PROJECT REPORT(17MBAPR407)

ON

A STUDY ON BRAND AWARENESS AND PERCEPTION AT BAJAJ ALLIANZ,
BENGALURU

BY

ARUN L
1AY17MBA04

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
Dr. Janardhan G Shetty
Associate Professor
Department of MBA, AIT

EXTERNAL GUIDE
Mr. Kotesh Bandikar
Sales Manager
Bajaj Allianz, Bengaluru

Department of MBA
Acharya Institute of technology, Soldevanahalli,

Hesaragatta Main Road, Bengaluru

March 2019

Bajaj Allianz General Insurance Company

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. ARUN L**, bearing USN: 1AY17MBA04 a student of MBA studying at **Acharya Institute of Technology,** Bangalore has undergone the internship and has completed project titled as **"A study on Brand awareness and perception towards general insurance of Bajaj Allianz General Insurance Company Limited"** (Rajajinagar Bangalore) from the period of 3rd January 2019 to 16th February 2019 in our company under guidance of Mr. KOTESH BANDIKAR.

We wish to express our appreciation for his excellent work done and wish his all the success in his new endeavour.

Place: Bangalore

Date: 16th February 2019

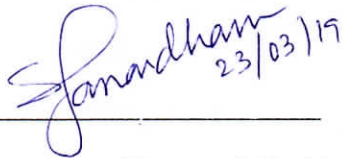For **Bajaj Allianz general insurance co Ltd**
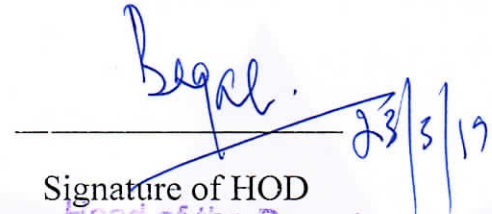
Authorised signatory

Date: 23/03/2019

CERTIFICATE

This is to certify that **Mr. Arun L** bearing **USN 1AY17MBA04** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"Brand Awareness and Perception at Bajaj Alliance General Insurance, Rajajinagar, Bengaluru"** is prepared by him under the guidance of **Prof. Janardhan G Shetty,** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahlli, Bangalore-560 107

Signature of Principal/Dean Academics

Dr. Devarajaiah R.M.
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bengaluru-107.

DECLARATION

I, **ARUN L**, hereby declare that the Project report entitled 'BRAND AWARENESS AND PERCEPTION AT BAJAJ ALLIANZ', Bengaluru prepared by me under the guidance of Dr. JANARDHAN G SHETTY, faculty of M.B.A Department, Acharya institute of Technology and external assistance by **Mr. Kotesh Bandikar, Sales Manager, Bajaj Allianz.** I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Signature of the student

Place: Bengaluru
Date: 09/04/2019

ACKNOWLEDEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Project Report.

I would like to thank **Dr JANARDHAN G SHETTY**, Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Kotesh Bandikar**, Sales Manager, Bajaj Allianz, Bengaluru, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bengaluru   Name: Arun L

Date: 09/04/2019   (1AY17MBA04)

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EXECUTIVE SUMMARY

The internship activity was completed at Bajaj Allianz General Insurance for a time of about a month and a half. The research activity was carried out to analyse the brand awareness and perception towards general insurance and to comprehend the dimension of awareness of the brand.

The data gathered for the research activity are the primary sources legitimately gathered from the general population, the quantity of respondents for the study is 100. The research design carried out for the investigation is descriptive research.

In this study found that a large portion of the respondents are graduates with an age group of 26 - 35, where the family size is 0-3 and 3-5. A large portion of the respondents are having the pay of 15000-30000. In this study it was discovered that major of the respondents know about the Bajaj Allianz general insurance policy as the method for reserve funds. From the investigation it has been realized that Bajaj Allianz General Insurance is a noteworthy brand among the respondents it has been discovered that larger part of the respondents is happy with the service given by the organization.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE PROJECT

Project study gives us the best opportunity to improve the practical knowledge of the study. Which will help to gain deeper knowledge of the study. The period of project is 6 to 7 weeks of time.

In the first week I had the opportunity to know about the company and the company's management structure then I learned about their product and services available in the company and the quality of each services to the different types of customers. The services widely classified based on the age group of the customers.

In last of the project I had a opportunity to learn how to attract the customers and the procedures which are involved in the opening of the policy.

At last they taught me how to analyse the customers based on their response.

1.2 INDUSTRY PROFILE

In India the insurance industry consists of 57 insurance organisations, of which 24 deal with life insurance, 33 are non-life insurance. LIC (life insurance corporation) is the only public company which provide life insurance.in addition, there are six insurers from the public sector among non-life insurers. In addition, there is only one national insurer namely GIC Re (the Indian general insurance company). In the Indian insurance market, the stake holders are both surveyors, brokers and third -party administrators who service health insurance requirements and claims.

1.21 The market size of insurance industry in India.

The government's policy of insuring the insurer moderately dismisses the insurance company and the coverage of insurance plans in India.

The total premium paid in India by life time insurance as reached 5.53 trillion (US $ 95.48 billion) and 4.58 trillion (US $ 71.1 billion) for life insurance and Rs 1.51 trillion. Overall the insurance vibration reached 2.7% in India and 3.69% in 2019.

In the financial year 2019 (up to 21018 October), premium life insurance from a new life industry is 3.66% per year to Rs 1.09 trillion. In FY 2019 (as of 2018 October). the gross direct premiums of non-life insurers reached Rs 962.05 billion.

1.3 COPMANY PROFILE

Bajaj Allianz general insurance company limited is a joint venture between general insurance company limited Bajaj Finserv limited and Allianz SE both enjoying the reputation, stability and potential of ability.

Bajaj Allianz received a certificate of registration of insurance regulatory and development authority (IRDA) on May 2 2001 to conduct varies transaction in addition to the health insurance industry in India the company as on official and investment of Rs 110 crores Bajaj Finserv limited has 74 percent and the rest 26 percent is held by Allianz SE.

As of 31 March 2018, The Bajaj Allianz is the most economically viable insurer in the industry by retaining its business growth and profit. Rs 1353 crores to the company as made a profit gained before tax. And the company is grown by 23.41% higher than the previous financial year.

Bajaj Allianz general insurance company limited have offices in 200+ cities and now they are expanding through virtual offices and the company have 3000+ network garages and 4000+ network hospitals and the company is providing caseless facilities to their customers in case of motor or health claims.

Bajaj Allianz general insurance company limited have awarded with "general insurance provider of the year award-money today FPCIL awards 2014". And company receives the "claims award Asia 2014 by the insurers claims team.

The company provides varies facilities to its customers like insurance wallet app, customer portal to serve their customers effectively. More than 7 million customers are satisfied by their service.

In India Bajaj Allianz are the largest agency network in general insurance.

1.4 PROMOTERS

1.41 BAJAJ FINSERV LIMITED

Fig no. 1

Bajaj Finserv Limited has recently separated from Bajaj Auto Limited it is a two and three wheelers automobile manufacture in India. Bajaj Allianz is the promoter of general insurance company limited as a promoter Bajaj Finserv Limited as the following offers:

- Wide distribution network through its companies group
- Indian consumers knowledge
- Financial strength to support insurance industry

1.42 ALLIANZ SE, GERMANY

Fig No.2

Allianz SE general (property and accident) is in the insurance business health and life insurance and property management have been in activity for more than 110 years. Allianz is one of the biggest worldwide federal insurer with activity in more than 70 nations. In addition, the group gives the services like loss prevention and risk management. Allianz as insured the worlds largest infrastructure projects, and the Allianz insure most of the 500 lucky companies. Apart from being a big industrial insurer, Allianz as the considerable portfolio of commercial and

personal routes, using different types of new delivery channels as a promoter Allianz SE as the accompanying to give Bajaj Allianz general insurance company limited:

- Establishing and running of general insurance operation
- New and improved international products
- One of the leading insurance company in the world

1.5 VISION, MISSION AND QUALITY POLICY

1.51 VISION

➢ To be the first choice insurer for customer
➢ To be the preferred employer for staff in the insurance industry
➢ To be the number one insurer for creating share holder value

1.52 MISSION

As a responsible, customer focused market leader, we will strive to understand the insurance needs of the consumers and translate it into affordable products that deliver value for money.

1.53 QUALITY POLICY

Commitment of professionalism, customer and quality is an integral part of our core values. We will meet our customer's needs and build trust among our customer through:

- Providing appropriate, cost effective solutions
- Adopting a process approach to improve efficiency and effectiveness with the use of technology
- Total customers and employee engagement

1.6 PRODUCT / SERVICES

1.61 CAR INSURANCE

Fig No. 3

With a steady increasing the number of road cars it will be very difficult to protect car from unnecessary accidents. Most repair cost, with the expense of spare parts can definitely squeeze pockets which require a better car insurance or a package motor insurance policy. Bajaj Allianz offers vehicle insurance coverage with the scope of covers.

1.62 TWO WHEELRS INSURANCE

Fig No. 4

Because of unpredictable events for example accidents thieves or natural disaster. The two wheeled insurance policy is financially involved in the damage caused to bike or scooter and injuries. Bike insurance policy covers against financial liabilities caused by the injuries or

damaged to third party in the accident. The costs included can influence the financial scratch up. Bike insurance policies provide financial protection against such drawbacks.

1.63 HEALTH INSURANCE

Fig No. 5

The good health insurance policy should do 3things

- Make sure that you and your family can have a good medical care when you need it
- Health insurance gives a complete peace of mind
- Health insurance covers the cost of treatment and the cost of hospital.

Types of health insurance are as follows:

- Health insurance plan for individuals
- Health insurance for family
- Global personal guard
- Critical illness plan
- Extra care plus

1.64 TRAVEL INSURANCE

Fig No. 6

Travel insurance is usually attached during travel booking to cover the journey, or a 'multi-tour' policy involves unlimited number of trips with in a set off time.

Travel insurance is the insurance that is intent to cover the medical costs, lost gear (luggage) , flight accident and different misfortune while traveling either domestically or internationally.

Some travel insurance plans are as follows:
- Individual travel insurance
- Family travel insurance
- Senior citizen travel
- Student travel insurance

1.65 HOME INSURANCE

Fig No. 7

Home insurance policy is the service that you can buy things that protect from risk of damages or damages caused by any unexpected events. Some events may cause sudden and huge costs, which we can't normally produce. In such cases, the my 'home-all-risk' insurance policy protects from suffering financial problems at the time, ensuring full protection.

1.7 LOCAL ADDRESS

* Bajaj Allianz general insurance company
Golden Heights, 4th floor, 4th M block, 59A cross Rd, Rajajinagar, Bengaluru, Karnataka 560010
* Bajaj Allianz General Insurance
Near RTO 97, 12th main Rd, 2nd block, Rajajinagar Bengaluru 560010

1.8 INFRASTRUCTURE FACILITY

* Parking facility
* Drinking water for customers and employees
* Separate sitting facility for customers
* Good sitting facilities to employees
* Attractive interior design
* Drinking facilities with juice, coffee and tea

1.9 COMPETITORS

1.91 SBI GENERAL INSURANCE

Fig No. 8

SBI general is one the India's leading life insurance company, a joint venture between the largest bank of India that is state bank of India and major global insurance company BNP Paribas Cardiff. SBI general insurance is established in March 2001 and they are serving world wide customers. The headquarters of SBI general insurance is located at Mumbai. They are serving Life insurance and pensions to its customers. Almost 12000+ on-roll employees and 94thousand agents are working under SBI life insurance.

The organisation's gross composed premium (GWP) for the half-year finished Sept 30 2018, saw a 30% expansion at Rs. 2067 crores, and it posted net benefit of Rs. 104 crores for a similar period.

1.92 APOLLO MUNICH HEALTH INSURANCE

Fig No. 9

Apollo Munich health insurance company limited was established on August 08 2007. It is a joint venture between Munich health a leading insurance organisation based in Germany and Apollo hospitals. Apollo Munich provides insurance services to its customers such as health insurance, accident insurance, travel insurance.

Apollo Munich health insurance has 180+ offices across the India and as over 3200 employees. It is originally known as Apollo DKV insurance limited a group of insurance company was owned by Munich. In 2009 December Apollo DKV was renamed as Apollo Munich.

1.93 HDFC ERGO

Fig No. 10

HDFC general insurance company is one of the leading insurance company in India which is offer in a personal and group insurance solution. To meet the needs of different life styles of customers such as health, pension, savings and investment, protection etc. HDFC general insurance was founded in 2000, HDFC general provides long term general insurance solutions in India. As of 30th June 2018 the company as 34 personal and 11 bulk products in its portfolio, compatible with different customer requirement including 8 optional benefits. HDFC ERGO is widely accessible across the country with 413 branches and 163 bank account partners. The company as strong foundation for financial advisors.

