

**A**  
**Project Report**

on

**“A STUDY OF PERCEPTION OF INVESTOR ON INVESTING  
IN LIFE INSURANCE SECTOR WITH REFERENCE TO LIC”**

Submitted to

**G. S. College of Commerce & Economics, Nagpur**

Affiliated to

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

**Harshal G. Dhawas**

Under the Guidance of

**Dr. Kamlesh Thote**

**G.S. College Of Commerce & Economics, Nagpur**

**Academic Year 2022-23**



**G.S. College Of Commerce & Economics , Nagpur**  
**Academic Year 2022-23**



**CERTIFICATE**

This is to certify that “**Harshal G. Dhawas**“ has submitted the project report titled “**(A Study of perception of investor on investing in life insurance sector with reference to LIC)**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Dr. Kamlesh Thote**

**(Project Guide)**

**Dr. Afsar Sheikh**

**(Co-ordinator)**

**Place: Nagpur**

**Date:**

**G.S. College Of Commerce & Economics, Nagpur**

**Academic Year 2022-23**



## **DECLARATION**

I here-by declare that the project with title “**A Study of perception of investor on investing in life insurance sector with reference to LIC**” has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtreeya Tuladoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**HARSHAL G. DHAWAS**

**Place:**

**Date:**

**G.S. College Of Commerce & Economics , Nagpur**

**Academic Year 2022-23**



## **ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati Kathaley, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Kamlesh Thote for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.


I would like to thank all those who helped me in making this project complete and successful.

**Harshal G. Dhawas**

**Place:**

**Date:**

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# **INTRODUCTION**

## **INTRODUCTION**

‘Security is the term that insurance can be best attributed to’. This quotation aptly sums up the need for insurance in today’s turbulent life. We must be secure before uncertainties can strike us down. Everything from education, parenting and family budgeting to the uncertain economic landscape - are complex enough on their own. Planning efficiently for uncertainties is most crucial decision to be taken by modern-day man.

When you buy life insurance, you enter a contract with an insurance company that promises to provide your beneficiaries with a certain amount of money upon your death. One can’t wait for a disaster to strike, then once it comes say, “Oh no, I need to do something about this.” Life does not work that way. Dire circumstances don’t wait around for us - and not for our families, either. The major benefit of insurance policy is that it will provide you risk coverage.

The insurance provides safety and security against the loss on a particular event. The security wish is the prime motivating factor. The security banishes fear and uncertainty, fire, windstorm, automobile accident, damage and death are almost beyond the control of human agency and in occurrence of any of these events may frustrate or weaken the human mind. By means of life insurance, however, much of the uncertainty that center’s about the wish for security and its attainment may be eliminated.

The elements of investment i.e., regular saving, capital formation, and return of the capital along with certain additional return are perfectly observed, in life insurance. A 2 individual from his own capacity cannot invest regularly with enough of security and profitability. The life insurance fulfils all these requirements with a lower cost. Insurance is the equitable transfer of the risk of a loss, from one entity to another in exchange for payment.

It is a form of risk management primarily used to hedge against the risk of a contingent, uncertain loss. An insurer, or insurance carrier, is a company selling the insurance; the insured, or policyholder, is the person or entity buying the insurance policy. The amount of money to be charged for a certain amount of insurance coverage is called the premium. Insurance is a term in law and economics. Life insurance is a bond that offers protection to the human by auguring the nominees would receive a fixed sum of money if the insured person dies. The money received in the form of life insurance is meant to be seen as an income substitute for the beneficiaries of the life insured if he or she dies unexpectedly. There are various kinds of life insurance policies available and each caters to a particular section of society – a young working professional, a retired person, children, etc. Purchasing insurance and role of perception: Purchasing insurance is unlike any other consumer shopping experience. First, insurance is completely intangible.

Second, most products or services are purchased because consumers enjoy them, whereas insurance is purchased to hedge or mitigate a catastrophic loss. Third, consumers don't necessarily purchase an insurance policy willingly, but because it's legally required. This unique combination of characteristics can make money spent on insurance feel like a waste if nothing goes seriously wrong. Or it can lead to consumers not purchasing enough insurance. This has far-reaching ramifications when combined with human beings' already problematic perception of risk.

It is an imaginary erect that represents an individual's like or dislike for an item. Attitudes are positive, negative or neutral views of an "attitude object": i.e., a person, behaviour or event. Customers are information savvy. Overall, there have been some surprising changes in customer attitudes particularly with regards to advantages and disadvantages of purchase of life insurance. To differentiate them and attract those customers who do not feel bound by ties of loyalty, Insurance providers would have to offer keener pricing, better products and enhanced service - in short, more value for money.

A strong call for 4 simpler quicker application processes for protection remains one of the main messages. The features of policy that attract policyholders can be: Company



reputation, Money back guarantee, Risk coverage, Low premium, and Easy access to agents. Goodwill of the company is the most influencing factor while policy buying decision. When it comes to life insurance, customers' knowledge and involvement are limited. The intention to "buy more" is low. Customer satisfaction, loyalty, advocacy and intention to purchase are generally lower for insurance than other services.

## **INTRODUCTION OF INSURANCE**

Insurance is a cooperative device to spread the loss caused by a particular risk over a number of persons who are exposed to it and who agree to ensure themselves against that risk. Insurance is a legal agreement between two parties - the insurer and the insured, also known as insurance coverage or insurance policy. It is also a social device that accumulates funds to meet the uncertain losses arising through a certain risk to a person insured against the risk. The process of insurance has been evolved to safeguard the interests of people from uncertainty by providing certainty of payment at a given contingency. The insurance principle comes to be more and more used and useful in modern affairs. Not only does it serve the ends of individuals, or of special groups of individuals, it tends to pervade and to transform modern social order, too. The origin of insurance is lost in antiquity.

The earliest traces of insurances in the ancient world are found in the form of marine trade loans or carriers' contracts which included an element of insurance. The evidence is on record that arrangements embodying the idea of insurance were made in Babylonia and India at quite an early period. After marine insurance, fire insurance developed in present form. It had been originated in Germany in the beginning of the sixteenth century. The fire insurance got momentum in England after the great fire in 1666 when the fire losses were tremendous. Next, Life insurance made its first appearance in England in sixteenth century, the first recorded evidence in England being the policy on life of Williams Gibbons in 1653. Other miscellaneous Insurance took the present shape at the later part of nineteenth century with the industrial revolution in England.

Accident insurance, fidelity insurance, liability insurance and theft insurance were the important form of insurance at that time. Now, general insurance is increasing with the advancement of society. The insurance has become a part of human life. It is not restricted to life, marine or fire only, but has spread over to almost every sphere human activity.

For example, a singer can insure his or her throat, a dancer her legs and an actress her nails etc. So the scope of insurance is unlimited. The significance of the insurance is not only limited to an individual or to a family alone but it has spread over the entire nervous system of a business or say the country as a whole.

