A Study on General Awareness on Non-Life Insurance Policies in Hyderabad City

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ABSTRACT:
The present study focused on non-life insurance policy awareness among the general public. The study's main goal is to determine how well the general public is aware of non-life insurance plans. It also includes the findings of the respondents' non-life insurance plans, as well as the traits people expect (or look for) when purchasing a policy. The study's secondary goal is to determine the best medium for spreading policy knowledge and to determine which industry they choose to pursue in the future. The research is based on both primary and secondary data. A structured questionnaire was used to collect primary data from 200 respondents. The convenience sampling method was employed to collect the data from the respondents of Hyderabad city. The data was analyzed with the.Websites, and were used as secondary sources of data.

I. INTRODUCTION

The relevance of the insurance business in the commerce and development matrix was recognised at the United Nations Conference on Trade and Development's first session in 1964. (United Nations 1964). Following that, the literature has extensively examined and explored the role and contributions of the insurance sector, which includes both life and non-life insurance, in economic growth and development. Both life and non-life insurance are vital for GDP and social welfare, according to previous authors (The reason for this is that both life and non-life insurance have risk transfer features.and loss indemnity, pooling, and reimbursement of fortuitous losses, all of which contribute to the expansion of aggregate economic activities. Non-life insurance also allows the insured to better control their risk while also serving as an efficient financial middleman for the economy (Rejda2011).

Non-life insurance is defined as a type of insurance that compensates the insured for losses sustained as a result of a specific financial event. Non-life insurance is also known as general insurance, property insurance, and casualty insurance. It may be defined as any type of insurance that isn't life insurance. A non-life insurance policy covers people, legal responsibilities, and property.

There are two types of insurance in India: life and non-life. General insurance is very popular since it provides financial compensation in the event of a loss. Accidents, diseases, fires, natural defined as a type of insurance that compensates the insured for losses sustained as a result of a specific financial event. Non-life insurance is also known as general insurance, property insurance, and casualty insurance. It can be defined as any type of insurance that isn't life insurance. A non-life insurance policy covers people, legal responsibilities, and property.

There are a few non-life insurance policies that perfectly exemplify the term's definition. Homeowner's policies, motor insurance plans, marine insurance, damage coverage from fire, disasters, theft, travel insurance, and any internet breach incidence related to cybersecurity are all examples of general insurance policies. It's difficult to estimate the amount of damage caused by online accidents because the likelihood of these risks occurring is difficult to predict. These, on the other hand, can be covered by a non-life insurance policy.

II. REVIEW OF LITERATURE

According to Y Jain (2013), in India, the non-life insurance industry is one of the most rapidly rising sectors of the economy. In India, this industry was liberalized in 2000. The opening of the insurance market to private participants has resulted in a rapid expansion of the industry. This

study examines the non-life insurance sector's history and current state. The study also covers the non-life insurance sector's future strategies in India. The purpose of this descriptive and analytical secondary-based study was to analyses the state of the non-life insurance industry and to investigate the impact of the post-2008 economic crisis on the Indian insurance industry, as well as to investigate the opportunities and challenges for general insurance in the post-liberalization area. The life insurance market in India grew rapidly following liberalization, and this growth has continued despite the economic downturn, according to some of the study's key findings. For non-life insurers in the business of non-life insurance and its penetration, the research will be incredibly valuable.

Bhuvaneswari A (2018) research is primarily aimed at determining client awareness of various life and non-life insurance products. The study's primary consideration in picking market research services is the industry's significant expansion. The main reasons for choosing this topic are to understand the benefits of insurance and to determine the level of client happiness. Data was acquired for the study by administering a questionnaire. The basic random sampling approach was used to select a sample size of 100 respondents. For the sake of analysis and interpretation, percentage analysis was applied.

According to Nicola Ranger(2020),the rise in insurance demand in the BRICS has been a major driver of worldwide non-life premium growth over the last decade. According to current projections, these markets will continue to grow significantly. According to a basic estimate, gross premium volumes in the BRICS economies might grow at a pace of between 5.4 and 12.3 percent per year over the next decade, depending on the country. It is found that climate change's impact will be more multidimensional, nuanced, and geographically variable than previously thought. Wealth, willingness to pay for insurance, policy and regulation, changes in insurance supply, and new opportunities connected with adaptation and mitigation are the five approaches we propose. It is found that, with the exception of policy and regulation, the impact of climate change on insurance demand in 2030 will be minor compared to predicted growth owing to rising earnings, but not inconsequential. For example, it is predicted that the impact on premium volumes mediated by wealth to be minor, with an annual growth rate adjustment of less than 0.4 percent until 2030.

