

PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

**BY
GOMATHY.S**

(42410155)



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC I 12B Status by UGC I Approved by
AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600119
DECEMBER - 2023**



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited A++ Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of S GOMATHY (42410155) who carried out the project entitled “A STUDY ON INVESTOR’S PERSPECTIVE TOWARDS INVESTING IN LIFE INSURANCE” under my supervision from Jan 2023 to April 2023.

Internal Guide

DR.B. BHAVYA. , MBA, M.COM, M.PHIL, PGDLL&AL, PGDHRL, M.A (LM), PH.D

Dr. BHUVANESWARI .G, MBA., Ph.D

Dean – School of Management Studies

Submitted for vice voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I S GOMATHY hereby declare that the Project Report entitled A Study on Perspective Of Investors On Their Involvement In Life Insurance Investments done by me under the guidance of Dr. B. BHAVYA., MBA, M. Com, M.Phil., PGDLL&AL, PGDHRL, M.A (LM), Ph.D. at InteleANTS Virtual Workforce Pvt Ltd Chennai is submitted in partial fulfillment of the requirements for the award of degree in Master Of Business Administration.

DATE:

S.GOMATHY

PLACE:

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr.Bharathi B, Director, Centre for Distance and Online Education, Dr.Bhuvaneswari G., Dean, School of Management Studies and Dr.Palani, Head of the Department, Dept. of Management for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Coordinator Dr.T.R.Kalai Lakshmi for her undue support throughout my program. I express my gratitude to my Project Guide Dr. B. Bhavya for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work. I wish to express my thanks to all Teaching and Non-Teaching staff members of the Department of Management Studies who were helpful in many ways for the completion of the project.

TABLE OF CONTENTS

S.NO	PARTICULARS	PAGE NO
	CHAPTER-1	
1	INTRODUCTION	7
	CHAPTER-2	
2	OBJECTIVE OF THE STUDY	10
3	NEED OF THE STUDY	11
4	SCOPE OF THE STUDY	12
5	LIMITATIONS OF THE STUDY	14
	CHAPTER-3	
6	REVIEW OF LITERATURE	15
7	RESEARCH METHODOLOGY	28
	CHAPTER-4	
8	DATA ANALYSIS AND INTERPRETATION	31
	CHAPTER-5	
9	FINDINGS	64
10	SUGGESTIONS	66
	CHAPTER-6	
11	CONCLUSION	67
	BIBLIOGRAPHY	68
	ANNEXURE	

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
1	AGE GROUP	34
2	GENDER	36
3	MARTIAL STATUS	38
4	QUALIFICATIONS	40
5	OCCUPATIONS	42
6	ANNUAL INCOME	44
7	HOW MANY OF THEM BROUGHT THE POLICIES	46
8	KIND OF INVESTMENT WERE PEFERED	48
9	SATISFACTION LEVEL TOWARDS INSURANCE INVESTMENTS	50
10	PERCEPTION TOWARDS INSURANCE POLICY	52
11	SATISFACTION LEVEL FOR THE SERVICE PROVIDE FOR THE INSURANCE POLICY	54
12	THE RATIONAL REASON FOR INSURANCE POLICY	56
13	MOST LIKED INSURANCE INVESTMENTS	58
14	OVERALL PERCEPTION OF INSURANCE INVESTMENT	60
15	ALL THEY AWARE OF ALL INSURANCE INVESTMENT	62

INTRODUCTION

The Business of Insurance is related to the protection of the economic values of the assets". Every human being has the tendency to save to protect him from risks or events of future. Insurance is one form of savings where in people try to assure themselves against risks or uncertainties of future. It is assurance against risks or events or losses. People can save their earnings either in the form gold, fixed assets like property or in banking and insurances. All the savings of people of a country account for gross domestic savings. In India, although savings rate is high but people prefer to invest either in gold or fixed assets so that they can make money out of it. Hence insurance sector is still untapped in India.

Life has always been an uncertain thing. To be secure against unpleasant possibilities, always requires the utmost resourcefulness and foresight on the part of man. To pray or to pay for protection is the spirit of the humanity. Man has been accustomed to pray God for protection and security from time immemorial. In modern days Insurance Companies want him to pay for protection and security. The insurance man says "God helps those who help themselves"; probably he is correct.

Too many people in this country are not in employment; and work for too many no longer guarantees income security. Several millions are part-time, self-employed and low-earning workers living under pitiable circumstances where there is no security cover against risk. Further the inherent changing employment risks, the prospect of continual change in the work place with its attendant threats of unemployment and low pay especially after the adoption of New Economic Policy and the imminent lifecycle risks - a new source of insecurity which includes the changing demands of family life, separation, divorce and elderly

dependents are tormenting the society. Risk has become central to one's life. It is within this background life insurance policy has been introduced by the insurance companies covering risks at various levels. Life insurance coverage is against disablement or in the event of death of the insured, economic support for the dependents. It is a measure of social security to livelihood for the insured or dependents. This is to make the right to life meaningful, worth living and right to livelihood a means for sustenance. Therefore, it goes without saying that an appropriate life insurance policy within the paying capacity and means of the insured to pay premium is one of the social security measures envisaged under the Indian Constitution. Hence, right to social security, protection of the family, economic empowerment to the poor and disadvantaged are integral part of the right to life and dignity of the person guaranteed in the constitution.

~~When the individual has to face the risk of death, the insurance company provides a sum of money to the family of the deceased person.~~

Insurance is a tool by which fatalities of a small number are compensated out of funds collected from plenteous. Insurance is a safeguard against uncertain events that may occur in the future. It is an arrangement where the losses experienced by a few are extended over several who are exposed to similar risks. It is a protection against financial loss arising on the happening of an unexpected event. Insurance companies collect premium to provide security for the purpose. Loss is paid out of the premium collected from people and the insurance companies act as trustees to the amount so collected. These companies have proposal forms which are filled to give details of insurance required. Depending upon the answers in the proposal from insurance companies assess the risk and decide on the premium. Insurance companies are risk bearers. They underwrite the risk in return for an insurance premium.

The function of insurance is to provide protection, prevent losses; capital formation etc. hence insurance can be defined as a tool in which a sum of

money as a premium is paid by the insured in consideration of the insurer's bearing the risk of paying a large sum. It may also be defined as a contract wherein one party (insurer) agrees to pay the other party (insured) or his beneficiary, a certain sum upon a given contingency against which insurance is required.

Insurance industry Commands massive funds through sales of insurance products to large number of clients. Insurers also create liabilities and commit themselves to compensate for losses occurring to the policyholders on future date. It also plays an important role in process of capital formation.

The main purpose of the study is to be identified the investor's investing perception and attitude towards life insurance at which will help the company to make the marketing strategy. The study will help the company to make strategies and new products / plan and emphasize on their weaker areas. And also the brand image of various companies will be known which will helps the company to find out where their competitor stands in the minds of the people. And also the most of the people are invested in the insurance. Majority of the people are need safety investment and also to get the more returns.

OBJECTIVE OF THE STUDY

Primary objective

- A study on perception of investors investing in life insurance

Secondary objective

- To examine the awareness of customers to life insurance .
- To know the satisfaction level of customers.
- To identify the expectations of customers towards LIC .
- To study the needs of customers.
- To know the opinion regarding benefits provided by life insurance.

NEED FOR THE STUDY

1. Tax Benefits

Any payments received from life insurance plans are completely tax-free if your investments have met a few simple conditions. Most life insurance premium payments and investments are tax-deductible. Thus, insurance reduces your tax liability in the present and future.

2. Achieve Retirement Goals

Insurance plans like guaranteed savings plans and ULIPs are some of the best retirement saving options available. You can also use deferred annuity plans to safeguard your post-retirement income when you are close to retirement.

3. Stress-Free Life

With the right insurance plan, you can remain stress-free from unforeseen risks causing major financial damage. Insurance will help you and your families bounce back to your normal financial life quickly after a mishap. Insurance also keeps your investments safe from sudden financial shocks caused by emergencies.

SCOPE OF THE STUDY

1. Guaranteed protection

If you have a family, a business, or others who depend on you, the life insurance benefit of a whole life policy acts as a financial safety net. When you die, your beneficiaries will receive a lump-sum payment that is guaranteed to be paid in full (provided all premiums are paid and there are no outstanding loans). It's essential protection that you can count on to be there for your loved ones when needed.

2. Income replacement

Imagine what would happen to your family if the income you provide suddenly disappeared. With whole life insurance, you can help make sure that your loved ones have the money they need to help:

Pay the mortgage

Afford childcare, health care, or other services

Cover tuition or other college expenses

Eliminate household debt

Preserve a family business

3. Tax-free benefit

Your beneficiaries will be able to enjoy every penny you leave them. That's because the benefit of a life insurance policy is generally passed along federal income tax free.

4. Guaranteed cash value growth

As you pay your premiums, your Whole Life policy builds cash value that is guaranteed to grow—tax deferred—and can help meet a variety of financial goals:

Supplement retirement income

Fund a child or grandchild's education

Pay off a mortgage

Protect existing assets

Establish an emergency fund

5. Dividend potential

One of the benefits of purchasing whole life insurance from New York Life is that you will be eligible to receive dividends.⁴ Although they are not guaranteed, when dividends are awarded, you can take them in cash, use them to offset your premiums, or use them to buy paid-up additional insurance that increases your coverage and cash value, use them to offset your premiums, or take them in cash.

6. Optional riders

There are several ways to tailor a whole life policy to meet your individual needs. For an additional cost, you can use riders to purchase additional protection without further underwriting, to pay your premiums if you become disabled, to use some of your face amount to pay for chronic .

LIMITATION OF THE STUDY

- The selection of people for the questionnaire will be done on the basis of convenient random sampling, so, there were certain cases in which the people selected did not have any life insurance policy, so they could not give any positive feedback regarding the important criteria to be considered before taking a life insurance policy.
- The product offered by different companies had different options and names in them, so at the time of comparison it will become very difficult. The parameters for comparison will also differ in the selected companies.
- Resource Constraint.
- Time Constraint.