## **What Is Life Insurance?**

Life insurance is a contract that pledges payment of an amount to the person assured (or his nominee) on the happening of the event insured against.

The contract is valid for payment of the insured amount during:

- » The date of maturity, or
- » Specified dates at periodic intervals, or
- » Unfortunate death, if it occurs earlier.

Among other things, the contract also provides for the payment of premium periodically to the Corporation by the policyholder. Life insurance is universally acknowledged to be an institution, which eliminates 'risk', substituting certainty for uncertainty and comes to the timely aid of the family in the unfortunate event of death of the breadwinner.

By and large, life insurance is civilization's partial solution to the problems caused by death. Life insurance, in short, is concerned with two hazards that stand across the life-path of every person:

1. That of dying prematurely leaving a dependent family to fend for itself.
2. That of living till old age without visible means of support.

## **Life Insurance Vs. Other Savings**

- **Contract Of Insurance:**

A contract of insurance is a contract of utmost good faith technically known as uberrima fides.

The doctrine of disclosing all material facts is embodied in this important principle, which applies to all forms of insurance.

At the time of taking a policy, policyholder should ensure that all questions in the proposal form are correctly answered. Any misrepresentation, non-disclosure or fraud in any document leading to the acceptance of the risk would render the insurance contract null and void.

- **Protection:**

Savings through life insurance guarantee full protection against risk of death of the saver. Also, in case of demise, life insurance assures payment of the entire amount assured (with bonuses wherever applicable) whereas in other savings schemes, only the amount saved (with interest) is payable.

- **Aid To Thrift:**

Life insurance encourages 'thrift'. It allows long-term savings since payments can be made effortlessly because of the 'easy installment' facility built into the scheme. (Premium payment for insurance is either monthly, quarterly, half yearly or yearly).

**For example:** The Salary Saving Scheme popularly known as SSS, provides a convenient method of paying premium each month by deduction from one's salary.

In this case the employer directly pays the deducted premium to LIC. The Salary Saving Scheme is ideal for any institution or establishment subject to specified terms and conditions.

- **Liquidity:**

In case of insurance, it is easy to acquire loans on the sole security of any policy that has acquired loan value. Besides, a life insurance policy is also generally accepted as security, even for a commercial loan.

- **Tax Relief:**

Life Insurance is the best way to enjoy tax deductions on income tax and wealth tax. This is available for amounts paid by way of premium for life insurance subject to income tax rates in force.

Assesses can also avail of provisions in the law for tax relief. In such cases the assured in effect pays a lower premium for insurance than otherwise.

- **Money When You Need It:**

A policy that has a suitable insurance plan or a combination of different plans can be effectively used to meet certain monetary needs that may arise from time-to-time.

Children's education, start-in-life or marriage provision or even periodical needs for cash over a stretch of time can be less stressful with the help of these policies.

Alternatively, policy money can be made available at the time of one's retirement from service and used for any specific purpose, such as, purchase of a house or for other investments. Also, loans are granted to policyholders for house building or for purchase of flats (subject to certain conditions).

## **COMPANY PROFILE**

## COMPANY PROFILE



Life Insurance Corporation of India known as LIC of India is one of the most trusted life insurance companies in India. Life Insurance Corporation of India (LIC) is an Indian public sector life insurance company headquartered in Mumbai. It is India's largest insurance company as well as the largest institutional investor with total assets under management worth ₹41 trillion (US\$510 billion) as of May 2022.[3] It is under the ownership of Government of India and administrative control of the Ministry of Finance. LIC is an Indian state-owned investment corporation and insurance group owned by the Government of India. The Life Insurance Corporation of India was established on 1 September 1956, when the Parliament of India passed the Life Insurance of India Act, nationalizing the insurance industry in India. Over 245 insurance companies and provident societies were merged together. LIC of India gives you plenty of options when it comes to insurance which help in fulfilling the varied insurance needs of individuals. The company offers a wide variety of life insurance solutions in India. LIC has various combinations of insurance plans such as Money Back Plan, Children Plan, Endowment Plan, Whole Life Plan, Term Plan, Pension Plans, Unit Plans at competitive rates.



Today LIC of India has 25 metro-area service hubs and 54 customer zones located in different cities and towns of India. LIC functions with 8 zonal offices, 2048 fully computerized branch offices, around 113 divisional offices, 1408 satellite offices, 2,048 branches and the Central Office. Life Insurance Corporation of India also has a network of 350 Corporate Agents, 1,55,000 individual agents, 120 Brokers, 115 Referral Agents, and 45 Banks for soliciting life insurance business from the public. Now LIC also has the 1900 branches of Industrial Development Bank of India (IDBI) bank at its disposal. LIC can carry out IDBI's life insurance business through these branches of the bank. Among the various LIC plans, there are some plans which are the best plan which help in fulfilling the varied insurance needs.

## **Holdings**

LIC invests in sectors such as banks, cement, chemicals and fertilizers, electricity and transmission, electrical and electronics, engineering, construction and infrastructure, fast-moving consumer goods, finance and investments, healthcare, hotels, information technology, metals and mining, motor vehicles, and ancillaries, oil and natural resources, retail, textiles, transportation, and logistics. Among the Nifty companies, LIC's holding in terms of value in 2012 was estimated to be the highest in ITC (₹27,326 crores), followed by RIL (₹21,659 crores), ONGC (₹17,764 crores), SBI (₹17,058 crores), L&T (₹16,800 crores), and ICICI Bank (₹10,006 crores). The share price drop in ITC on 18 July 2017 had caused LIC a major loss of around 7000 crores during the financial year. LIC also holds a 51% stake in IDBI Bank, making it the only insurer in India to own a bank, since regulations prohibit insurers from holding more than 15% stake in any company, LIC will have to decide a timeline for paring its stake in IDBI bank; also LIC may have to pare its stake in LIC Housing Finance Ltd as a company cannot be the promoter of two finance companies carrying out same housing finance business in India.

## **Evolution of the Life Insurance Sector in India**

The insurance sector in India was under public ownership until late 1990s. With the liberalization of the insurance sector, the Insurance Regulatory and Development Authority Act (IRDA) was passed in the year 1999 to regulate and promote the insurance industry in India. Insurance Regulatory and Development Authority of India (IRDAI) was set up as a statutory body to regulate Indian insurance and re-insurance market and to protect the interest of its stakeholders. The Indian insurance sector was further liberalized in the year 2015 with Insurance Law (Amendment) Bill 2015 and Foreign Direct Investment (FDI) limit was increased from 26% to 49%. Today, the life insurance market in India is one of the largest in the world both in terms of total premium expenditure as well as number of policies sold. In insurance business India is ranked 10th among 88 countries<sup>5</sup>. The Indian life insurance market has been a monopoly with the Life Insurance Corporation of India (LIC) being the only provider of insurance till the year 2000. After 2000, the market was liberalized and private players were allowed to enter the market. At present there are 24 life insurance companies<sup>6</sup> registered in India. Among these, Life Insurance Corporation of India (LIC) is the only public-sector company. Even though there are a larger number of private players in the market, Life Insurance Corporation of India (LIC) is the single largest insurance provider with about 71.8% of the market share. LIC operates through a large network of sales agents. By the end of the year 2016-17 LIC had 1.13 million agents, the corresponding number for private sector insurers was 0.96 million. LIC has a unique position in Indian market as it is considered as the most trustworthy life insurance provider in the country. As per the IRDA, the insurance market in India was about Rs. 328,000 crores (or about \$48 billion) in terms of the premiums collected. ICICI Prudential, SBI Life Insurance and HDFC Standard Life are the largest private sector players catering to about 15% of the market together.

