ISSN:0971-1260
Vol-22- Issue-14-December-2019

Socio Economic Status - The Creator Of Motivation To Insurance Company Officers

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Abstract:

Insurance sector is ancient in India. It has travelled through various up and down paths. IRDA has facilitated more changes to happen in this industry. In connection with this insurance companies update and upgrade themselves with the policyholders and employees need. To meet out the policyholders need officers contributions are required more. Officers should not be frustrated and feel bored with their task. To accomplish the target, they need to be triggered continuously. So there is a need of motivation. This research work observes the influence of socio economic status of insurance company officers on the work motivation. The sample size considered in this study is 340. Data was collected through well designed interview schedule method. Collected data were analaysed using t- test, f - test. The result of this research work has been presented and discussed in the paper.

Key words: Socio economic status, Motivation, Insurance, Officers.

Introduction:

Insurance protects the policyholders from the financial risk, untoward event happened to them or to their assets. Insurance was introduced and well established in India more than a century back. Previously in spite of more number of insurance companies present in India, policyholders faced enormous grievances. The issues were not fully settled by them as soon as possible, situation like this persisted for a long period. Affected policyholders voices reached the government. In lieu of this, government of India prohibited the operation of those insurance companies, and then Life Insurance Corporation was established by a special Act. After few years, General Insurance Corporation was found by enacting an important Act. Government wanted to make more reforms in the Insurance industry. So IRDA (Insurance Regulatory Development Authority), the governing body of Insurance sector was established. After its entry, more changes have taken place in insurance sector. Foreign business players have entered Indian insurance sector. They along with Indian insurance players introduce internationally well proven technology, insurance products, distribution channels and claim settlement methods. By this , insurance products reach nook and corner of India. Lakhs of youngsters get employment directly or indirectly in insurance sector. According to the report of IRDA (2017), the overall industry is expected to reach US $ 280 billion by 2020.

Insurance is classified into life insurance, general insurance and health insurance. Life insurance deals with the insurance for protecting human beings from the financial burden. Products sold by the life insurance companies are term insurance, pension plan, endowment plan, money back plan, and children plan. General Insurance companies deals with the assets

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of human being / mankind such as vehicles, house, cattle, factory, , buildings, office, employees. If unfortunate event happened to anyone or anything listed above , insurance plans compensates the policyholder with the claim. It is a mechanism that helps to reduce the effects of such adverse situations (Balachandran . S , 2007). Individuals may be affected by health related issues, bodily injury due to unexpected mishap. It requires advanced treatment to be given to the affected person. The patient has to spend huge amount from his pocket. Health insurance plans provides coverage towards all of few of such health care needs and medical expenses incurred by a person (Insurance Institute of India, 2013). Policyholders of health insurance are refrained from paying money from their pockets. Health insurance takes care of everything. Hence policyholders are free from mental agony and frustration.

Digital Technology:

India stands second in terms of the users of internet. User friendly digital gadgets are being introduced regularly by the manufacturers. Information technology has established its foot prints in insurance sector. The use of digital technology in providing assistance for the growth of insurance industry is fast changing the way insurance was practiced in the country (Goel, 2015) . Innovative software, technologies have been introduced by the insurance companies to track the behaviour, risk level of the gadgets users. Insurance industry does not refuse to implement the new developments of digitisation that prevail in the market when and where (Balachandar & Panchanatham,2017). Insurance company employees have been offered with internet supported laptops, tabs, mobile phones. With the help of digital gadgets insurance company employees are able to determine risk level of their customers. Based on which they are able to find the right insurance plan to that customer. Further for explaining the benefits of insurance plan details, tailor made illustration are shown. Policyholders service, claim settlement can be also done accurately and quickly with the support of information technology. Hence, policyholders demand can be met easily by information technology. Various activities of office can be performed easily.

Energetic Employees:

Employees are the backbone to any company in the whole world. To do the business in a large volume, companies need employees to do various activities. Promoter of the company cannot perform all the activities of the company. They can take vital policies and decision for improvement of the company. But they cannot do other various activities. Companies having employees with good education, talent, leadership skill, self confidence, emotional intelligence help the company to increase market share, trust in the mind of the customers. Consistent smart efforts taken by the employees migrate the company to higher level. Insurance company employees are also not exempted from it. The success of the insurance company is decided by its skilled, dedicated well adapted employees. Insurance company employees are the strong pillars to the management.