REVIEW OF LITERATURE

MEANING:

Investment Insurance protects investors or credit institutions issuing investment loans against risks of property damage and/or non-payment of amounts due to investors resulting from non-transfer, expropriation or political violence risks. The insurance covers up to 95% of the investor's loss of an asset or of the receivable.

Any French-law company making a long-term investment abroad in a new or existing company, or any credit institution granting a bank loan to a foreign subsidiary, is eligible for Investment Insurance.

Examples of insurable investments: equity investments, guarantees granted on local medium and long-term loans, bank loans serving to finance assets, long-term shareholder loans, or fees on a license concession agreement associated with the foreign company's business.

IMPORTANCE OF INVESTORS PERSPECTIVE

1. Distributes Large Risks

Insurance is a financial instrument. The risk of significant loss due to an event is borne by a large group of people exposed to the same possibility in a business. Thus, the losses are distributed over a large group making it bearable for each individual.

2. Provides Financial Stability

Without insurance, it will be extremely costly for businesses to bounce back after a major loss of inventory. Natural hazards, accidents, theft or burglary can affect the financial status of a business or a family. With Insurance compensating a large part of the losses businesses and families can bounce back rather easily.

3. Helps Economic Growth

Insurance companies pool a large amount of money. Part of this money can be invested to support investment activities by the government. Due to the safety concerns insurers only invest in Gilts or government securities. On the other hand, governments can raise funds easily from insurers for large public projects, which aid in economic growth.

4. Generates Long-Term Wealth

Insurance is often a long-term contract, especially life insurance. Life insurance plans can continue for more than three decades. Within this time they will collect a large amount of wealth, which returns to the investor if they survive. If not, the wealth goes to their family.

REVIEWS

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Gaikwad and Vibhuti.et.al.,

Abstract:

a study about Indian insurance industry is in an unsettled situation. This study by, will ease the insurance companies to know the opinions of customers concerning insurance industry and particularly opinions towards traditional and ULIP plan. Along with this, the company and advisors would empathy the accurate demand of samples, the limit of customer satisfaction. Factors customer acknowledge while choosing the policy and opinions on advisors advocacy by which company and advisors can draft their sales program, sales speech, local strategies and the like.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Kathirvel and Radhamani .et.al.,

Abstract:

study on the insurance industry forms an essential part of the Indian financial market, with insurance companies being cogent with institutional investors. The study by, conclude the study as an attempt to calculate the various parameters as perspective by the policy holders and to provide assistance to the insurance company in serving its policy holders in a much better and smooth way.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Purusothaman

Abstract:

has said that India has extensively been known for the divergence of its culture, for the amplitude of its people and for the accessibility of geography. Its basin of technical skills, its base of an English speaking populace with an increasing disposable income and its blooming market have all co adjure and accredit India engrosses as an operable partner to global industry. Hence, the study revealed that India ranks fifth on the overall index, as the number of points is more desirable on the country economy development index and the real estate market index, but fairly low on the regulatory index.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Padhi. B

Abstract:

a study on Indian insurance market was nationalized in 1956 and LIC of India was setup. LIC of India adored monopoly on Indian Insurance market for more than 4 decades. The study by will reveal the performance of particular private insurance companies in the segments like number of policies floated number of money collected through premium and the annual expansion in the specific areas.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Rajan and Gomatheeswaran.et.al.,

Abstract:

a study by this scholar states that complete and persuasive banking system is required for a healthy economy. In the recent years new trends have raised in the banking sector. The correlative study conducted by on public and private sector banks limelight on the level of customer satisfaction on bank assurance services.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Kathirvel and Radhamani .et.al.,

Abstract:

study on the insurance industry forms an essential part of the Indian financial market, with insurance companies being cogent with institutional investors. The study by, conclude the study as an attempt to calculate the various parameters as perspective by the policy holders and to provide assistance to the insurance company in serving its policy holders in a much better and smooth way.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Ravi and Gulati.et.al.,

Abstract:

the financial ameliorate posture a lot of confrontation before the Indian insurance sector, one of the considerable demos faced by insurance companies' accord with the customer complacency and adherence. The study revealed the considerable observations in customers' expectations and perceptions from insurance services thus knowing dissatisfaction among insurance company customers.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Babu P. R

Abstract:

in his study by, on the private sector life insurance companies have been making briskly clump in terms of increasing their augmentation and market share since year 2000. The Indian life insurance system is having cogent base on mixed economic system where in the public sector engaged a monopolistic position in life insurance business. Private players play an extensive aspect in life insurance business more energetic and customer friendly.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Bhimani and Bhowal .et.al.,

Abstract:

has said that life insurance industry is in an augmentation aspect and cyclic advancements are going on with respect to products and services. The most alluring finding of the study was the severity of customer solution experienced is more that degree of customer solution expected.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Ansari

Abstract:

in the present study examines the attitude of individuals towards different kinds of risks and scope they prefer in Saudi Arabia. The study by further examine how the use of insurance particularly the binding insurance has altered the perception towards risks and their future behavior towards buying other insurance policies and also what features the users of insurance suggest in their insurance policy contract. The study is based on primary data collected aimlessly from current users of binding insurance policies that is motor insurance and health insurance and life insurance.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Borah .S

Abstract:

the study done by was in Jorhat branch on the concomitant notion of marketing accentuates on the gratification of customers. Marketing actualizes and end with the customers. The study on customer satisfaction on products of private sector insurance company with reference to Kotak Mahindra life insurance company ltd revealed that most of the customers are gratified and are satisfied with the same.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Sreenivas and Anand.et.al.,

Abstract:

in the Indian Lexicon, the insurance convention among the general public during the independence decade was infrequent but yet was an extraordinary furtherance in the Indian insurance industry soon after the economic reforms a con due to healthy race from many national as well as international private insurance players. The study entrap by, was a way to try to determine the investors understanding towards public and private life insurance companies in India with special regards to Karnataka.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Sreenivas and Anand.et.al.,

Abstract:

in the Indian Lexicon, the insurance convention among the general public during the independence decade was infrequent but yet was an extraordinary furtherance in the Indian insurance industry soon after the economic reforms a con due to healthy race from many national as well as international private insurance players. The study entrap by, was a way to try to determine the investors understanding towards public and private life insurance companies in India with special regards to Karnataka.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Srivastava and Tripathi

Abstract:

is a study on insurance industry bequeaths to the financial sector of an economy and also renders the paramount social covenant in developing countries. Hence, the study on Indian life insurance industry and their changing trends concluded that though the sector is rapidly growing, the industry has not yet insured even 50% of insurable population of India. To achieve this objective, this sector requires more improvement in the insurance density and insurance penetration.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Bodla and Chaudhary.et.al.,

Abstract:

present study by, looks for to determine the expected and anticipated service quality level along with gaps on the origin of service quality model by Suresh Chandar et al (2001) in one of the superior private sector companies, ICICIPLI – ICICI Prudential Life Insurance Company. Though altogether private sector has importantly apprehended the market share at first but now days and most of the private sector companies are assaying for customary expansion in business and market share and the picked company is one of them.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Das

Abstract:

a study on insurance has been as essential part of financial services system and acknowledged as a vital element of a country's financial health and mark of progress. Insurance suppliers for the financial security of citizens and proposes valuable investment advices and serves as a persuasive step towards both individual and national financial stability. It is found that high operating cost, exertion break even, confluence of accounting standard etc. are the main issues of life insurance companies in India.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Friar F. and Khanbashi.et.al.,

Abstract:

this study is one of the most conscious actions taken in alluring and gratifying needs of customers is chattering a charismatic information mechanism and feedback process between organization and customers. The aim of this study by, is finding of the variation between anticipation of the employees and customers towards service quality in insurance industry of Iran. The study revealed that there is cogent difference between the anticipation of staff and customers towards the tangibles dimension while the anticipation of both the groups towards the other dimensions is homogenous.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Sharma and Vijay.et.al.,

Abstract:

the animus of this study is to assay the brunt of demographic factors on the level of satiety of investor's contra insurance policies. The study entraps the impact of demographics factors on the satisfaction of investors towards insurance policies. This paper also evaluates cogent relationship between demographic factors and overall satisfaction of the customers towards the insurance policies.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Sharma and Vijay.et.al.,

Abstract:

the animus of this study is to assay the brunt of demographic factors on the level of satiety of investor's contra insurance policies. The study entraps the impact of demographics factors on the satisfaction of investors towards insurance policies. This paper also evaluates cogent relationship between demographic factors and overall satisfaction of the customers towards the insurance policies.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Gautam. V and Kumar. M.et.al

Abstract:

the present research is an effort, to allegorize the attitudes of Indian consumers towards the insurance services. The study has been made by accumulating the antiphon of consumers through structured questionnaire on five point Liker scale. The decree of the present study may act as an important aspect for the insurance companies in Indian market to flounce marketing strategies established on socio demographic and economic factors.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Baal and Sandhog .et.al.,

Abstract:

a study on Life Insurance Corporation of India (LIC) the capital demanding business, supplies the most important financial instruments to customers directed at safety as well as long term savings. The present study by examines the parts affecting agent's perception towards Life Insurance Corporation of India. Moreover, analysis of one way arrangement has also been performed to test the important results to show that no important differences exist among various groups of respondent regarding to their apprehension towards Life Insurance Corporation of India.

Title: PERSPECTIVE OF INVESTORS ON THEIR INVOLVEMENT IN LIFE INSURANCE INVESTMENTS

Author: Meera and Eswari .et.al.

Abstract:

in modern aggressive environment services are ameliorate accumulating more denotation. Nowadays, greater absorption is paid to all the bank customer touch points, address to optimize the reciprocal and user friendly services. The aim of the study by is to crumb the customers.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

- ❑ Descriptive research design.

A descriptive research design is used in investors investing in life insurance to understand how things are done for the benefits of the investors and too need of the customers.

