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Role and Convergence of ICT In Business Augmentation In Rural Market Segment

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Abstract

In insurance sector, ICT can provide a practical and enabling solution for improving the quality of service to policyholders. ICT enabled service delivery of Life Insurance Corporation of India encompasses a variety of techniques, tools, content and resources aimed at improving the quality and efficiency of the service delivery process which ranges from KIOSKS,IVR,SMS and Satellite Sampark etc. The objective of this study is to analyse the awareness on ICT facilities of Life Insurance Corporation of India by the rural policyholders and to test association between socio economic profile of the respondents and Information and Communication Technology (ICT) usage among rural policyholders. Methodology of the study is based on the analysis of the data collected through structured questionnaire from 241 life insurance policy holders in rural market segment of Coimbatore district by using interview schedule method. Statistical tools like percentage and Chi-square were employed for data analysis.

Keywords

Insurance, Policies, Rural segment

Introduction

In insurance sector, ICT can provide a sensible solution to improve the quality of service to policyholders. The initiation of highly responsive networks of information, development of new softwares and hardwares have offered real opportunity to solve deficiency in the system. The integration of ICT in insurance policies with ICT applications in promoting solutions instigate tremendous interest of ICT for enhancing the quality of service delivery. ICT enabled service delivery of Life Insurance Corporation of India (LIC) includes a range of techniques and resources meant to improve the service quality and effectiveness of the service delivery process which ranges from KIOSKS,IVR,SMS AND Satellite Sampark etc. Capacity building among policyholders is the key to successful infusion of ICT enabled practices in insurance.

Review of Literature

According to Shobhit and Sanjai Shukla (2004), the growth of life insurance sector purely depends on how effectively the insurers were meeting their customers' expectations and perceptions in India and to make aware of the them about the insurable risks. Rise in income of the consumers will trigger the growth of insurance, on the demand side. Enhanced competition and reforms provided a better choice to the customers. In rural areas LIC continues to remain strong compared to major urban metros. Insurance awareness, availability of insurance products and quality of services largely depends on penetration into the market. (Krishnamurthy et al, 2007). IRDA has opened sectors to private firms and it was aimed at fostering competition and innovation through a greater choice of products to their customers (Rastogi and Sarkar, 2006). Purchase intention of policyholders is determined by normative factors. The recommendation is that the initial point of contact for marketing communications regarding purchase of new life policies should be through family and friends (Ogenyi and Frimpong, 2007). Reforms have helped to promote growth in life insurance sector in India, but still the insurance sector remains under-penetrated. Further the finding revealed that the average number of life policies as well as non-life policies held by an Indian consumer is just 1.33 percent policies, compared with the average of 5.2 policies per client for matured markets. (World Insurance Report, 2008). Clifford Paul et.al (2010), their research revealed that low awareness was found and needs improvement among the uneducated lower age group and daily wage class people. LIC should advertise their products through various mass media, it should develop viable and cost effective distribution channels and insurance companies should adopt CRM technology to store the lot of data for maintaining long term relationship and carry out continuous follow up programmes (Hasanbanu and Nagajothi, 2007). There is a need to study the awareness about varied insurance products of LIC of India to suit the diverse financial needs and adoption of ICT for enhancing the reach and for easy operation. The importance and usage of ICT and capacity building among rural segment clients view, the study incorporates four key dimensions namely awareness on ICT features offered by LIC, reach and effective reach, and adoption and utilization of ICT facilities by rural customers across the socio-economic profile. The focus of the study is to assess the current status of ICT application in teaching- learning process and also to find the enabling environment for ICT capacity building.

Statement of the Problem

Policyholders awareness towards the products brings success to the life insurance business. The satisfaction of the policyholders regarding the service rendered by LIC of India. As a result, LIC started to introduce ICT in its all business operations including policy distribution and service delivery which was once the domain of intermediary agents. LIC was associated or recognized for prospecting business in both urban and rural market segments. LIC has faced increased pressure to meet the policyholder's requirements. The insurance companies need to constantly develop products to suit the customer needs, identify the changes in policyholder's behavior, new trends, changes, technological advancement, distribution network, automation, government regulations, competitions, service quality and customer relationship management.

Objectives of the Study

The objectives of the study are

- To understand the life insurance holdings of the sample respondents
- To analyse the awareness on ICT facilities of Life Insurance Corporation of India by the rural policyholders and
- To test association between socio economic profile of the respondents and Information and Communication Technology (ICT) usage by the rural policyholders

Hypothesis

The following hypothesis is tested

- Significant difference exists between awareness on information and communication technology and socio-economic and demographic profile of the respondents.

