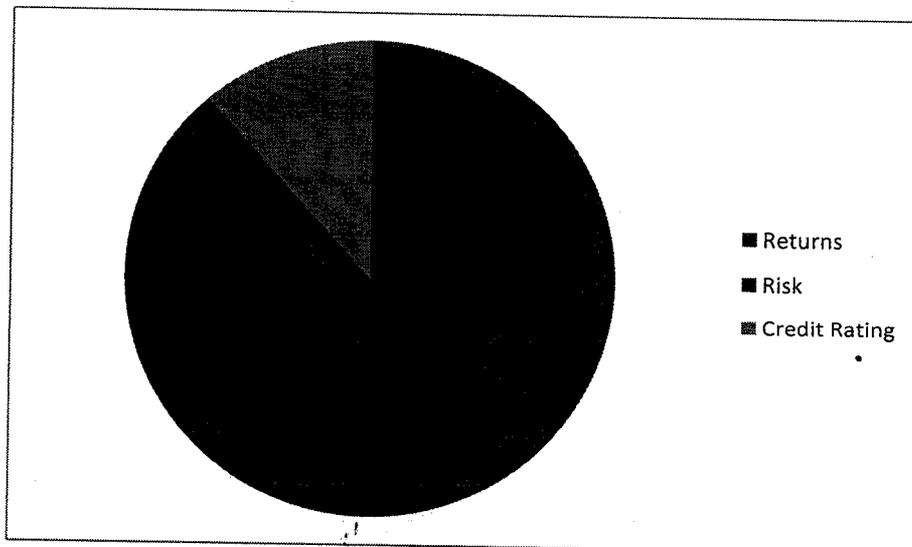
Table 4.1.18 Investment Decision

Investment Decision	Frequency	Percent
Returns	65	36.9
Risk	64	36.4
Credit Rating	17	9.7
Inflation	22	12.5
Lock in Period	8	4.5
Total	176	100.0

Interpretation:

It is shown that 36% of the respondents consider Return as the parameter before Investing, 36% of the respondents consider Risk as the parameter before Investing, 12% of the respondents consider Inflation as the parameter before Investing, 9% of the respondents consider Credit Rating as the parameter before Investing and 7% of the respondents comes in other category.

Inference:

It is inferred that majority of the respondents investment decisions are through Return and Risk Analysis.

Chart 4.2.17 Investment Decision
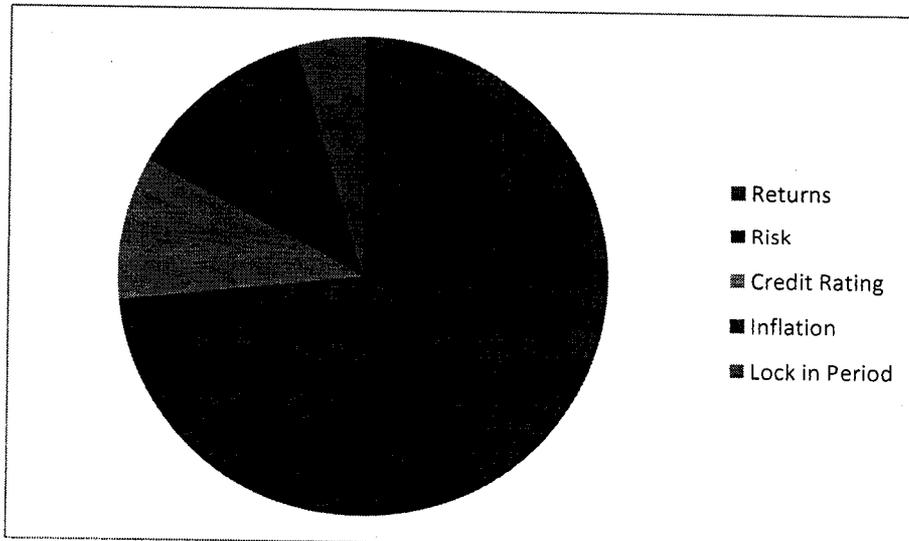
Table: 4.1.19 Investment Factor

Investment Factor	Frequency	Percent
More Benefits	97	55.1
More Security	79	44.9
Total	176	100.0

Interpretation:

It is shown that 55% of the respondents said benefits as their Investment preferences and the remaining 45 % of the respondents said Security as the investment preferences.

Inference:

It is inferred that Security and Returns are their Investment Factor.