## **OBJECTIVES OF LIC**

- Maximize mobilization of people's savings by making insurance linked savings adequately attractive .
- Conduct business with utmost economy and with the fullrealization that the moneys belong to the policyholders.
- Act as trustees of the insured public in their individual andcollective capacity.
- Meet the various life insurance needs of the community that would arise in the changing social and economic environment.
- Involve all people working in LIC to the best of their capabilities in furthering the interests of the insured public byproviding efficient services with courtesy.

**RESEARCH STUDY**

## **RELEVANCE OF STUDY**

- To understand the perception levels of the investors towards the LIC insurance policies.
- To observe the impact of various perception factors on the purchasing behaviours of the investors

### **Need of the Study**

The insurance industry is one of the fastest growing industries in the country and offers abundance growth opportunity to the life insurers. When compared with the developed foreign countries, the Indian lifeinsurance industry has achieved only a little because of the lack of insurance awareness, ineffective marketing strategies, poor affordability and low investment in life insurance products. The study is basically intended to know the perception of the investors towards life insurance policies of LIC.

**Objective of the Study:**

- 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.
- To compare LIC with competitors.



## **HYPOTHESIS**

- **H0** -

People are not investing their fund in life insurance to cover the financial risk associated with their life.

- **H1** -

People are investing their fund in life insurance to cover the financial risk associated with their life

## **LIMITATIONS OF THE STUDY**

### **LIMITATIONS: -**

- The sample size chosen will be 26 and that may not represent the true picture of the consumer perception about the Life Insurance sector.
- The research will be restricted to the city of Nagpur only.
- Limited time period.
- Only limited number of questions were asked.

## **Research Design (Methods, Techniques of Data Collection)**

The present study is based on secondary data which is collected using website.

- **Primary data:**

The data is collected by the survey method. The survey has been done through Questionnaire by Google form.

- **Secondary data:**

The sources of secondary data are articles, research paper and online sites, websites etc.

**RESEARCH AND METHODOLOGY**

The study has been conducted using both primary as well as secondary data. The primary data was obtained from the analysis done through direct questionnaire provided to the respondents. Information regarding the project was obtained from homemaker, unemployed youths, job persons. The information was obtained through the questionnaire. The project undertaken was Descriptive in nature as it was trying to find out the perception and satisfaction level.

Questionnaires were distributed among 26 respondents in Nagpur. The responses received, formed the basis of primary data required for the study. Data collected was completed, classified and tabulated for analysis.

### **Primary data:**

Primary Data Collection: - Primary information is very frequently called as the first-hand data collected by the one that needs to use it for the aim of his/her study. This information is incredibly specific and is collected by analysis, a search, an inquiry, a quest, a pursuit, a probe, an exploration, a groundwork, a hunt, a research, a look } or specifically for a research study. Primary data/information is original in nature and directly associated with the problem and it is current information/data. Primary data are the info that the research worker has collected through numerous strategies like Interviews, surveys, questionnaires etc.

The data is collected by the survey method. The survey has been done through questionnaire by Google form.

**Secondary data:**

Secondary Data Collection: -Secondary information is collected by a researcher not associated with the analysis/research study, however, this is collected for some different purpose and at the completely different time in the past. If the individual uses this data, then it becomes secondary info for present users. This info may be accessible in written, typed or in electronic forms. Secondary info is also used to add original insight into the study problem. Secondary data is classed in terms of its supply – either internal or external. Internal, or in-house, is secondary information obtained within the organization where the study is being carried out. External secondary info is obtained from outside sources. There are various advantages and disadvantages of using secondary data.

**Sample size:**

The sample size for this research is 26 people.

**Sampling method:**

The method is simple random sampling by considering the responses from Google form at Nagpur city only.

**Statistical tools used for analysis:**

Graphical method and percentage method have been used for analysis data

**Location of survey:**

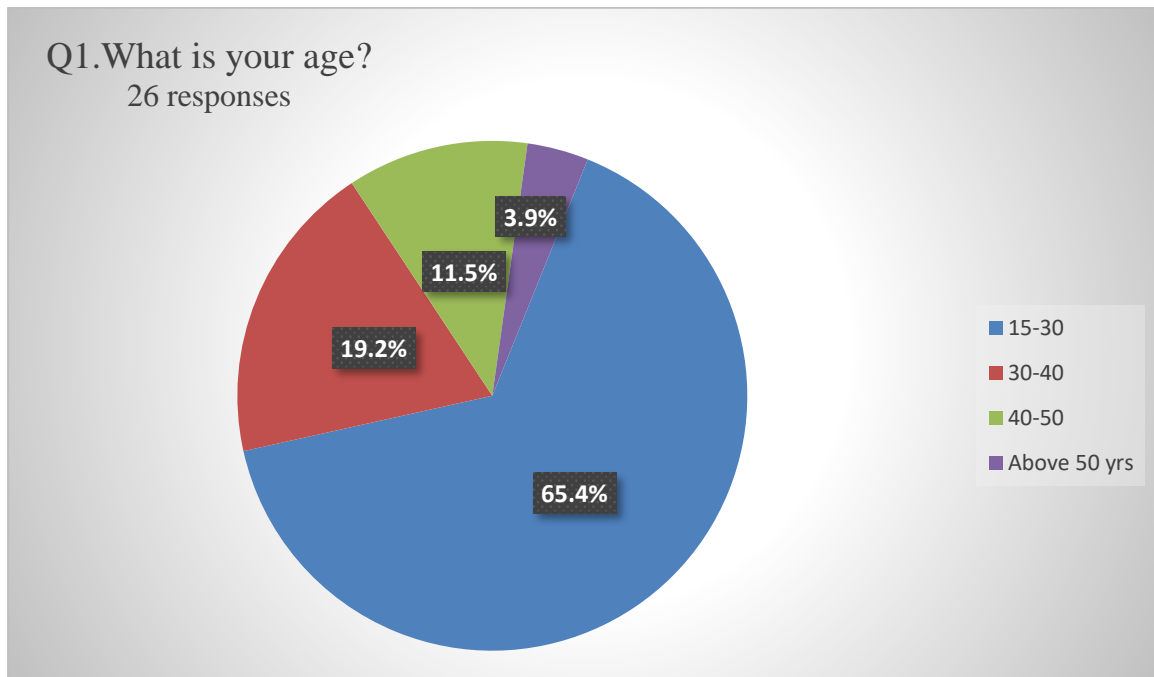
Nagpur City

**DATA ANALYSIS AND INTERPRETATION**

## DATA ANALYSIS AND INTERPRETATION

Q 1. What is your age?

