



**CERTIFICATE**

This is to certify that project work entitled  
**"A STUDY ON FACTOR AFFECTING CUSTOMER PREFERENCE TOWARDS LIFE  
INSURANCE POLICIES"**

Is done by  
**NAME: KAMALA JAHNAVI**  
**H. T. No:110420405101**

As a part of their curriculum in department of commerce

**IDEAL DEGREE COLLEGE FOR WOMEN**  
**Dilsukhnagar, Hyderabad,500060**

This work has been carried out under guidance.

*B. Madhusudhan*

**PRINCIPAL: Mr. B. MADHUSUDHAN**



*[Signature]*

**EXTERNAL EXAMINER**

*[Signature]*

**MENTOR: Ms. S. BHAGYALAXMI**

# DECLARATION

I here by declare that the project entitled "A STUDY ON FACTOR AFFECTING CUSTOMER PREFERENCE TOWARDS LIFE INSURANCE POLICIES" is an original work done by me and has been submitted to the Department of Management Osmania University, Hyderabad partial fulfillment for the award of the Degree of Business Administration. The report has not been submitted anywhere else for award of any other degree or diploma or certificate.

**Name and address of the student**  
**KAMALA JAHNAVI**

*K. Jahnavi*  
**Signature of the student**

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S.NO	CONTENTS	PAGE NO.
1.	ABSTRACT	7
2.	CHAPTER-1 ○INTRODUCTION ○PURPOSE OF THE STUDY ○HYPOTHESIS	8 - 11
3.	CHAPTER-2 ○REVIEW OF LITERATURE ○OBJECTIVES ○HYPOTHESIS	12 - 16
4.	CHAPTER-3 ○RESEARCH METHODOLOGY ○DATA COLLECTION ○AREA OF STUDY ○RESEARCH PLAN ○STATISTICS INSTRUMENTS AND TECHNIQUES ○DATA ANALYSIS AND INTERPRETATION	17 - 27
5.	CHAPTER-4 ○TYPE OF POLICY ○THE MOST ATTRACTIVE FEATURES OF POLICY ○RANKING VARIOUS FACTORS RESPONSIBLE FOR INVESTMENT IN LIFE INSURANCE	28 - 36
6.	CHAPTER-5 ○ADVANTAGES AND DISADVANTAGES OF LIFE INSURANCE POLICY ○BENEFITS OF LIFE INSURANCE ○WHY LIFE INSURANCE IS IMPORTANT IN INDIA?	37 - 45
7.	CHAPTER-6 ○RESULT AND DISCUSSION ○CONCLUSION ○REFERENCE	46 - 50

## ABSTRACT

Human life is a most important asset and life insurance is the most important type of insurance which provides financial protection to a person and his family against any uncertain risks or damage. Life insurance provides both safety and protection to individuals and also encourages savings among people. The Present study is conducted to find out "Factors Affecting the Customer Preference toward life insurance policies" and data is collected from khanna town, of Punjab and sample size is 150 policyholders of LIC and different private life insurers have been selected through Conveniencesampling method. The result of study reveal that the consumer decision to purchase insurance product from different insurance companies can be affected by several factors like age, gender and income level and company reputation, money back guarantee, risk coverage, low premium and easy access to agents policy are the main factor which attract policyholders in buying life insurance policy.

# Conclusion

Customer is the only significant factor that can lead to life insurance changes. The key to Success are insurance solutions not the products. With diversification of channels in recent years we saw the emergence of corporate agents, brokers direct sales force addition to the individual financial advisor; Websites that provide rating services will appear comparison of products of different insurers. There are many factors influencing the investment decisions of users in life insurance and as a result of the survey it is concluded that demographic factors of the population play a key role in deciding to purchase life insurance policies