

“A STUDY ON THE CHALLENGES FACED IN IDENTIFYING POTENTIAL ADVISOR FOR ICICI PRUDENTIAL WITH REFERENCE TO COIMBATORE”

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ABSTRACT

Time was if you wanted to buy a life of insurance policy, you called a life insurance corporation agent referred to you by a friend or a relative. Things have changed now. These days, we don't have to go in search of an agent. The entry of private players in to the Indian insurance industry has seen a veritable explosion of products that offer customers a much richer menu of options. New products, innovative distribution, and better use of technology are helping the new brand of private life insurers take the market share of monopolists of yesterday. As of now ICICI prudential is the number one private player in the life insurance sector in India. At present the company has three types of distribution channel which are tied-up channel, alternative distribution channel, and through the private insurance brokers. This study will help ICICI pru life to select a person with some certain feature like a person who has got good market contact and person with a good energy level and to motivate different people in different ways; this will help them to increase the sales and to achieve better performance in tied-up channel. The research design was descriptive in nature. Survey method adopted for data collection using questioners and sampling method used in this study is convenience sampling.

Keyword : Attitude level of Advisor, Factors satisfying advisor

1.INTRODUCTION

In today's hectic world, there is uncertainty in every move that we make. Life is not as healthy as it should be. In the rat race to earn money and more money in order to live better quality of life, we all have somehow forgotten to live the present. Hence, by this entire bargain, our future remarkably seems all the more confusing and uncertain. At this juncture, the importance of this phrase seems more obvious:

“Insurance is necessity-Observe it and –Absorb it”

Insurance may be described as a social service to reduce or eliminate risk of loss to life and property. Under the plan of insurance, a large number of people associate themselves by sharing risk attached to individuals. The risks, which can be insured against, include fire, the perils of sea, death and accident and burglary. Any risk contingent upon these may be insured against premium commensurate with the risk involved. Thus college bearing of risk is insurance.

The insurance sector in India has come long way 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. Insurance business may be divided in to 4 classes. They are: Life Insurance, Fire Insurance, Marine Insurance and Miscellaneous Insurance Life Insurers transact life insurance business while general insurers transact the rest. In India, insurance is a federal subject. The legislation that deals with insurance in India are the insurance act, 1938 and insurance Regulatory & development Authority Act, 1999.

A lead is defined as any potential customer who as in the age group of 18-62, who indicates amount to be invested or the sum to be insured who is ready to give an appointment.

So the main job of an advisor is to produce more leads. The successful advisor have some certain attributes and an profile after discussing with sales manager and with unit managers and with the successful advisor is listed down the profile and attributes.

2.NEED,OBJECTIVES,SCOPE&LIMITATIONS OF STUDY

2.1 NEED FOR THE STUDY

In Coimbatore district recruitment is really a challenge due to lot of new private life insurance company who have started their operations in the market. This study will help the manager to know about the motivation, career opportunity and support and training which should be given while recreating a new advisor.

2.2 OBJECTIVE

The objective of the study may be classified in to two categories primary objectives as well as secondary objective.

Primary Objective

The challenges faced in identifying the potential advisor for life insurance industry with reference to ICICI prudential life insurance company Ltd.

Secondary Objective

- To study and understand the attitude level of people who can choose this as career and grow in the company
- To identify the potential person who can become advisor
- To suggest the motivation factor which helps to satisfy the advisor
- To identify the person for the role of advisor by their specific skills and qualities.
- To suggest the measures to retain and develop the advisor for better progress.

2.3 SCOPE OF THE STUDY

The study has been carried out to find out the potential persons who can become advisors. This may help the company to decide upon their distribution channel.

This study gives information about the market contacts, motivational factors, which may help the company, can plan on their actions. The study also gives the company about the person's behavior in the group. This may serve as a fundamental for the company while separating the groups. The study also can be used as the base for analyzing achievement drive of the person and the attribution for success and can support the action to be taken in the distribution channel.

2.4 LIMITATIONS

- The data were collected between the period Jan and April. The respondents may vary over a period of time.
- The respondents were selected only in Coimbatore district. So it cannot be generalized as a whole.
- The survey was conducted with a time constraint of 4 months, this might have let to certain misrepresentation of data.