Research Methodology

Coimbatore district is selected as the locale of the study owing to the reason that it is one among the industrially developed and commercially active districts of Tamil Nadu. Coimbatore city is identified as one of the fast developing metros of India. According to the 2011 census, total population is 34,72,578 with 17,35,362 males and 17,37,216 females. Urban population consisting of 22,131 and its rural population was reported with 8,54,489. The multi - stage sampling method is applied for the selection of the respondents. In order to select the respondents from rural area in the first stage, the Life Insurance Corporation of India Sulur branch serving rural area was selected because it is one among the well established oldest branch of Coimbatore division. As on 31.03.2012, Of the total policies of 1,21,376, the policies which fulfilled the condition of being in force for more than three years of lock in period in the above mentioned branch resulted 1,73,828 policies consisting of 50,587 policyholders constituting population for rural sample. Stratified sampling method was followed for the selection of proposed sample size of 241 policyholders from Coimbatore rural at the third stage. Primary data were collected through personal interview with the insurance policy holders. The secondary data were collected from reports and publications of Insurance Regulatory Development Authority of India, and also from various newspapers, magazines, websites, etc. The data collected were analyzed statistically. Frequency and percentage were used to know the distribution pattern of the respondents in respect to variables. Chi-square test was applied to test the hypotheses whether there is any significant difference between the variables of Level of awareness and other features of policies.

Results and Discussion

Profile of the Sample Respondents

Out of the respondents in rural segment, 61.40 percent were male and 38.60 percent were female. All were all invested in the life insurance policies of Life Insurance Corporation of India. The awareness of life insurance is higher among married respondents as revealed by 67 percent of the respondents were married and 33 percent of them were unmarried. The education attainment showed

that graduates (27.8), post graduates (24.1 percent), professionals (19.1 percent), diploma holders (14.9 percent), higher secondary education (10 percent) and skill oriented education (4.1 percent) constitute the sample. In India, the rural market segment offer remarkable growth opportunities for insurance companies. It is necessary to understand the changing needs of customers and their occupational structure (Sheela, 2007). Occupation-wise classification of the respondents showed that 37.50 percent of respondents were employed in private sector, 22.50 percent engaged in agriculture and 18.75 percent were employed in government sector. Monthly household income of the respondents revealed that 39.83 percent of the respondents had monthly household income up to Rs. 20,000, 31.54 percent respondents earned income between Rs. 20,001 and Rs. 30,000 and Rs. 17.01 percent of the respondents earned between Rs. 30,001 and Rs. 40,000. About 60 percent of the respondents have an annual saving less than Rs. 1,00,000 and 14 percent of them saved between Rs. 1,00,000 and Rs. 2,00,000 per annum. Durable assets owned by the respondents reveals the fact that, with regard to rural respondents the entire sample respondents owned radio and television. 98.34 percent owned mobile phone, 97.10 percent owned two wheeler, computer (67.22 percent), internet (42.74 percent) and car (40.66 percent).

Distribution of respondents based on Life Insurance Policy Holdings

The distribution of respondents based on life insurance policy holdings, were presented in Table 1.

Table 1 Distribution of Respondents Based on Life Insurance Policy Holdings

Variables	Classifications	N (n=241)	%
Name of the policies held	Children's policy	79	14.74
	Endowment policy	123	22.95
	Money back policy	99	18.47
	Joint life policy	43	8.02
	Pension policy	22	4.10
	Women's policy	15	2.80
	Whole life policy	102	19.03
	Unit-linked policy (ULIP)	14	2.61
	Medical policy	27	5.04
	Term Policy	12	2.24
Sum Assured (in)	Up to 1,00,000	86	35.68
	1,00,000–3,00,000	121	50.21
	3,00,000–5,00,000	20	8.30
	Above 5,00,000	14	5.81
Term period of policy (in years)	5–10	56	23.24
	10–15	79	32.78
	15–20	85	35.27
	Above 20	21	8.71
Sources of information (Personal)	Agents	140	58.09
	Development officers	20	8.30
	Friends	61	25.31
	Relatives	20	8.30