The descriptive research determines who, what, where, how, of a topic it makes a note of bias and extravagance that may creep at every state of the study. Formulating the object, design methods, selecting the sample, collecting processing and analyzing the data and reporting the findings.

SAMPLING TECHNIQUES

➤ Convince Sampling & Judgmental Sampling techniques is used in this research.

Sample Size.

- In this research I have taken 100 respondents.

DATA COLLECTION

- In this research I have used Primary & Secondary Data
- Primary Data
- Secondary Data
- PRIMARY DATA: The process of collecting data from the respondents directly from the yield of the study to find out the employee compensation and satisfaction level is called primary data. Questionnaire was the tool used in this data.
- SECONDARY DATA: The main source of secondary data was the information collected on the basis of records, company profile and under consideration was collected by means of book related to particular

Data Collection Instruments:

- In this research I have collected data through online questionnaire & some books.

TOOLS USED FOR DATA COLLECTION:

The unstructured questionnaire tools are been used with the list of question which is to be taken from the respondent also contains suitable space where, the answers can be recorded. It also helps in translating the observed data. This will lead to from the data inputs for the decision.

Statistical tools are involved in carrying out a study include planning, designing, collecting data, analyzing, drawing meaningful interpretation and reporting of the research findings. Mainly this tool is used to find average for any type of values. So, the statistical tool Mean plays an important role in business research for identifying employees work performance and then given increments by using the average of employee performance. The statistical tool used here are

☐ **ANOVA**

☐ **CHI-SQUARE**

☐ **CORRELATION ANALYSIS**

COEFFICIENT CORRELATION METHOD

Calculation of factors underlying consumer perception towards investment in life insurance policies by coefficient correlation method.

$$r = \frac{\sum (xi - \bar{X}) (yi - \bar{y})}{\sqrt{\sum (xi - \bar{X})^2 * \sum (yi - \bar{y})^2}}$$

H1: Income and age has a significant impact on the customer life insurance purchase decision.

Table 1

AGE	X	DX=(x-39.6	Dx2	Y	DY(y -25)	Dy2	Dxxyd y
20-25	22.5	-17.1	292.4 1	46	21	441	-359.1
26-40	33	-6.6	43.56	26	1	1	-6.6
41-55	48	8.4	70.56	26	1	1	8.4
ABOV E 55	55	15.4	237.1 6	2	-23	529	-354.2
TOTA L	158.5/4=39 .6	0	643.6 9	100/4=2 5	0	972	711.5

Correlation(r) = 711.5/790.99=0.89

Here, calculated value of r is positive. It is considered that there is a significant relationship between age

and customer insurance investment decision. So it is concluded that age affect the customer buying decision.

TABLE 2

ANNUAL INCOME	X	DX=(x-3.375)	Dx ²	Y	DY(y-25)	Dy ²	Dxxxydy
BELOW 1,00,000	50000	-2.875	8.265	29	4	16	-11.5
1,00,000-2,50,000	175000	-1.6254	2.64	42	17	289	-27.625
2,50,000-5,00,000	375000	0.375	0.14	23	-2	4	-0.75
ABOVE 5,00,000	750000	4.125	17.015	6	-19	361	-78.375
TOTAL	1350000/4=3375000	0	28.06	100/4=25	0	670	118.25

$$\text{Correlation}(R) = 118.25/137.11 = 0.86$$

So, the calculated value R is positive so we can concluded that there is relationship between customer

income and there insurance investment decision. So, we can say that income is important variable for buying decision.

TABLE FOR THE CALCULATION OF CHI SQUARE VALUE

O _i	E _i	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² /E _i
22	26.1	-4.7	22.3	0.84
38	33.3	4.7	22.3	0.67
9	8.9	0.1	0	0
11	11.1	-0.1	0	0
4	4.5	-0.5	0.2	0.05
6	5.5	0.5	0.2	0.04
13	8	5	24.8	3.1
5	10	-5	24.8	2.49
1	0.9	0.1	0	0.01
1	1.1	-0.1	0	0.01
(O_i-E_i)²/E_i				7.2

Chi Square calculation value =7.2

Degree of Freedom = 4

From the table, chi square value = 9.49

$X^2 = 9.49 > 7.2$ (TV > CV)

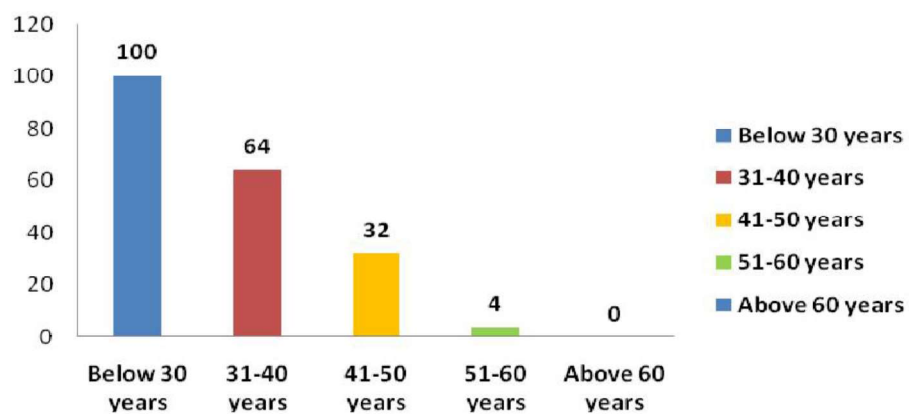
TABLE-1
AGE OF RESPONDENTS

AGE LIMIT	NO OF RESPONENTS	PERCENTAGE
BELOW 30 YEARS	100	50
31-40 YEARS	64	32
41-50 YEARS	32	16
51-60 YEARS	4	2
TOTAL	200	100

INFERENCE:

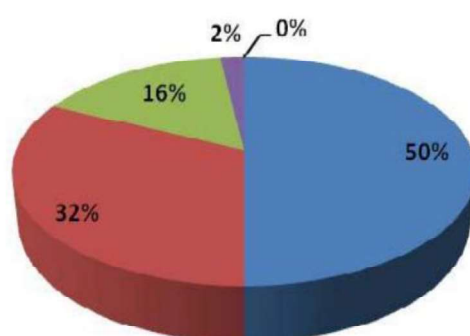
According to the graph given above out of 200 respondents 50 % are below 30 years of age, 32% are between age group of 31-40 years, 16% are between the age group of 41-50 years, 2 % are between the age group of 51-60 years and none above 60 years.

Distribution according to Age Group



Distribution according to Age Group

■ Below 30 years ■ 31-40 years ■ 41-50 years ■ 51-60 years ■ Above 60 years



t

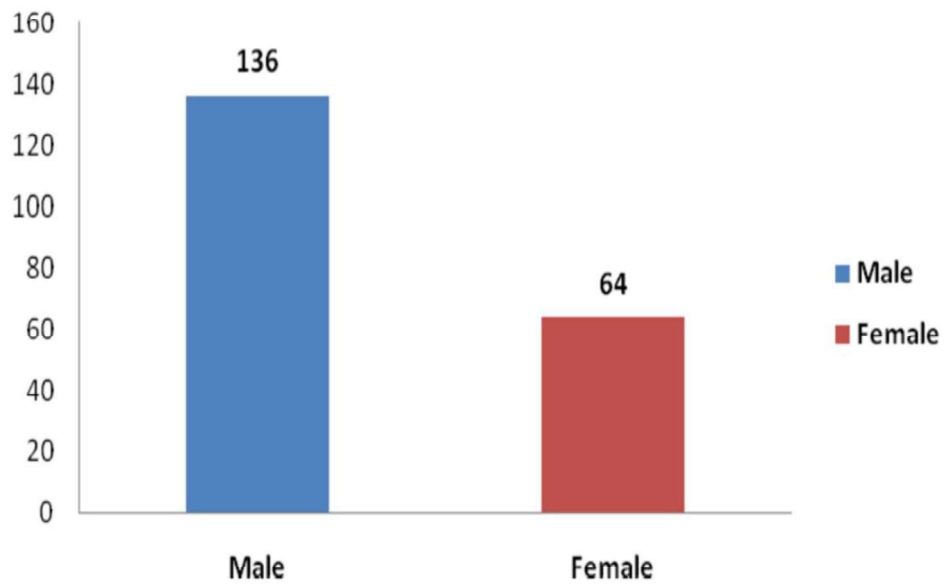
TABLE 2
GENDER OF THE RESPONDENTS

TOTAL	MALE	FEMALE
200	136	64
PERCENTAGE	68	32

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study 68 % were males and 32 % were females.