Particular	Responses	percentage
15-30	17	65.4%
30-40	5	19.2%
40-50	3	11.5%
Above 50 yrs	1	3.9%
TOTAL	26	100%



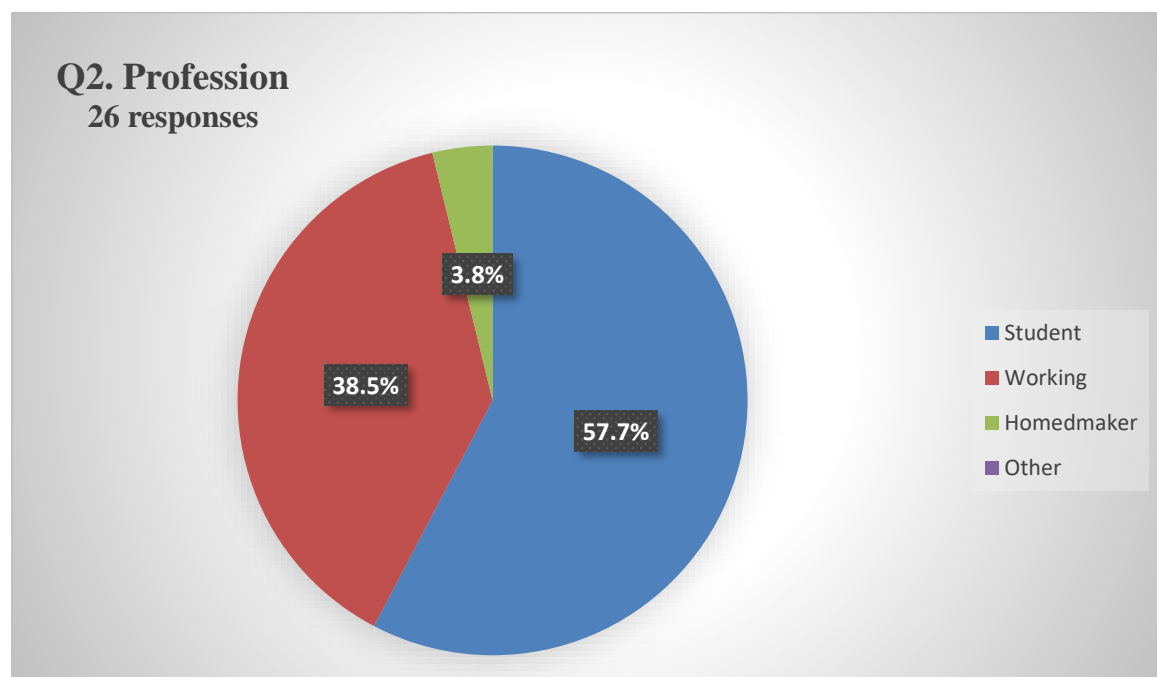
### Interpretation: -

The above Pie Chart classified the large number of respondents come from the age group of below 30 with 65.4%. we observe that there is very a smaller number of customers is come from the age group 40-50with only 3.9%



## Q 2. Profession

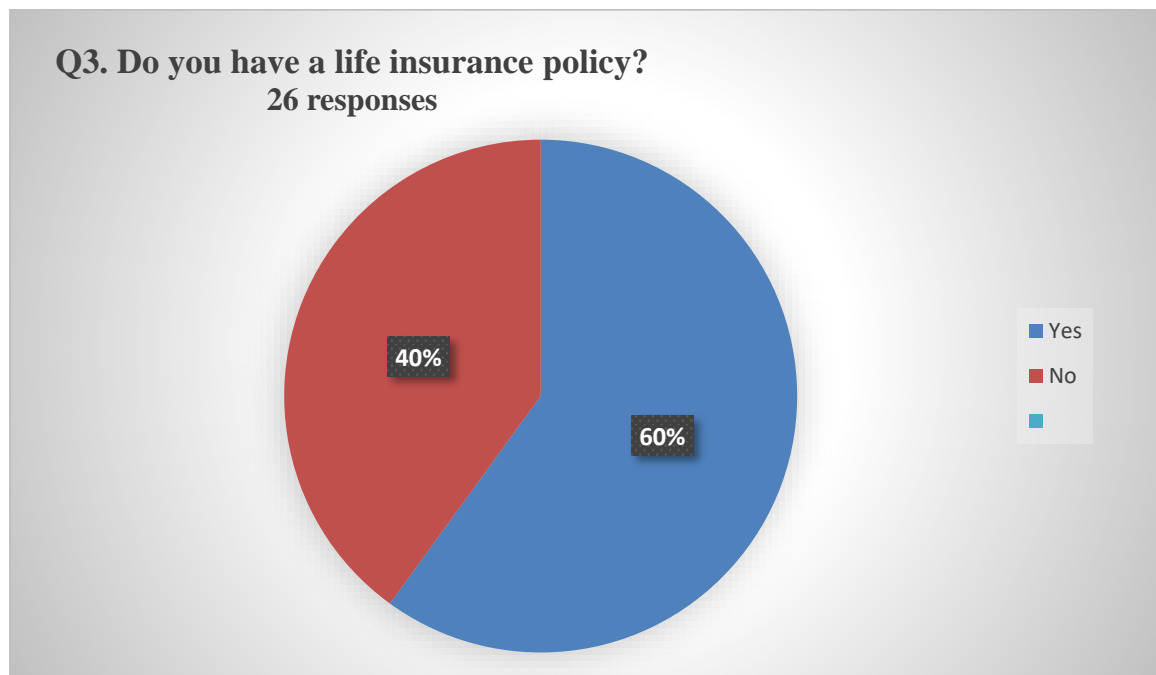
Particular	Responses	Percentage
Student	15	57.7%
Working	10	38.5%
Homedmaker	1	3.8%
Other	0	0%
TOTAL	26	100%

**Interpretation: -**

From the above pie chart, we find that majority of respondents of LifeInsurance policies are students and salaried persons with 57.7% and 38.5% respectively. While 3.8% respondents are homemaker.

Q 3. Do you have a life insurance policy?