3.RESEARCH METHODOLOGY

As the exact reason for the “identification of a person who can became an advisor” for ICICI prudential life advisor qualification are known and what are the features which helps to become a successful advisor are known, at become necessary for the researcher to prove the situation. Hence it has been decided to go for a descriptive research design.

3.1 SAMPLING DESIGN

The concept of sampling also plays an important role in the process of identifying the potential advisor and understanding the motivation level that need to investigate by the researcher. The basic idea of sampling is to select some elements from the population and draw conclusion about the entire population

3.2 SAMPLING SIZE

A sampling size of 150 respondents was used for the study they are been selected based on the convenient sampling. The type research design selected for this study is descriptive in nature descriptive research includes surveys and fact-finding inquires of different kinds.

The data and information generated through this descriptive design can provide the decision makers with evidence that can lead to course of action.

3.3 SAMPLING METHODS

You should know that this person will be capable enough to have features to become an advisor so the sampling method used in this study is convenience sampling.

3.4 PROBLEM DEFINITION

In today's competitive world the survival depends on how we perform in the market in spite of manufacturing or services. In services, market depends upon 7ps among that people are important. In insurance the success high through channel member, advisors are the people and they are the person who interacts with customer. the customer are to be properly educated and address the benefit the uses of the product. So advisor play an important role in insurance company.

To identify the potential person who has silent features to become an advisor for ICICI prudential life insurance company. This study enumerates the manager to know about the motivation, career opportunity, support and training which should be given while recruiting a new advisor in Coimbatore district which also helps in increasing the productivity of insurance business.

Primary data was collected for this study by questionnaire method secondary data was collected from website and magazine.

3.6 SAMPLING UNIT

Here the sampling population was mainly concentrated on house wife, professionals and business men as they are considered to be potential persons.

3.7 SAMPLING METHOD

Here non-probability sampling method was employed. The type of sampling method used was "convenient sampling". Here the researchers have a freedom to choose whomever they find thus the name convince. However sampling represent the whole population as it geographically covered all the zones of the/ town

3.8 DATA COLLECTION METHOD AND ANALYSIS

Here the instrument used for this schedule is questionnaire. Statistical tools are used for data analysis. The role of static's in research is to function as a tool in designing research, analyzing its data and drawing conclusion there from. To analyze the data the following statistical tool are applied.

- The present study made use of the percentage analysis as a statistical tool to analyze and interpret the collect data.
- Weighted average method is used to identify the important features.
- Chi-square test method is used to identify the various features which relates to the advisors motivation.

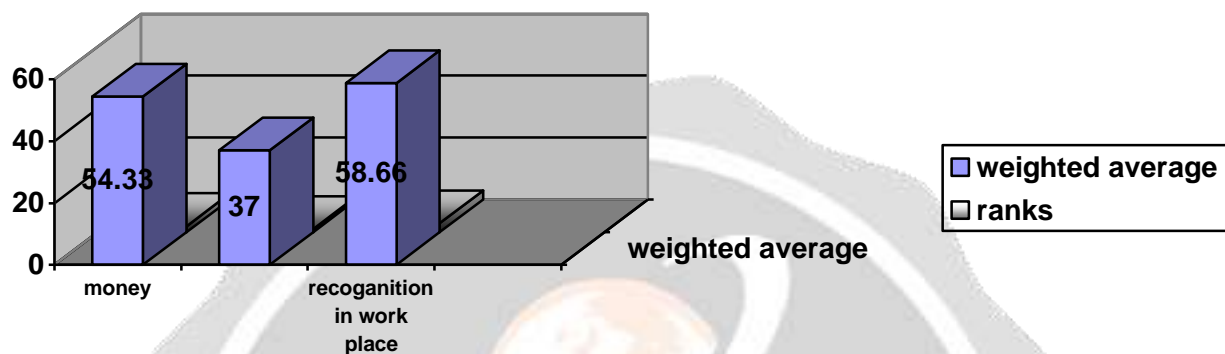
4. DATA ANALYSIS & INTERPRETATION

4.1 Table showing the ranking factors that influences the motivation level of respondents

Ranks Factors	1	2	3	Weighted average	Ranks
Money	27	70	53	54.33	2
Satisfying Job	99	30	21	37	1