Distribution according to Gender



Distribution according to Gender

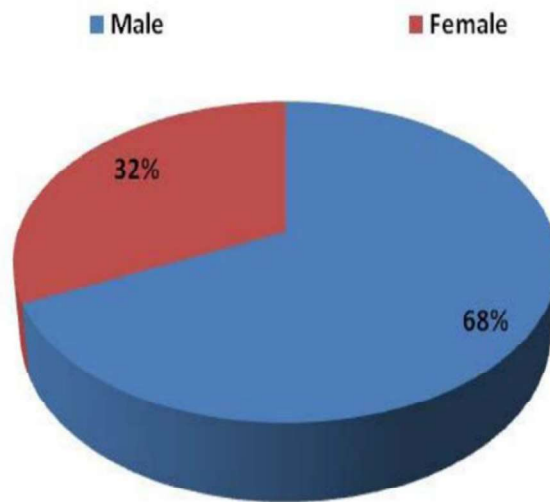


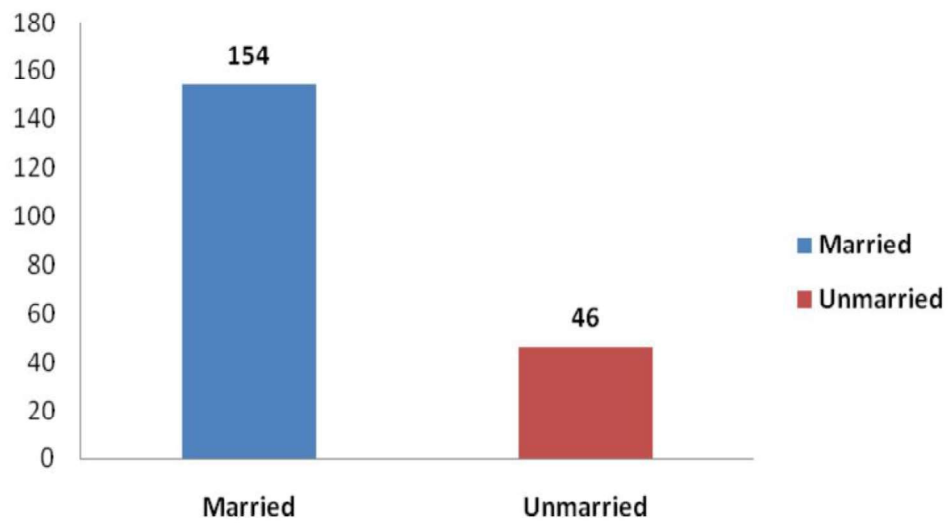
TABLE 3
MARITAL STATUS OF THE RESPONDENTS

TOTAL	MARRIED	UNMARRIED
200	46	156
PERCENTAGE	23	77

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study 77% were married and 23 % were unmarried.

Distribution according to Marital Status



Distribution according to Marital Status

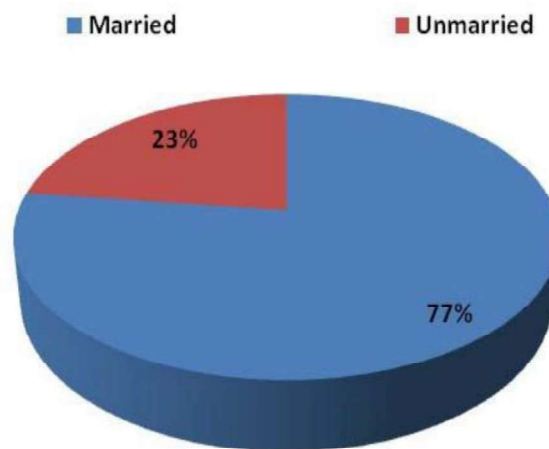


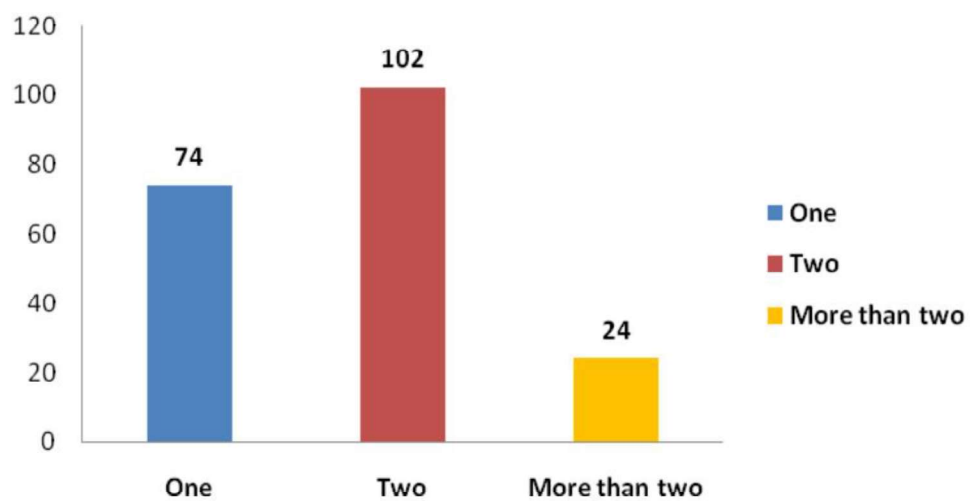
TABLE-4
NO OF RESPONDENTS BROUGHT THE POLICIES

TOTAL	ONE	TWO	MORE THAN TWO
200	74	102	24
PERCENTAGE	37	51	12

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 37% were having one policy of, 51% had two policies and 12 % more than two.

Distribution according to Policies Bought



Distribution according to Policy Bought

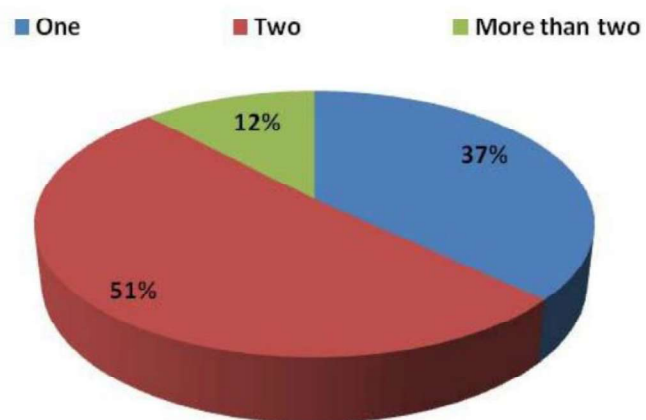


TABLE-5
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

TOTAL	UNDERGRADUATE	GRADUATE	POST GRADUATE	OTHERS
200	32	46	94	28
PERCENTAGE	16	23	47	14

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study 16% were undergraduate, 23% were graduate, 47% were post graduate and 14 % were others.

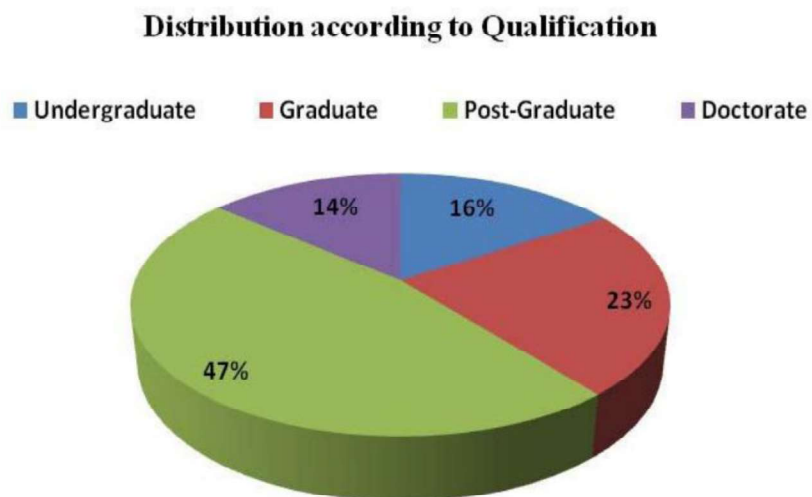
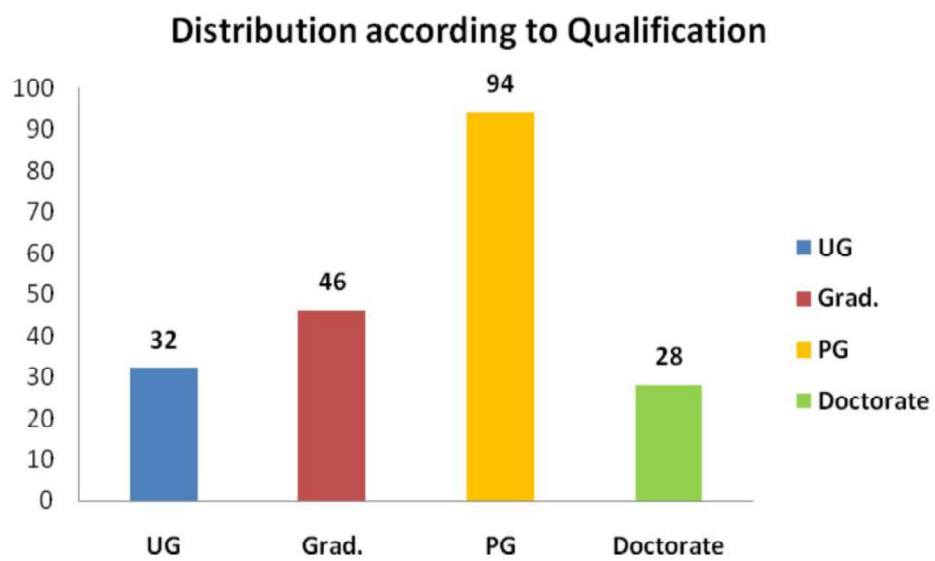


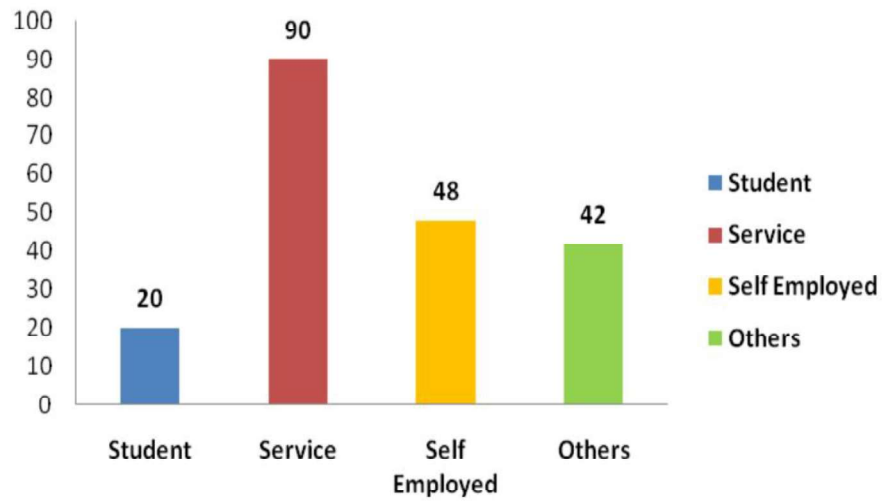
TABLE-6
OCCUPATION OF THE RESPONDENTS

TOTAL	STUDENT	SERVICE	SELF EMPLOYED	OTHERS
200	20	90	48	42
PERCENTAGE	10	45	24	21

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 10 % were students, 45% were from service class, 24% were Self-employed and 21 % were from other category.