HDFC ERGO general insurance on 2018 detailed a 13.5% development in net benefit at Rs. 230 crores during the principal half of the current monitory, contrasted and a benefit of Rs. 202.4 crore in a similar period a year ago.

Its gross composed premium ascended by 12.6% of Rs. 4257 crore during the period, against Rs. 3781 crore in a year-back period, the firm said in a discharge.

1.94 LIFE INSURANCE CORPORATION

Fig No. 11

Life Insurance Corporation of India was established in 1st September 1956 when the Indian Insurance Act, passed by parliament of India. More than 245 insurance organisation and provident societies merged to form a state-owned life insurance corporation. LIC as 114773 employees all over India as of March 2016. LIC as its headquarters in Mumbai. It provides health insurance, life insurance, mutual fund and investment management services to its customers. Some subsidiaries of LIC are LIC housing finance, LIC mutual fund, LIC pension fund limited etc.

Based on complete premium pay, the market shares of LIC decreased from 71.81% in 2016-17 to 69.36% in 2017-18, said the yearly report of the Insurance Regulatory Development Of India (IRDAI). For the market share of the overall industry of private insurance in new business premium likewise observed an expansion during 2017-18 over the earlier year.

1.95 BIRLA SUN LIFE INSURANCE

Fig No. 12

Aditya Birla sun life insurance company limited is the auxiliary company of Aditya Birla capital limited. ABSLI was organised on 4th August 2000 and began its operation on 17th January 2001. Birla sun life is one of the major life insurance company which is providing a products at consumer life cycle, earlier known as Birla Sun Life Insurance Limited. This includes youngsters' future plans, health plans, riches protection plan, pension and retirement solutions and unit linked insurance plan.

The company provides full protection solution to help the secure financial support for the family's future and to keep the family financially secure and financially safe with your kid's education, wellbeing and health arrangement, & saving solution. With little discipline savings at customary intervals. ABSLI puts the need for people first and is aimed at protecting the customers with the best of their customers. However, Life insurance doesn't prevent the risk which certainly compensate for the financial losses caused by risk.

1.10 SWOT ANALYSIS

STRENGTH	1. The network consists of 200 towns across the India. 2. Allianz and Bajaj Global recognition of insurance through strong local implementation. 3. It's essentially strong with the ability to have good payments. 4. Bajaj Allianz received the prestigious award that is Business Leader in General insurance by NDTV 5. Bajaj Allianz is one of the major insurance industry in India 6. Allianz is a global insurance organisation and one of the world's largest asset mangers, managing assets worth around the world with 115 years of experience in 115 countries.
WEAKNESSES	1. Lake of penetration in rural areas 2. Little infrastructure compared to created players
OPPORTUNITIES	1. Potential growth of the rural market. 2. Rising incomes with urban youth.
THREATS	1. Increase awareness among people to secure their future. 2. Introduction of NBFC's in insurance sector. 3. Economic crisis and economic uncertainty

1.11 FUTURE GROWTH AND PROSPECT

Bajaj Allianz are looking for the chance to get most extreme profit at the lowest cost. When they choose to contribute their money, then they want everything of their hard earned money will be fully utilised for the benefit of their future. By helping to the investor in Bajaj Allianz, their present Bajaj Allianz future increases a unit-connected endowment plan which gives the maximum premium distrubution to ensure customer's valuable money is fully utilised for the future of their dream.

1.11.1 Investment option and funds

Bajaj Allianz future growth provides with 2 different portfolio strategies that can selected at the times of establishment.

- Investor selectable portfolio strategy.
- Wheel of general portfolio strategy.

1.11.2 Future growth benefits of Bajaj Allianz

Bajaj Allianz future gain is non-taking an interest, standard, personal and restricted premium unit connected to endowment plan. The major benefits of Bajaj Allianz future growth are as follows

- Option of two investment portfolio strategies
- Option to reduce the sum insured
- Option to take advantage of maturity in instalments
- Seven (7) option of fund
- Option to partial withdrawal from funds

1.11.3 How does their plan work

In the Bajaj Allianz Future growth, the premium pay by customers are invested after applying the material premium assignment rate. According to customer portfolio strategy in different applicable funds. Units are apportioned at the overall unit price of the fund mortality rates and policy organisation fees are deducted month to month by wiping out of units. Fund management charge is balanced in unit value.

1.12 FINANCIAL STATEMENT OF BAJAJ ALLIANZ

Profit and loss account for the year ended 31st March 2018

Particulars	2018	2017	2016	2015
OPERATING PROFIT/LOSS				
a. Fire insurance	175704	687365	347746	1172100
b. Marine insurance	20839	139121	75638	116257
c. Miscellaneous insurance	2175324	11046564	1542757	6856413
Total	**2371867**	**11873050**	**1966140**	**8144770**
INCOME FROM INVESTMENTS				
a. Interest, dividend & rent	514194	1716031	582436	2300712
b. Profit on sale of investments	72769	336170	74433	514144
c. Amortisation of discount	(20693)	(42016)	(10398)	(3532)
Less: loss on sale of investments	(75408)	(93790)	(51484)	(58902)
d. Other income	14699	14718	1181	83348
Total(A)	**2877428**	**13804163**	**2562308**	**10979540**
PROVISIONS (other than taxation)				
a. For diminution in the value of investments	-	-	-	-
b. For doubtful debts	(5722)	10215	(1118)	2312
c. Others	-	-	-	-
OTHER EXPENSES				
a. Expenses other than those related to insurance business	130586	251544	88991	196050
b. Bad debts written off	-	-	-	-
c. Fines and penalties	13271	13271	-	1000
Total(B)	**138135**	**275030**	**87873**	**199362**
Profit before tax	2739293	13529133	2474435	10781178
Provision for taxation	873262	4316721	825943	3502795
Profit after tax	1866031	9212412	1648492	7278383
APPROPRIATIONS				
a. Interim dividends paid during the year	-			
b. Proposed final dividend	-			
c. Dividend distribution tax	-			
d. Transfer to any reserves\other accounts	-			

Balance of profit or loss brought forward from last year	-	32407001	-	25128618
Less: transactional adjustment of depreciation as per companies act 2013	-	-	-	-
Balance carried forward to Balance sheet	**1866031**	**41619413**	**1648492**	**32407001**

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORITICAL BACKGROUND OF THE STUDY

AWARENESS

Awareness in basic terms- what number of individuals know the brand? Usually, awareness is estimated through overview that solicits members an agreement from questions like which brand comes to your mind if want to purchase insurance? All in all, organisations measure unaided awareness – what perecent of survey members referenced the brand with no sort of indication.

2.11 BRAND

A brand is an thing, idea or service that is openly recognised from various product, service or idea with the goal that is very well may be effectively imparted and generally show cased. A brand name is a name of the indisputable products, idea or service. Branding is the route towards making and scattering the brand name. Branding can applied to the whole corporate identity just as to singular service and product names.

2.12 BRAND AWARENESS

Brand awareness is likelihood that consumers are familiar about the life and accessibility of the product. It is how much consumers absolutely associate the brand with the particular product. It is estimated as ratio of speciality show case that as previous information of brand. Brand awareness incorporates both the brand recognition just brand recall.

2.13 Types of brand awareness

Advertisers distinguish two particular kinds of brand awareness namely Brand recognition and Brand recall. These sorts of awareness work in completely extraordinary ways with imperative implication for marketing strategy and advertising.

1. Brand recall

Brand recall is also called as unaided recall or spontaneous recall and refers to the capacity of buyers to accurately evoke a brand name from memory when incited by an product classification. Brand recall demonstrates a relatively good connection between a classification and brand while brand recognition shows a weaker connection. At the point when incited by an product classification most buyers can just recall a moderately little set of brands, ordinarily around 3-5 brands. In consumer test, couple of customers can recall in excess of 7 brand names inside a given classification and for low interest product classes, most buyers can just recall a couple of brand names.

2. Brand recognition

Brand recognition is also called as aided recall and refers to the capacity of the customers to effectively separate the brand when they come into contact with it. This does not required that the consumer recognize the brand name. Or maybe, it suggest that buyers can see the brand when given it at the purpose of sale or in the wake of recall its visual bundling. As opposed to mark review, where couple of purchases can recall brand names spontaneously in a given of category, when provoked with a brand name, a bigger number of buyers are commonly ready to recognise it.

2.14 PERCEPTION

Perception is the qualities purchases joined to a brand. For instance, perception for Bajaj Allianz will be security. To quantify perspective on an insurance organisation, survey will have "How might you ranks insurance brand as far as security? And different question will be asked on quality and performance". Result of the survey un cover the brand perception. List of questions relies upon the what the objective for the brand and how you need clients to think about your image.

2.15 BRAND AWARENESS AND HIERARCHY OF EFFECTS

Hierarchy of effects

Awareness
⬇
Knowledge   } cognitive

⬇

Liking
⬇
Preference   } affective

⬇

Conviction
⬇
Purchase   } product
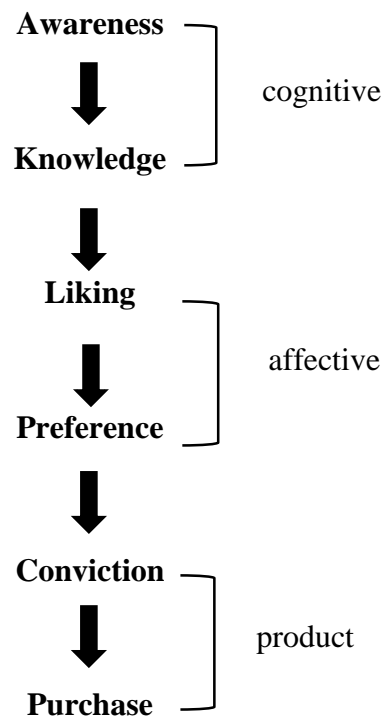
Stage 1: Awareness - The consumer winds up aware of classification, product or brand (normally through promoting)

Stage 2: Knowledge – The consumers finds out about the brand (for e.g. sizes, price, availability, colours etc,)

Stage 3: Liking – The consumers builds up a positive or favourable attitude towards the brand.

Stag0e 4: Preference – The customers starts to rate one brand above other practically identified brands.

Stage 5: Conviction – The consumers shows a longing to buy (by means of assessment, examining, trail)

Stage 6: Purchase – The consumers gains the product.

2.2 LITERATURE REVIEW

1. **Ong Huang, Emine Sarigöllü**, (31 January 2014), How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix, journal of Business Research, volume 65, Shanghai college of economics finance and, shanghai, China. Joining review information with genuine market information, this examination explores brand awareness, which identifies with buyer practices and welfare, from three points of view. To begin with, it inspects the connection between brand awareness and market outcome. Second, it investigates the connection between brand awareness and brand value. At long last, it researches the impacts of marketing mix components on brand awareness.

Gap identified:

The above study was conducted in china, therefore , there is a need to study the same issue related brand and brand awareness in India. The above study was taken into consideration all leading FMCG companies brand in China. The present study identified this as one of the gap, so, the study is specific to financial institution like Bajaj Allianz.

2. **Steven P. Brown, Wayne D. Hoyer,** (01 September 1990), Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product, Journal of Consumer Research, Volume 17, Result of a controlled investigation into role of brand awareness in the shopper decision making demonstrated the brand awareness was a predominant decision heuristic among subject of the awareness group. In general, Subjects with no brand awareness would exemplify more brand and chose the high-quality brand more regularly than those with brand awareness on the last decision.

Gap identified:

The above study was conducted in a controlled environment. But, the present study is not conducted as an experimental study. The study was conducted by collecting primary data on real time basis.

3. **Michael S. Humphreys, T. Bettina Cornwell, Clinton S. Weeks, Angela M. Maguire, Cassandra L. Tellegen (**02 November 2006), Sponsorship-Linked Marketing: The Role of Articulation in Memory**.** Journal of Consumer Research, Volume 33**.** Occasional Corporate sponsorship essentially contributes to marketing aims, including brand awareness as estimated by recalling and acknowledgment pairings of support event. The impact of sponsorship

enunciation fits on memory for support event pairings is inspected in three prompted cued – recall.

Gap identified:

The above study is conducted around theme called Brand recall and memory technique. The present study covers all aspects of brand awareness and perception.