Particular	Responses	Percentage
Yes	16	60%
No	10	40%
TOTAL	26	100%

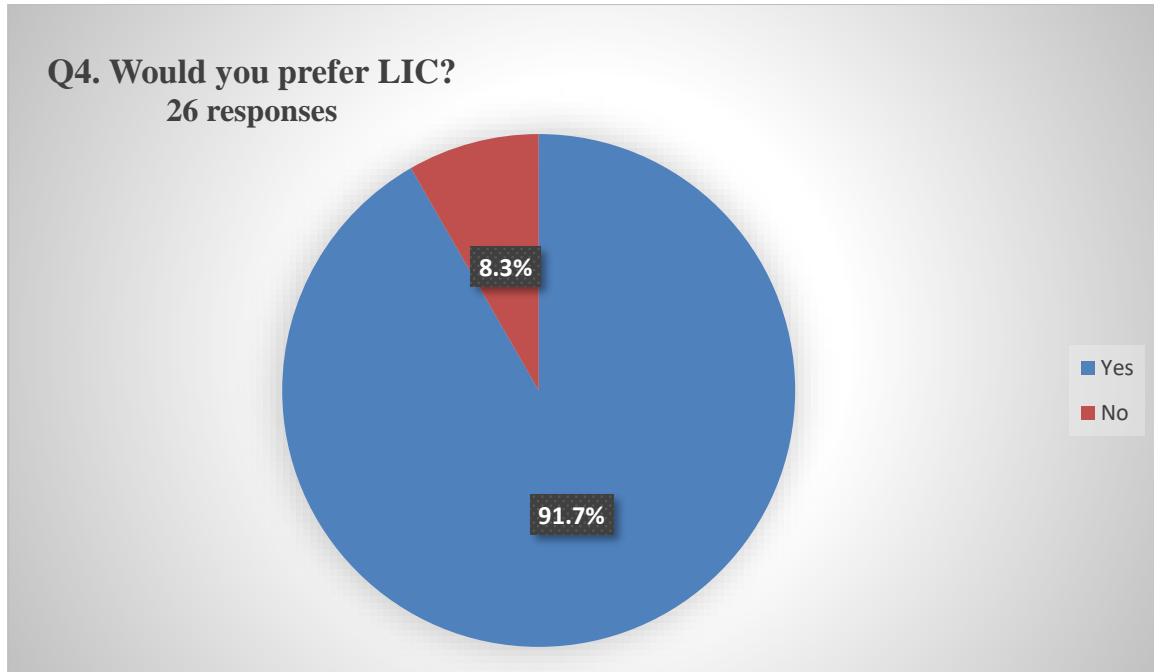


**Interpretation: -**

The above pie chart depicts that majority of the respondents have life insurance policy with 60% while 40% do not have life insurance policy.

Q4. Would you prefer LIC?

Particular	Responses	Percentage
Yes	24	91.7%
No	2	8.3%
TOTAL	26	100%

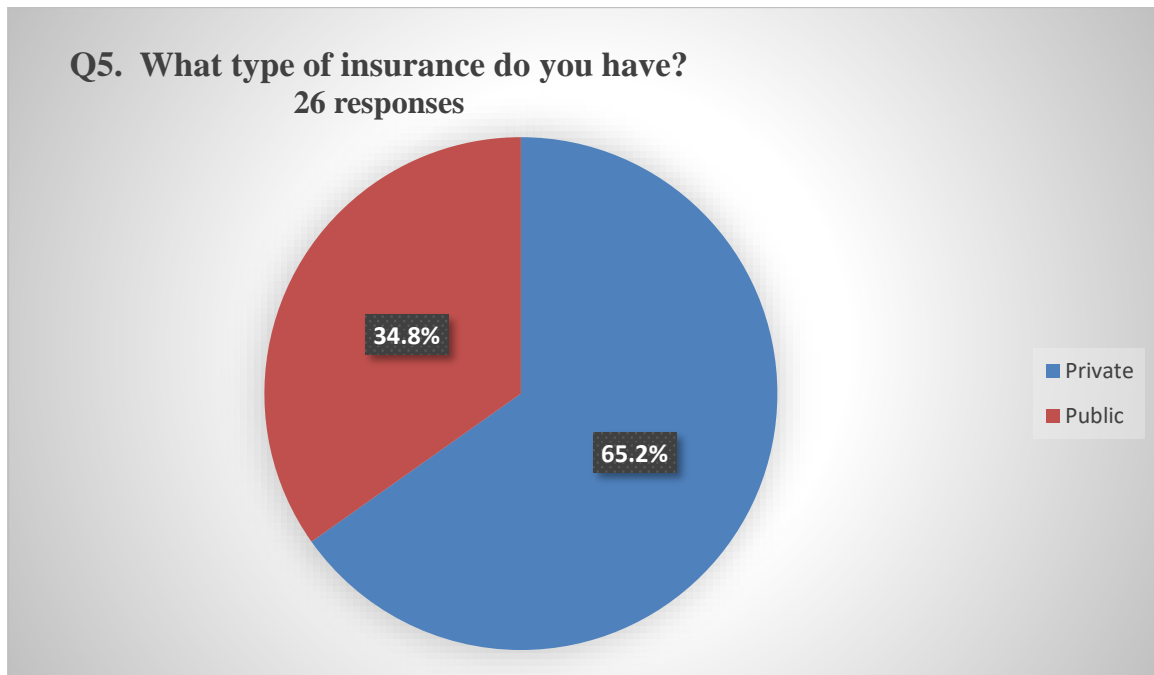


**Interpretation: -**

The above chart clearly shows that 91.7% respondents will prefer LIC and the rest 8.3% will not prefer LIC.

Q5. What type of insurance do you have?