Sources of information (impersonal)	Newspapers and magazines	126	52.28
	Posters and banners	30	12.45
	Notice and pamphlets	14	5.81
	Radio	28	11.62
	Television	26	10.79
	Internet	17	7.05
Attractive aspects of advertisements of LIC	Brand	146	60.58
	Content	28	11.62
	Customary	32	13.28
	Message	19	7.88
	Symbol	16	6.64
Mode of payment	Electronic clearing service	38	15.77
	Counter payment / Agent	148	61.41
	Electronic bill payments	6	2.49
	LIC website	3	1.24
	Franchisees	8	3.32
	Banks	11	4.56
	Merchant premium points	12	4.98
	Salary saving scheme	10	4.15
Premium payment paid(₹)	ATM	5	2.07
	Within due date	185	76.80
	Within grace period	55	22.80
	Defaulted payment	1	.40
	Up to 10,000	98	40.66
	10,000 – 20,000	94	39.00
	20,000 – 30,000	19	7.88
Above 30,000	30	12.45	
Interval of premium payment	Monthly	69	28.63
	Quarterly	112	46.47
	Half-yearly	23	9.54
	Yearly	24	9.96
	Single premium	13	5.39
Insurance cover matching the human life value (calculator)	Yes	34	14.11
	No	207	85.89
If No, reason	Higher amount of premium payment	78	37.68
	Save the money other than LIC	35	16.91
	No financial planning for old age	30	14.49
	Not having enough	24	11.59

If yes, the reason for surrender	Deposit in bank	13	30.95
	Invest in shares and bonds	7	16.67
	Children's education, marriage	11	26.19
	Invest in fixed assets	8	19.05
	Protect the mortgaged property	3	7.14
Opinion on the amount of loss on surrender	High	17	40.48
	Moderate	9	21.43
	Low	16	38.10
Received maturity amount	Yes	90	37.34
	No	151	62.66
If yes, opinion on Time lag for settlement	Short period	27	30.00
	Medium	38	42.22
	Long period	25	27.78
Utilisation of the maturity amount	Deposited in bank	19	21.11
	Invested in shares and mutual funds	7	7.78
	Children's marriage, education	12	13.33
	Taken new policy	21	23.33
	Invested in fixed assets	9	10.00
	Deposited in post office	10	11.11
	Settled the debts	12	13.33
Agent contacts	Frequently	170	70.54
	Rarely	56	23.24
	Not at all	15	6.22
Complaint 's lodged	Yes	57	23.65
	No	184	76.35
If yes, satisfaction on remedy.	Highly satisfied	26	45.61
	Satisfied	13	22.81
	Not satisfied	18	31.58
Further insurance	Yes	132	54.77
	No	109	45.23
Recommendation of LIC	Yes	176	73.03
	No	65	26.97

Source: Primary data

The respondents, Rs.50.21 percent respondents have assured their life between Rs.1,00,000 and Rs.3,00,000, Rs.35.68 percent have life assurance up to Rs.1,00,000 and 8.30 percent respondents have assured their life between Rs.3,00,000 and Rs.5,00,000. The popular policies among them were endowment policy (22.95 percent), whole life policy (19.03 percent), money back policy (18.47 percent) and children's policy (14.47 percent).

The policy period comprise the time between the exact hour and date of policy initiation and the hour and date of expiration. With regard to the rural respondents 35.27 percent respondents have assured their life for term period of 15 and 20 years, 32.78 percent have assurance term period between 10 and 15 years. Sources of information about the LIC policies were recognized from personal and impersonal sources. Personal sources of information were received through

agent advisors, development officers, friends and relatives and impersonal sources were the main promotional channels of LIC. The above table clearly showed that 58.09 percent respondents received information from agents personally and 25.31 percent personally received information from their friends.

Sources of information about LIC policies through impersonal mode were recognized through newspaper and magazines, posters and banners, notice and pamphlets, radio, television, internet and other mode. In case of rural respondents, 52.28 percent received information from newspapers and magazines, 12.45 percent respondent's source of information were posters and banners, 11.62 percent through radio and 10.79 percent through television.

The most attractive aspect of advertisement of LIC among respondents was that 60.58 percent respondents preferred aspect in the LIC's advertisement was found to be the brand name. 13.28 percent were attracted towards the LIC advertisement for its customization and 11.62 percent preferred the content.

In order to provide coverage described in the policy or bond, the insurer charges certain amount premium. Policyholder can pay their premium amount either directly in the cash counters through the LIC's alternate channels of premium collection like electronic clearance service, periodic bill payments, LIC websites, franchisees, authorized banks, merchant premium points, saving scheme and ATM. The above table revealed the fact that 61.41 percent respondents pay their premium through their agents or through direct counter payments and 15.77 percent respondent preferred to pay their premium through the electronic clearing service.