4. **Emma KMacdonald, Byron MSharp** (April 2000), Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication, Journal of Business Research, Volume 48, This article is a replication of an investigation of Hoyer and Brown that utilized a controlled analysis to look at the role of brand awareness in the purchaser decision process. Results support the first examination's discoveries that brand awareness is a predominant decision strategy among awareness group subjects. Subjects looking over a lot of brands with marked awareness differentials demonstrated a stunning tendency for the high awareness brand, value differentials and despite of value. In summary, awareness differentials seems to have an incredible effect on choice of brand in a recurring buy shopper item setting. Customer prove a solid propensity to use awareness its heuristic and shows a level of inertia transforming the propensity for using this heuristic.

Gap identified:

The above study was conducted in a controlled environment but the current study is not conducted as an experimental study. The study was conducted for the repeat purchase of products.

5. **Kevin Lane Keller** (1 March 2003), Brand Synthesis: The Multidimensionality of Brand Knowledge, Journal of Consumer Research, Volume 29,.The increases need put on marking by marketers as of late offers an opportunity for purchaser analysts to give profitable experiences and direction. Specifically, in exceptionally focused market place, marketers regularly should interface their brands to different substances, for example, individuals, spots, things, or different brands, as a way to improve their brand value. Understanding this utilizing procedure requires understanding buyer brand information and how it changes from such association.

Gap identified:

The above study was conducted on the theme called Brand synthesis but the present study is on brand awareness and perception. They conduct the study on different brand but the present study is only on one brand i.e. Bajaj Allianz.

6. **Kenneth D. Bahn** (1 December 1986), How and When Do Brand Perceptions and Preferences First Form? A Cognitive Developmental Investigation, Journal of Consumer Research, Volume 13. This examination inspected brand discrimination and preference arrangement. Utilizing multidimensional scaling methods to catch preference and perception for oats and refreshments, the investigation found a few measurements that underlie these two procedures. The outcomes demonstrate that the quantity of measurements that underlie brand perception and brand preference vary by both cognitive stage (pre-operational versus concrete-operational) and by item category.

Gap identified:

The above study was conducted only on perception but the present study is on Brand awareness and perception. The study is using the multidimensional scaling method but the present study is using the descriptive method.

7. **Amna Kirmani** (1 September 1990), The Effect of Perceived Advertising Costs on Brand Perceptions, Journal of Consumer Research, Volume 17. How, why, and when purchasers use their perception of promoting costs as signs to another brand's quality-related traits is examined. It is recommended that consumers see publicizing costs as deviations from assumptions regarding regular expenses in the item classification. Cost Perceived are assumed to influence brand perceptions in a reversed U design, with incredibly mind-boggling expenses prompting negative recognitions.

Gap identified:

This study is conducted on the advertising cost and brand perception, but the present study is on brand awareness. They collect the advertising cost information from different organisation but we study only on one organisation.

8. **Kenneth D. Bahn,** (1 December 1986), How and When Do Brand Perceptions and Preferences First Form? A Cognitive Developmental Investigation, Journal of Consumer Research, Volume 13, This examination analysed brand segregation and preference formation. Utilizing multidimensional scaling systems to catch perceptions and preferences for grains and drinks, the investigation found a few measurements that underlie these two procedures. Piaget's cognitive formative stage hypothesis was utilized as the controlling structure. The outcomes show that the quantity of measurements that underlie brand recognitions and brand inclinations

vary by both psychological stage (pre-operational versus concrete-operational) and by product classification.

Gap identified:

The study mentioned above study as taken into consideration on cereals and beverages products, but the present study is consideration of insurance services. The present study identified this is an one of the gap.

9. **John R Rossiter (November 2014)**, Branding explained: Defining and measuring brand awareness and brand attitude, Journal of Brand Management, Volume 21. Writing in the first absolute issue of this journal was proposed by present author an extensive model of 'branding', an managerial procedure that requires the marketer to set up, in the consumer's brain, two basic correspondence impacts: brand awareness and afterward brand mentality. In the present article, he extends this model from two-three sorts of brand awareness and from three to now five dimensions of brand frame of mind Also, he explains the most effectively measure both of these fundamental parts of branding.

Gap identified:

The study mentioned above was conducted in Australia, therefore, there is a need to study the same issue related to brand awareness and perception in India. They explained the all types of brand awareness but they are not explain about the perception.

10. **Raluca Ioana Gui** (2015)**,** The Effect of Brand Awareness, Internet Search Patterns and Product-Line Characteristics on Revenue Premium**,** journal of product and brand management. Product advancement is the mechanism by which brands develop, which means category and line expansions. It's by line extension comprehended another item launched in a similar product class, under a same name, while the extension of brand is an absolutely new product in an alternate item classification.

Gap identified:

The mentioned above study was conducted the brand awareness of internet search pattern but the present study is brand awareness of Bajaj Allianz general insurance company. The present study identified this is one of the gap.

11. **Elizabeth Stephanie Conradie, H. B. Klopper, Mornay Roberts-Lombard,** (2012)**,** The Influence of Eleven P's of Internal Marketing on Brand Awareness: An Emerging Economy Perspective, journal of business and psychology, volume 18**.** This research intended to give direction to developing organisation in South Africa rental vehicles to improve their particular brand awareness, empowering them to extend customer bases while holding existing customers. The impact of 11 components internal marketing mix on South African vehicle rental customers brand awareness perception was researched using basic condition demonstrating and equivalence testing.

Gap identified:

The mentioned above study is conducted in South Africa, therefor there is a need to conduct study the same issue related brand & brand awareness. The study is has taken in the consideration of Rental vehicles in SA. But the present study is on insurance company, so the present study identified this is one of the gap.

12**. Hsiu-Wen Liu, Heng-Chiang Huang (**11 October 2014)**,** Trade-off Between Push and Pull Strategy: The Moderating Role of Brand Awareness**,** journal of marketing research 37. The authors inspect brand awareness, dissemination force, and their connection impact on customer heart share and the market share. Information gathered from the two retailers and buyers in the purchaser gadgets mall are used to test the applied framework. The discoveries likewise propose that brand awareness, assuming a moderating role in the effect of circulation power on marketing outcomes, should to merit more attention.

Gap identified:

The above study is conducted in a two retailer and mall around a theme called trade-off, but the present study is on insurance company.

13. **Gilles Laurent, Raphaëlle Lambert-Pandraud, Carolyn Yoon, Etienne Mullet,** (June 2017), Impact of age on brand awareness sets: a turning point in consumers' early 60s, Marketing Letter, Volume 28. Age affects the brands a shopper knows, i.e., the "set of awareness " which fundamentally decides brand decision and consideration. Brands are in the middle of normal things and appropriate names yet past psychology inquire about offers conflicting results on the effect of age on learning of basic nouns vs. proper names. Our observational investigation on radio stations demonstrates that age direct affects set of awareness is set apart by a defining moment in consumer's early 60's, with 2 differentiated patterns.

Gap identified:

The mentioned above study is conducted the impact of age on brand awareness for the consumers of early 60's. but the present study is on present generation. This is the one of the gap.

14. **Ulrich Doraszelski, C. Robert Clark, Michaela Draganska** (8 May2009), The effect of advertising on brand awareness and perceived quality, They use a board informational set that consolidates yearly brand-level advertising expenditure for more than three hundred brands with proportions of brand awareness and perceived quality from an large scale buyer survey to examine the impact of promoting. advertising is display as a dynamic investment in a brand's stocks of perceived quality and awareness and we ask how such a venture changes brand awareness and quality recognitions.

Gap identified:

The above is conducted on the brand awareness around 200 to 300 companies to know the advertising effect, but the present study is conducted in only one brand i.e. Bajaj Allianz.

15. **John R Rossiter** (June 1993), Brand awareness and acceptance: A seven-set classification for managers, Journal of Brand Management, Volume 1. Another model with suggestions for brand management is proposed for arranging brands as far as awareness and acceptance, enhancing the prior Narayana-Markin show (N-M model). The N– M model recognizes six sets into which brands can be sorted as far as purchaser awareness and acceptance: complete set, awareness set, ignorance set, neutral set, latent set, and inept set. the last two awareness sets at that point lead to the acceptance set, unbiased set, and rejection set. The new model gives off an impression of being all the more strategically helpful for brand management.

Gap identified:

The above study is conducted a creating a new model on brand awareness and acceptance i.e. N-M model, but in the present study collected the all primary data to understand the brand awareness and perception of the customers. In present study there is no models are introduced.

16. **Alexandra Claudia Hess** (19 November 2014), The impact of gender cues on brand perceptions. The motivation behind this examination is to explore whether, how and why gender cues impact brand perception and resulting purchasing behaviour. Crosswise over four trial thinks about led online with either an accommodation sample (Studies 1a and 1b) or an representative sample of shoppers (Studies 2 and 3), the author experimentally explore whether gender cues sway brand perception along measurements of warmth and skill and how other

warmth and capability cues in a customer situation moderate the impact of gender cues on purchaser brand perception.

Gap identified:

The mentioned above study conducted on particular of gender cues on brand perception. But the present study is not conducted on gender cues but the study is conducted perception and awareness.

17. **Jenni Romaniuk** (30 June 2016), Revisiting an old metric for a new world, brand awareness is a pivotal, but often neglected, aspect of consumer-based brand equity. This paper returns to measure brand awareness with regards to worldwide brand the management. Taking a look at the strategy for Laurent et al. (1995), this longitudinal cross-section investigation inspects modification in brand awareness after some time, with size of test around 300 whisky customers for each wave in 3 nations: United Kingdom, Greece and Taiwan.

Gap identified:

The mentioned above study is conducted on three different countries, there is a need to conduct the same study in India. Their sample size is about 300 whisky customers but in the present study there is 100 sample size of insurance customers.

18. **Jumiati Sasmita** (March 2005),Effects of brand association, brand loyalty, brand awareness, and brand image, Journal of Retail & Distribution Management, Vol. 43. The reason for this is the paper look at impacts of brand affiliation, brand awareness, brand loyalty, and brand picture on brand value amongst young purchasers. Information from 200 young shoppers were investigated using descriptive, multiple regression and correlation examination by means of the Statistical Package for Social Sciences PC program rendition. Observational outcomes by means of numerous regressions confirmed that brand awareness dominatingly influences brand value amongst young customers. These young buyers gaining input and awareness from social life about the particular item or brand.

Gap identified:

The above mentioned study is conducted on the brand awareness, brand image about the social science PC program rendition and they conducted on the survey of 200 young customers. But the present study is conducted on the insurance company and th estudy survey on 100 individuals.

19. **Sebastian Molinillo** (13 April 2016), Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty, There is an ascent interest between experts and academics on the subject of consumer brand relationships (CBRs). Customers relationships are said to be built with brand an identity consistent with their own. The reason for this paper is to examine two kinds of brand personality traits, to be specific, responsible brands and dynamic brands to anticipate conspicuous CBR develops, brand awareness, brand loyalty and brand trust included. This investigation depended on a 339 respondents electric survey. Basic condition demonstrating was used to break down the data.

Gap identified:

The above study is conducted a investigation on 339 respondents in electric survey, but the present study is conducted survey on 100 respondents through questionnaire.

20. **Ulla Hakala, Zsuzsanna Vincze, Johan Svensson** (June 2012), Consumer-based brand equity and top-of-mind awareness: a cross-country analysis. The investigation concentrated on measurements of consumer-based brand value, and particularly the recall level of brand awareness. The intention was to distinguish any statically huge differences in brand recall in different product classes and distinctive national context. This observation thinks about investigated relationships of shoppers' awareness of brands, mentalities relate to brand value, and changes in social context. Questionnaire information was gathered from college understudies in four nations: the USA, France Finland and Sweden. The respondents were requested some information about the beverage brand, PCs and cell-phones that initially came into their brains, and their attitude in connection to brand equity.

Gap identified:

The mentioned above study was conducted around a theme called brand recall and they gathered the information from four different countries, there is need to study same issue in India. The present study covers the all aspects of brand awareness and perception.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

Brand awareness study is a continuous process in any company. This study envisages to understand how customer perceive the brand of Bajaj Allianz? How to create brand awareness among the target audience? How brand perception linked with increase in revenue? To understand whether brand and brand perception increases the value of the company?

3.2 NEED FOR THE STUDY

the point of this target is to measure the view of Bajaj Allianz insurance product to the clients. It centres around the potential outcomes of estimation of insurance products. It recommend the intellectual methods to improve the present dimension of target.

The following factor required a brand awareness and perception survey:

- How does customer opinion about the Bajaj Allianz service
- To learn the Bajaj Allianz brand awareness among the respondents
- To learn how to increase the sales
- To know the brand perception towards the Bajaj Allianz general Insurance
- To know how the deals can be helped
- To know adequacy of ad on making brand picture
- To know whether the brand is increasing the value of items or not
- To know whether individuals know about brand ambassadors of Bajaj Allianz general Insurance or not

3.3 OBJECTIVES

1) To understand the brand awareness and brand perception
2) To gauge or measure brand picture, perception, attitude, and behaviour of the target audience with respect to the Bajaj Allianz brand as well as products.
3) To assess the esteem drivers for the intended interest group when purchasing the insurance.