Distribution according to Occupation



Distribution according to Occupation

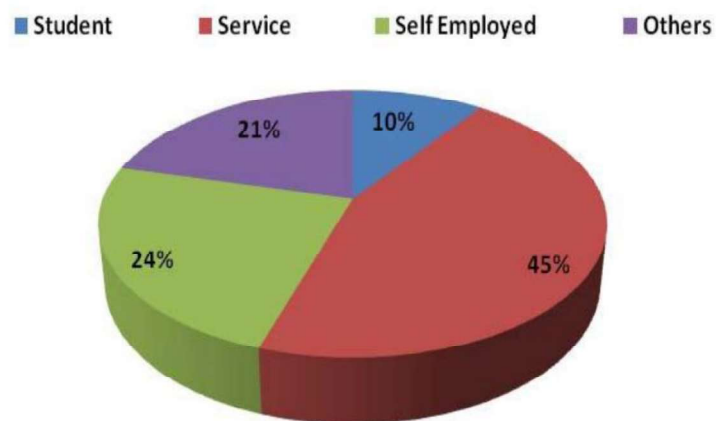


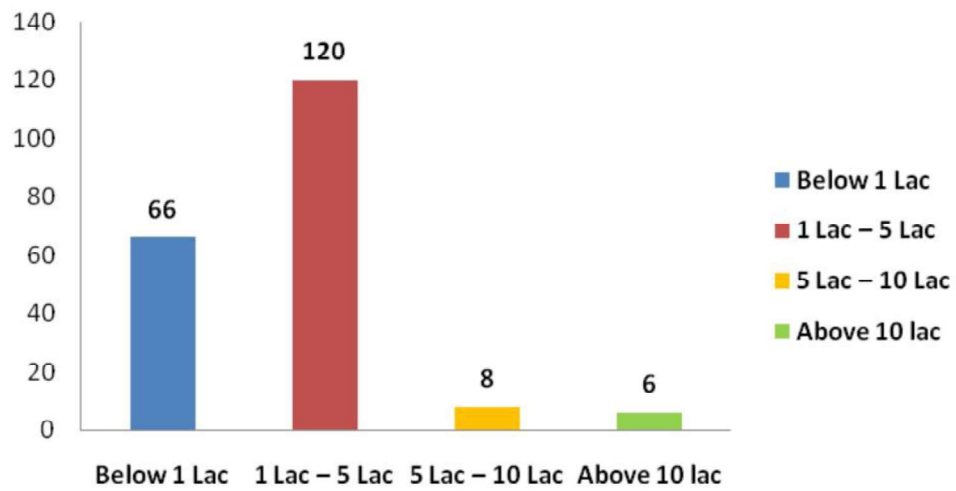
TABLE-7
ANNUAL INCOME OF THE RESPONDENT

TOTAL	BELOW 1 LAC	1 LAC-5 LAC	5 LAC-10LAC	ABOVE 10 LAC
200	66	120	8	6
PERCENTAGE	33	60	4	3

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 33% were having income below 1 lac, 60% were having income between 1-5 lacs, 4% had income range of 5-10 Lac and 3% were having income above 10 lacs.

Distribution according to Income



Distribution according to Income

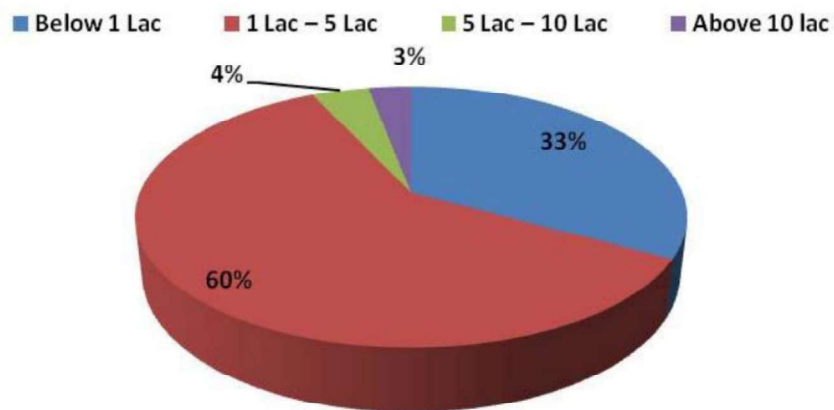


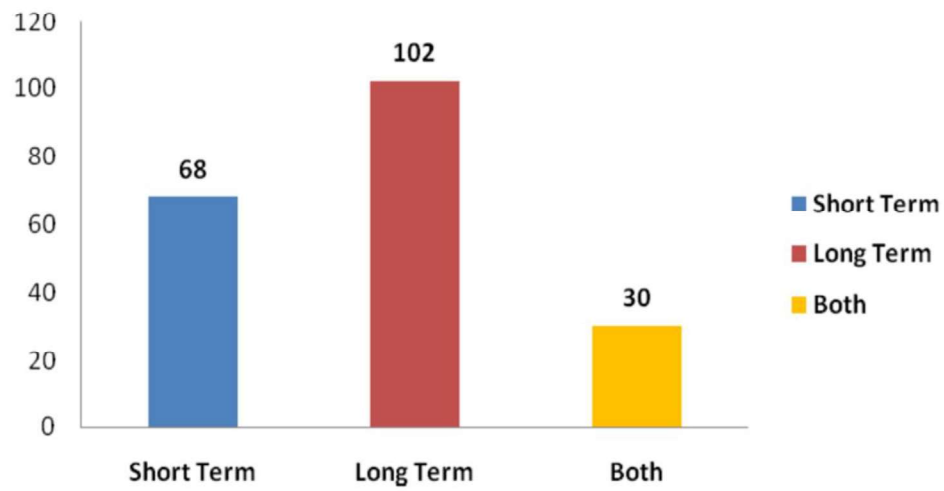
TABLE-8
KIND OF INVESTMENT THE RESPONDENTS PEFERS

TOTAL	SHORT TERM	LONG TERM	BOTH
200	68	102	30
PERCENTAGE	34	51	15

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 34% liked short term investment, 51% liked long term investment and 15% liked both types.

Distribution according to kind of investment



Distribution according to kind of investment

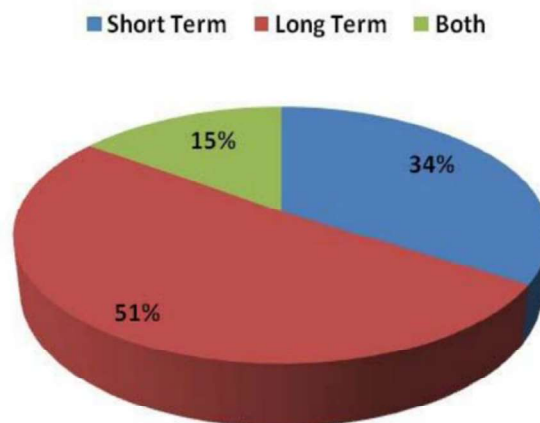
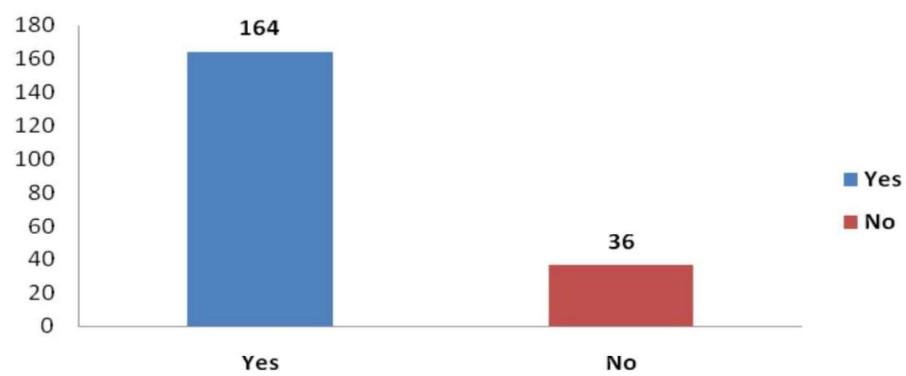


TABLE-9
SATISFACTION LEVEL OF THE RESPONDENTS

TOTAL	YES	NO
200	164	36
PERCENTAGE	82	18

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 82 % were satisfied and services rest 18 % were not satisfied for the insurance.



Distribution according to satisfaction level towards LIC

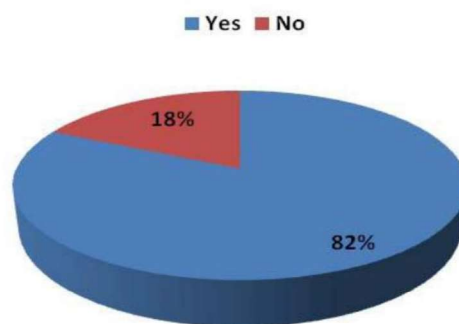


TABLE-10
PERCEPTION TOWARDS INSURANCE POLICY BY THE
RESPONDENT

TOTAL	YES	NO
200	176	24
PERCENTAGE	88	12

INFERENCE

According to the graphs given above out of the total respondents 88% have got positive perception towards LIC whereas 12% have got negative perception towards insurance.

