

Policyholders Awareness on Various Life Insurance Companies Offering Child Insurance Plan

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Abstract: A child insurance plan is a dual-purpose economic instrument deliberate to provide both life insurance coverage and savings repayment to secure a child's future. These plans aspire to make certain that resources are on hand for a child's key milestones, such as education, marriage, or further life goals, even in the regrettable occasion of the policyholder's demise. Combining essentials of risk protection and wealth conception, child insurance plans offer maturity benefits, waiver of premium, and the option for partial withdrawals to address immediate financial needs. In addition, they offer flexibility through plans traditional endowment or unit-linked investment plans (ULIPs), allowing parents to decide low-risk guaranteed returns or market-linked growth based on their risk appetite. Tax benefits under Section 80C and Section 10(10D) further enhance the request of these plans. By nurturing closely controlled savings and given that monetary protection, child insurance plans play a crucial role in safeguarding a child's future aspirations, even amidst unforeseen challenges.

Key words: child insurance plan, savings, investment

INTRODUCTION

Child insurance plans are financial products offered by insurance companies to protect a child's expectations by combining insurance coverage with investment or savings benefits. These plans are designed to help parents analytically save for their children's input milestone, such as edification, wedding, or other life goals, while ensuring financial precautions in case of unexpected proceedings. Insurance companies afford a range of child insurance plans that recommend benefits such as maturity payouts, life cover for parents, premium waiver options, and market-linked or guaranteed returns. By choosing the right plan, parents can protect their child's dreams and assurance a strong financial foundation, regardless of life's uncertainties.

REVIEW OF LITERATURE

The studies which are carried out earlier are reviewed in the following paragraph.

S. Muthu kumaravel (2019) "An Empirical Study on Policyholders Awareness and Perception towards LIC and ICICI Prudential Life Insurance" -A Study with Special Reference to Chennai City, To identify policyholders awareness and the factors influencing their buying behavior towards LIC and ICICI products. Simple Percentages, Chi-Square Test. The study finds that the respondents are aware of LIC through the agent / advisers followed by advertisement and on the other hand respondents are aware of ICICI Prudential through advertisement followed by agent / adviser. Agent /advisers, friends / relative, advertisements, prompt services, near to residence and easy accessibility are the factor that influence policyholders to choose the insurance company and the main factor that influence them to buy a life insurance policy is risk coverage followed by investment, wealth claims, family protection, children benefits, savings, provision for old age and loan facilities /tax benefits.

Harish. M and B. Menaka (2020) "Awareness of Policyholders' on Facilities Offered by Life Insurance Corporation of India at Kozhencherry Taluk" To know about the awareness of policy holders' awareness about the facilities offered by Life Insurance Corporation of India, Simple Percentage, Chi-Square Test, The study reveals that the insurance company is to create more awareness among the customers about the new products introduced and the services the company renders for the benefit of the policyholders. All these information's are to be informed to the customers on time so that it will be useful for the customers to utilize it

Jyoti D. Gulwani and Viral P. Vora (2018) “A Study on Consumers’ Awareness on Insurance Services with Reference to Vapi City” To study the customer’s level of awareness towards various charges, benefits and criteria associated with insurance services. ANOVA The study result reveals that the male respondents are more aware about various insurance policies, tax benefits and maturity benefits than the female respondents while the female respondents are highly aware about the various charges levied on insurance, additional benefits available with the insurance products and various criteria than their counterparts.

OBJECTIVES

Following are the objectives of the study

- To identify the policyholders’ level of awareness on various life insurance companies offering child insurance plan
- To examine the policyholders’ awareness on various attributes associated with child insurance plan

RESEARCH METHODOLOGY

The present study is mainly based on primary data which is collected through issuing Questionnaire. The questionnaire contains questions relating policyholders’ level of awareness on various life insurance companies offering child insurance plan, various attributes associated with child insurance plan 525 child insurance policyholders of the selected companies in Coimbatore district have been chosen as respondents by adopting convenient sampling method Plan. 500 child insurance policyholders of the selected companies in Coimbatore district the data collected are analyzed using (i) Weighted Average Mean score

I. Policyholders’ Awareness on Various Life Insurance Companies Offering Child Insurance Plan To find out the policyholders’ awareness on the various life insurance companies offering child insurance plan, weighted average score is employed. Twenty-four life insurance companies (Public - One; Private - Twenty three) are considered for analysis and the findings of it is shown in the table below.