Particular	Responses	Percentage
Private	17	65.2%
Public	9	34.8%
TOTAL	26	100%

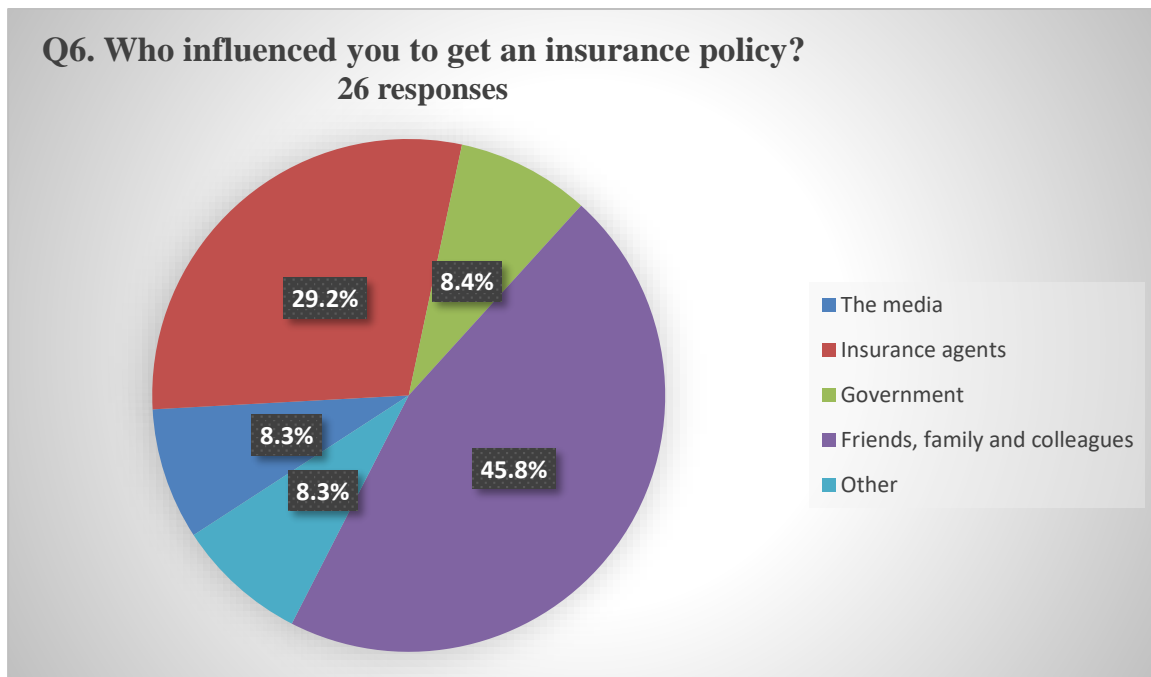


**Interpretation: -**

The data shows that 65.2% of respondents have public insurance and the rest have private insurance with 34.8%.

Q6. Who influenced you to get an insurance policy?

Particular	Responses	Percentage
The media	2	8.3%
Insurance agents	8	29.2%
Government	2	8.4%
Friends, family and colleagues	12	45.8%
Other	2	8.3%
TOTAL	26	100%

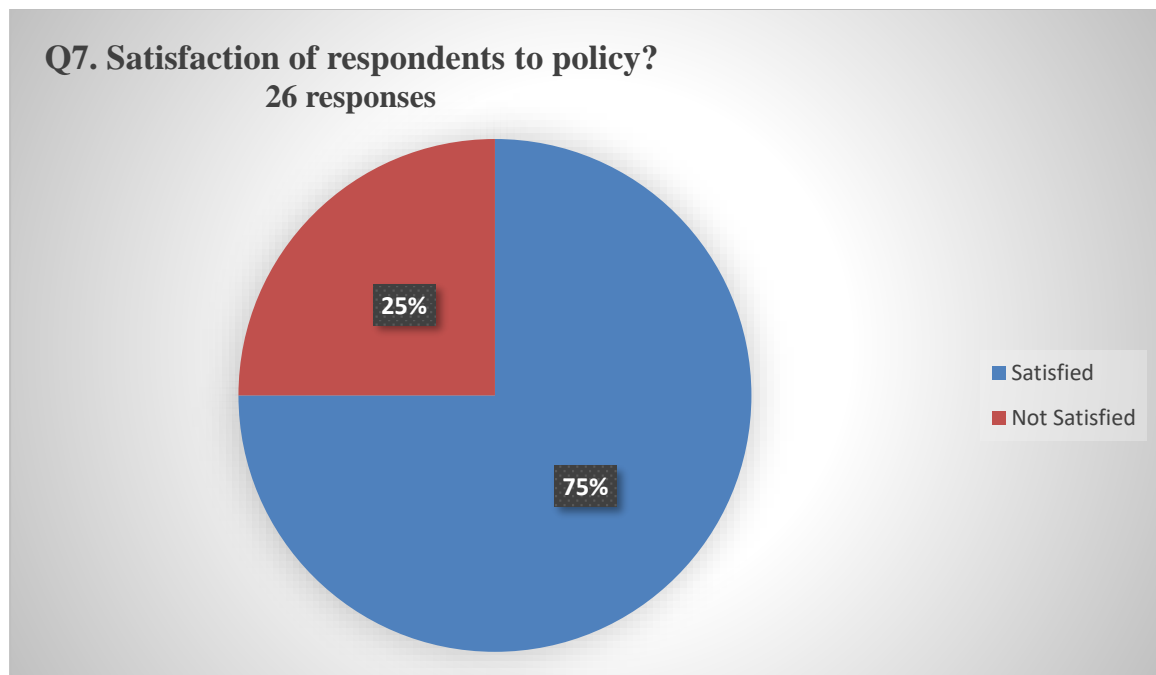


**Interpretation: -**

- 8.3% respondents are influenced by Media.
- 29.2 respondents are influenced by Insurance agents.
- 8.4% respondents are influenced by Government.
- 45.8% respondents are influenced by Friends, family and colleagues.
- 8.3% respondents are influenced by other sources.

## Q7. Satisfaction of respondents to policy?

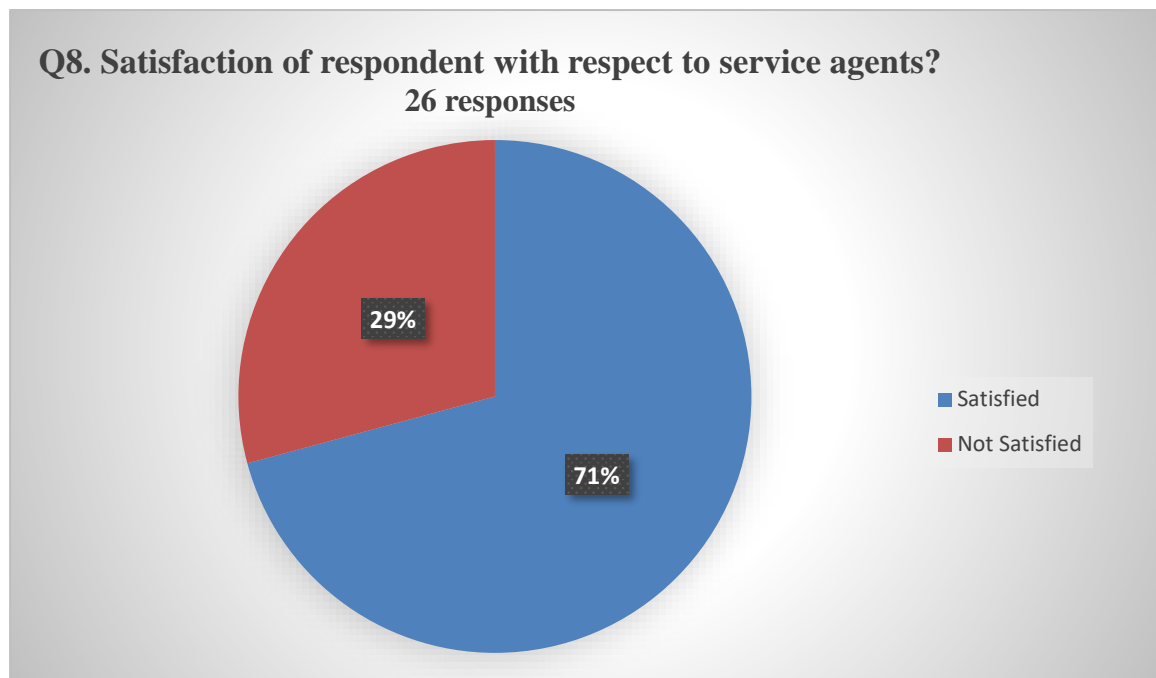
Particular	Responses	Percentage
Satisfied	20	75%
Not Satisfied	6	25%
TOTAL	26	100%

**Interpretation: -**

Based on our analysis we found that majority of respondents have satisfied with policies with 75%, and 25% are not satisfied with the policy.

