

A Study on the awareness about the Mediclaim Insurance Policy Holders in Pune District

***Prof. Shekhar Chavan, **Dr. Vandana Pimple**

**Rajgad Institute of Management Research and Development, Pune, **Prof. Ramkrishna More Arts, Commerce & Science College, Pune, MS, India.*

Abstract

Insurance does play the role of risk bearer in case of uncertainty of health, life and business. Insurance helps the people in hedging their risk not only for the lives but also for the property. Now a day's new concept of expenses incurred on hospital also included in insurance. This concept of Mediclaim Insurance is not new to the business world; history says that it is been in practice since the year. In India private sector and public sector insurance companies are providing this type of insurance. Under the guidance of IRDA this Mediclaim insurance is booming. Therefore now it is a time to analyze and evaluate the performance of insurance companies and the expectations along with the preferences of Mediclaim insurance. This paper is giving a due attention and focus on the various aspects of the Mediclaim insurance from the point of view of insurance companies as well as insurance policy holders.

Key words: Mediclaim insurance, claims, premium.

I. INTRODUCTION

From the beginning of the society and civilizations man has always rummage around for security. Concept of insurance comes into view from this urge. The insurance business is based on the distribution of the losses of few amongst the many. Insurance in contemporary form originated in the Mediterranean during the 13th century. The earliest references to insurance- begin in Babylonia, the Greeks and the Romans. Marine insurance is the oldest type of insurance followed by life insurance and fire insurance. In India history the concept like insurance can be map out in the era of Kautilya.

Importance of Insurance:

Early days assets are insured, because they are likely to be damaged or made non-functional due to occurrence of an accident. These are called as Perils. Some of the examples of the perils are Fire, floods, breakdowns, lighting, earthquakes, etc. to which the assets are exposed to. The risk means that there is a chance of loss or damage which may or may not happen. There is always uncertainty attached to the risk. Insurance is preparation in advance against the contingency that it may happen. Insurance is appropriate only if there are uncertainties. If there is no uncertainty about happening of an event then it cannot be insured.

Why Insurance has a very simple answer. Insurance is chosen to safeguard oneself and one's health against probable losses on account of risks and perils it provides financial compensation for the losses suffered due to the occurrence of any unpredicted event. As the man is highly mobile and hence highly expose to the risk like accidents or he may come to the contact of infections etc. at the same time the medical expenses are going up day by day, for the purpose of safeguarding the health Medicalim insurance is very much essential.

II. SCOPE OF THE STUDY

1. The geographical scope of the study extended to the Mediclaim insurance policy holders in the Pune District.
2. The subject scope of the study is restricted to the Mediclaim insurance only.

Importance of the Study

This study gains importance as it focuses on awareness and analyzes the awareness level of the policy holders with consideration to the type of the Medclaim insurance plans in Pune district. As Pune district is an area with potential investor who invest their money in risk-free avenues.

III. STATEMENT OF THE PROBLEM

The present study analyses the awareness level of Medclaim policyholders in Pune district.

The major problems of insurance industries are as follows:

1. Rigid competition leads to ruthless and aggressive marketing
2. Market behavior and its impact on the solvency of the insurers.
3. Pricing and the benefits to survival in the market.
4. Reduction in the response time to the great extent.
5. Scrutiny of all important risks for correct risk analysis.

IV. OBJECTIVES OF THE STUDY

1. To study the policy holders' awareness about the Medclaim insurance.
2. To find out the factors influencing on the Medclaim insurance.
3. To suggest suitable measures.

Hypotheses

The following Null hypotheses are framed and tested in this study:

1. H_0 : There is no significant relationship between the area of the respondents and Medclaim insurance preferences.
2. H_0 : There is no significant relationship between the age of the respondents and Medclaim insurance preference.

3. H_0 : There is no significant differentiation between males and females with regard to the Medclaim insurance preference.
4. H_0 : There is no significant relationship between the educational qualifications of the respondents and Medclaim insurance preference.
5. H_0 : There is no significant connection between the occupation of the respondents and Medclaim insurance preference.
6. H_0 : There is no significant association between the annual income of the respondents and their satisfaction level of Medclaim Insurance.

V. METHODOLOGY

The present study has been undertaken in Pune district. Both primary data and secondary data used for the purpose of study. The primary data is collected from 160 Medclaim policy holders by using close ended structured questionnaire and the secondary data is obtained from books, journals and websites.