Table 1: Policyholders’ Awareness on Various Life Insurance Companies Offering Child Insurance Plan - Weighted Average Score

S. No.	Life Insurance Company	Total	Weighted Average Score
1	Life Insurance Corporation of India	500 (100.00%)	4.64
2	Aditya Birla Sun Life Insurance	500 (100.00%)	3.36
3	Aegon Life Insurance	500 (100.00%)	3.05
4	Aviva Life Insurance	500 (100.00%)	3.21
5	Bajaj Allianz Life Insurance	500 (100.00%)	3.52
6	Bharti AXA Life Insurance	500 (100.00%)	3.14
7	Canara HSBC OBC Life Insurance	500 (100.00%)	2.95
8	Edelweiss Tokio Life Insurance	500 (100.00%)	2.48
9	Exide Life Insurance	500 (100.00%)	2.54
10	Future Generali India Life Insurance	500 (100.00%)	2.79

S. No.	Life Insurance Company	Total	Weighted Average Score
11	HDFC Life Insurance	500 (100.00%)	3.85
12	ICICI Prudential Life Insurance	500 (100.00%)	3.68
13	IDBI Federal Life Insurance	500 (100.00%)	3.10
14	India First Life Insurance	500 (100.00%)	2.55
15	Kotak Mahindra Life Insurance	500 (100.00%)	3.36
16	Max Life Insurance	500 (100.00%)	3.41
17	PNB MetLife India Insurance	500 (100.00%)	2.65
18	Pramerica Life Insurance	500 (100.00%)	2.59
19	Reliance Nippon Life Insurance	500 (100.00%)	3.02
20	Sahara India Life Insurance	500 (100.00%)	2.77
21	SBI Life Insurance	500 (100.00%)	3.72
22	Shriram Life Insurance	500 (100.00%)	3.56
23	Star Union Dai-ichi Life Insurance	500 (100.00%)	2.89
24	Tata AIA Life Insurance	500 (100.00%)	2.87

Finally, the overall weighted mean score depicts that among the policyholders' awareness on various life insurance companies offering child insurance plan the policyholder's awareness is found high with 'Life Insurance Corporation of India' i.e.(4.64) than the mean score value of 'HDFC Life Insurance' i.e.(3.85) SBI Life Insurance (3.72), Edelweiss Tokio Life Insurance (2.48) as follows.

Table 2: Policyholders' Awareness on Various Attributes Associated with Child Insurance Plan - Weighted Average Score

S. No.	Attributes	Total	Weighted Average Score
1	Availability of Schemes	500 (100.00%)	4.11
2	Plan Features	500 (100.00%)	4.05
3	Terms and Conditions of the Plan Agreement	500 (100.00%)	4.04
4	Free Look Period	500	3.44

II. Policyholders' Awareness on Various Attributes Associated With Child Insurance Plan

To find out the policyholders' awareness on the various attributes associated with the child insurance plan offered by selected life insurance company, weighted average score is utilized. Eighteen attributes are taken into consideration and the result of the analysis is shown below.

		(100.00%)	
5	Provision for Alteration in Plan Document	500 (100.00%)	3.47
6	Mode of Premium Payment	500 (100.00%)	4.23
7	Method of Premium Payment	500 (100.00%)	4.19
8	Top-Up Premium Payment	500 (100.00%)	3.70
9	Grace Period	500 (100.00%)	3.87
10	Bonus	500 (100.00%)	3.98
11	Critical Illness & Accident Benefit Rider	500 (100.00%)	3.35
12	Maturity Period	500 (100.00%)	4.00
13	Partial Withdrawal	500 (100.00%)	3.79
14	Systematic Transfer Plan	500 (100.00%)	3.36
15	Premium Waiver Option	500 (100.00%)	3.23
16	Settlement Option	500 (100.00%)	3.70
17	Surrender of Plan	500 (100.00%)	3.49
18	Segmented Pay-outs	500 (100.00%)	3.35

Finally, the overall weighted mean score depicts that among the policyholders' awareness on Various Attributes Associated with Child Insurance Plan the policyholder's awareness is found high with 'Mode of Premium Payment i.e.(4.23) than the mean score value of 'Method of Premium Payment i.e. (4.19) 'Availability of Schemes i.e.(4.11) Premium Waiver Option (3.23) as follows.

CONCLUSION

In this context, the present study is under taken to examine the policyholder's awareness on various life insurance companies offering child insurance plan the policyholder's awareness is found high with 'Life Insurance Corporation of India and the policyholders' awareness on Various Attributes Associated with Child Insurance Plan the policyholder's awareness is found high with 'Mode of Premium Payment .

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