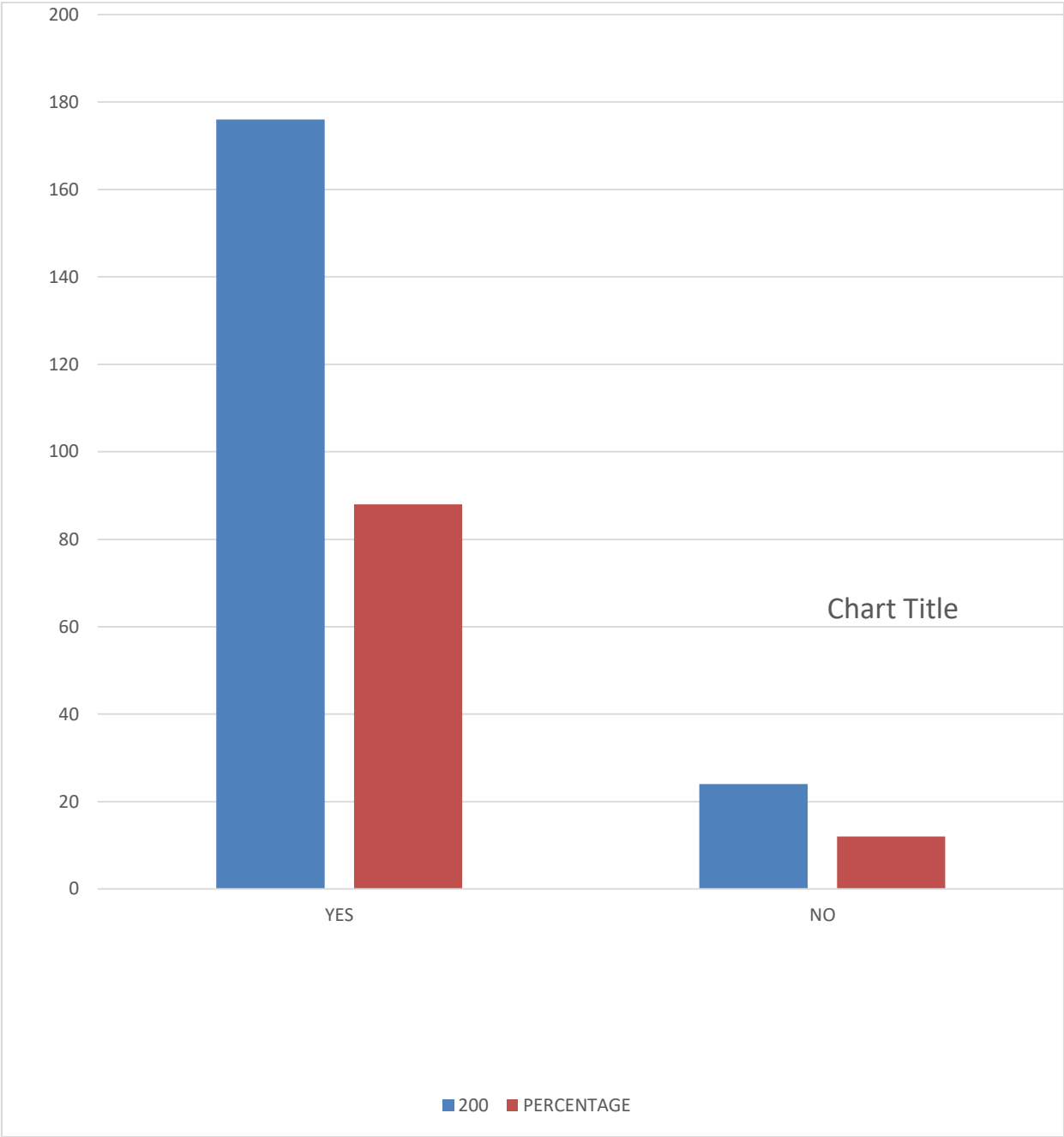


TABLE-11

**SATISFACTION LEVEL FOR THE SERVICE PROVIDE FOR
THE INSURANCE POLICY:**

TOTAL	FULLY SATISFIED	PARTIALLY SATISFIED	NOT SATISAFIED
200	124	56	20
%	62	28	10

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 62% were satisfied ,28% were partially satisfied and rest 10% were not satisfied.

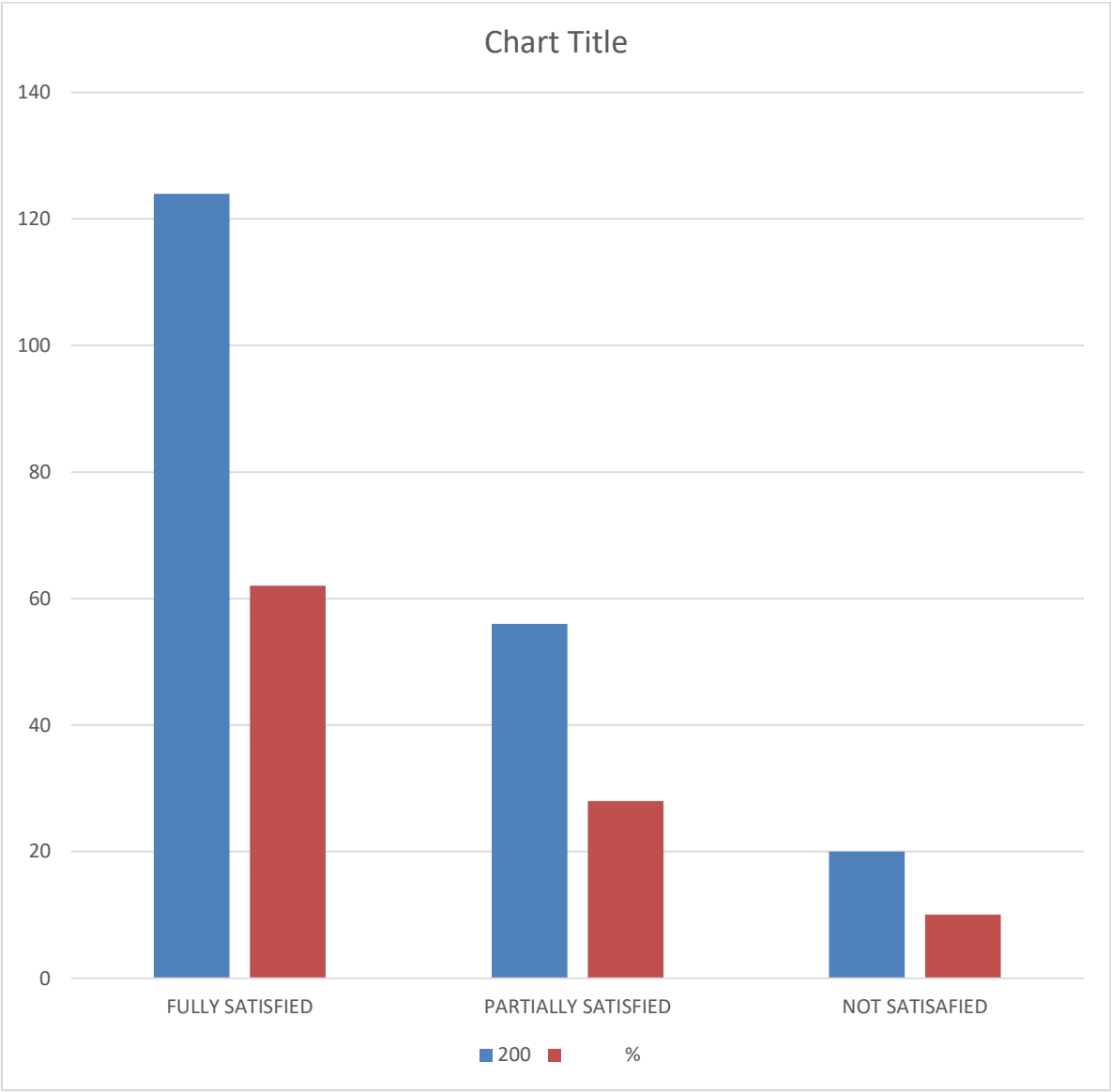


TABLE-12
THE RATIONAL REASON FOR INSURANCE POLICY

TOTAL	TAX BENEFIT	CHILD	INDIVIDUAL RISK	RISK COVERAGE
200	20	30	50	100
PERCENTAGE	10	15	25	50

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 50% were having Risk coverage, Individual risk 50% were having, Child 30% were having and Tax benefit was 10% as the Rational reason for respondents.

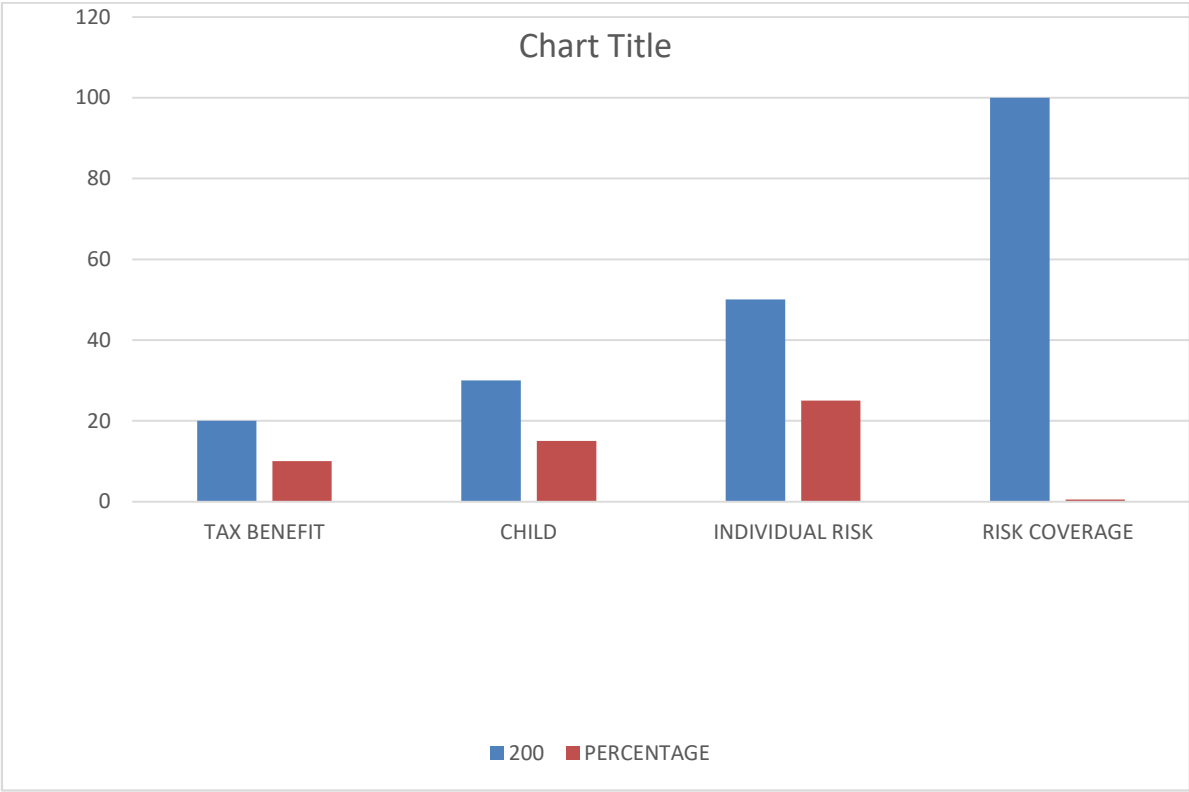


TABLE-13
MOST LIKED INSURANCE INVESTMENTS

TOTAL	TAX BENEFIT	GREAT RETURN	FUTURE SECURITY	FINANCIAL
200	66	8	120	6
PERCENTAGE	33	4	60	3

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 60% liked to take up tax benefit 33% for tax benefit, 4% were for great return and 6% for finance.