If the premium is not paid within the due date the LIC permit the policyholder to pay delayed premium payment without interest charges. This period is called the grace period. The grace period of 15 days is allowed from the due date for premium payment if the frequency of payment mode is monthly (LIC Website). When the premium payment mode is quarterly, half-yearly or yearly the grace period for policies is one month but not less than 30 days. About 76.8 percent respondents paid their premium payment within due date and 22.8 percent paid within grace period. About 40.66 percent were paying premium amount annually up to Rs.10,000, 39 percent respondents paid premium amount between Rs.10,000 and Rs.20,000 and 12.45 percent of respondents paid premium payments annually above Rs.30,000.

Policyholders have the option to pay premium at various time intervals such as monthly, quarterly, half-yearly, yearly and single premium. About 46 percent of respondents preferred to pay quarterly premium, 28.63 percent respondents paid their premium monthly and 9.96 percent respondents preferred to pay their premium annually and 9.54 percent respondents paid their premium half-yearly.

Human life value (HLV) is used to identify the amount of insurance that a person should buy. It is an estimate of the financial value for a human life. Simply it is expressed as the sum insured multiplied by the human life value (LIC Website). It is revealed that 85.89 percent of respondents have insurance cover based on the human life value calculator and the remaining 14.11 percent respondents have matched their insurance policies matched with the human life value calculator to meet their insurance needs.

One of the main reasons for not having adequate life insurance equivalent to human life value estimation was that, among the respondents 37.68 percent respondents felt that higher amount of premium was involved on policies based on the human life value calculator, 16.91 percent respondents wanted to save their money other than the LIC, 14.49 percent respondents have no

financial planning for old age, 11.59 percent of respondents were not having enough knowledge about the human life value calculator and 10.63 percent respondents were not approached by any agents. LIC provides facility to surrender the policies. Surrender of policy means the policyholder when decided to terminate the policy before the maturity of the policy (LIC Website). Among the respondents 17.43 percent respondents had the experience of surrender of policy and the remaining 82.57 percent respondents have not surrendered their policies.

Reasons for surrender of policy were analysed. The respondents, 30.95 percent respondents wanted to deposit the amount in bank, 26.19 percent respondents utilized the surrendered amount for their children's education and marriage, 19.05 percent respondents wanted to invest in fixed assets and 16.67 percent respondents invest in sharers and bonds.

Urban policyholder's opinion on the amount of loss on surrender revealed that 40.48 percent of respondents felt that the amount of loss on surrender was high, 38.10 percent of respondents felt that the amount of loss on surrender was low and the remaining 21.43 percent respondents felt that the amount of loss on surrender was moderate.

Maturity is used to describe a life insurance policy whose face amount has become payable. The respondents, 62.66 percent have not received any maturity amount and the remaining 37.34 percent respondents have received the maturity amount. With respect to the rural respondents, 42.22 percent respondents' settlement of maturity period was medium, 30 percent of respondents' settlement of maturity period was short and the remaining 27.78 percent respondents' settlement of maturity period was long. The respondents 23.33 percent respondents have taken new policy, 21.11 percent respondents have deposited in bank, 13.33 percent respondents have utilized the maturity amount for their children's education and marriage and also utilized it for settling the debts and 11.11 percent of respondents deposited in post office.

Sales personnel by providing enough information to the customers, enables them in forming their assessment about the products or services, which ultimately becomes customer value (Liu and Wong, 2001). Agent is considered as the key player for insurance companies and reaches the traditional and innovative products to the customer. He acts as the focal points for customers seeking to procure insurance coverage and long term saving (Neetu Bala and Sandhu, 2011). For majority of the respondents, 70.54 percent agents contact their customers frequently and 29.46 percent respondents rarely contact their customers.

Policyholders of LIC have a grievance redressal forum to lodge a complaint. About 23 percent of the respondents have lodged complaint with the LIC and 76.35 percent respondents have not lodged any complaint with the LIC. About 54.77 percent respondents wanted to take insurance with LIC further. In all, 70.17 percent respondents were interested to go for further insurance with the LIC.

Recommending from other customers are viewed as more credible than are firm-initiated promotional activities and can have a dominant influence on people's decisions to use a service (Christopher Lovelock, 2008). Majority of the respondents (73.03 percent) wanted to recommend the LIC to others. In all, 82.33 percent respondents were willing to recommend the LIC to others.