Reorganization in work place	24	50	76	58.66	3
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Chart 4.1



Model calculation for weighted average value for “motivational” factor

$$\text{Formula} = \frac{\sum wx}{\sum w}$$

$$= \frac{27*1+70*2+53*3}{6}$$

$$= \frac{27+140+159}{6}$$

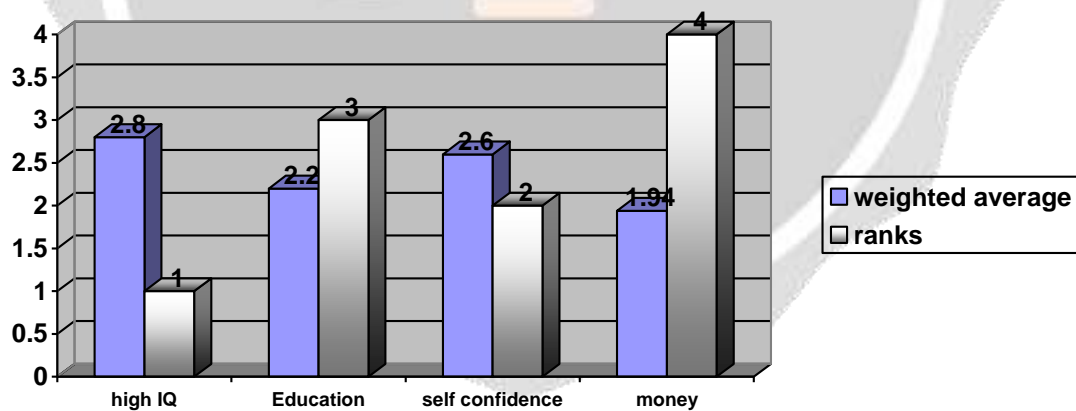
$$= \frac{326}{6} = 54.33$$

Interpretation

The above table clearly shows the ranking of the factor that influence the motivational factor by the respondents. Satisfying job is the choice of the most of the respondents and is followed by the money. To motivate an advisor money only will not be the motivational factor. Reorganization in work place is the lowest motivational factor.

4.2 Table showing the ranking factors that influences the characteristic required for success level of respondents

Factors \ Ranks	Ranks				Weighted average	Ranks
	4	3	2	1		
High IQ	60	30	30	30	2.8	1
Education	12	50	48	40	2.2	3
Self confidence	61	35	14	14	2.6	2
Money	17	35	66	66	1.94	4



Model calculation for weighted average value for “characteristic required for success”

$$\text{Formula} = \frac{\sum wx}{\sum w}$$

$$= \frac{60*4 + 30*3 + 30*2 + 30*1}{150}$$

$$= \frac{240 + 90 + 60 + 30}{150}$$

$$= \frac{420}{150} = 2.8$$

Interpretation

The above chart clearly shows the ranking of the factor that influence the characteristic required for success by the respondents. High IQ is the choice of the most of the respondent followed by Self confidence. If person has got good self confidence about himself it will lead to b proper in his work and the person who belie fs about him can do any sort of job.

4.3 Table showing the ranking factors that influences the value for life of respondents

<div style="text-align: center;">Ranks</div> <div style="text-align: center;">Factors</div>	1	2	3	4	5	6	Weighted average	Ranks
An enjoyable working environment	48	20	15	15	26	26	22.81	2
High paying job	22	30	25	20	20	33	25.48	4
Meeting new people	10	40	20	30	30	20	25.71	5
Involvement in community activities	9	30	40	35	20	16	25	3
High paying part time job with flexible working hour	10	10	30	25	40	35	30	6
spending time with your family	51	20	20	25	25	20	21	1