3.4 SCOPE OF THE STUDY

The study is limited to Bajaj Allianz general insurance policies. The study goes for estimating the consciousness, impression, perception and awareness of customer towards the Bajaj Allianz general insurance.

The study also helps to find the effect of brand image among the customer with reference to:

a) To know and attract towards the brand name of Bajaj Allianz
b) Find the connection between the quality of service and brand name of Bajaj Allianz
c) Find the fulfilment dimension of the customers in various ways towards the Bajaj Allianz

3.5 RESEARCH DESIGN

Research design is a system or plan for an investigation/study that controls the accumulation and analysis of the data. It is a guide or blueprint as indicated by which research is to be conducted. The research design is given below:

3.51 NATURE OF RESEARCH

The research design pursued for this study is descriptive research for breaking down the gathered information, different statistical tools and methods we are additionally used for the reason to analyse and interpret the collected data.

3.52 DESCRIPTIVE RESEARCH

Descriptive research incorporates overviews and certainty findings enquiries of various kinds. The significant reason for descriptive research is descriptions of the situation at it exists at present. The technique for research used in descriptive research are overview strategy for all kinds, including correlation and comparative methods.

3.6 SAMPLING METHOD

3.61 Method

The two main sorts of data for presenting the study have been Primary and Secondary data

3.62 Primary data

Primary data is gathered as survey through the questionnaire which comprises of various questions in printed in definite order on a lot of structures, the respondents replied upon the questions and understand enquiries itself. The respondent need to reply the question on their own and asper their perception

3.63 Secondary data

Secondary data comprises of data that as of now exist. Some place, have been collected for specific reason in the study. The secondary data for the study was gathered from different books, journals, websites, broachers and so on.

The methodology embraced to gather a primary data was start with time table which incorporates an organized questionnaire to be given to the respondents, the respondent would be guided by the questioner to fill the questionnaire and direct perception technique was like wise embraced.

3.7 LIMITATIONS OF THE STUDY

- Customers shared a limited information.
- There was less time to collect all the information since it was time consuming.
- Detailed discussion were not possible, due to busy work schedule
- It is difficult to collect competitor data and information.

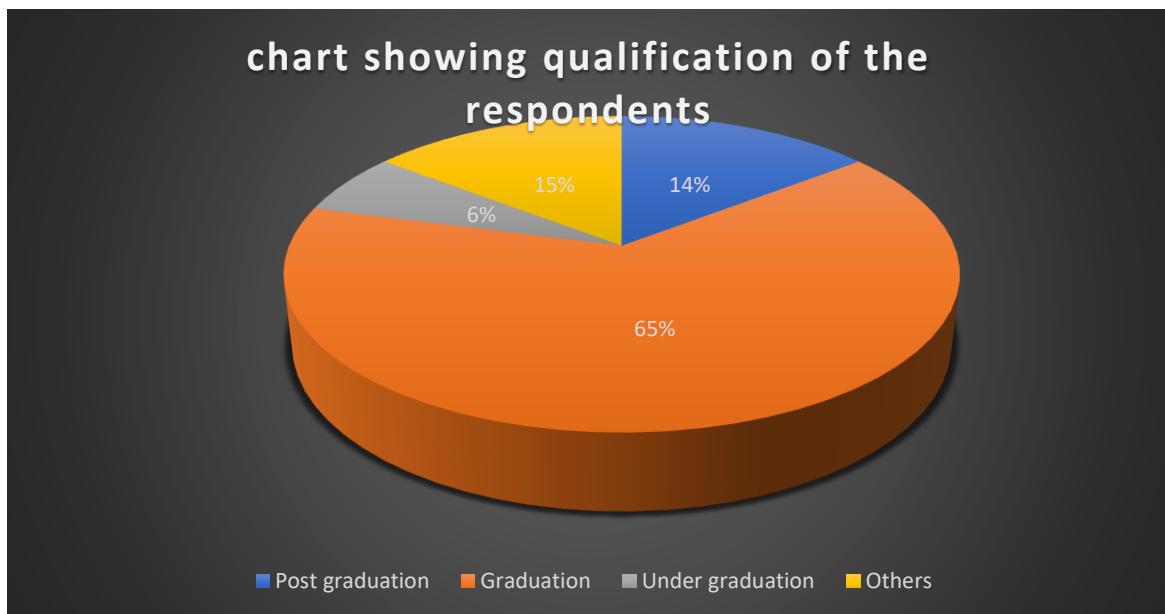# CHAPTER 4

ANALYSIS & INTERPRETATION

DATA ANALYSIS

1. **Qualification of the respondents**

Table no. 4.1 The Table showing qualification of the respondents

Particulars	Post-Graduation	Graduation	Under Graduation	Others
Qualification of the respondents	14	65	6	15

Chart no. 4.1

chart showing qualification of the respondents

Interpretation

The above chart shows about the qualification of the respondents and the customer who have the insurance policies. 14% of the post graduates, 65% of the graduates, 6% of under graduates and 15% of others are having the insurance policies.

2. Age group

Table no. 4.2 Table showing age group of Respondents

Particular	18 - 25	26 – 35	36 – 45	46 & above
Age group	20	70	8	2

Chart no. 4.2 Chart showing Age group of Respondents
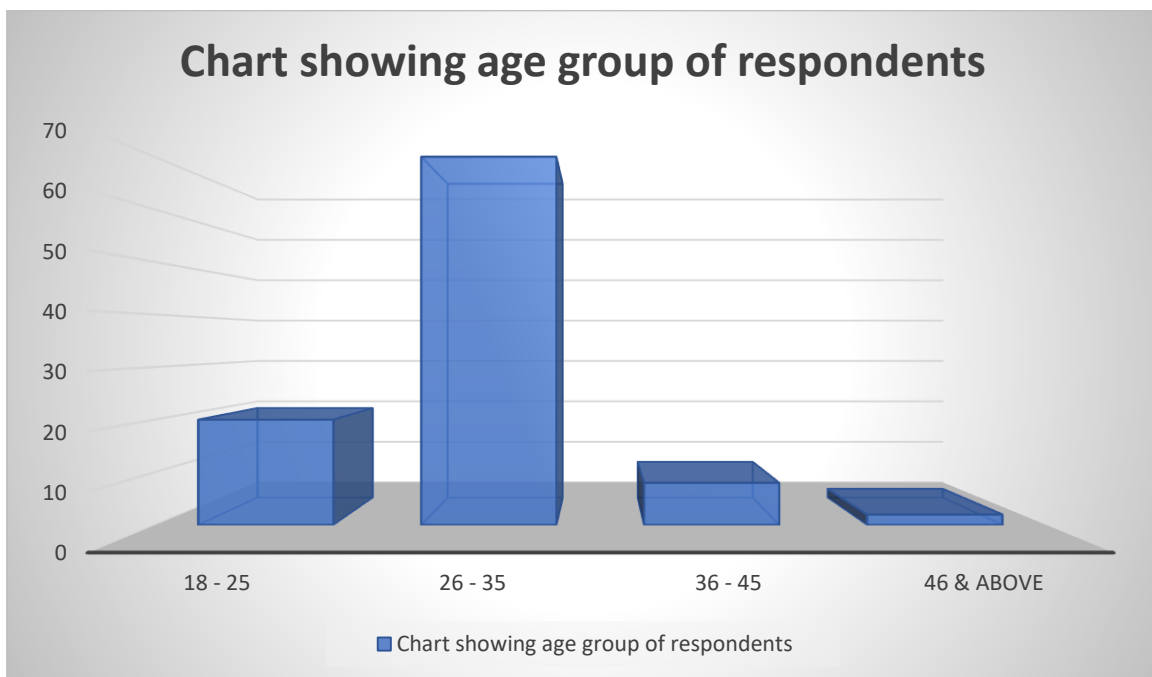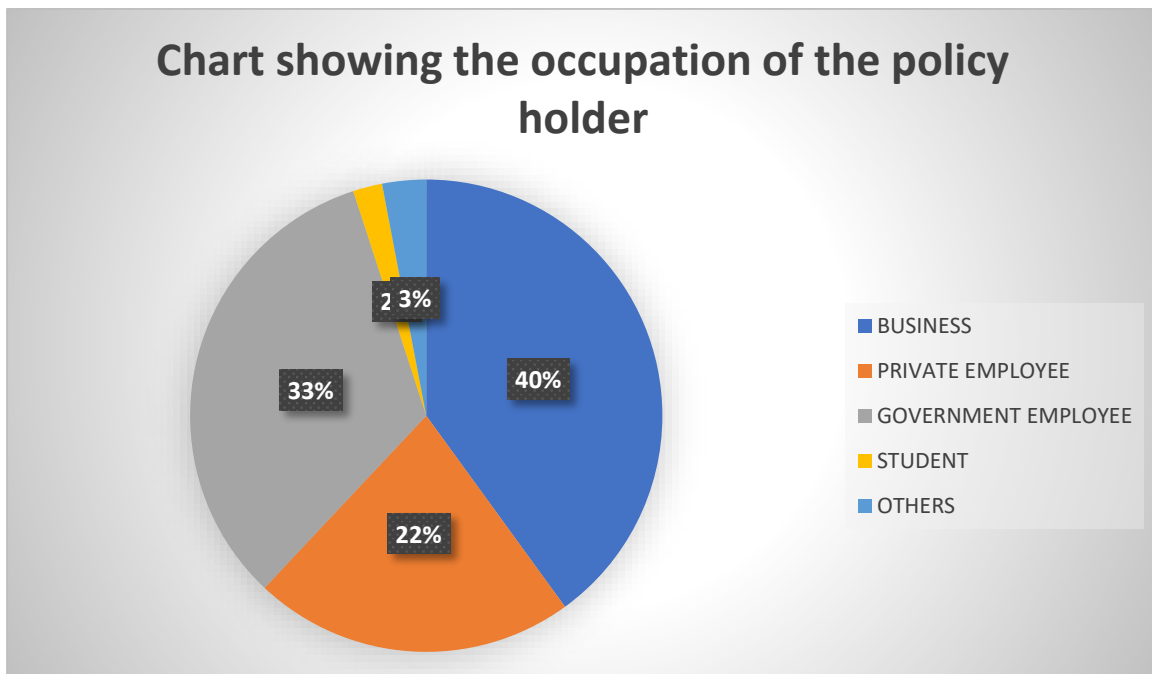

Interpretation

The above table and chart shows that the age of the respondents who shows interest in insurance the analysis states that the 20% of people in the age of 18-25, 70% of people in the age 26-35, 8% of the respondents are 36-45 and the 2% of people are above the 45 are showing the interest in insurance policies.

3. **Occupation of policy holder**

Table no. 4.3 Table Showing Occupation

Particulars	Business	Private employee	Government employee	Student	Others
Occupation	40	22	33	02	03

**Chart no. Chart showing Occupation of Policy Holders**

Interpretation

The above table and chart states that the occupation of policy holders who are having or going to have the insurance and the analysis shows that 40% of business people, 22% of private employee, 33% of government employee, 2% of students and 3% of others are having the insurance or they are looking have an insurance.

