
Insurance Brand name effect on Consumer satisfaction

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ABSTRACT

This research explores consumer satisfaction relevant to the purchase of life insurance products and compares the satisfaction which is affected by the different insurance product categorized by brands & their services. The research shows that trust, competence, and product brand & its services play a vital part in consumer satisfaction. It can be determine whether consumer satisfaction affects with the change in brand name & if distribution, services and marketing methods evolve.

Key Words: Customer satisfaction, Brand, Life insurance

Introduction

The primary objective of this study is to benchmark consumer satisfaction relative to life insurance agents, the life insurance industry, and specific life insurance Products. The consumer has wide variety of products in the market to choose the best among them; it is the agent who can convince the customer to buy such product. So the life insurance purchase is primarily a function of the trust the consumer has in the agent and/or the insurance company, the consumer's perception of the agent's competence, the product selected by the consumer, the consumer's analysis or feeling regarding financial safety, and consumer goals. Here I have a data regarding a series of questions related to the consumer's satisfaction with their own selection of life insurance coverage. This information, allows me to benchmark consumer satisfaction and factors influencing customer satisfaction. All of the research in this area has focused on the sales process, the agent, or the company as means of improving the welfare of the insurance company and/or the insurance agent. To the best of my knowledge, no academic studies have focused on the consumer and their satisfaction with the products they own, the agents from whom they purchase, or the companies who underwrite the products and maintain the agent relationship. It is our objective to directly examine consumer satisfaction, explain the method and findings, and thus preserve a benchmark for future comparisons so changes in brand, marketing methods and changes in consumer satisfaction can be compared.

There are different companies & different products available in the market which can be purchase from different sources. The question comes here that is the satisfaction level of the consumer is equal for the products & the channels or it is affected by the competition, media etc.

Some customer got through the financial institution to buy the insurance; some choose agents as they have trust on them. Some go by internet sales, direct solicitations by mail, and magazine advertisements, including applications for responding directly to product providers.

Here one thing is noticeable that sometimes customer purchase the policy just for the tax benefit, the risk factor is not that much involved. Somewhere the insurance sales are affected by the relationship also; some buys it just for the sake of friendship.

A customer consider following things before purchasing any product.

- **Brand Image**

Brand is the backbone of any product; if brand has a name in the market the product has its life. Through various methods of the marketing the brand name can sustain its position. For the successful product life the consistency should be maintained.

A customer can have the detail of the product through various sources, today there is a tough competition in the market, where thousand of the product available and have their own marketing strategy for sustaining in the market.

If a person get a good quality product from the competitor in a same price, than he has an option to choose among the products, while he will also consider its services & future prospective.

- **Distribution and services**

Distribution and services is the most important channel for any products life.

If a renowned company has several products in the market, than it has to maintain its services satisfactorily. Because one product image is affected by the other products life and its services.

Now a day's customer is very smart, he can compare the services offered of the product with another one.

- **Agents Trust**

Life insurance policy business is depending on trust. As agent is a chain between customer and the company. Some people purchase it for the risk factor, some for the investment purpose and some for the sake of relationship. Customer knows that agent will not breach his trust. As there are several types of insurance policies available in the market, so an agent can get a good business from the customer, his family, friends and relatives also.

- **Financial safety**

Today life is full of uncertainty, so everyone wants to be physically, financially secure. Whether they buy health insurance or life insurance, it covers risk and health too.

For the financial stability people go for investment and life insurance is one of the major tools.

- **Risk factor**

It helps in handling the risk factor, also benefits for the taxation purpose. In the future if any type of contingencies happened there is a safety of investment.

So the consumer has a trust on agent who gives him the proper guidance and fair services. Agent should be morally responsible for the consumer satisfaction. If a consumer is not happy with the service of an agent, he can switch to another brand of insurance and can change the agent also.

Most of the consumers are highly satisfied with their agent and their life insurance company. Consumer satisfaction with the agent is driven by the perceptions of the consumer that their agent is trustworthy, knowledgeable and is providing good product and explains the products well. But somewhere in such cases, such as professionals, businessman in spite of their knowledge does not correlate to consumer satisfaction.

There is not a case of age, sex, gender; it's totally a different thing.

Consumer satisfaction with the insurance company is more difficult to study. It includes perception of consumer, trust, safety, and agent's services and loyalty.

Overview

As per the data of previous research on consumer satisfaction of life insurance, more emphasis is not given to the consumer satisfaction. The focus of this paper is to check the agent's ability to build trust amongst customer and to generate effective and innovative marketing techniques for the business generation.

Here it can be summarized that consumer satisfaction with the life insurance agent is a function of four primary factors: trust, competence, product selection, and consumer goals. Overall consumer satisfaction is a function of safety, trust, product selection, and appropriate handling of paperwork.

It is considered that consumers who are happy with their agents are trustworthy, competent; therefore they are more satisfied with their agent. Consumers who have purchase the life insurance from the executive of a company are not that much happy as they face the problem regarding switching of a product brand.

Why Brand name is important for consumer satisfaction

In the insurance sector, branding has typically involved the concepts of stability, trust and protection. If there was one industry in India which least considered branding as an essentiality, it would be the insurance industry.

Branding is one of the important tool for the marketing strategy and it directly relates to the consumer satisfaction. It enhances the companies' perceived value.

It separate a company from its competitors, in a unique way, this is relevant (and motivating) to its customers, Therefore people ask for good and stabilized product for consumption, this is the case with life insurance product also.

Factors responsible for consumer satisfaction because of change in brand name

Change of agent/Executive

As agent change the company, he tries to sell new product of the company, as it is his new job. So the consumer faces the problem regarding services.

Loyalty of Agent/Executive

Agent will be loyal for the current company, where he is working; not for the previous company's customer.

One more issue with the customer satisfaction was academic background of the customer as well as the agent. In urban area customer have knowledge about the product through so many sources, but in rural area customer have blind faith on agent. In case of any miss-selling, the problem of dissatisfaction arises.

The study provides an objective benchmark of consumer satisfaction with life insurance agents, life insurance brand, and companies as it relates to different life insurance products.

Research Methodology:

Research purpose:

The purpose of the study is to understand the consumer and agent relationship for the purpose of satisfaction particular to the brand of the specific life insurance product. The research can be considered as exploratory and descriptive because i may get more information if can use primary data also.

Data collection:

Secondary data collection was done for the collection of information & data in the present study.

Findings:

The finding of this is that purchasers who use the agent only are more satisfied with their Insurance company. But as some of the agent or not full time employed, they switch the company and also the product brand changes, here problem of consumer satisfaction occurs.

Conclusions:

- 1) The study reveals that it is important for the agent to know the customer need for the product, his choice for the product and does he satisfy the customer needs by selling the product.
- 2) Overall consumer satisfaction has a direct relation with the agent's ability to assess products, the agent's ability to meet the financial goals and needs of the consumer which helps to build trust for the agent.
- 3) The study reveals the people mindset changes in adopting different brand life insurance product.

Suggestions:

- 1) Agent should consider the importance of consumer satisfaction factor, because it helps him to generate more business and a satisfied consumer can give him more references which helps him for future business.
- 2) As the world is moving towards innovative marketing strategies, agent should take charge for better brand management and better service.
- 3) Agent should focus on building a positive attitude for the customers towards life insurance product and the company which may results in increased sales and good relationship.

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