Table -1 Research Design:

Sr. No.	Parameter	Description
1	Type of Research	Descriptive Research
2	Nature of Research	Quantitative
3	Research Instrument	Structured questionnaire
4	Dependent Variable	Awareness about Mediciclaim
5	Independent Variable	Gender, Education, Income, Occupation, Tax status etc.
6	Control over Variables	No Control over variables
7	Type of Product	Mediciclaim Insurance
8	Method of Data Collection	Sample Survey Method
9	Population	People attained age of majority in Pune city
10	Sample Frame	All the Mediciclaim policy holders
11	Sample Size	160
12	Sample Elements	Mediciclaim policy holders in Pune city
13	Sampling Method	Simple random sampling method
14	Data Collection sources	Primary Source
15	Primary Sources	Structured questionnaire
16	Secondary sources	Books, Journals, Articles, Magazines, Digital library, [e resource database: ebsco, pro-quest, open j gate, emerald, science-direct etc.]
17	Measurement Scales used	Nominal, Ordinal and Interval scale.
18	Questions Types	Dichotomous, close ended, multiple responses, ranking and differential scales
19	Data interpretation	Descriptive statistics and inferential statistics
20	Tools for data analysis	Percentage method, Graphical presentation of data
21	Statistical Software	Ms Excel and SPSS version 21
22	Test Statistics	Independent sample T-test, One-Way (ANOVA)

VI. Testing of Hypothesis, Analysis and Interpretation of data:

1-Analysis based on Area:

H₀: There is no significant relationship between the area of the respondents and Mediciclaim insurance preferences.

Table -02

Area of the respondent	Mediciclaim Insurance Preference			Total	F Value	P Value
	Low	Average	High			
Urban	26 (23.6%) [31.0%]	54 (49.1%) [38.0%]	30 (27.3%) [31.9%]	110	3.901	0.421
Semi-Urban	12 (46.2%) [16.3%]	10 (38.5%) [7.0%]	4 (15.4%) [4.3%]	26		
Rural	46 (25.0%) [58.4%]	78 (42.4%) [54.9%]	60 (32.6%) [63.8%]	184		
Total	84	142	94	320		

Result: Since P value is more than 0.05 (0.421), the null hypothesis is accepted at 5 percent level of significance.

Conclusion: Hence, it is concluded that there is no significant relationship between the area of the respondents and their Mediciclaim insurance preferences.

1. Analysis based on Age Group:

H₀: There is no significant relationship between the age of the respondents and Mediciclaim insurance preference.

Table -03 One-Way (ANOVA)

Age	N	Mean	S.D	F-value	P-value
0-6	4	20.00	0.000		
7-16	4	24.00	0.000		
17-26	82	21.12	3.092	0.498	0.755
27-36	146	21.63	2.536		
36 and Above	84	21.24	5.373		
Total	320				

Result: Since P value is more than 0.05 (0.755), the null hypothesis is accepted at 5 percent level of significance.

Conclusion: Hence, it is concluded that there is no significant relationship between age group of the respondents and their Mediclaim insurance preferences.

2. Analysis based on gender:

H₀: There is no significant differentiation between males and females with regard to the Mediclaim insurance preference.

Table -04

Independent sample T-test

Gender	N	Mean	S.D	T-value	P-value
Male	150	21.12	3.987		
Female	170	21.66	3.282	0.966	0.354
Total	320				

Result: Since P value is more than 0.05 (0.354), the null hypothesis is accepted at 5 percent level of significance.

Conclusion: Hence, it is concluded that there is no significant difference between males and females with regard to the purpose of Mediclaim insurance preference.

3. Analysis based on educational qualification:

H₀: There is no significant relationship between the educational qualifications of the respondents and Mediclaim insurance preference.

Table -05
One-Way (ANOVA)

Educational qualification	N	Mean	S.D	F-value	P-value
Illiterate	24	23.33b	6.458	4.621	0.004**
School level	70	22.46b	2.810		
Graduate	70	19.86a	2.451		
Post-Graduate	156	3.530ab	3.529		
Total	320				

Result: Since P value is less than 0.05 (0.004), the null hypothesis is rejected at 5% level of significance.

Conclusion: Hence it is concluded that there is significant relationship between the educational qualification of the respondents and their Mediclaim insurance preference.

4. Analysis based on occupational status:

H₀: There is no significant connection between the occupation of the respondents and Mediclaim insurance preference.

Table -06

One- Way (ANOVA)

Occupation	N	Mean	S.D	F-value	P-value
Govt. Employee	96	20.67	3.916	2.561	0.04*
Private Employee	82	21.15	2.980		
Business	94	22.51	3.659		
Agriculture	12	19.00	6.668		
House wife	36	21.89	2.763		
Total	320				

Result: Since P value is less than 0.05 (0.04), the null hypothesis is rejected at 5 percent level of significance.

Conclusion: Hence, it is concluded that there is significant relationship between the occupation of the respondents and Mediclaim insurance preferences.