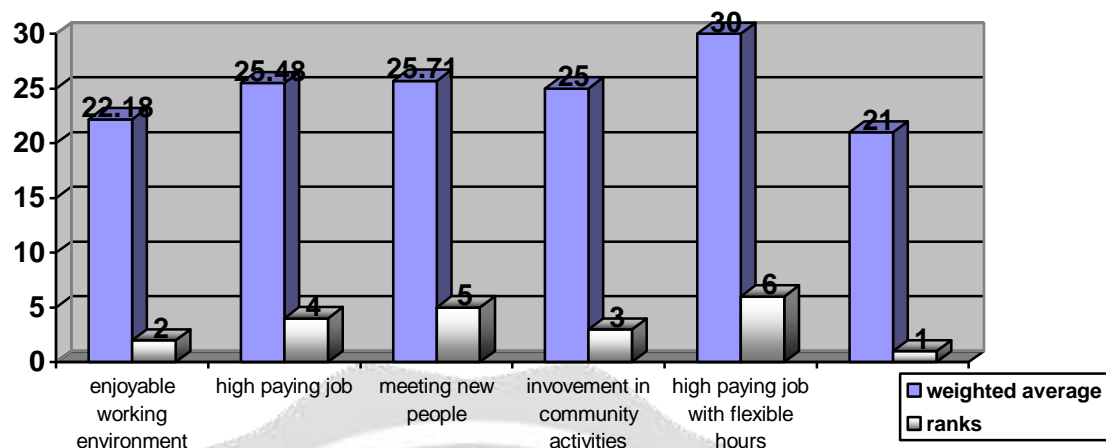


Chart 4.3

Model calculation for weighted average value for “characteristic required for value for life”

Formula = $\frac{\sum wx}{\sum w}$

$$= \frac{48*1+20*2+15*3+15*4+26*5+26*6}{21}$$

$$= \frac{48+40+45+60+130+156}{21}$$

$$= \frac{479}{21} = 22.81$$

Interpretation

The above chart clearly shows the ranking of the factor that influence the value for their life by the respondents. Spending time with their family is the choice of the most of the respondent followed by enjoyable working environment. If the person is interested in spending time with their family has got good family support.

4.4 Table showing the various factors influencing the job satisfaction respondents

Factors	Definitely prefer	may prefer	not prefer
Work culture	48	87	15
Nature of work	82	41	27
Environment	39	62	49
Human resource	80	50	20
Rules & regulations	69	61	20

HYPOTHESIS TESTING :

Null Hypothesis, H_0 : Factors determining job satisfaction is not significantly different.

Alternative Hypothesis, H_1 : Factors determining job satisfaction is significantly different.

Statistical tool used : Chi-square

Level of significance : 5%

Degrees of freedom : 8

4.5 Chi-square Contingency Table Test for Independence

		Definitely prefer	may prefer	not prefer	Total
Work culture	Observed	48	87	15	150
	Expected	63.60	60.20	26.20	150.00
	O - E	-15.60	26.80	-11.20	0.00
	(O - E) ² / E	3.83	11.93	4.79	20.55
Nature of work	Observed	82	41	27	150
	Expected	63.60	60.20	26.20	150.00
	O - E	18.40	-19.20	0.80	0.00
	(O - E) ² / E	5.32	6.12	0.02	11.47
Environment	Observed	39	62	49	150
	Expected	63.60	60.20	26.20	150.00
	O - E	-24.60	1.80	22.80	0.00
	(O - E) ² / E	9.52	0.05	19.84	29.41
Human resource	Observed	80	50	20	150
	Expected	63.60	60.20	26.20	150.00
	O - E	16.40	-10.20	-6.20	0.00
	(O - E) ² / E	4.23	1.73	1.47	7.42
Rules & regulations	Observed	69	61	20	150
	Expected	63.60	60.20	26.20	150.00
	O - E	5.40	0.80	-6.20	0.00
	(O - E) ² / E	0.46	0.01	1.47	1.94
Total	Observed	318	301	131	750
	Expected	318.00	301.00	131.00	750.00
	O - E	0.00	0.00	0.00	0.00
	(O - E) ² / E	23.35	19.85	27.59	70.79

Calculated value of Chi-square : 70.79

Table value of Chi-square : 15.507

Probability Value : 3.43E-12

Coefficient of contingency : 0.294

Here, Probability value (3.43E-12) < Level of significance (.05)

Decision: Reject null hypothesis (H_0), and accept alternate hypothesis (H_1)

Interpretation

From the above chart we can interpret that alternate hypothesis is proved job satisfaction is significantly different.