Yung-Ming Shiu (2017) Internal marketing is critical to outstanding service supply and successful external marketing in the service industry. The purpose of this study is to conduct an empirical inquiry of Taiwan's non-life insurance business, examining the relationship between internal marketing, organizational culture, work satisfaction, and organizational performance. Internal marketing, organizational culture, work happiness, and non-life insurer performance all have strong connections, according to the findings. These findings can serve as a foundation for future research on related themes as well as a reliable reference for non-life insurance firm owners and managers.

J. Financial Stud. (2015) tried to investigate at the firm-specific characteristics that affect the profitability of non-life insurance companies in Turkey. Data from 24 non-life insurance companies operating in Turkey from 2006 to 2013 were combined for this purpose, yielding 192 observed panel data sets. Profitability is examined using two separate factors in this study: the technical profitability ratio and the sales profitability ratio. The size of the company, age of the company, loss ratio, current ratio, and premium growth rate are all firm-specific characteristics affecting the profitability of Turkish non-life insurance companies, according to the empirical findings.

Hirofumi Fukuyama,William L. WeberFäre (2010)and colleagues created an output-based DEA (data envelopment analysis) technique to compute productivity change in their book Production Frontiers, published in 1994. The Malmquist index is calculated utilising Farrell efficiency measures in this method. Linear programming problems with slack in output restrictions are used to develop the Farrell efficiency measures. In the computation of efficiency, the possibility of output slack is undesirable. As a result, the current research designs and compares the Russell and Zieschang efficiency measures, which do not tolerate output slack, with the Farrell measures. The study is based on data from non-life insurance companies in Japan.

Research Gap
There are studies available on the awareness of non-life insurance policies in developed and developing countries specifically there is scarce study available in Indian context.

Objectives of the study
➢ To study the awareness of non-life insurance policies.

➢ To examine the awareness level among respondents about the non-life insurance policies.

Scope of Study
➢ From the consumer point of view, it will make them help to understand the benefit of non-insurance policy and can be helpful to avoid such losses if insured.
➢ From the organization point of view, this study will help to plan their business strategies accordingly.

Research Methodology
The present study based on exploratory and descriptive approach. The exploratory approach is helpful to identify if the people are aware of about non-insurance policies. The descriptive research describes if there is any relationship of demographics variables and the awareness among the respondents about non-insurance policies. The convenience sampling method was chosen to collect the data from the respondents of the Hyderabad city with the help of a structured questionnaire. The sample size for the study was 192 and were analyzed with the help of statistical techniques such as percentage, averages, ranks etc.

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III.   CONCLUSION

The present study focused on the awareness about non-life insurance policies. The study also examines about the awareness level about the NLIP. It is evident from the present study that most of the awareness are created by the friends of the respondents. There is need for the organization of various non-insurance policies players that they must implement some of the strategies to make awareness among the people for example advertisement, brochures etc. It is also suggested that people should be made aware about the various other products offered by NLI companies to have better understanding and they may be able to capture larger market share.

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ANNEXURE
Age
18-25
26-35
36-45
>45

Gender
Male
Female

Education Level
10th
Diploma
12th
Graduate
Post Graduate

Profession
Student
Pvt Employee
Govt Employee
Other

Marital status
Married
Unmarried

Income per annum
1 Lakhs-3 Lakhs

3 Lakhs-7 Lakhs
>7 Lakhs

Awareness about Non-Life Insurance
Yes
No

Source of Awareness
Friends
Family
Ads
Acquaintance
Others

Awareness about various Non-life Insurance Policies
Motor Insurance
Home Insurance
Travel Insurance
Auto Insurance

Which company according to you offer Non-life Insurance
Bajaj Allianz General Insurance
HDFC General Insurance
ICICI Lombard General Insurance
Others