Malleable Motivation :

Motivation is a vital actor that influences an individual to move in a right direction at the right speed. If motivational strategy is used correctly, target people will accomplish the objectives definitely. Khanka .S.S, 2012 indicated that it makes us to move to act. It is ones willingness to extend efforts towards the accomplishment of his / her goal. From this it is understood that motivation is goal oriented. Inner states of a person stimulate the individual action by its behaviour. According to Nzuve (1999), it is argued that motivation is the willingness of an individual to put high levels of efforts to accomplish business objectives, conditioned by the capability to fulfill certain personal need. People with less enthusiasm,

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wavering mind have to be given more importance in a company. They are to be treated properly by appropriate motivational practices. Motivation induces goal oriented behaviour of an employee. Motivation is the process of inducing persons to experience needs for certain desired behaviour so that organizational efficiency is achieved (Prasad, L.M., 1984). Motivation is the appropriate tool to influnce the employees . Motivation is the driving force within individuals that impels them to action (Schiffman & Kanuk, 2008). It is depicted that inner mind of the person has the power to start and execute the action.

Motivation is the most accepted concept in the world to induce the employees. Regardless of the type of the organization, motivation practices are needed and to be implemented to make employee feel better. Unfair treatment of employees are most expensive, it leads to poor performance. Motivation is the level of commitment and energy as well as the creativity of an organization personnel bring to their jobs (Jalal Rajeh Hanaysha & Suhaidah Hussain , 2018).Employee with high motivational energy are committed to their organization. They are loyal to the management. They produce more output very easily. Their activities need not be continuously monitored by the managers. They perform the assigned work till the target is achieved. Highly demotivated employee leads to high employee attrition. It results in lesser productivity. Work output will also be inferior. Image of the company may be damaged in the mind of the stake holders.

Socio Economic Status:

Socio economic status is the ability of an individual or group to make use of resources such as health care, income, education and entertainment etc. It is the position or level of an individual in terms of social and economic environment. Socio economic status has good relationship with the person’s life. It is measured by a number of factors including income, type of occupation, education (Ashley Crossman , 2019). Socio economic status gives self reliance, respect, self esteem, peace of mind, efficacy to the individual.

Socio economic status affects overall human functioning including our physical and mental health (APA, 2019). From this view it is known that man is able to perform his day to day activities only , he is physically and mentally fit to the situation. Trickett et.al 1991 instructed that socio economic status affects family statbility, including parenting practices and developmental outcomes for children. Ultimate goal of an individual is to lead the life peacefully along with their family members. Individuals will be satisfied when their children are growing in the right direction. Socio Economic status contributes something towards family stability way of parenting, association with the likeminded people.

According to Elizabeth H. Baker (2014) socio economic status jointly focused on the three common measures of socio economic status - viz education, income and occupation. Good education helps an individual to gain more knowledge about his preferred field. Moreover education helps an individual to face the society boldly. It makes the individual to match the expectation of industrial needs . It facilitates the individual not only to get right job but also to get promotion in the career. As there has been growth in the employees career, it provides higher income. Income comprises salary, incentives, bonus and other perks. Hence it can be realized that socio economic status has more impact on an individual’s personal life and career life.

Objectives:

a) To identify the socio economic status of employees.

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b) To study the influence of socio economic status of employees on the motivation in the insurance company.

Methodology:

Both the primary data and secondary data were used to do this research study. Secondary data was collected from journals, books, websites. Primary data was gathered with help of questionnaire from the respondents. The respondents of the study were the officers of the insurance companies. The respondents include life insurance, general insurance company officers. Both the private and government owned insurance company officers were considered as the respondents. The research design used in the study is descriptive research design. The work motivational questionnaire was designed by Agarwal. This questionnaire was administered to collect primary data from the respondents. The researchers distributed questionnaires to 500 respondents. The researcher received only 430 filled in questionnaires from the respondents. Out of 430 questionnaires 340 questionnaires were completely filled in by the respondents situated at Tirunelveli, Tuticorin , Kanyakumari and Virudhunagar districts of Tamilnadu, India.

Statement of the Problem:

Insurance provides financial security to the policyholders, their loved ones and their assets. Insurances plan supports and develops the countries economy and GDP. It offers direct and indirect opportunity to lakhs of people in India. People working in insurance companies not only just perform their task but also protect the financial risk of their policyholders and save the nation in better way. Sincere task is required from every employee continuously to their company, which confirms the happiness of stake holders . In order to get maximum output from the employees , they need to be influenced and motivated by both internal environment and external environment . A good human resource policy of a company and the friendly work climate makes an employee happy. It results in employees satisfaction. It is examined that socio economic status of the employees such as age, income, gender, education , marital status has influence on the employees satisfaction and motivate them to perform well.