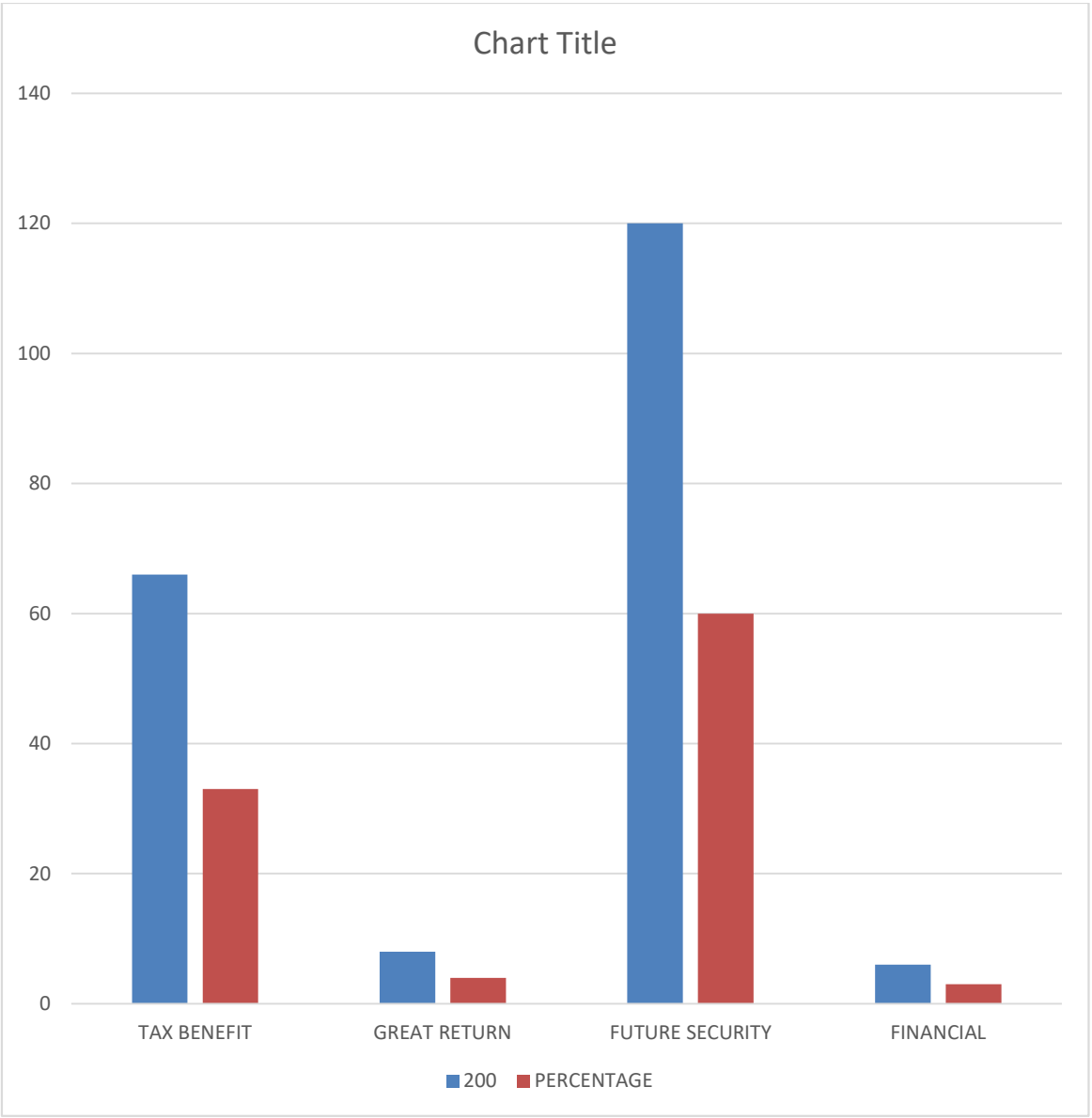


TABLE-14
OVERALL PERCEPTION OF INSURANCE INVESTMENT

TOTAL	POSITIVE	NEGATIVE
200	150	50
PERCENTAGE	75	25

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 75 % were positive and rest 25 % negative for the insurance investment.

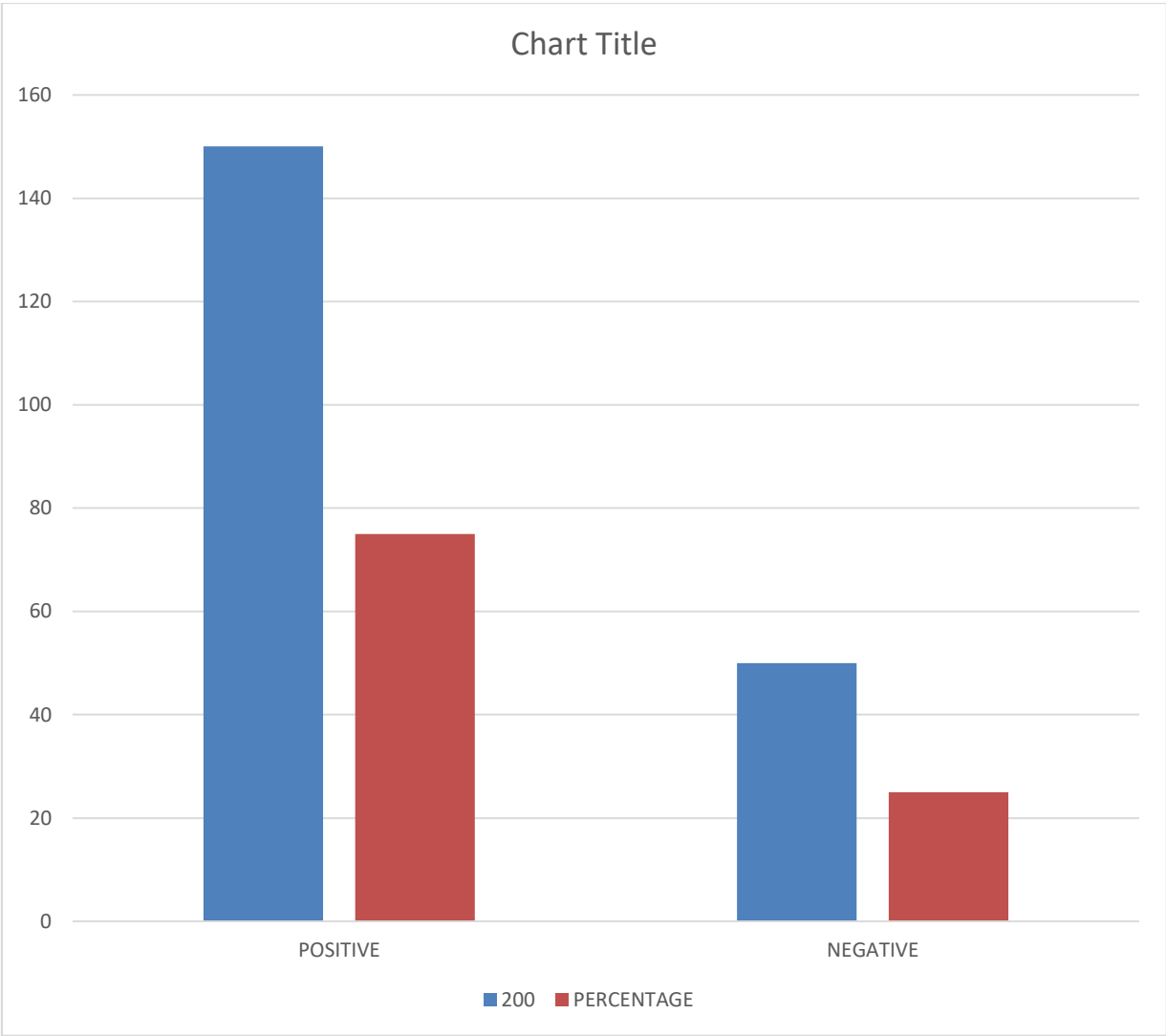
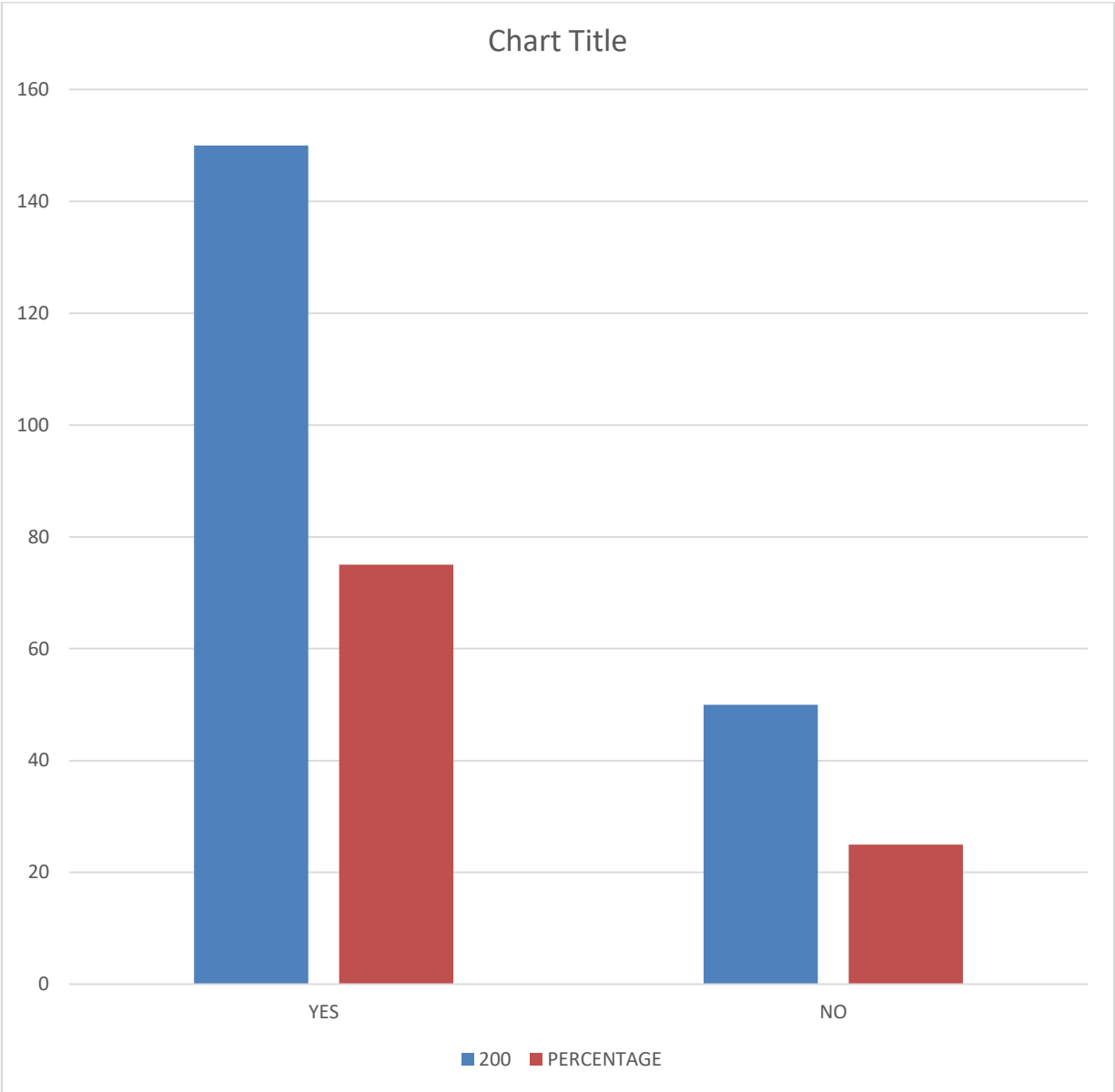