4. Family size

Table No. 4.4 Table Showing Family size of respondents

Particulars	0 - 3	3 – 5	5 - 7	7 & above
Family size	46	40	10	4

Chart No. 4.4 Chart showing the family size of respondents
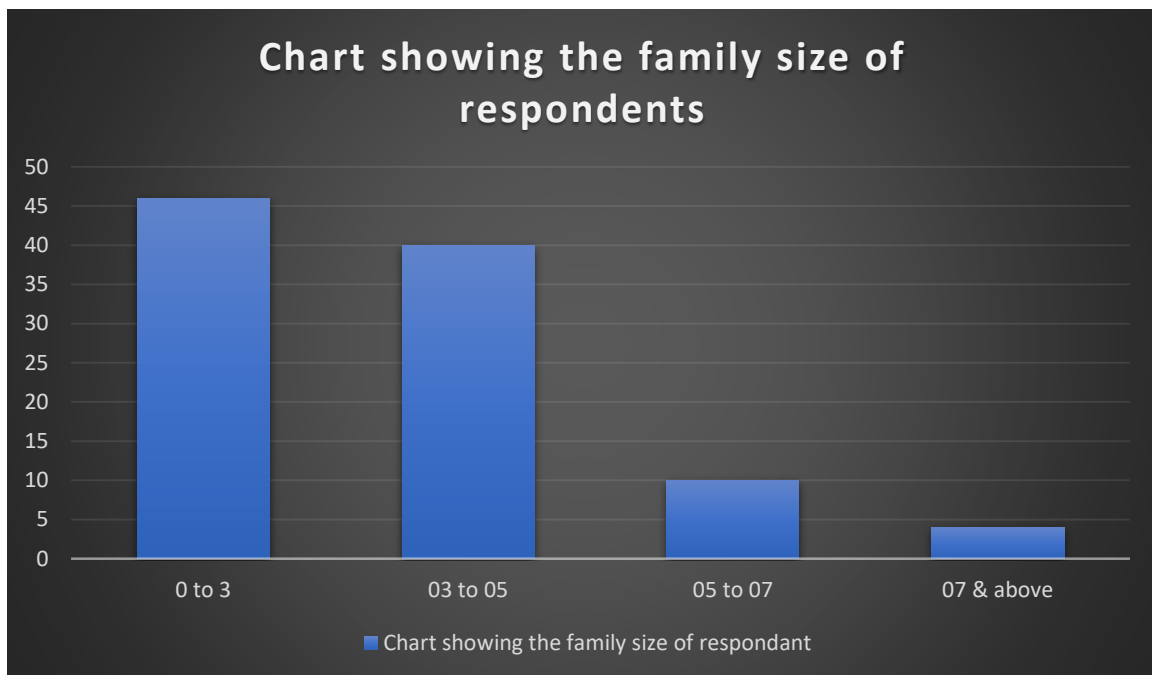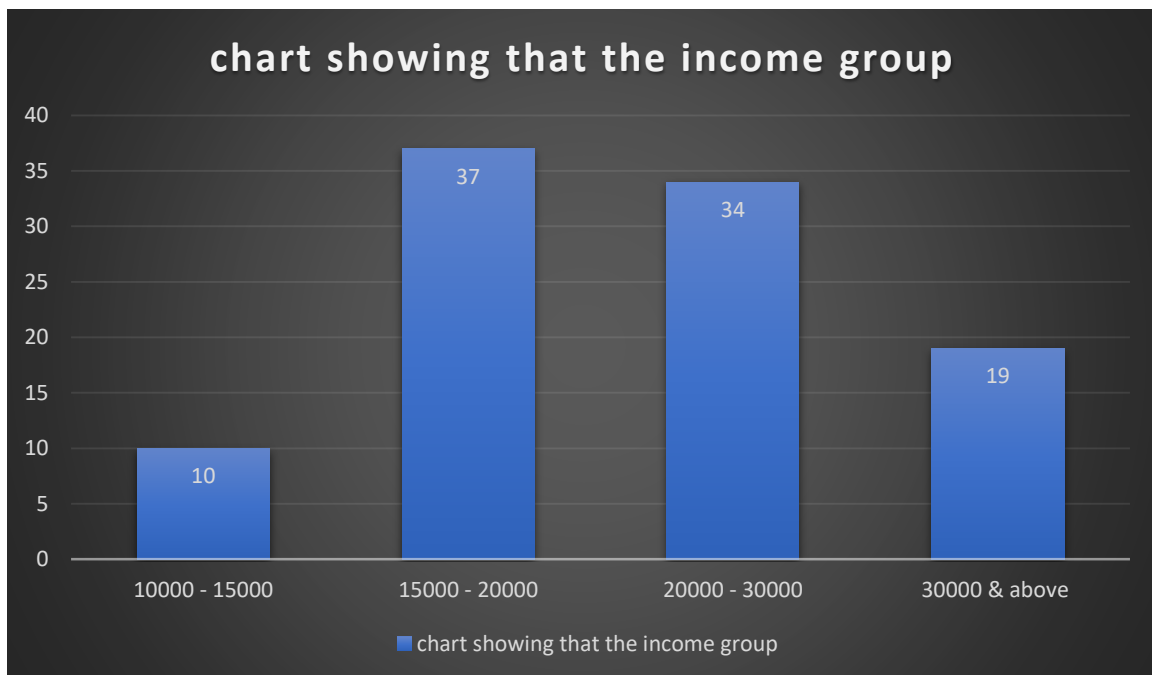

Interpretation

The above table & chart is about the Family size of the respondents. There is a 46% of families whose family size is 0-3, 40% of family size is 03-05, 10% of families are 05-07 and 5-5 of family size is 7& above. Most of the families (i.e. 0-3 &0-5) prefer more to make an insurance policy.

5. **Income group**

Table no. 4.5 The table shows the income groups

Particular	10000 - 150000	15000 - 20000	20000 - 30000	30000 & above
Income group	10	37	34	19

**Chart no. Chart showing the Income Group**

Interpretation

The above table and chart is about the Income group of the Respondents, where the 10% respondents income is 10000-15000, 37% of people is earning 15000-20000 per month, 34% of respondents are earning 20000-30000 per month and 19% of respondents of this questionnaire are earning more than 30000 per month. Where I estimate the people who are earning the income of 15000-30000 may take a policy

6. Are you aware of General Insurance?

Table no. 4.6 Table showing awareness about the Insurance

Scale	Awareness about the general insurance
Yes	92
No	8

Chart no. 4.6 Chart showing the awareness about the general insurance

Chart showing the awareness about the general insurance

15%

85%

YES

NO
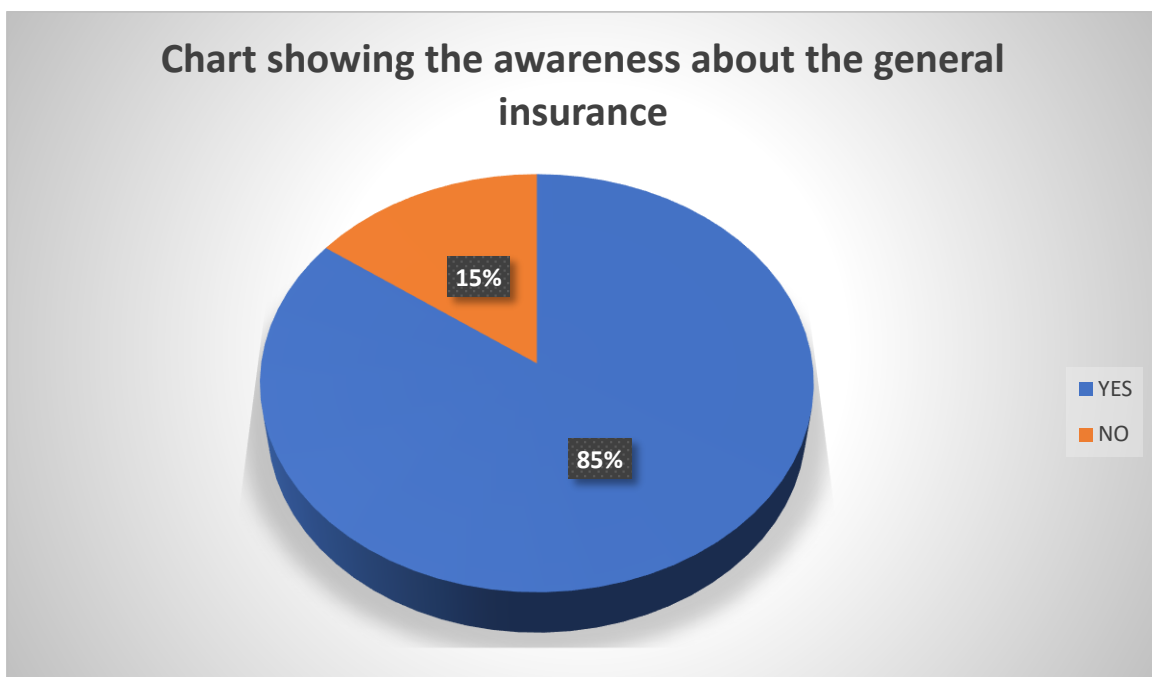
Interpretation

The chart & table is all about the awareness about the general insurance, where 85% of people responses is yes to the statement and 15% of the people are not aware of it.

7. How do you come to know about Bajaj Allianz

Table no. 4.7 Table showing how people knows about Bajaj Allianz

Particular	Media	Agent	Friends	Word of mouth
How they know Bajaj Allianz	18	32	12	38

Chart no. 4.7 Chart showing how people knows about Bajaj Allianz
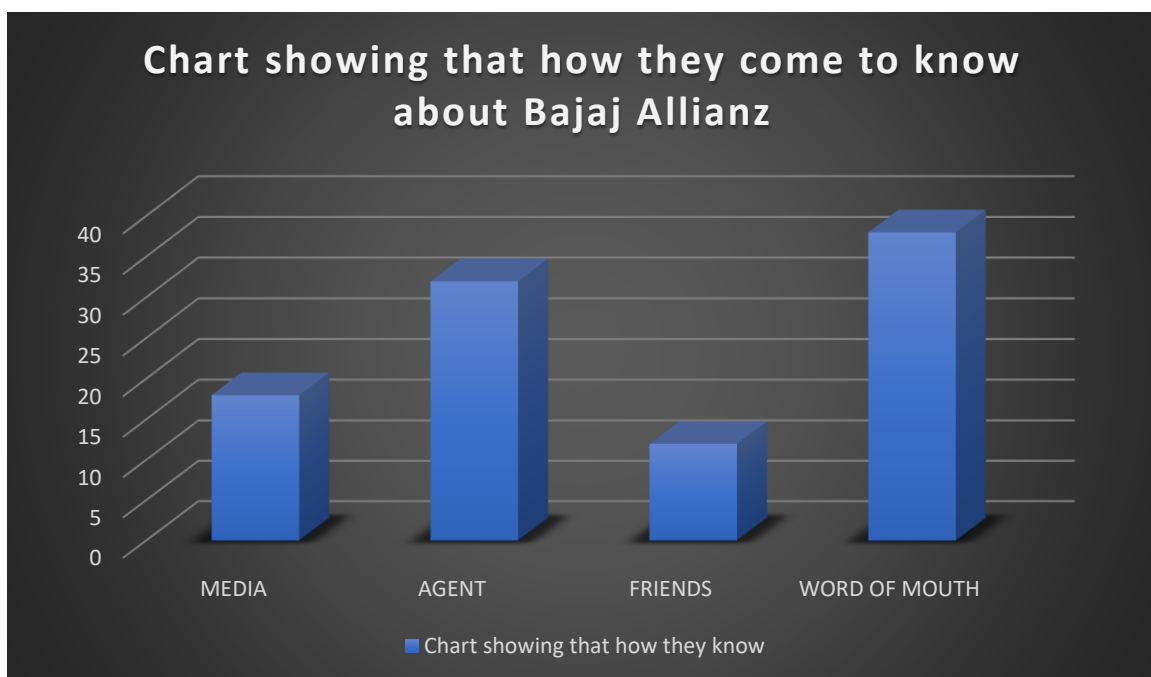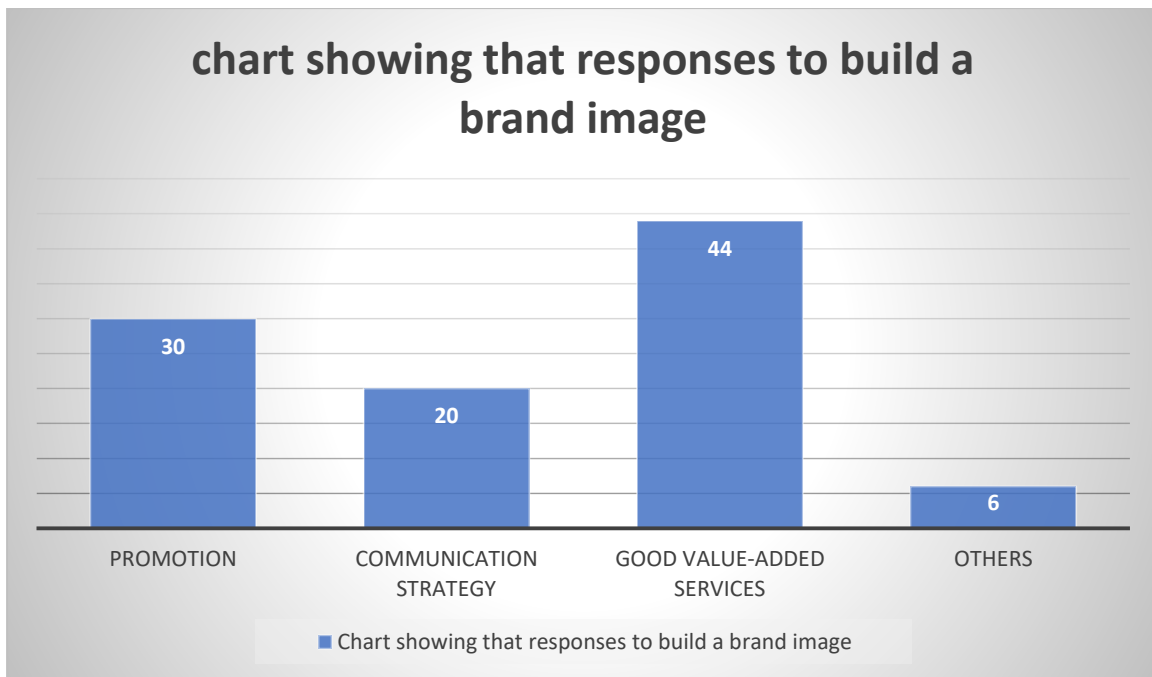

Interpretation

The above table and chart shows that how people got to know about the Bajaj Allianz, and responses for that statement, where the responses are like 18% of people whom I surveyed tells that they know about the company through various Media, 32% of responses said that they know about the company through the agents of that company, 12 % of responses knows through their friend 38% of responses knows about the company through word of mouth communication.