Awareness on ICT facilities of LIC

Information technology paves the way for all the stake holders including the customers. In order to avail detailed information regarding the products and services offered by various organizations,

compare the prices, perform their transactional operations in a fast and secure way and to obtain technology enabled services in a most effective way (Parthasarathi Choudhuri, 2012). Awareness of respondents towards information communication technology facilities offered by LIC was analysed and results are presented in table 2.

Table 2 Awareness on Information and Communication Technology of LIC

ICT Facilities	RURAL RESPONDENTS (n=241)				
	Not at all	Slightly	Somewhat	Moderately	Extremely
Information KIOSKS (online touch screen)	66 (27.4)	29 (12.0)	60 (24.9)	35 (14.5)	51 (21.2)
Interactive voice response systems	93 (38.6)	52 (21.6)	32 (13.3)	30 (12.4)	34 (14.1)
Information centre	100 (41.5)	43 (17.8)	52 (21.6)	19 (7.9)	27 (11.2)
Short message service (SMS)	50 (20.7)	65 (27.0)	68 (28.2)	22 (9.1)	36 (14.9)
Enterprise portals	32 (13.3)	53 (22.0)	69 (28.6)	43 (17.8)	44 (18.3)
Information over the internet	10 (4.1)	36 (14.9)	40 (16.6)	96 (39.8)	59 (24.5)
Satellite Sampark branches	28 (11.6)	36 (14.9)	58 (24.1)	67 (27.8)	52 (21.6)
Information Service	49 (20.3)	37 (15.4)	84 (34.9)	34 (14.1)	37 (15.4)

Primary data Figures in parenthesis represents percentage to the total

LIC has introduced Interactive Touch screen based Multimedia KIOSKS in prime locations for the distribution of information to the general public on products and services to accept premium payments. With regard to the respondents, awareness about information KIOSKS reveals that 27.4 percent were having very low level or not at all aware of this facility.

Interactive voice response system (IVRS) facilitate customers to receive information through toll free calls to know about their next premium due, policy status, loan amount, and maturity date, due, accumulated bonus etc. Only 14 percent of the respondents were highly aware of IVRS and 38 percent rural respondents were not at all aware about IVRS.

LIC has also introduced information call centers operated by skilled employees to provide customers with information about products, policy services, branch addresses and other organizational information. Among the respondents, 21.6 percent were somewhat aware, 17.8 percent were slightly aware and only 11.2 percent were extremely aware.

LIC has introduced free Short Message Service (SMS) to help all LIC policyholders to get data on policy servicing. Of the total respondents, 28.2 percent were somewhat aware, 27 percent were slightly aware and 14.9 percent were extremely aware about the SMS facility available in

A service at the doorstep of policyholder's is one of the benchmark of LIC's vision. LIC implemented an Enterprise Portal Solution (EPS), a web-based system, which provides a single point personalized interaction and a wide variety of content and services to site-visitors, customers, agents, business partners and employees. It is a gateway to LIC's enterprise applications through convenient, customized and personalized web access. In addition to aggregating and presenting information that is relevant to specific set of users, EPS will also enable customers with online transactional capabilities like payment of premium, address change etc. Implementation of Enterprise Portal has enabled the Corporation to undertake sophisticated web development activities and extensive use of secured web applications for the information dissemination and service delivery to the customers, agents and other users (Yogakshema, 2007) Awareness among the respondents was analyzed about this facility, 50.6 percent respondents had low awareness about the enterprise portal.

LIC's web site is an information bank, about LIC and its offices. Information over the internet is one of the facilities provided by the LIC to their customers. In all, about 62 percent respondents had very high awareness about 20 percent respondents were somewhat aware about the information over the internet facility.

Satellite Sampark offices are situated closer to the customer. It is smaller and leaner. It facilitates anywhere services with the help of digitalized records of the satellite offices. Among the respondents 49.4 percent were highly aware about the satellite sampark branches. 24.1 percent were somewhat aware. With regard to the total respondents and 55.1 percent were highly aware about the satellite branches and 20.5 percent were somewhat aware of this facility.

LIC provides specific information services to their customer in the form of messages, notices and information, news groups and affinity group activities on and off the site. Among the respondents, 34.9 percent were somewhat aware, 15.4 percent were extremely aware and 15 percent were slightly aware about the information services provided by LIC.

