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TITLE OF RESEARCH PAPER

**UNDERSTANDING THE NEED FOR IMPROVEMENT
IN BROWSING BEHAVIOR OF PUBLIC SECTOR
GENERAL INSURANCE COMPANIES IN INDIA**

This is certified that your research paper has been published in
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Understanding the Need for Improvement in Browsing Behavior of Public Sector General Insurance Companies in India

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Abstract—As per the news article published in the Times of India, some of Public sector companies in India are suffered for big losses in their business and also government of India had taken the decision to combine three public sector insurance companies namely United India, National Insurance and oriental Insurance. As per the Economic Times dated 9th July 2020, Government halts merger of 3 PSU general insurers. Therefore, in this research paper the researcher has tried to understand the Need for Improvement in Browsing Behavior of Public Sector General Insurance Companies in India.

Keywords—Public Sector General Insurance companies in India, Website analysis, Amazon Alexa, web-mining tool

I. INTRODUCTION

As per The Indian Express on January 24, 2017 3:09:44 am, Valuations could be affected as National Insurance and Oriental Insurance did not have the necessary IRDAI-fixed solvency ratio of 1.5 per cent as of September 30, 2016, while Oriental Insurance and United India Insurance experienced heavy losses in H1FY17. At least three of the five public sector insurance firms will not be in a position to take part in the initial public offering (IPOs) and list their shares on the stock markets in the near term, as two of these companies lack the necessary solvency ratio of 1.5 per cent, while one suffered a big loss in the first half of FY17 that could lead to low valuations. Therefore, we need to think why these Public Sector Companies are suffering from big losses. The United India solvency ratio was 1.56%, while the Eastern solvency ratio fell to 1.14% during the time of September 2016. National insurance, with a solvency ratio of 1.26% as at 30 Sept 2016, has faced this precarious condition for the past year and has been asked by IRDAI to collect the necessary money.

Comparative Financials of PSGIC's as at 31/03/2020 (Figure in Crores of Rs)

COMPARISON OF STRENGTHS (Rs in crores)	NEW INDIA		NATIONAL		ORIENTAL		UNITED	
	2019-20	2018-19	2019-20	2018-19	2019-20	2018-19	2019-20	2018-19
GROSS WRITTEN PREMIUM	31244	28017	15313	15180	13996	13485	17515	16420
OPERATING EXPENSES %	16%	19%	45%	25%	32%	23%	25%	23%
PROFIT AFTER TAX	1418	580	-4108	-1696	-1524	-294	-1486	-1878
COMBINED RATIO**	116%	124%	159%	143%	141%	136%	132%	138%
NET WORTH INCL FAIR VALUE	25972		(-) 857		(-) 3649		(-) 893	
FORBEARANCE GIVEN BY IRDAI*	NO	NO	YES	YES	YES	YES	YES	YES
SUBORDINATE DEBT	NO	NO	YES	YES	YES	YES	YES	YES
QS TREATY MOT/HEALTH	NO	NO	YES	YES	NO	NO	YES	YES
CAPITAL INFUSION GOVT	NO	NO	YES	NO	YES	NO	YES	NO
SOLVENCY MARGIN	2.11	2.13	0.02*	1.04*	0.92*	1.57*	0.3*	1.52*

Comparative Financials of PSGIC's as at 31st March 2020

If we see the solvency ratio of National Insurance in 2019-20 is 0.02, Oriental Insurance is 0.92, United India is 0.3 which is very low.

II. METHODOLOGY

The researcher has tried to find out the Browsing Behavior of Public Sector General Insurance Companies in India through secondary data using online web mining tools.

A. Amazon Alexa:

Alexa rank is an indicator of the popularity of the website. It ranks millions of websites in popularity, with the Alexa Rank of one (1) being the most popular. Alexa Rank shows how the website performs compared to all other pages when doing a comparative review.

Alexa predicts web traffic based on a survey of millions of Internet users using browser plugins, as well as on pages that have opted to install the Alexa script.

B. AI Website Analyzer 10.1.4:

AI Website Analyzer is a structure and content review tool used to search websites for errors such as dead links. Discover problems with website analyzer.