4.6 Table showing the various factors which are important for the advisors respondents

Factors	extremely important	very important	somewhat important	not very important	not at all important
Recognition	82	30	18	12	8
Rewards	66	44	13	12	15
Attractive commissions	75	43	11	9	12

HYPOTHESIS TESTING :

Null Hypothesis, H_0 : Rating of various factors which are important for advisors is not significantly different.

Alternative Hypothesis, H_1 : Rating of various factors which are important for advisors is significantly different.

Statistical tool used : Chi-square

Level of significance : 5%

Degrees of freedom : 8

4.7 Chi-square Contingency Table Test for Independence

Factors		Extremely important	very important	somewhat important	not very important	not at all important	Total
Recognition	Observed	82	30	18	12	8	150
	Expected	74.33	39.00	14.00	11.00	11.67	150.00
	O - E	7.67	-9.00	4.00	1.00	-3.67	0.00
	(O - E) ² / E	0.79	2.08	1.14	0.09	1.15	5.25
Rewards	Observed	66	44	13	12	15	150
	Expected	74.33	39.00	14.00	11.00	11.67	150.00
	O - E	-8.33	5.00	-1.00	1.00	3.33	0.00
	(O - E) ² / E	0.93	0.64	0.07	0.09	0.95	2.69
Attractive commissions	Observed	75	43	11	9	12	150
	Expected	74.33	39.00	14.00	11.00	11.67	150.00
	O - E	0.67	4.00	-3.00	-2.00	0.33	0.00
	(O - E) ² / E	0.01	0.41	0.64	0.36	0.01	1.43
Total	Observed	223	117	42	33	35	450
	Expected	223.00	117.00	42.00	33.00	35.00	450.00
	O - E	0.00	0.00	0.00	0.00	0.00	0.00
	(O - E) ² / E	1.73	3.13	1.86	0.55	2.11	9.38

Calculated value of Chi-square: 9.38

Table value of Chi-square: 15.507

Probability Value: 0.3116

Coefficient of Contingency: 0.143

Here, Probability value (0.3116) > Level of significance (.05)

Decision: Accept null hypothesis (H_0), and reject alternate hypothesis (H_1).

Interpretation

From the above chart we can interpret that Null Hypothesis is proved various factors which are important for advisors is not significantly different.

5. FINDINGS

- Most of the respondents prefer work culture as a major factor influencing the job satisfaction
- Most of the respondents prefer recognition is a major factor which is important for advisor

6. SUGGESTIONS

- Advisors is one of the most important channel member and so due importance should be given an with right attitude because right attitude would take a person to a very high attitude. It is also a fact that a person with a right attitude, could successfully handle short comings.
- For a business man keep motivating him through various programs and contest, and for house wife the motivational program will be based on gifts and enjoyable working environment and for professional the motivational program will be based on their career.

7. CONCLUSIONS

The insurance advice has come a long way. The journey from being the last resort of a desperate un-employee to a preferred activity has been a long one. This being achieved, one has to think of bettering his role.

To be potential advisor a right **Tempt** to the customer would make him run for you. On a right TEMPT, the customer would-

R	Refer you to his circles of contacts
U	Unstinted loyalty –for the advisor and for the company
N	Naturally ally, nice to you

How does this help the advisor?

R would help one in getting ready prospects.

U would help us in repeat sales

N would satisfy the need to build long lasting relationship.

The study has brought out very interesting findings, aiding the researcher to provide suitable recommendation which would help to identify proper advisor for ICICI prudential in Coimbatore district. The findings have brought to light certain areas where the company needs to put in thought and effort. If necessary steps are taken with respect to these areas, the company is sure to achieve tremendous improvement in their performance.