It is inferred that awareness ICT facilities of LIC among rural sample policyholder were low in order to render its services effectively and efficiently. LIC need to popularize and familiarize these facilities among its policyholders. Individual's effort to visit offices or contact agents could be eliminated and the policyholders would be served with first hand information. The respondents' awareness on information over internet satellite sampark branches and information services were increasing but low awareness noted with facilities such as information over interactive voice response system and information of LIC KIOSKS.

Information and Communication Technology (ICT) and socioeconomic profile of respondents

LIC has initiated the use of information technology for enhancing the quality of its services to customers. LIC is the largest insurer in India, and it has explored the possibilities that technology offers to provide the best of services to its valued customers and other stakeholders (Annual Report of LIC - 2013). LIC has to invest more in IT infrastructure in its business to survive in the future and to establish its competitive advantage in the insurance market by providing better information technology enabled quality of services to its customers (Parthasarathi Choudhuri, 2013). Awareness on such facilities was tested among policyholders framing hypothesis.

There is no significant difference between awareness on information and communication technology and socio-economic and demographic profile of the respondents.

There is a significant difference between awareness on information and communication technology and socio-economic and demographic profile of the respondents.

Results of the analysis of variance show that age of the respondents was found to have significant difference on the awareness of information and communication technology facilities available in LIC. In case of the rural respondents, there is no statistical significant difference was found among the different age group. With regard to the gender and marital status of the respondents no significant difference in awareness was found. With regard to the educational attainment it was found to be insignificant. Occupation status of the respondents was found to be significant (0.021) at five percent level. The spouse's occupation was not statistically significant.

Table 3 Socio-economic and Demographic Profile of the Respondents and Awareness on Information and Communication Technology

Variables	Classification	M	SD	DMRT	F	Sig
Age (in years)	Up to 26	57.28	15.34	a	1.611	0.202
	27 – 46	59.52	15.23	a		
	Above 46	54.46	9.46	a		
Gender	Male	58.75	15.31	a	0.104	0.747
	Female	58.11	13.91	a		
Marital Status	Married	57.50	14.15	a	2.225	0.137
	Unmarried	60.49	15.78	a		
Educational qualification	Higher secondary	56.77	11.36	a	0.788	0.559
	Diploma	57.08	14.05	a		
	Graduate	61.34	14.77	a		
	Post Graduate	57.80	13.57	a		
	Professional Skill oriented	56.90	17.98	a		
Occupation	Government employee	61.89	16.51	a	2.538	0.021
	Private employee	52.14	12.02	b		
	Business	60.00	14.17	a b		
	Agriculture	53.75	14.27	a b		
	Retired	58.16	12.45	a b		
Spouse Occupation	Government employee	58.45	15.21	a	0.525	0.788
	Private employee	56.40	12.08	a		
	Business	56.59	7.85	a		
	Agriculture	60.60	18.27	a		
	Retired	51.67	11.99	a		
Monthly Income (in ₹)	Professional	56.43	15.43	a	0.983	0.376
	Up to 12500	58.36	14.78	a		
	12,501 – 25,000	59.74	13.49	a		
	Above 25,000	56.33	16.88	a		

M = Mean Score; SD = Standard Deviation; DMRT = Duncan Multiple Range Test

Different alphabets between socio-economic profiles denote significance at 5% level using Duncan Multiple Range Test

There is no significant difference was found among respondents towards the awareness of ICT avenues in LIC and income earned by them.

It is inferred that among respondents significant difference was found with the occupation of the respondents and a good perception towards ICT facilities offered by LIC were noted among the respondents employed in government sector, professionals and respondents engaged in business. Technology plays an essential role in the deliverance of services with highest standard to its customer and the intermediary (Syamala Rao, 2012).

Conclusion

The key points which emerged from the study are:

- The incorporation of ICTs in insurance business operation is inevitable. The demand for life insurance has encouraged noteworthy growth in both private and public sector insurance companies. Younger generation with quick technology adoption provides scope for convergence of ICT in business operations.
- ICT is moving ahead of personal computers to mobile computing technology, Cloud Computing etc. LIC has to take necessary steps to integrate the emerging technologies into its policies and programmes. LIC has to make sensible policy and it has to analyse when it is appropriate after a careful analysis of long-term costs and benefits.
- Enhancing research capabilities and provide adequate infrastructure backed by capacity building. LIC has to identify the role of ICT.
- LIC is to design ICT policies and programmes on their generative and developmental role. ICT brings value to the role of LIC in economic growth. With the combination of technologies it has become essential to take a complete look about information and communication technologies for improving the business of LIC. LIC has to build sound policies in order to bring holistic development with the ample choice of ICT.

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