Chart 4.2.18 Investment factor
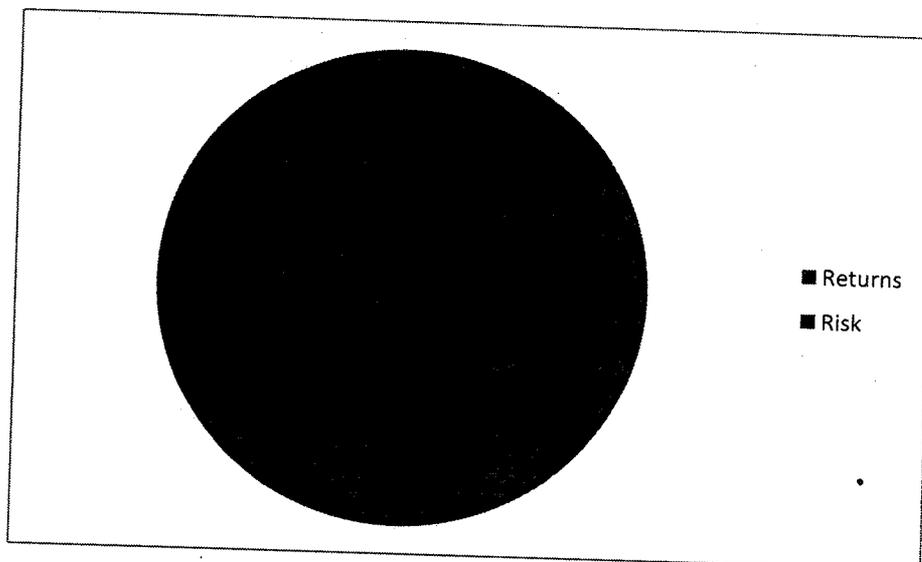
4.2.Descriptive Statistics

Table 4.2.1 Insurance Type

Insurance type	N	Mean	Std. Deviation
ULIP	176	3.11	.817
Child	176	3.14	.707
Health	176	3.66	.754
Term	176	3.07	.914
Others	176	3.31	.784

Interpretation:

From the above table it is shown that most of the respondents preferred Health Insurance Policy is the most favoured one. From my respondents, the order in which most of the Insurance Policies selected are

Health > Others > Child > ULIP > Term

Inference:

It is inferred that majority of the respondents preferring Health Insurance Policies.

4.3.CROSS TAB

Table 4.3.1 Educational Qualification

Ed Qualification	Insurance Concepts		Total
	Yes	No	
UG	79	11	90
PG	53	5	58
Others	22	6	28
Total	154	22	176

Interpretation:

It is shown that an Educational Qualification plays an important role in knowing the basic concept of an Insurance. 79 Respondents of an UG Background, 53 Respondents of an PG Background and 22 Respondents got to know the Insurance Concepts.

Inference:

It is inferred that educational background drives more the concept of insurance to the respondents.

Table 4.3.2 Age vs Investment Choice

Age(in Years)	Investment Choice				Total
	Shares	Mutual funds	Insurance	Fixed Deposits	
18-35	51	7	34	8	100
35-50	19	10	19	7	55
Above 50	5	4	12	0	21
Total	75	21	65	15	176

Interpretation:

It is shown that Age decides up where to invest their money accordingly. 34 Respondents of 18-35 years of age, 19 Respondents of 35-50 of 35-50 years of Age and 12 Respondents of above 50 years of Age would like to invest their money in Insurance Policies.

Inference:

It is inferred that majority of the respondents of 18-35 years of age investing more on Shares

Table 4.3.3 Income vs Investment Choice

Income(in Rs)	Investment Choice				Total
	Shares	Mutual funds	Insurance	Fixed Deposits	
<1 Lakh	1	0	0	0	1
1-3 Lakh	8	2	14	2	26
3-5 Lakh	24	8	34	12	78
Above 5 Lakh	42	11	17	1	71
Total	75	21	65	15	176

Interpretation:

It is shown that Income decides up where to invest their money accordingly. Respondents of between Rs. 3-5 Lakh are investing more on Insurance .

Inference:

It is inferred that Respondents of income of above 5 lakhs are investing more on Shares.

Table 4.3.4 Gender vs Investment Choice

Gender	Investment Choice				Total
	Shares	Mutual funds	Insurance	Fixed Deposits	
Male	57	18	50	9	134
Female	18	3	15	6	45
Total	75	21	65	15	176

Interpretation:

It is shown that Gender decides up where to invest their money accordingly. 50 Male Respondents and 15 Female Respondents decided to invest their money on Insurance Policies

Inference:

It is inferred that the Respondents are investing more on Shares

and Insurance.