TABLE-15
ARE THEY AWARE OF ALL LIFE INSURANCE INVESTMENT

TOTAL	YES	NO
200	150	50
PERCENTAGE	75	25

INFERENCE

According to the graphs given above out of the total 200 respondents included in the study, 75 % was said YES and rest 25 % was said NO for the insurance investment.



FINDINGS SUGGESTIONS AND CONCLUSION

FINDINGS

- The findings that can be drawn from the survey conducted by us can be summarized in the way Bank Deposits are the most preferred investment alternative which is available to people followed by alternatives such as Insurance, Real Estate, Gold and Silver, Mutual etc. The scheme mostly preferred by insurance holders was life protection schemes like death benefits followed by money growth plans like wealth creation and high return plans. It was found that nearly 50% of the respondents usually save less than 15% and the kind of investment mostly preferred by the respondents were both long and short term. According to the survey safety is the most important criterion which is accepted among all the respondents towards their investment alternatives followed by Return, Brand Name, Tax Benefits, Liquidity and Capital Growth. According to the study company image is to be the highly important criteria, which we consider before taking up a life insurance this is mainly because people expect safety and security for their money which they invest, followed by the factor Premium which we pay to the insurer and then Bonus and Interest paid by the company, services etc.
- Life Insurance gives different benefits such as loan facility, tax saving and investment.
- Most of the respondents are students. 27% of the respondents are
- salaried employee, 15% of them are professional. It shown that 7% of the

- respondents have business and 4% of the respondents are freelancer and 9% of the respondents .
- Majority of respondents are invested in life insurance plan because of personal interest and only a smaller number of respondents invest in life insurance.
- Plan because of other motivation.
- Majority of respondents i.e., 51% invest in life insurance once in a year and only 18% invest more than 3 times a year.
- Most of the respondents kept nominee as parents while investing in life insurance plans and only 3% of respondents kept nominee as friend's and 15% of respondents not kept anyone as nominee while investing in life insurance plans.
- It was found that, 76% of respondents have enough knowledge about life insurance plans and remaining 24% of respondents are unaware about various life insurance plans.
- From the analysis, it is found 71% of respondents are well aware of the various risks and benefits associated with different life insurance plans and only 29% of the respondents are not aware about it.
- The analysis shows that life insurance policies are defenseless to extremely okay when contrasted with different alternatives for investment.
- From the analysis, it is found that there are various reasons for investing in life insurance policies.
- Majority of the respondents opined that life insurance policies are more efficient than other forms of investment and they would to invest in both long- and short-term plans of life insurance policy.

SUGGESTIONS

- The life insurance policy organizations should plan their sites with satisfactory security includes and give exact, right and adequate data about approaches and administrations.
- The mindfulness among policy holders about advantages of insurance items that will assist them with retaining more clients and improve their business volume and execution.
- Conducting awareness programs and educating investors about changes that been taking place in the company and about their policy is also important element. There by they get more knowledge about life insurance schemes and policies.
- Life insurance policy companies has to provide more long-term benefits and services and also charge convenient charges for policy holders. There by the level of satisfaction of policy holders towards insurance policies will be increased.
- The life insurance policy companies must use the most effective methods for satisfying the various need of investors towards life insurance policies.

CONCLUSION

Insurance is a tool by which fatalities of a small number are compensated out of funds collected from plenteous. Insurance is a safeguard against uncertain events that may occur in the future. Company image is the highly important criteria that consumers consider before taking up a life insurance. This is mainly because people expect safety and secure for their money which they invest, followed by the factor Premium which we pay to the insurer and then Bonus and Interest paid by the company, services etc.

This study was about the view of financial backers towards putting resources into extra security plans. Each individual will have their own arrangement of objectives and needs and by precisely figuring these requirements and choosing which policy best suits them, one can help ensure those necessities are met. This investigation has helped me a ton to acquire great information about different life coverage plans and likewise understand the impression of financial backers in regards to making interest in life coverage plans. Financial backers consistently affected by numerous components while they take buy choice. Understanding those variables affecting and the explanations behind buying insurance policy helps in planning and rolling out required improvements in the buyer administration policy. There are numerous variables that influence financial backers buy choice and explanations behind buying life coverage plans and it is additionally essential to consider financial backers discernments towards their insurance administrations. At last, I infer that quite possibly the most advantages of life coverage are that it assists with getting family's monetary requirements and additionally the future monetary necessities.

BIBLIOGRAPHY

BOOKS

PHILIP KOTLER (2001) “Marketing Management Prentice Hall Pvt.ltd. New Delhi, Millennium edition”.

2. KOTHARI C.R(1999) “Research Methodology” Wishwa Prakashan, New Delhi, 2nd edition

Websites:

1. Wikimedia Foundation. (2023, February 27). Life insurance. Wikipedia. Retrieved March 9 2023, from https://en.wikipedia.org/wiki/Life_insurance.

2. Your #1 source for all information related to EMF, infrared & WIFI Tech! IRDA.org. (n.d.). Retrieved March 9, 2023, from <http://www.irda.org/>.

QUESTIONNAIRE

1. Name:

2. Age:

☐ Below 25Years ☐ 25Years-35Years ☐ 36Years-45Years ☐ Above 45Years

3. Gender:

☐ Male ☐ Female ☐ Other

4. Marital Status:

☐ Single ☐ Married ☐ Separated

5. Educational Qualification:

☐ UG ☐ PG ☐ Professional ☐ Other

6. Experience:

☐ <10Years ☐ 10Years-15Years ☐ 15Years-20Years ☐ >20Years

7. Income:

☐ Below Rs.30000 ☐ Rs.31000-40000 ☐ Rs.41000-50000 ☐ Above Rs.50000

8. How many of them have brought the policies?

☐ One ☐ Two ☐ More than Two

9. Kind of Investment which you prefer.

- ☐ Short term
- ☐ Long term
- ☐ Both

10. Satisfaction Level of the Insurance Investment.

- ☐ YES
- ☐ NO

11. Satisfaction Level for Service Provide for the Insurance Investment.

- ☐ Fully Satisfied
- ☐ Partially Satisfied
- ☐ Not Satisfied

12. The Rational Reason for the Insurance Policy.

- ☐ Tax benefit
- ☐ Child benefit
- ☐ Individual Risk
- ☐ Risk Coverage

13. Most liked Insurance Investments

- ☐ Tax benefit
- ☐ Great Return
- ☐ Future Security
- ☐ Financial

14. Over all Perception of Insurance Investment

- ☐ Positive
- ☐ Negative

15. Are they Aware of All Life Insurance Investment

- ☐ YES
- ☐ NO