8. Which of the following, as per you, help creat a brand image?

Table no.4.8

Scale	Responses to build a brand image
Promotion	30
communication strategy	20
Good value-added service	44
Others	6

Chart no. 4.8

chart showing that responses to build a brand image
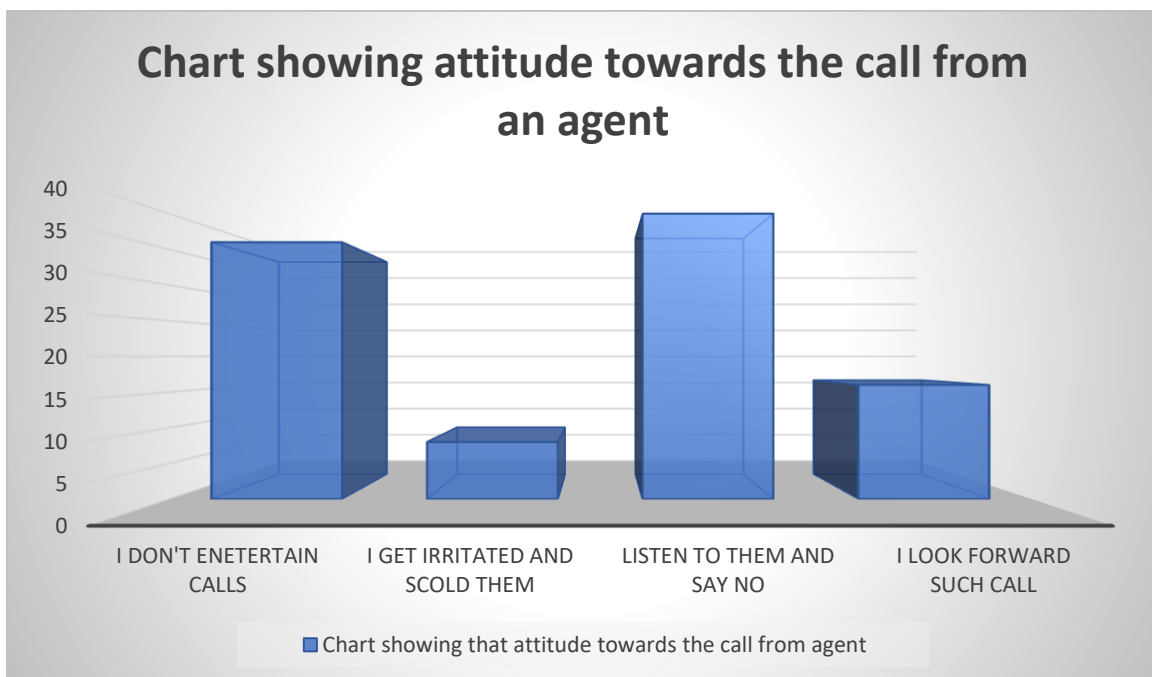
Interpretation

The above table and chart is about the responses towards building a good brand image for Bajaj Allianz. The responses towards this statement is 30% is from the promotions, 20% is from communication strategy, 44% response is from good value-added service and 6% is from other way. This analysis states that the company is maintaining high brand image from good value-added services so they have to carry the same in future.

9. What is your attitude towards calls from an agent?

Table no. 4.9

Scale	Attitude towards calls from an agent
I do not entertain calls from agent	36
I get irritated and scold them	8
I listen to them but calmly say no	40
I look forward such call	16

Chart no.4.9

Chart showing attitude towards the call from an agent

Chart showing that attitude towards the call from agent
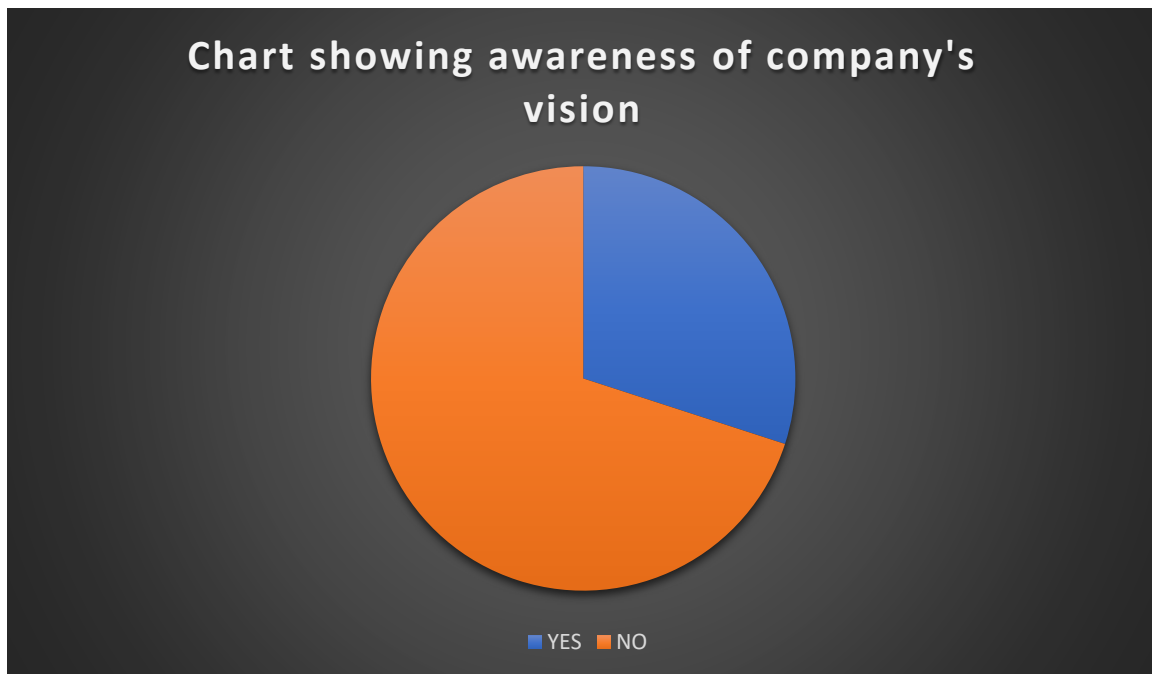
Interpretation

The above mention chart and table is showing that the attitude of individuals towards the calls from an agent. The responses for this statement is that 20% of the people who responses towards the statement don't entertain any calls from an agents, 8% of people get irritated and scold them, 40% of people who responses to the statement will listen to them and calmly they say no, 8% of people will look forward for such a calls.

10.Do you know our company vision

Table no. 4.10

Scale	Know about the company's vision
Yes	30
No	70

Chart no.4.10

Chart showing awareness of company's vision
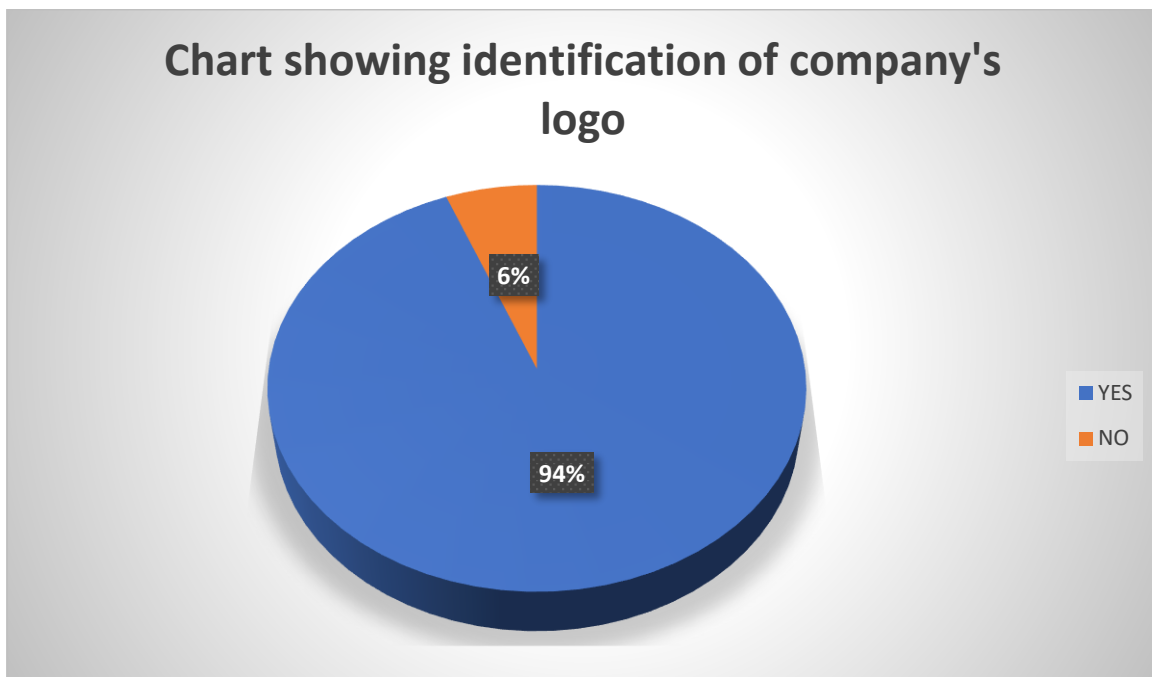
YES ■ NO

Interpretation

The above chart and table are about that whether the respondents know the company's vision or not, the result for this statement is that 30% people knows about the company's vision where 70% don't the Bajaj Allianz vision. Anyhow its not necessary that everyone should know the vision of the company.

11. Can you identify our logo?

Table no. 4.11

Scale	Identification of logo
Yes	94
No	6

Chart no. 4.11

Chart showing identification of company's logo

Interpretation

The above chart and table showing whether the respondents can identify the company's logo or not, the result for this analysis was that 94% of the respondents can identify the Bajaj Allianz logo where 6% of people who responded to the statement can't identify the company's logo.

12. Do you trust in our service?

Table no. 4.12

| Scale	Trust in services
Yes	62
No	28
Can't say	20

Chart no. 4.12
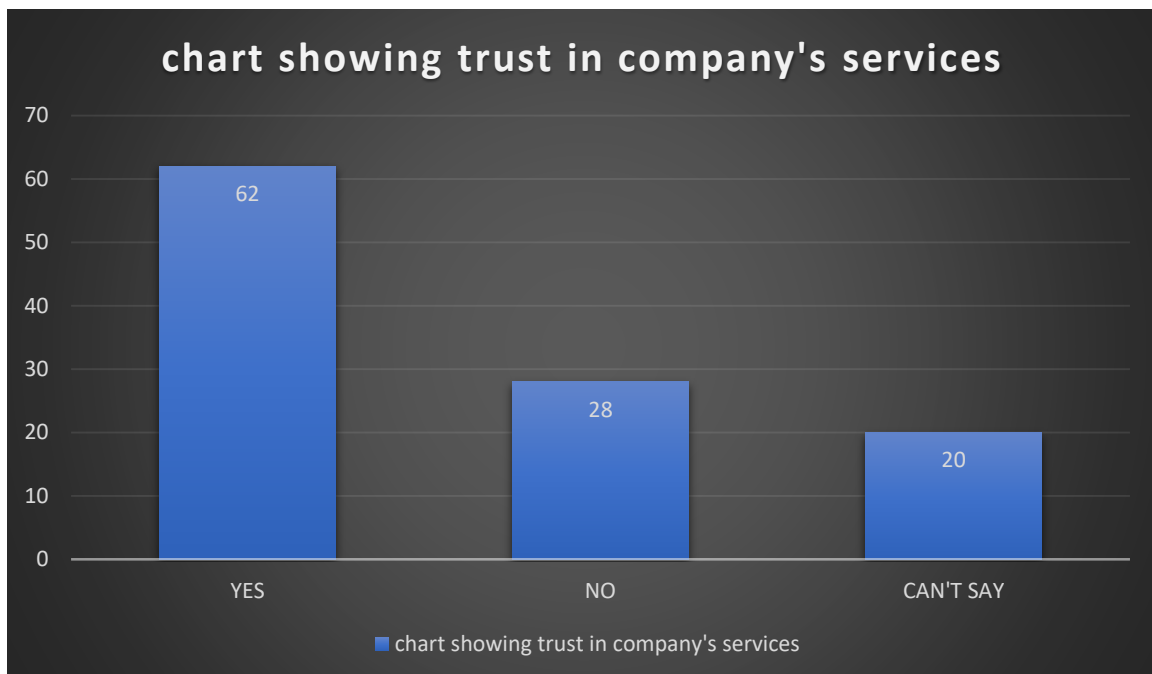
Interpretation

The above shown chart and table are about the customers/respondents trust towards the company's service. The results for this statement is that 62% respondents say yes to the statement, 28% people said no to the statement and 20% of respondents for the questionnaire tells that they can't say whether they have trust or not on the company's service.

