



A STUDY ON PUBLIC PERCEPTION OF TATA HEALTH INSURANCE IN MADURAI DISTRICT

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ABSTRACT:

This study aims to examine the public perception of Tata Health Insurance in Madurai District, focusing on the factors influencing consumer attitudes, trust, and satisfaction levels. With the growing demand for health insurance in India, understanding consumer preferences and perceptions is crucial for insurance companies to tailor their offerings. The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather data from a diverse sample of policyholders and non-policyholders in the district. The study finds that Tata Health Insurance is perceived positively by a majority of respondents, with key drivers including trust in the Tata brand, competitive pricing, and the comprehensiveness of coverage. However, challenges such as awareness gaps and limited understanding of policy terms were identified as barriers to higher adoption rates. The findings suggest that enhancing customer education, improving claim processes, and expanding regional outreach could improve the brand’s market penetration. The study concludes with strategic recommendations for Tata Health Insurance to strengthen its position in Madurai District and potentially other similar markets.

KEYWORDS:

HEALTH INSURANCE, CLAIM PROCESS, INSURANCE ADOPTION.

INTRODUCTION

Health insurance plays a critical role in safeguarding individuals from the financial burden of medical expenses, particularly in a country like India where healthcare costs are rising. Tata Health Insurance part of the reputed Tata Group, aims to provide comprehensive health coverage to a diverse range of customers. While awareness of health insurance is growing, public perception of various insurance providers, including Tata Health Insurance, varies based on factors such as brand trust, product offerings, and customer service. Madurai District, located in Tamil Nadu, represents a mix of urban and rural populations with different levels of exposure to insurance products. Despite the growing awareness, many individuals in the region still have limited knowledge about health insurance. This study seeks to explore the public perception of Tata Health Insurance in Madurai, focusing on factors such as trust, satisfaction, awareness, and the challenges faced by consumers. By analyzing the research aims to understand the key elements influencing consumer decisions in the district. The findings will provide valuable insights for Tata Health Insurance to enhance its offerings, improve customer satisfaction, and

tailor marketing strategies to the specific needs of the local population.

STATEMENT OF THE PROBLEM

Despite the growing importance of health insurance in India, there remains a significant gap in awareness and understanding, particularly in regions like Madurai District. Tata Health Insurance, may face challenges in terms of consumer trust, awareness of its offerings, and perceived barriers to adoption. The problem lies in understanding how the public perceives Tata Health Insurance in Madurai, including factors like pricing, policy benefits, customer service, and overall satisfaction.

OBJECTIVES

- ✓ To access the level of awareness.
- ✓ To evaluate consumer trust and satisfaction.
- ✓ To identify the factors influencing adoption.
- ✓ To analyze barriers and challenges.

METHODOLOGY

The study on public perception of Tata Health Insurance in Madurai district adopted a mixed-methods approach. Primary data was collected through a structured questionnaire survey, targeting 50 respondents from different socio-economic backgrounds to assess their awareness, experiences, and attitudes towards Tata Health Insurance. In-depth interviews were also conducted with a select group of policyholders to gain qualitative insights into their satisfaction and perceptions. Secondary data was gathered from existing literature, industry reports, and official sources to provide context and support the analysis. The data was analyzed using both descriptive statistics and thematic analysis to identify key patterns and trends in public perception.

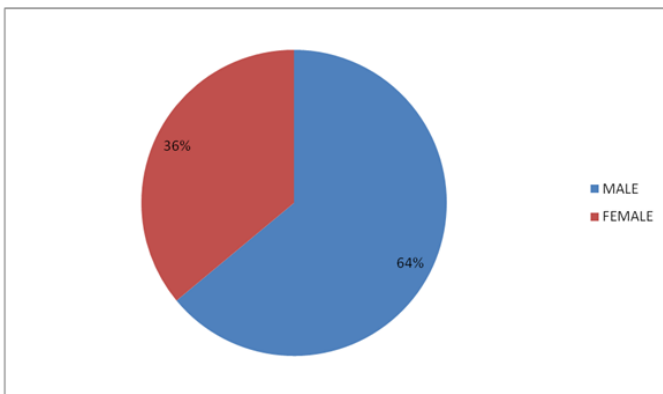
DATA ANALYSIS

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

TABLE 1 SHOWING THE GENDER

SI NO	Gender	No. Of Respondents	Percentages
1	Male	33	66
2	Female	17	34
Total		50	100

**CHART NO 1
 RESPONSE FROM GENDER**



INTERPRETATION:

The above data indicates that 64% of respondents were male and 36% were female.

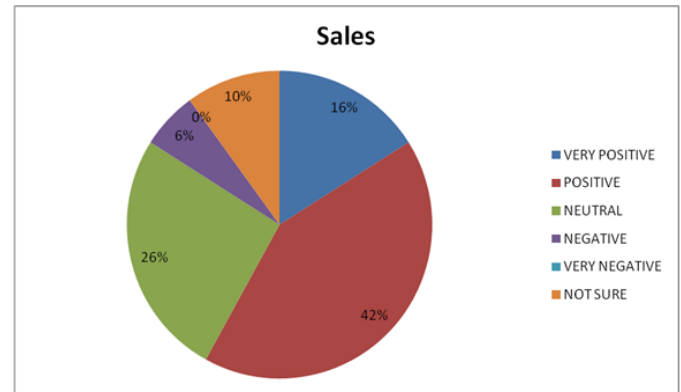
TABLE 2 SHOWING THE CLAIMS SETTLEMENT PROCESS IN TATA HEALTH INSURANCE

SI NO	Particulars	No. Of Respondents	Percentages
1	Very Positive	8	16
2	Positive	22	42
3	Neutral	13	26
4	Negative	2	6

5	Very Negative	0	0
6	Not Sure	5	10
Total		50	100

CHART NO 2

FEEL ABOUT THE CLAIM SETTLEMENT PROCESS



FINDINGS

- ✓ Limited awareness about Tata Health Insurance, though the Tata brand is well-recognized for trustworthiness.
- ✓ Confusion about the range of plans and their benefits. Clarity in plan details is lacking.
- ✓ Mixed reviews on customer support and the claims process, with some finding it cumbersome.
- ✓ Premiums are seen as high, especially among lower-income groups, but value for money is recognized.
- ✓ Other local and national health insurers are perceived as more affordable and sometimes more accessible.
- ✓ Preference for family-oriented policies and government health schemes over private insurers.

SUGGESTIONS

- ✓ Organize local workshops and digital campaigns in Tamil to educate the public.
- ✓ Offer clearer communication, more accessible documentation, and easy-to-understand plans.
- ✓ Streamline the claims procedure and enhance customer service, including mobile apps for easy tracking.
- ✓ Introduce low-cost, customizable plans for lower-income groups.
- ✓ Tailor products to family needs and rural areas, with more flexible family plans.
- ✓ Strengthen tie-ups with local hospitals for better cashless treatment options.

CONCLUSION

The study on public perception of Tata Health Insurance in Madurai district reveals a positive outlook, with many

valuing its reliability and comprehensive coverage. However, concerns over premium costs and claim settlement processes were noted. Awareness about policy benefits remains moderate, highlighting a need for better outreach and education. Overall, Tata Health Insurance is perceived as a trustworthy brand, but improvements in communication could enhance its reach and customer satisfaction.

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