III. ANALYSIS OF PUBLIC SECTOR GENERAL INSURANCE COMPANY WEBSITE USING AMAZON ALEXA

	India rank - Alexa	INDIA Audience Geography (In percentage)
https://www.newindia.co.in/portal/	2574	98.7
https://orientalinsurance.org.in/web/guest/home	4050	98
https://uiic.co.in/en/home	5190	99.6
https://nationalinsurance.nic.co.in/	7571	99

Table 1: Showing Alexa ranks and Audience Geography INDIA in percentage

From table No. 1, It is observed that India rank - Alexa of <https://www.newindia.co.in/portal/> (New India Insurance) is highest that is 2574 whereas <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) has 4050, <https://uiic.co.in/en/home> (United

India) has 5190 and <https://nationalinsurance.nic.co.in/> (National Insurance) has 7571. If we check Audience Geography in India (in percentage), <https://uiic.co.in/en/home> (United India Insurance) has highest 99.6% audience whereas <https://nationalinsurance.nic.co.in/> (National Insurance) has 99%, <https://www.newindia.co.in/portal/> (New India Insurance) has 98.7% and <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) has 98% from India.

Audience Engagement	Daily Page - views per Visitor	Daily Time spent on Site (Min:Sec)	Bounce rate of website (In %)
https://nationalinsurance.nic.co.in/	3.7	5:42	21.2
https://orientalinsurance.org.in/web/guest/home	4.8	8:35	19.6
https://uiic.co.in/en/home	2.5	2:31	29.8
https://www.newindia.co.in/portal/	4.2	8:38	19.3

Table 2: Showing audience engagement statistics

From table No. 2, Daily page views per visitor of <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) is maximum whereas New India Insurance is 4.2, <https://nationalinsurance.nic.co.in/> (National Insurance) is 3.7 and <https://uiic.co.in/en/home> (United India) is 2.5. If we see, daily Time spent on site in Min:Sec, Visitor spends more time on <https://www.newindia.co.in/portal/> (New India Insurance) website as 8 minutes 38 seconds whereas on <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) website 8 minutes 35 seconds, on National Insurance website 5 Minutes 42 Seconds, on <https://uiic.co.in/en/home> (United India) 2 minutes 31 seconds. Bounce rate of <https://uiic.co.in/en/home> (United India) is 29.8% whereas <https://nationalinsurance.nic.co.in/> (National Insurance) has 21.2%, <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) has 19.6% and <https://www.newindia.co.in/portal/> (New India Insurance) has 19.3%.

	The % of organic search referrals to site.
https://nationalinsurance.nic.co.in/	67.50%
https://orientalinsurance.org.in/web/guest/home	66.20%
https://uiic.co.in/en/home	65.20%
https://www.newindia.co.in/portal/	52.70%

Table 3: Showing traffic source by search in %

From table No. 3, the percentage of organic searches for <https://nationalinsurance.nic.co.in/> (National Insurance) is 67.50% whereas for <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) is 66.20%, for <https://uiic.co.in/en/home> (United India) is 65.20% and for <https://www.newindia.co.in/portal/> (New India Insurance) is 52.70%. We can conclude that

organic traffic searches of National Insurance websites are maximum as compared to other PSGIC's websites.

Sites that link to site	Total Sites Linking In (Count)
https://nationalinsurance.nic.co.in/	109
https://orientalinsurance.org.in/web/guest/home	277
https://uiic.co.in/en/home	424
https://www.newindia.co.in/portal/	548

Table 4: Showing count of total sites linking in other websites

From table No. 4, New India Insurance website link is placed in 548 other websites whereas <https://uiic.co.in/en/home> (United India) weblink is placed in 424, <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) website is placed in 277, <https://nationalinsurance.nic.co.in/> (National Insurance) website is placed in 109 other websites.

Site's Overlap Score

A relative amount of audience overlaps between sites. Audience overlap score is measured on the basis of a typical guest study and/or keyword scan.

A platform with a higher score indicates a higher overlap in audience than a site with a lower score.