Analysis and Interpretation:

Table -1 : Comparison between the Gender of the Officers and Motivation

S . No	Gender	Work Motivation Score			t – value	d.f	Sig
		Mean	S.D	No.			
1	Male	96.95	13.72	206	1.379	338	Ns
2	Female	97.86	10.31	134			
Total		96.70	12.10	340			

Null hypothesis : Officers do not differ in their level of motivation on the basis of gender.

t- test was applied to determine the difference between gender and the attitude towards motivation of officers. The calculated t –value (1.379) is arrived. The equivalent table value is 1.967.

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When comparing the above two values, it is understood that , calculated value is less. By this it is clearly known that there is no significant difference between male and female officers with respect to their motivation. Eklund and Eklund (2017) told that women and men were equally motivated for employment. There are no significant difference among motivation. The result of the above study is against the result of present study.

Table - 2 : Comparison between the Age of Officers and Motivation

S.No	Age	Work Motivation			F- value	d.f	sig
		Mean	S.D	No.			
1	Up to 30 yrs	97.34	11.99	107	1.814	339	NS
2	31-35 yrs	99.46	12.84	56			
3	36-40 yrs	93.68	12.63	63			
4	41-45 yrs	97.34	13.12	47			
5	Above 45 yrs	95.76	12.16	67			
Total		26.90	12.50	340			

Null Hypothesis : Officers do not differ in their level of motivation on the basis of age.

There is no major mean difference in motivation for officers of various age categories. F –test was administered to know difference between level of motivational and the age category of the officers. The calculated Anova (F) value is 1.814 and the corresponding tabular value is 2.399. When analyzing the above two values, it is known that calculated F-value is lesser than the tabular value. Null hypothesis is accepted. So it is understood that motivation does not differ significantly with the age category of the officers. However, Eskildsen et al. (2003) found that positive linear relationship between age and work motivation as well as between age and work satisfaction . The outcome of the study performed by Eskildsen et. al differs from the present research study.

Table -3 : Officers view about Motivation with respect to Educational Qualification :

S.No	Educational qualification	Work Motivation			F- value	d.f	sig
		Mean	S.D	No.			
1	Under Graduation	97.49	14.11	165	1.280	2	NS
2	Post graduation	94.83	11.95	83			
3	Professional Degree	96.97	9.52	92			
Total		26.90	12.50	340			

Null Hypothesis: Officers do not differ in their level of motivation on the basis of educational qualification.

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Quality education makes an individual to go up in the society. Highly educated persons culture , behaviour attitude and habit will shape them to lead the life efficiently in the world. While looking at the table, we come to know that f –value (1.280) is lesser than calculated value (3.023). Null hypothesis is accepted. Hence it is understood that, officers do not differ in their in motivational level. Paul Tarak (2012) depicted that there is a significant relationship between educational qualification and motivation. The result of the present research study differs from the result arrived by the Paul Tarak study.

Table -4 : Officers view about Motivation with respect to Marital Status

S.No	Marital Status	Work Motivation			t-value	d.f	sig
		Mean	S.D	No.			
1	Single	97.79	12.51	77	0.871	338	NS
2	married	96.38	12.51	12.51			
Total		96.70	12.51				

Null Hypothesis : Officers do not differ in their level of Motivation on the basis of marital Status.

Marriage is the most important event for all in their life . A new person enters into the house. One has to co-operate with one another person in the marriage life for many decades. To know influence of marriage on the insurance company officers motivation, t- test was administered. The calculated t - test value is 0.871 and the tabular value is 1.967. When analyzing the above two values, it is realized that calculated t –value is lesser than the tabular value. Hence null hypothesis is accepted. It is inferred that no significant difference is found between motivation perceived by single and married officers of insurance companies. Heidarian AR[1], et. al (2015) said that there has been significant influence of marital status on motivation of employees. The outcome of Heidarian AR[1], et. al differs from the outcome of the present study.

Table – 5 : Comparison between Income of the Officers and their Motivation.

S. No	Monthly Income	Work Motivation			F-Value	D.F	Sig
		Mean	S.D	No.			
1	Up to Rs.10000	104.30	13.30	23	4.506	4	**
2	Rs.10001-20000	95.82	12.75	127			
3	Rs.20001-30000	97.31	132	132			
4	30001-40000	90.85	33	4.505			
5	Above Rs.40000	90.68	25	33			
Total		96.70	12.50	340			

Null hypothesis : Officers do not differ in their level of Motivation.

Income is vital for the survival of individuals and their family. Income is the most essential factor for the employees who are working in the companies. The calculated f- test value is 4.506, and the corresponding tabular f- value is 4.5006 and the corresponding tabular value is 3.376. While looking at the above two values , it is known that calculated F- value is higher than the tabular value. It is understood that null hypothesis is rejected. Hence it is ensured that there is a significant

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difference between income level and motivation . According to Muhammad Hasmi Abu Hassan Asaari et.al, 2019, there is a positive and significant relationship between financial rewards and motivation. The result of the present study coincides with the result of Muhammad Hasmi Abu Hassan Asaari et.al.