13. Do you think our service get great WOM publicity?

Table no. 4.13

Scale	Response
Yes	50
No	20
May be	30

Chart no. 4.13

Chart showing the respose about WOM publicity
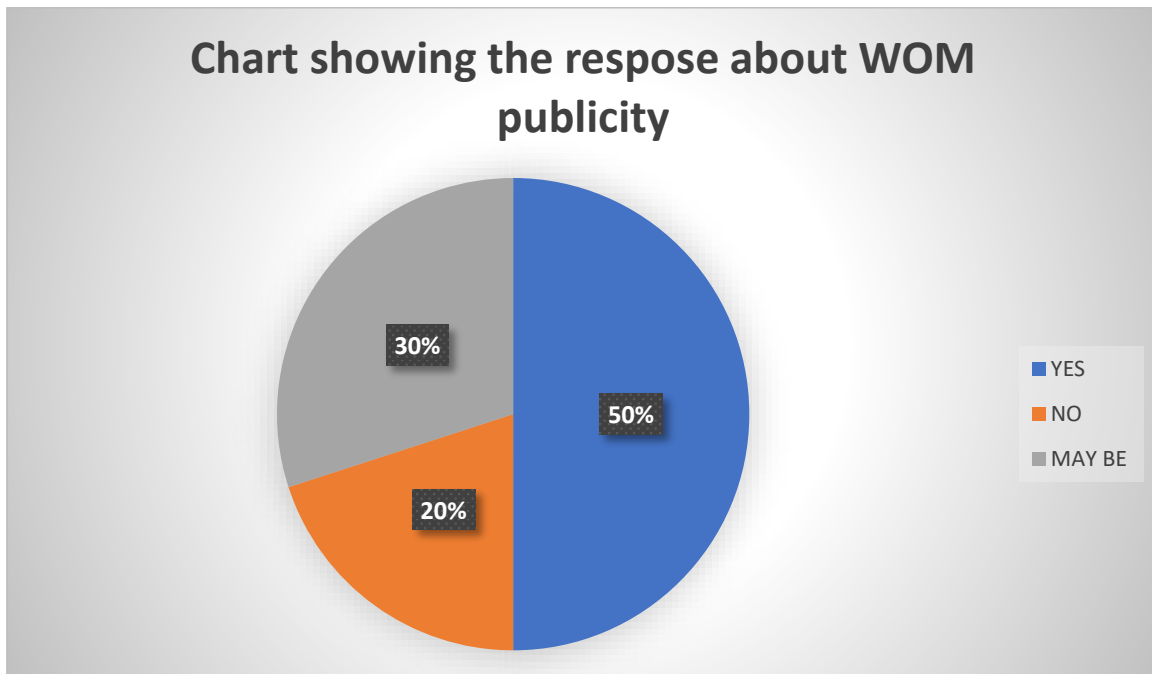
Interpretation

The above table and chart are about, if a company uses word of mouth publicity what will be the public/ customer/s response. For this the result is that 50% of people or respondents will agree and say yes to the statement, 20% of people said no to the statement and 30% of the respondents said may be the word of mouth is good or not.

14. What brand comes to your mind if you want to buy Insurance?

Table no. 4.14

Particular	SBI general insurance	Bajaj Allianz	HDFC general insurance	Reliance general insurance	ICICI
Brand	30	38	20	7	5

Chart no. 4.14

Chart showing respondent's interest on insurance brand
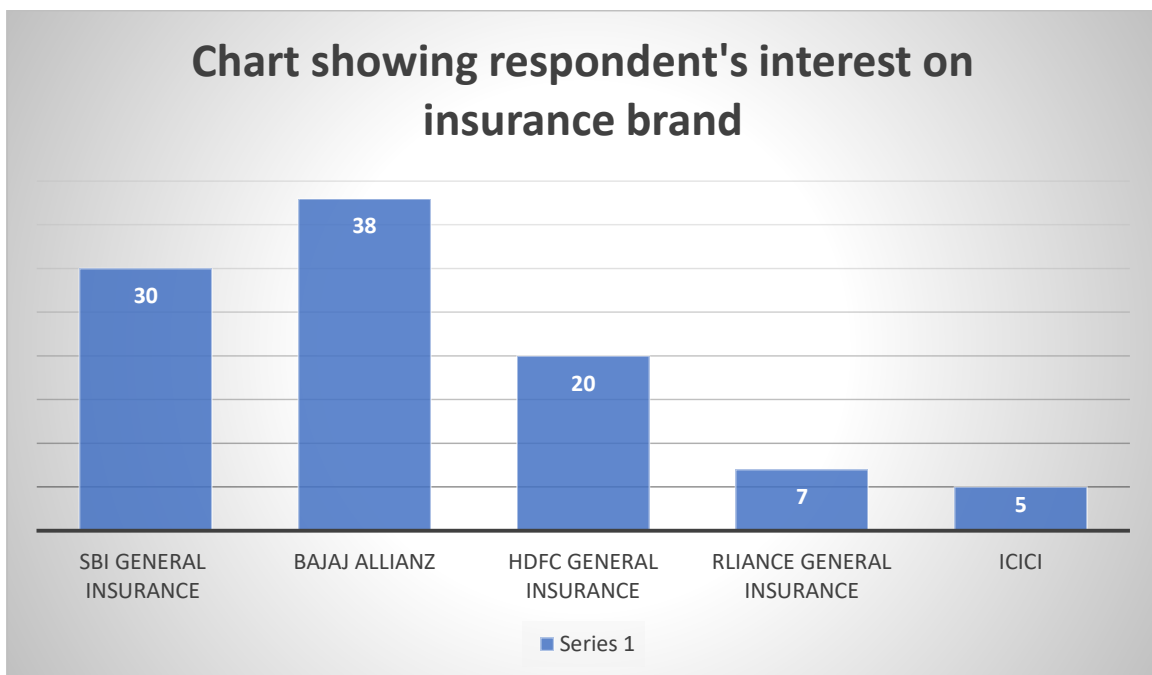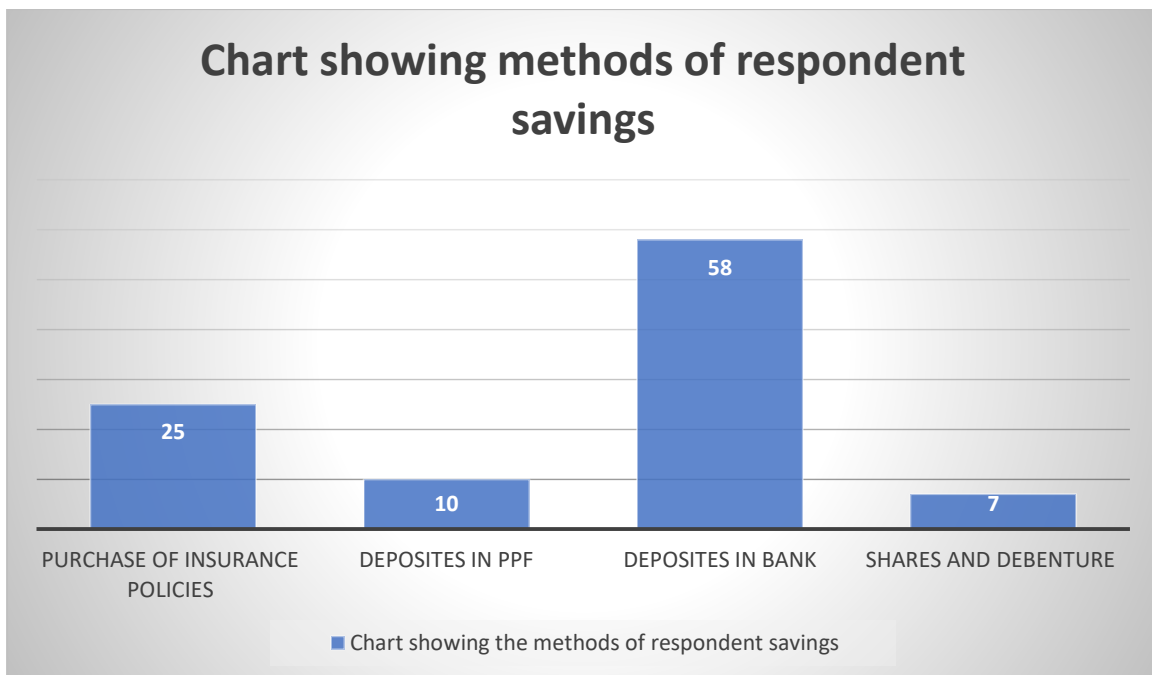
Interpretation

the above table and chart states that, the company wants to know which insurance brand the respondent / customer want to prefer or on which insurance brand they have interest to take a policy. The results for this statement on my analysis is that 30% of the respondents have interest on SBI General insurance, 38% of the people who respond towards the statement have interest on Bajaj Allianz, 20% on HDFC general insurance, 7% respondents will prefer Reliance General Insurance and 5% will go for ICICI.

15. What is the method of your savings?

Table no. 4.15

| Methods of savings	Response
Purchase of insurance policies	25
Deposits in in PPF	10
Deposits in bank	58
Shares and debentures	7

Chart no. 4.15

Interpretation

The above chart and table are showing the methods of savings of respondents of this questionnaire. My analysis states for the statement is 25% of the respondents purchase the insurance policies to save their money, 10% deposits their money in PPF, where majority of the people saves their cash by depositing in the banks, 58% of people deposits their money in the banks and 7% of the people who response to the statement will go for buying the shares and debentures in various companies to save their money.

16. For which of the accompanying would you like to take a general insurance

Table no. 4.16

| Respondents wants to take an insurance on	Responses
Two-wheeler	42
Four-wheeler	28
Home	08
Travel	10

Chart no. 4.16
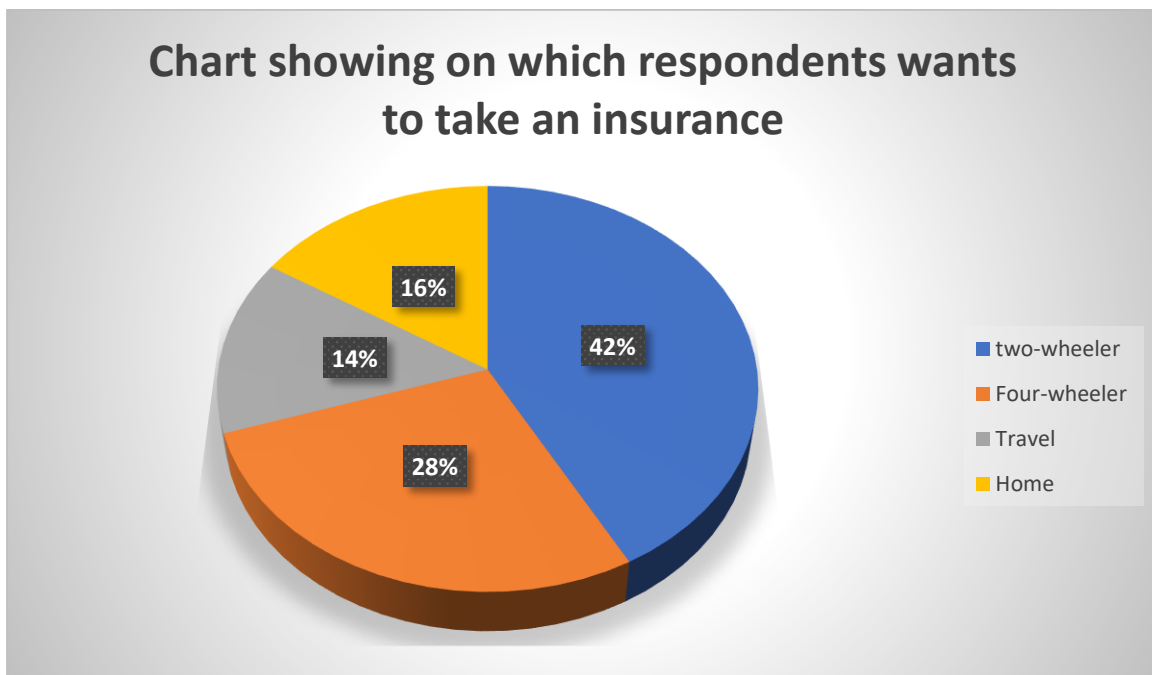
Interpretation

The above table and the chart showing which the respondents wants to take an insurance policies. 42% of respondents for this questionnaire wants to an insurance policies for their two-wheelers where 28% of the respondents will take insurance on their four-wheelers, 14% of the people who is responding towards the statement wants to buy an insurance for their travelling and 16% of the respondents want insurance for their home.