VS	Site's Overlap Score
https://nationalinsurance.nic.co.in/	20.7
https://orientalinsurance.org.in/web/guest/home	21.3
https://uiic.co.in/en/home	25.6

Table 5: Showing New India Insurance sites overlap score with other Public Sector GIC's in India

From table No. 5, it is observed that the score 25.6 of <https://uiic.co.in/en/home> (United India) website audience is overlapped with <https://www.newindia.co.in/portal/> (New India Insurance) audience whereas 21.3 of <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) audience and 20.7 of <https://nationalinsurance.nic.co.in/> (National Insurance) is overlapped with <https://www.newindia.co.in/portal/> (New India Insurance) website audience.

VS	Site's Overlap Score
https://www.newindia.co.in/portal/	20.7
https://orientalinsurance.org.in/web/guest/home	23.9
https://uiic.co.in/en/home	23.2

Table 6: Showing National Insurance sites overlap score with other PSGIC's in India

Table No. 6, it is observed that the score 23.9 of <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) audience is overlapped with <https://nationalinsurance.nic.co.in/> (National Insurance) website audience whereas 23.2 of <https://uiic.co.in/en/home>

(United India) audience and 20.7 of <https://www.newindia.co.in/portal/> (New India Insurance) is overlapped with <https://nationalinsurance.nic.co.in/> (National Insurance) website audience.

https://orientalinsurance.org.in/web/guest/home	
VS	Site's Overlap Score
https://www.newindia.co.in/portal/	22.6
https://nationalinsurance.nic.co.in/	23.9
https://uiic.co.in/en/home	32.1

Table 7: Showing Oriental Insurance sites overlap score with other PSGIC's in India

Table No. 7, it is observed that the score 32.1 of <https://uiic.co.in/en/home> (United India) audience is overlapped with <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) website audience whereas 23.9 of <https://nationalinsurance.nic.co.in/> (National Insurance) audience and 22.6 of <https://www.newindia.co.in/portal/> (New India Insurance) is overlapped with <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) website audience.

https://uiic.co.in/en/home	
VS	Site's Overlap Score
https://www.newindia.co.in/portal/	25.6
https://nationalinsurance.nic.co.in/	23.2
https://orientalinsurance.org.in/web/guest/home	32.1

Table 8: Showing United India Insurance sites overlap score with other PSGIC's in India

Table No. 8, it is observed that the score 32.1 of <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) audience is overlapped with <https://uiic.co.in/en/home> (United India) website audience whereas 25.6 of <https://www.newindia.co.in/portal/> (New India Insurance) audience and 23.2 of <https://nationalinsurance.nic.co.in/> (National Insurance) is overlapped with <https://uiic.co.in/en/home> (United India) website audience.

IV. ANALYSIS OF PUBLIC SECTOR GENERAL INSURANCE COMPANY WEBSITE USING A1 WEBSITE ANALYZER 10.1.4

	200 (OK)	301 (Moved Permanently)	302 (Moved Temporarily (Found))	404 (Not Found)	500 (Internal Server Error)	Total Records Processed
https://nationalinsurance.nic.co.in/	645	0	0	57	18	720
https://orientalinsurance.org.in/web/guest/home	4125	0	212	22	0	4359
https://uiic.co.in/en/home	3141	18	0	35	0	3194
https://www.newindia.co.in/portal/	69	0	0	5	0	74

Table 9: PSGIC's Website analysis using A1 Website Analyzer 10.1.4

Table No. 9, it is observed that the National Insurance website has 57, 404 HTTP errors whereas <https://uiic.co.in/en/home> (United India) website has 35 404 HTTP errors, <https://orientalinsurance.org.in/web/guest/home> (Oriental Insurance) website has 22 404 HTTP errors and <https://www.newindia.co.in/portal/> (New India Insurance) website has 5 404 HTTP errors. <https://nationalinsurance.nic.co.in/> (National Insurance) has 18 500 HTTP errors. If we compare the total records, which the website analyzer has parsed, it is concluded that National Insurance company website has more errors than other PSGIC's.

V. CONCLUSION

As per the results stated above, the Public Sector General Insurance Companies may focus on the browsing behavior of the customers relating to their websites.

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