Table 4.3.5 Age vs Investment Purposes

Age in years	Insurance Purpose				Total
	Old Age Savings	Family Needs	Time-to-time needs	Opposite Circumstances	
18-35	35	28	28	9	100
35-50	6	22	19	8	55
Above 50	3	8	6	4	21
Total	44	58	53	21	176

Interpretation:

It is shown that Age decides up where to invest their money accordingly.

Almost all age of respondents prefer insurance more by Family needs.

Inference:

It is inferred that majority of the respondents buying insurance policies mainly due to family needs.

Table 4.3.6 Income vs Insurance Purposes

Income in Rs	Insurance Purpose				Total
	Old Age Savings	Family Needs	Time-to-time needs	Opposite Circumstances	
< 1 Lakh	0	1	0	0	1
1-3 Lakh	10	8	6	2	26
3-5 Lakh	16	23	22	10	78
Above 5 Lakh	18	26	25	9	71
Total	44	58	53	21	176

Interpretation:

It is shown that Income decides up where to invest their money accordingly. Almost all forms of income earning respondents prefer insurance more by Family needs.

Inference:

It is inferred that Family needs is the most important one.

Table4.3.7 Gender vs Insurance Purpose

Gender	Insurance Purpose				Total
	Old Age Savings	Family Needs	Time-to-time needs	Opposite Circumstances	
Male	34	45	37	18	134
Female	10	13	16	3	42
Total	44	58	53	21	176

Interpretation:

It is shown that Old age savings and Family needs are more for the respondents

Inference:

It is inferred that most of the males preferring Family needs and females preferring time-to-time needs.

Table 4.3.8 Age vs Insurance Necessity

Age in Years	Insurance, a necessity				Total
	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	
18-35	8	47	33	12	100
35-50	1	32	22	0	55
Above 50	15	6	0	0	21
Total	24	85	55	12	176

Interpretation:

It is shown that Age decides up the Insurance necessity of today's life.

Inference:

It is inferred that majority of the respondents are in neutral stage i.e neither agree nor disagree.

Table 4.3.9. Income Savings % vs Premium Amount

Savings %	Premium Amount in Rs					Total
	10000-15000	15000-20000	20000-25000	25000-30000	Above 30000	
10-20	0	3	4	6	0	13
21-30	1	18	56	35	2	112
31-40	0	4	25	4	1	34
41-50	0	2	12	3	0	17
Total	1	27	97	48	3	176

Interpretation:

It is shown that the respondents who save 20-30% on their Annual Income are investing more on Insurance Policies i.e. Rs. 20000-25000 of Insurance Premium

Table 4.3.10. Investment Choice vs ROI Satisfaction

Investment Choice	ROI Satisfaction			Total
	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	
Shares	25	33	17	75
Mutual Funds	6	7	8	21
Insurance	20	28	17	65
Fixed Deposits	6	5	4	15
Total	57	73	46	176

Interpretation:

It is shown that the 20 respondents who invested in Insurance are satisfied with the Return on Investment

Table 4.3.11. Gender vs Investment Factor

Gender	Investment Factor		Total
	Benefits	Security	
Male	69	65	134
Female	28	14	42
Total	97	79	176

Interpretation

It is inferred that Half of the respondents prefer benefits more while Investing and the remaining half of the respondents prefer Security more while investing.

Table 4.3.12. Income Savings % vs Investment Objective

Savings %	Investment Objective			Total
	Regular Returns	Tax benefits	Savings	
10-20	6	4	3	13
20-30	62	44	6	112
30-40	15	15	4	34
40-50	5	10	2	17
Total	88	73	15	176

Interpretation:

It is inferred that 6 Respondents who saves 10-20% on their Annual Income invest for Regular Benefits, 62 Respondents who saves 20-30% on their Annual Income invest for Regular Benefits,15 Respondents who saves 30-40% on their Annual Income invest for Regular Benefits and Tax Benefits and 10 Respondents who saves more than 50% on their Annual Income invest for Tax Benefits.

CHAPTER 5

FINDINGS, SUGGESSTIONS AND CONCUSSIONS

5.1 FINDINGS

- Educational Background, Age and Income of the Respondents help more in deciding up which Insurance Policies are to be selected.