Q8. Satisfaction of respondent with respect to service agents ?

Particular	Responses	Percentage
Satisfied	18	70.8%
Not Satisfied	8	29.2%
TOTAL	26	100%

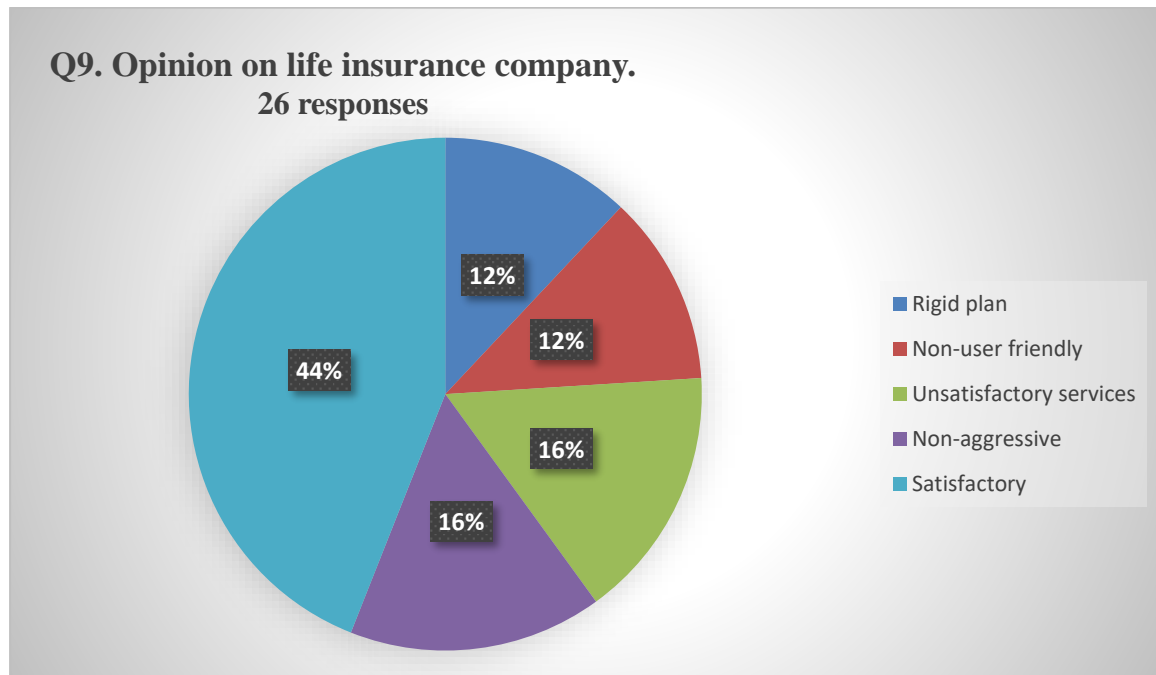


**Interpretation: -**

Above research shows that from this all-factors majority 70.8% of respondents agree that they are satisfied with the service agents, 29.2% agree that they are not satisfied with the service agents.

## Q9. Opinion on life insurance company.

Particular	Responses	Percentage
Rigid plan	3	12%
Non-user friendly	3	12%
Unsatisfactory services	4	16%
Non-aggressive	4	16%
Satisfactory	11	44%
TOTAL	26	100%

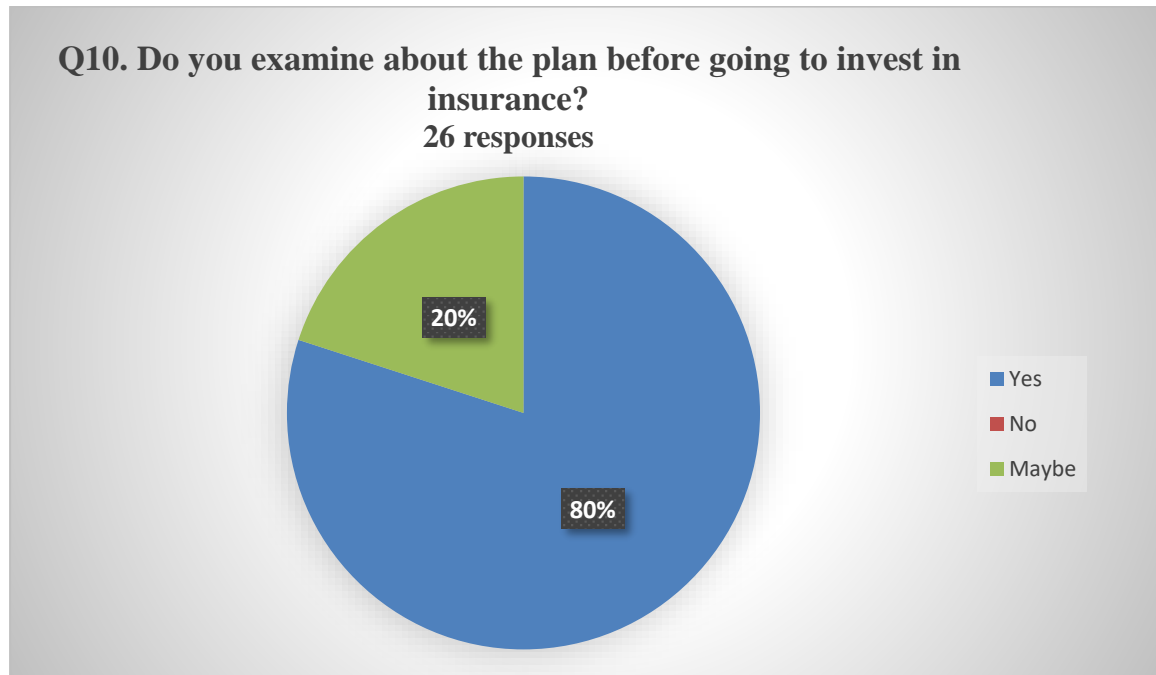
**Interpretation: -**

- 12% respondent's opinion on life insurance company are rigidplans.
- 12% respondent's opinion on life insurance company are non-user friendly.
- 16% respondent's opinion on life insurance company areunsatisfactory.
- 16% respondent's opinion on life insurance company are non-aggressive.
- 44% respondent's opinion on life insurance company aresatisfactory.



