

## A Study on Consumer Perception Towards Life Insurance Products in Raipur

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### Abstract –

This study explores consumer perception towards life insurance products in Raipur, focusing on factors such as awareness, trust, buying behavior, and preferences. Through surveys and data analysis, it identifies key influences like income level, education, and promotional strategies on consumer decisions. The findings highlight a growing awareness of life insurance, though gaps remain in understanding product benefits and policy terms. The study offers insights for insurers to tailor offerings and improve communication strategies to better meet consumer needs in Raipur.

### 1.INTRODUCTION

Life insurance plays a crucial role in financial planning by offering protection and long-term savings to individuals and their families. In India, the life insurance sector has witnessed significant growth due to increasing awareness, rising income levels, and improved financial literacy. However, consumer perception towards life insurance varies across regions due to socio-economic and cultural factors.

Raipur, the capital city of Chhattisgarh, is a growing urban center with a diverse population and evolving financial habits. Understanding how consumers in Raipur perceive life insurance products is essential for insurers to design better products and marketing strategies.

### 2.METHODOLOGY

The study uses a survey-based approach to collect primary data from residents of Raipur. A structured questionnaire was distributed to a sample of 100 respondents selected through random sampling. The data collected includes demographic details, awareness levels, preferences, and attitudes toward life insurance products. The responses were analyzed using basic statistical tools to identify trends and key factors influencing consumer perception.

### 3.RESULTS AND DISCUSSION :

#### 3.1 Awareness and Understanding:

The study found that while over 80% of respondents in Raipur are aware of life insurance, detailed understanding of policy types, terms, and conditions is limited. Most individuals rely heavily on agents or family recommendations for policy selection.

#### 3.2 Key Factors Influencing Purchase Decisions:

- Security for Family (78%)
- Tax Benefits (62%)
- Trust in the Provider (55%)
- Recommendations from Family or Friends (48%)
- Advertising (35%)

#### 3.3 Product Preferences:

- Consumers showed a clear preference for traditional life insurance plans:
- Endowment Plans (40%) were the most popular due to their savings-plus-protection feature.
- Term Plans (35%) appealed to younger customers due to lower premiums and higher coverage.
- ULIPs (15%) and Money-back Policies (10%) had less popularity, largely due to perceived complexity and lower guaranteed returns.

#### 3.4 Channel Preference and Demographics:

The mode of purchase varied significantly with age:

- **Younger consumers (20–35 years)** prefer online platforms (70%) for convenience and comparison features.
- **Older age groups (51+)** strongly prefer agents (75%), due to personal interaction and trust.

45% said their parents influenced their decisions.

85% followed financial content online (YouTube,

### 3.5 Trust and Satisfaction:

Trust in insurers was identified as a critical factor. Respondents preferred well-established companies with transparent policies and reliable claim settlement histories. Poor after-sales service was a major reason for dissatisfaction among some policyholders.

### Conclusion of Discussion:

The findings reveal that although the market for life insurance in Raipur is growing, significant gaps exist in consumer understanding and digital adaptation. Insurance providers need to focus on building trust, simplifying policy terms, and increasing digital engagement to meet the evolving preferences of different demographic groups

Table 1.

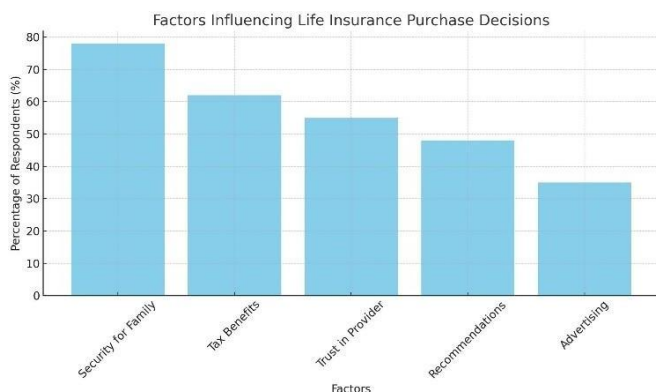
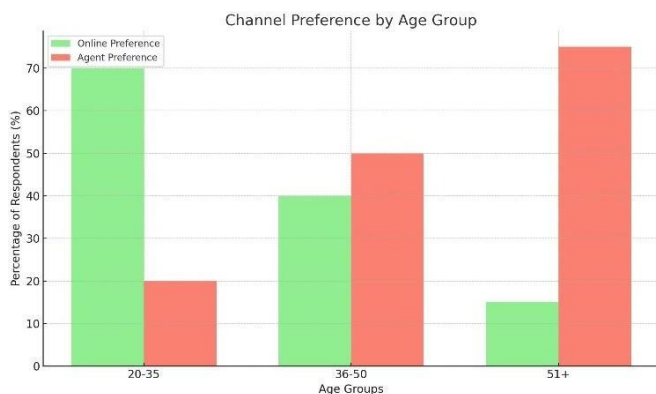


Table 2.



## 4 .FINDINGS

- A significant portion of consumers lack in-depth knowledge about life insurance benefits.
- Tax-saving remains a major motivator rather than financial security.
- LIC continues to dominate due to trust and brand legacy.
- Agent influence and brand image are more effective than advertisements.
- Customer satisfaction is moderate, with complaints related to lack of clarity and service delays.

## 5. CONCLUSION

The study concludes that consumer perception in Raipur leans more towards the investment and tax-saving benefits of life insurance rather than its core purpose of risk protection. Trust in brand, personal recommendations, and agent interactions significantly impact buying decisions. Insurance companies need to invest in financial literacy and personalized service to build long-term customer relationships.

## 6. ACKNOWLEDGEMENT

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