- Almost Every Respondents are ready to invest their money. The respondent's first preference is investing in Shares and second one is Insurance.

- Family needs are the first reason to make the Respondents go for the Insurance Policies.

- Friends are the most influencing factor for the respondents to apply for the Insurance Policies.

- Most of the Insurance policy holders believe more on Public Insurance Companies rather than Private Companies

- Yearly paid Insurance premium is more.

- Regular Returns and Tax Benefits are the Investment objectives for the Insurance Policy holder

- Health Insurance Policies is the most preferred one by the Respondents.

- Respondents having Savings Percentage of 20-30 % of their Income are more in Insurance Investment.

5.2. SUGGESSTIONS

- Though more customers are attracted towards shares. Hence they can benefit the use of ULIP product.

- Creating more customer awareness on Credit Rating and Lock in period parameters.

- Insurance process has to be clearly explained to the customers.

- There should be more awareness about the Private Insurance. For this we can use Banc assurance.

- More new policies can be introduced for Middle aged and Old Age people.

- Premium amount can be reduced.

5.3. CONCLUSSION

IDBI-Federal Insurance Company focuses more on Young aged customers like promoting their products like incomsurance, childsurance etc. Hence in order to improve their market shares focus on all forms of customers. Educate the Insurance requirement to the customers by business professionals. Though many are interested in investing in shares, elucidate the importance of ULIP product to the customers.

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AN EMPRICAL STUDY ON CUSTOMER PREFERENCE TOWARDS INSURANCE,

WITH RESPECT TO IDBI-FEDERAL

Declaration: It is purely for academic purposes and the data given will not be passed to anyone.

Please tick (√) out for appropriate option.

(A) Personal Information:

a. Name: ....   b. Gender: i) Male ii) Female

c. Age (in years)   a) Below 18   b)18-35   c) 35-50   d) Above 50

d. Educational qualification: i)UG   ii)PG   iii)Others   e. Occupation:

f. Annual Income:

    i) Less than Rs. 1, 00,000   ii) Rs. 1, 00,001 to Rs. 3, 00,000

    iii) Rs 3, 00,001 to Rs. 5, 00,000   iv) Rs. 5, 00,001 and Above

(B) Questions:

1. Are you aware with the basic concept of Insurance?   a) Yes   b) No

2. Are you interested in investing your money?   a) Yes   b) No

3. Where do you want to invest your money?

    a) Shares   b) Mutual funds   c) Insurance   d) Fixed Deposits

4. If you are not taking any insurance policy then please tell us the reason, why?

    a) I could not afford.   b) I don't see any benefit with it.

    c) I don't want insurance.   d) I don't understand that how it works?

5. What is the purpose for buying insurance Policy?

    a) For old age savings   b) Family needs

    c) Time to time needs   d) opposite circumstances

6. When you are buying an insurance policy then your decision influenced by?

    a) Family   b) Professional & Union groups

    c) Friends   d) Brand & Advertisement

7. What is your saving as percentage (%) of annual income?

    a) 10 to 20   b) 21 to 30   c) 31 to 40   d) 41 to 50

8. Do you think that insurance policy is necessity of today's life?

	Strongly Agree	Agree	Neither Agree nor Disagree	Ds Agree	Extremely Disagree
Insurance, Is Necessity today?					

9. How much money do you want to invest in insurance plans?

        a) Rs. 10,000 to Rs. 15,000   b) Rs. 15,001 to Rs. 20,000

        c) Rs. 20,000 to Rs. 25,000   d) Rs. 25,001 to Rs. 30,000   e) above 30000

10. On which company do you believe most?   a) Private insurance   b) Public insurance

11. How do you want to pay your premium?   a) Cash b) Cheque & Credit card c) Demand draft

12. In what interval do you want to give your premium? a) Monthly   b) Half yearly   c) Yearly

Do you want which type of insurance policy?

	Highly Useful	Useful	Neutral	Useless	Highly Useless
13)ULIP					
14)Child					
15)Health					
16)Term					
17)Others					

18) Are you satisfied with the return on investment which you getting from policy?

Extremely Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Extremely Dissatisfied

19. What is the basic objective at the time of investment?

        a) Regular returns   b) Tax benefits   c) Savings.

20. What are the parameters you judge before investing?

        a) Returns b) Risk c) Credit rating d) Inflation e) Lock in period f) Others.

21. Which factor you prefer most while investing?   a) More benefits   b) More security.