Table - 6 : Officers opinion on motivation based on the " Type of Family "

S.No	Type of family	Work Motivation			t- value	d.f	Sig
		Mean	S.D	No.			
1	Nuclear	26.38	4.46	234	3.044	388	**
2	Joint	28.06	5.21	106			
Total		26.90	4.76	340			

Null Hypothesis : There is no significant difference between nuclear family and joint family system of officers with respect to motivation.

The mean values of nuclear family system and joint family system are 95.73, 98.85 respectiely. There is significant difference in the mean values, when we look at it. Further t – test was administered to know the difference. The calculated t – value is 2.144 and the corresponding tabular t – test value is 1.967. When checking the above two values, it is known that tabular t test value is lesser than the calculated t –test value. Null hypothesis is rejected. It indicates that motivation score differs significantly between the officers in the nuclear family system and the joint family system. According to Vignesh and Nandhini, 2016, there is no significant relationship between type of family and importance of job motivation. The result of the study done by Vignesh and Nandhini coincides with this present research work.

Table – 7 : Comparison between Work Motivation and Preference to Buy Novel Products :

S. No	Purchase Preference	Work Motivation			t- test	d.f	Sig
		Mean	S.D	No.			
1	Prefers to buy novel products	96.74	12.92	190	0.61	338	Ns
2	Do not prefer to buy novel products	96.65	11.99	150			
Total		96.70	12. 50	340			

Null Hypothesis : There is no significant difference in the work motivation of officers based on their preference to buy novel products.

The mean values of officers who prefer to buy novel products and do not prefer to buy novel products are 96.74 and 96.65 respectively. There is no significant difference in the above mean values. The calculated t – test value (0.061) is lesser than tabular t – test value (1.967). The null hypothesis is accepted. Hence it is clearly understood that work motivation does differ significantly between the officers who prefer to buy novel products and the officers who do not prefer to buy novel products in their personal life.

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Table – 8 : Officers opinion on Motivation based on Category of Insurance Company :

S.No	Insurance category	Work Motivation			t-value	d.f	sig
		Mean	S.D	No.			
1	Life Insurance company	96.79	13.09	188	0.152	338	NS
2	General Insurance Company	96.59	11.77	152			
Total		96.70	12.51	340			

Null Hypothesis : There is no significant difference in motivation of officers based on the category of

Insurance company.

The mean values of officers working in life insurance company , general insurance company are 96.79 and 96.59 respectively. There is not much difference in the above mentioned mean values. In addition to that t – test was utilized to know difference in motivation of officers based on category of insurance company. The calculated t – test value (0.152) is lesser than the tabular t – test value (1.967). The null hypothesis is accepted. It infers that motivation score does not differ significantly between the officers of life insurance company and general insurance company.

Managerial Implication of the Study :

Motivation is the vital factor, that influences all. Positive motivation makes a man to think positively and act wisely . Motivation is required for kids , child youth and old age people. Lot of factors in the world motivate an individual to perform in the right direction at the appropriate speed by which human excellence can be achieved. Similarly motivation is also needed to all employees of insurance companies. By motivating the officers, the company spends human efforts, time and money. Motivation practices may be an additional burden to the management. But it actually gives wonderful results to the company. Good financial benefits salary, incentives, bonus, provident fund, influences officers to perform well. Job security, appreciation and recognition are also the most used motivational tools used by few companies.

Insurance company management can encourage the officers to study further during their work tenure. Officers can be allowed to study Diploma, courses in insurance. For studying this course, company can give scholarship, stipend. By doing this, officers will be satisfied with their management. Moreover their contribution to the management would increase . Officers contribution to the company would be a quality one. Highly motivated officers perform well, they do not avail unwanted casual leave. There will be harmony between the officer's goal and the companies goal. If this type of human resource policy exists in the insurance company for long period, highly qualified, efficient and talented work force would like to join the company. Existing officers would not like to quit the company. Perhaps, if the insurance company has the wonderful officers team, it results in getting enormous business to the company, management, advisors, and the policyholders are also happy with efficient officers team.

Conclusion:

Lot of reforms have been taking place in the Indian insurance since 1999. Under the administrative control of IRDA, Insurance sector undergo steady growth. Insurance important policy, strategy and vision are implemented properly by the insurance company officers. The success of

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insurance company mainly depends on the effort taken by their officers. Hence they need to be motivated continuously by the management. From this research work, it is known that type of family, income of the officers have direct influence on the motivation of the officers. Highly motivated officers are satisfied with the job. It leads to maximum productivity.

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