Q10. Do you examine about the plan before going to invest in insurance

Particular	Responses	Percentage
Yes	21	80%
No	0	0%
Maybe	5	20%
TOTAL	26	100%



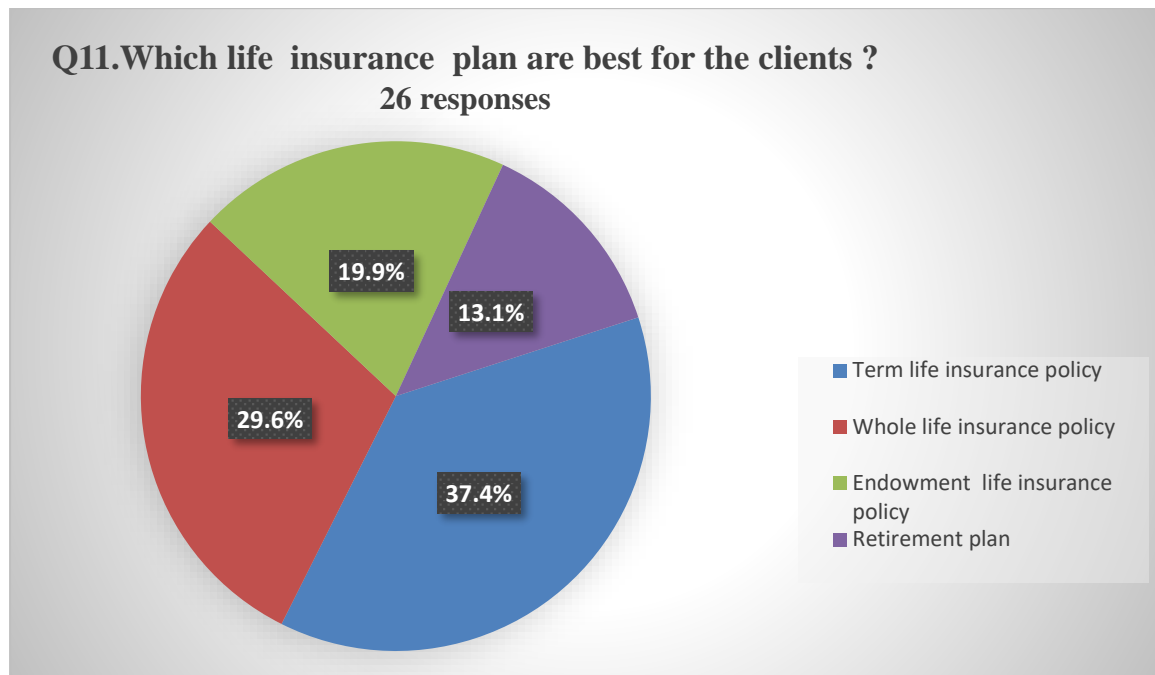
**Interpretation: -**

80% of respondents examine about plans before going to invest in insurance and

20% chooses maybe they examine about the plans before investing.

Q11. Which life insurance plan are best for the clients?

Particular	Responses	Percentage
Term life insurance policy	10	37.4%
Whole life insurance policy	8	29.6%
Endowment life insurance policy	5	19.9%
Retirement plan	3	13.1%
TOTAL	26	100%



**Interpretation:-**

- 19.9% respondent's opinion on life insurance policy are Term life insurance policy
- 13.1% respondent's opinion on life insurance policy are Retirement plan.
- 29.6% respondent's opinion on life insurance policy are Wholelife insurance policy.
- 37.4% respondent's opinion on life insurance policy are Endowment ilfe insurance policy.

## **HYPOTHESIS TESTING**

**Hypothesis testing :**

- **H0** -

People are not investing their fund in life insurance to cover the financial risk associated with their life.

- **H1** -

People are investing their fund in life insurance to cover the financial risk associated with their life

From the above research study it is found the Alternative hypothesis that is H1 “People are investing their fund in life insurance to cover the financial risk associated With their life “ is found to be true hence accepted where as NUL hypothesis that is H0 “people are not investing their fund in life insurance to cover the financial risk associated with their life “ is rejected.

**FINDINGS**

## **FINDINGS**

- Term life insurance plan are best for the client.
- Most of the customer have private insurance.
- Most of the people are influence by their Friend ,Family and Colleagues to get an insurance.
- 75% of customer are satisfied with their insurance policy.
- 80% of customer examine about the plans before going to invest in insurance.

## **CONCLUSIONS**

## **CONCLUSION**

At the outset, the Life insurance offers to the investing public, a wide opportunity to invest. Under various schemes float by it which fulfils the investor's expectations of a risk-free investment. Insurance is a process in which a large number of persons collect their small contribution, called the premium, in a pool and out of their losses are paid to the suffering person. Even in a competitive scenario, LIC has registered the world's highest growth rate and creating history in the insurance sector. LIC strength quick top change with times, responding to changing needs and aspiration of the people. Evidently, LIC today stands as a global stage ever adapting to world-class standards of service in terms of tailor-made schemes, computerization and strategic planning. Thus, the study investigates the investor's preferences, and the factors that determines for investing in LIC. Based on the analysis, the study concludes that the success of every investment decision has become increasingly important in recent times. Making sound investment decision require both knowledge and skill apart from other factors. Skill is needed to evaluate risk and return associated with an investment with minimum risk involved if he carefully analysis the information published. Knowledge is required regarding the complex investment alternatives available, in the economic environment.

From the present study it can be concluded that there exists very low level of awareness, understanding of life insurance products and general operation of life insurance companies.



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**Appendices**

## **QUESTIONNAIRE**

**NAME: -** \_\_\_\_\_

### **Q1 What is your age?**

- 15-30
- 30-40
- 40-50
- Above 50 yrs.

### **Q2 Profession**

- Student
- Working
- Homemaker
- Other

### **Q3 Do you have a life insurance policy?**

- Yes
- No

### **Q4 Would you prefer LIC?**

- Yes
- No

**Q5 What type of insurance do you have?**

- Private
- Public

**Q6 Who influenced you to get an insurance policy?**

- The media
- Insurance agents
- Government
- Friends, family and colleagues
- Other

**Q7 Satisfaction of respondents to policy?**

- Satisfied
- Not Satisfied

**Q8 Satisfaction of respondents with respect to service agents?**

- Satisfied
- Not Satisfied

**Q9 Opinion on Life Insurance company**

- Rigid plans
- Non-user friendly
- Unsatisfactory services
- Non-aggressive
- Satisfactory

**Q10 Do u examine about the plans before going to invest in insurance?**

- Yes
- No
- Maybe

**Q11 Which life insurance plan are best for the clients?**

- Term life insurance
- Whole life insurance
- Endowment life insurance
- Retirement plan