

LIC and ICICI Prudential Insurance Survey's

Demographics Questions

* Indicates required question

1. Email *

2. Dear Respondent, *

This questionnaire is aimed at understanding your perception about Life Insurance Corporation of India and also about any private life insurance company in which you have invested Your response will be dealt with strict confidentiality and it will be used only for academic purpose. Thank you for spending your valuable time to fill this questionnaire.

Put tick (☐) marks only wherever applicable.

3. Your Name:- *

4. Address:- *

5. Gender:- *

Mark only one oval.

☐ MALE

☐ FEMALE

6. Age Group:- *

Mark only one oval.

☐ Below 30

☐ 31-40 Years

☐ 41-50 Years

☐ 51-60 Years

☐ 60 Years and Above

7. 1. Marital Status:- *

Mark only one oval.

☐ Married

☐ Unmarried

8. Place of Residence:- *

Mark only one oval.

- ☐ Rural
- ☐ Urban
- ☐ Semi-urban

9. Educational Qualifications:- *

Mark only one oval.

- ☐ Below HSLC
- ☐ HSLC
- ☐ Under Graduation
- ☐ Graduation
- ☐ Post Graduation

10. Occupation:- *

Mark only one oval.

- ☐ Student
- ☐ Bussiness
- ☐ Self-Employed
- ☐ Service
- ☐ Others

11. Annual Income:- *

Mark only one oval.

- ☐ Below 1 LPA
- ☐ 1Lakh -5 Lakh
- ☐ 5 Lakh -10 Lakh
- ☐ 10Lakh -15 Lakh
- ☐ 15 Lakh and above

12. 6. Total number of policies you have with -(Put numbers only) *

- a) LIC b) SBI Life c) ICICI Prudential d) Kotak Mahindra e) HDFC Life Insurance
f) Bajaj Allianz

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Feedback Questions

13. 1. Which life insurance company do you currently have a policy with? *

Mark only one oval.

- ☐ LIC
- ☐ ICICI Prudential
- ☐ Other: _____

14. 2. How did you come to know about the life insurance company you have a policy with? *

Mark only one oval.

- ☐ Television commercials
- ☐ Newspaper advertisements
- ☐ Online advertisements
- ☐ Word of mouth
- ☐ Other: _____

15. 3. How satisfied are you with the marketing strategies employed by your life insurance company in terms of enhancing customer satisfaction? *

Mark only one oval.

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither Satisfied nor Dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

16. 4. Which of the following marketing strategies do you think have been most effective in enhancing customer satisfaction? *

Mark only one oval.

- ☐ Advertising
- ☐ Promotions
- ☐ Direct marketing
- ☐ Social media marketing
- ☐ Other: _____

17. 5. Have you recommended your life insurance company to others based on the marketing strategies employed by them? *

Mark only one oval.

☐ Yes

☐ No

18. 6. How familiar are you with the marketing strategies employed by LIC and ICICI Prudential in the life insurance industry? *

Mark only one oval.

☐ Very familiar

☐ Somewhat familiar

☐ Not at all familiar

19. 7. How relevant are the marketing strategies of LIC and ICICI Prudential to your needs and preferences? *

Mark only one oval.

☐ Highly relevant

☐ Somewhat relevant

☐ Not very relevant

☐ Not at all relevant

20. 8. How effective do you think the marketing strategies of LIC and ICICI Prudential have been in creating customer awareness about their products? *

Mark only one oval.

- ☐ Highly effective
- ☐ Somewhat effective
- ☐ Not very effective
- ☐ Not at all effective

21. 9. How satisfied are you with the customer orientation of LIC and ICICI Prudential in terms of their approach towards understanding and meeting customer needs? *

Mark only one oval.

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

22. 10. How likely are you to continue your association with your life insurance company based on the marketing strategies employed by them? *

Mark only one oval.

- ☐ Highly likely
- ☐ Somewhat likely
- ☐ Not very likely
- ☐ Not at all likely

23. 11. How important are the following factors in your decision to choose a life insurance company? *

Mark only one oval.

- ☐ Customer awareness
- ☐ Customer orientation
- ☐ Customer creation
- ☐ Customer relevance
- ☐ Customer retention

24. 12. How well do you think LIC and ICICI Prudential have performed in terms of the factors mentioned in question 1 *

Mark only one oval.

- ☐ Extremely well
- ☐ Moderately well
- ☐ Not very well
- ☐ Not at all well

25. 13. How satisfied are you with the marketing tactics of your life insurance company in terms of customer awareness? *

Mark only one oval.

- ☐ a) Very satisfied
- ☐ b) Satisfied
- ☐ c) Neither satisfied nor dissatisfied
- ☐ d) Dissatisfied
- ☐ e) Very dissatisfied

26. 14. How well do you think your life insurance company has performed in terms of customer retention? *

Mark only one oval.

- ☐ Extremely well
- ☐ Moderately well
- ☐ Not very well
- ☐ Not at all well

27. 15. How likely are you to switch to another life insurance company based on the marketing tactics employed by them? *

Mark only one oval.

- ☐ Highly likely
- ☐ Somewhat likely
- ☐ Not very likely
- ☐ Not at all likely

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