



CERTIFICATE

This is to certify the project work entitled

**“FACTOR AFFECTING CUSTOMER PREFERENCE
TO WARDS LIFE INSURANCE POLICIES “**

Is done by

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As a part of their Curriculum in the Department of Management

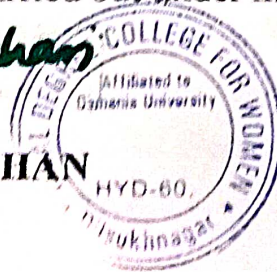
IDEAL DEGREE COLLEGE FOR WOMEN

HYDERABAD-500007

This work has been carried out under my guidance

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ANNEXURE-1

DECLARATION

I hereby declare that the project "FACTOR AFFECTING CUSTOMER PREFERENCE TO WARDS LIFE INSURANCE POLICIES " is an original work done by me and has been submitted to the Department of the Management Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name and address of the student

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Signature of the student

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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.

PURPOSE OF THE STUDY

1. Exploring various factors that influence investment decisions of customers in life insurance.
2. Investigation and analysis of the impact of different demographic factors on the investment decisions of the customers' life insurance.
3. Assessing the benefits of customers in making life insurance investment decisions.
4. Exploring and assessing the factors responsible for life insurance as an investment option.
5. Proposes extending the life insurance among public at large.

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