17. Have you at any point claimed repayment for any insurance coverage for loss caused?

Table no. 4.17

Respondents Insurance claim	Responses
Yes	42
No	58

Chart no. 4.17

Chart showing respondents insurance claim
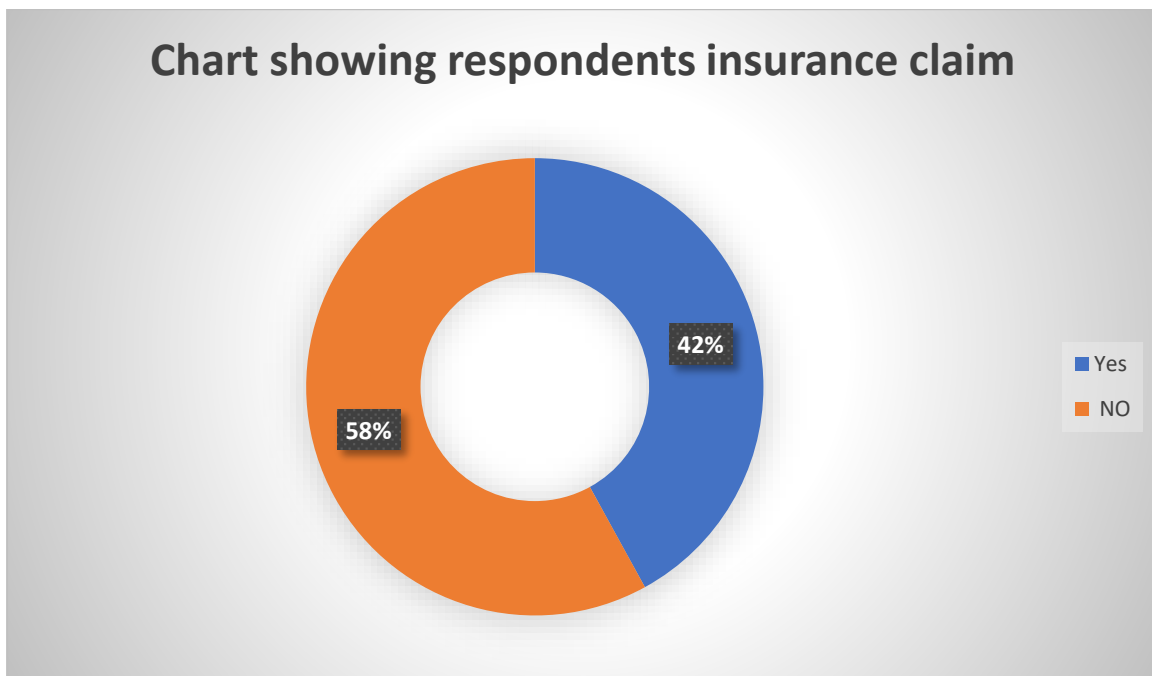
Interpretation

The above table and chart indicate the how many customers have already claimed reimbursement for any insurance coverage for losses occurred to them. The results are 42% of the respondents who is surveyed have already claimed the reimbursement for their losses where 58% of the respondents doesn't claimed any reimbursement for any losses. Some of them having an insurance policy some of they are not.

18. **Which of the accompanying general insurance policies have you taken?**

Table no. 4.18

Particulars	Responses
Home insurance	8
Car insurance	20
Bike insurance	20
Fire insurance	22
Health insurance	30

Chart no. 4.18

Chart showing the general insurance policies respondents have taken
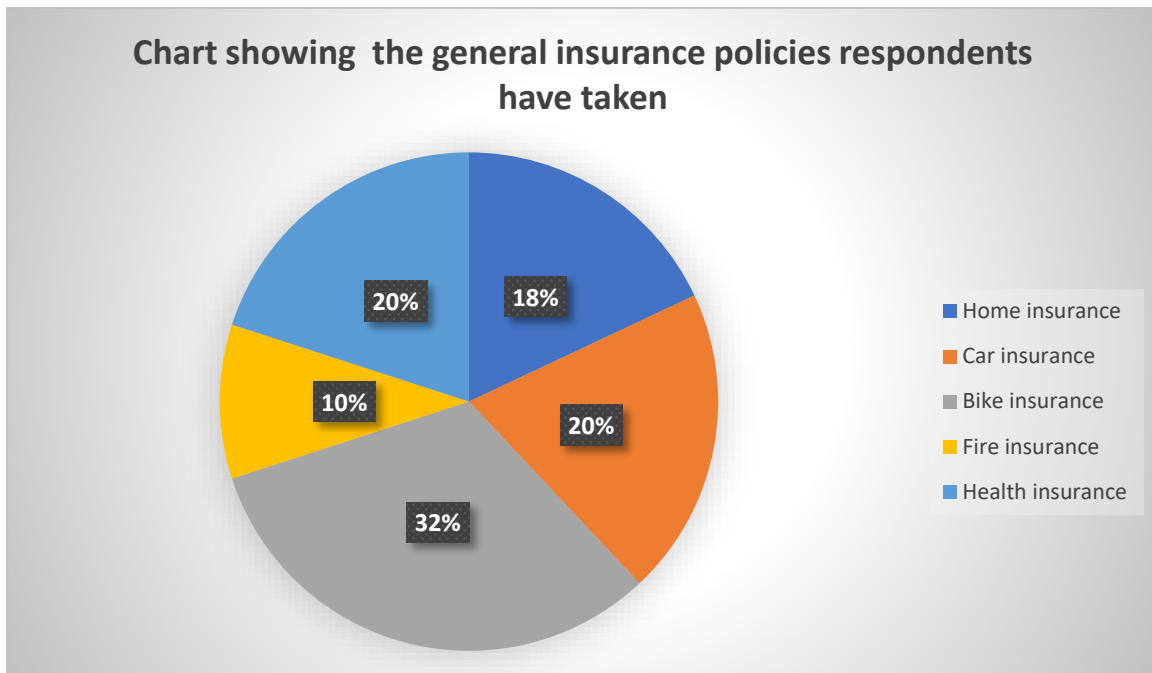
Interpretation

The above shown chart and table indicate which of the general insurance policy that the respondents of this questionnaire have taken. The results for this questionnaire was that 18% of the respondents is having home insurance where 20% of people took insurance for their cars, 32% of the respondents are having bikes so they have taken bike insurance, 10% of the respondents is holding fire insurance and 30% of the people who respondents to the statement is having health insurance.

CHAPTER 5

FINDINGS, SUGGETIONS AND CONCLUSIONS

SUMMARY OF FINDINGS

It is work out from these charts and tables that:

- 65% of graduates who responds for the questionnaire

- 92% of the respondents are aware about the general insurance

- 70% of the respondents age group who respond to this questionnaire is from 26-35, as per my analysis it is clear that the age between 26-35 will buy general insurance

- 70% of the respondents don't know about the company's vision

- Customers prefer to buy a 'Bajaj Allianz general insurance' because it has a good-value added service

- 94% of the respondents who replied for the questionnaire can identify the company's logo

- 62% of the respondents having a good trust on Bajaj Allianz General Insurance services where 20% of the respondents can't say whether they trust the company or not

- 50% of the respondents think that the company is getting a very good word of mouth communication

- Only 38% of the respondents strongly agree Bajaj Allianz is their first preference in buying a insurance

- Only 25% of the respondents save their money in purchasing the insurance policies

- Most of the respondents want to buy insurance for their two-wheelers and four-wheelers

- 58% of the respondents have ever claimed reimbursement for their losses

- Most of the respondents will prefer to buy health insurance compared to any other general insurance

SUGGESTIONS

* Bajaj Allianz is poor in promotions so I surest them to increase their promotional activities to attract the new customers

* As Bajaj Allianz is existing from past almost all are aware about its brand

* In the promotion and advertisement of the service organisation should incorporate once VIP as a brand envoy with goal this add can end up more progressively successful and eye catching

* Organisation must support important occasion like World-cup, IPL and any occasion identifies with films awards and near by projects

* Company ought promote great and heart felt trademarks or slogans

CONCLUSIONS

After taking a project for 6 weeks at Bajaj Allianz general insurance limited and analysing survey or questionnaire depend on the investigation of brand awareness and perception, I reached to conclusion the Bajaj Allianz general insurance limited having numerous extraordinary characteristics. The product scope of the organisation is entirely prominent in the market. Among the private players in the insurance sector the organisation is extremely great. In addition, profit ratio of organisation is expanding that demonstrates the splendid efficiency of showcasing division of the organisation. In short, general execution of the company is excellent.

At last I might want to thank my guide Mr. Kotesh Bandikar and sales manager for their direction and support. I might also like to thank everyone of the who have been so co-operative through the survey.

ANNEXTURES

Questionnaire

Name: _____

Full address: _____

Phone number: _____

Email address: _____

Gender: _____

Date of birth: __/__/_____

1. Qualification
   a) Post graduate
   b) Graduate
   c) Undergraduate
   d) Other

2. Age group
   a) 18 - 25
   b) 26 - 35
   c) 36 - 45
   d) 46 & above

3. Occupation of the holder
   a) Businessmen
   b) Private employee
   c) Govt employee
   d) Student
   e) Other

4. Family size
   a) 0 – 3
   b) 3 – 5
   c) 5 – 7
   d) 7 & above
5. Income group
   a) 10000 to 15000 / month
   b) 15000 to 20000 / month
   c) 20000 to 30000/ month
   d) 30000 & above

6. Are you aware of general insurance
   a) Yes
   b) No

7. How do you come to know about Bajaj Allianz
   a) Media
   b) Agent
   c) Friends
   d) Newspaper

8. Describe what does 'brand' mean to you
   _____

9. Which of the following, as per you, help create a brand image?

   a) promotion
   b) Communication strategy
   c) Good value-added service
   d) Others

10. What is your attitude towards calls from an agent?
    a) I do not entertain call from agent
    b) I get irritated and scold them

c) I listen to them but calmly say no

d) I look forward such call

11. Do you know our company vision

a) Yes

b) No

12. Can you identify our logo

a) Yes

b) No

13. Do you trust in our service

a) Yes

b) No

c) Can't say

14. Do you think our service get great WOM publicity

a) Yes

b) No

c) Don't know

15. What brand comes to your mind if you want to buy insurance?

a) SBI general insurance

b) Bajaj Allianz

c) HDFC general insurance

d) Reliance general insurance

e) ICICI

16. What are the methods of your savings

a) Purchase of insurance policies

b) Deposits in in PPF

c) Deposits in Banks

d) Shares and debentures

17. For which of the accompanying would you like to take a general insurance
    a) Two-wheeler
    b) Four -wheeler
    c) Home
    d) Travel
    e) Accident cover

18. Have you at any point claimed repayment for any insurance coverage for loss caused?
    a) Yes
    b) No

19. Which of the accompanying general insurance policies have you taken
    a) Home insurance
    b) Car insurance
    c) Bike insurance
    d) Fire insurance
    e) Health insurance

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: Arun L

INTERNAL GUIDE: Prof. Janardhan G Shetty

USN: 1AY17MBA04

COMPANY NAME: BAJAJ ALLIANZ GENERAL INSURANCE, Bengaluru

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3rd Jan 2019 – 9th Jan 2019	Industry Profile and Company Profile		
10th Jan 2019 – 17th Jan 2019	Preparation of Research instrument for data collection		
18th Jan 2019 – 25th Jan 2019	Data collection		
26th Jan 2019 – 2nd Feb 2019	Analysis and finalization of report		
3rd Feb 2019 – 9th Feb 2019	Findings and Suggestions		
10th Feb 2019 – 16th Feb 2019	Conclusion and Final Report		

Company Seal

College Seal

HOD Signature

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahlli, Bangalore-560 1