5. Analysis based on Annual income:

H₀: There is no significant association between the annual income of the respondents and their satisfaction level of Mediclaim Insurance.

Table -07
One-Way (ANOVA)

Annual Income	N	Mean	S.D.	F-value	P-value
Below Rs.1,00,000	94	35.23	3.272	5.328	0.002**
1,00,001-2,00,000	156	36.92	3.074		
2,00,001-3,00,000	30	38.27	1.944		
Above3,00,000	40	36.50	1.701		
Total	320				

Result: Since P value is less than 0.05(0.002), the null hypothesis is rejected at 5% level of significance.

Conclusion: Hence, it is concluded that there is significant relationship between the income level of the respondents and their satisfaction level of Mediclaim insurance.

6. Analysis based on the influencing factors to prefer Mediclaim insurance:

Table -08
Classification of the respondents based on the influencing factors:

Influence to prefer Mediclaim Insurance	N	Percent	Valid percent	Cumulative percent
Agents	130	40.6	40.6	40.6
Advertisements	46	14.4	14.4	55.0
Relatives	74	23.1	23.1	78.1
Friends	66	20.6	20.6	98.8
Own	04	1.3	1.3	100.0
Total	320	100.0		

Interpretation: The above table shows that 40.6 percent of the respondents are influenced by the agents, 14.4 percent of the respondents are influenced by advertisement, 23.1 percent of the respondents are influenced by their relatives, 20.6 percent of the respondents are influenced by their friends and only 1.3 percent respondents are make their own decision relating to Mediclaim insurance preferences.

VII. FINDINGS OF THE RESEARCH STUDY:

- While considering the residence of the respondents 57.5 percent of the respondents belongs to rural areas, 34.4 percent belongs to urban areas and 8.1 percent of the respondents are belongs to semi-urban areas even though no significant association observed between the area of the respondents and the purpose of insurance preferences.
- Considering the respondents 45.6 percent of the respondents are 27-36 age group and 26.3 percent of the respondents within the age group of 36 and above and 25.6 percent of the respondents are 17- 26 and 1.3 of the respondents are 7-16 and rest of 1.3 percent of the respondents are within the age group of 0-6.
 - Here also researcher observed no significant association between the age of the respondents and the purpose of Mediclaim insurance preference.
- While focusing on the gender of the respondents 53.1 percent of the respondents are female and 46.9 percent of the respondents are male.
 - Still there is no significant difference between males and females in considering the purpose of Medicalim insurance preferences.
- It is observed that 48.8 percent of the respondents are post graduate and 21.9 percent of the respondents are school level and 21.9 percent of the respondents are school level and rest of 7.5 percent of the respondents are illiterate.
 - Here the researcher noted the point that there exist significant relationship between the educational qualifications and the Mediclaim insurance preferences.
- In case of occupation 30.0percent of the respondents are government employee and 3.8 percent of the respondents are connect in agriculture. There is very significant relationship between occupation and the purpose of Mediclaim insurance preference.

6. With income as a criteria for analysis researcher observed that 48.8 percent of the respondents are income level Rs. 1,00,001 -2,00,000 and percent of the respondents are income level Rs. 2,00,001- 3,00,000.

a. There is vital significant difference between annual incomes with regard to satisfaction level.

7. In case of who influence the decisions regarding the Mediclaim insurance, researcher observed that 40.6 percent of the respondents are influenced by the agents and 23.1 percent of the respondents are influenced by their relatives and 20.6 percent of the respondents are influenced by their friends. It means that respondents are highly influenced by the agents and relatives.

VIII. SUGGESTIONS & SCOPE:

1. During the study it is found that Mediclaim insurance policy holders prefer insurance along with the banking.
2. They prefer private insurance sectors because they provide them the banking facility and a lot of value added services.

Therefore researcher made the recommendation that to reap the benefits both to the common public and the insurance authorities if able to offers banking facility to the policy holder's then insurance business will be more flourished.

Scope for further Research

Further research could be carried out on measuring the satisfaction level of policyholders and agents. A study could be made comparing the various insurance providers.

IX. CONCLUSION

This study has analyzed the data collected from the Mediclaim insurance policy holders and has brought out what are the expectations of the policy holders along with their preferences. The study also

offered recommendations and suggestions that can be implemented for the future benefit of the common public as well as insurance authorities and the government.

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About Author



Prof. Shekhar Sayajirao Chavan

He is working as Asst. Professor at Rajgad Institute of Management Research and Development, Pune. He is having 15 years of experience in the field of teaching as well as corporate. He has done his Graduation from Fergusson College, MBA from PUMBA in Finance, M.Com from University of Pune. He has done his M. Phil from BMCC college of Commerce and Research Scholar from Savitribai Phule Pune University.