**Hypothesis (if applicable) +ve & -ve**

**Hypotheses for study:** Based on the objectives of the study and the points emerged from the survey of literature, the following hypotheses are made for testing:

1. **H1**: there is significant difference between rural and urban buyer for preference of Life Insurance Company (Brand).

2. **H2**: there is significant difference between rural and urban buyer for preference of life Insurance Policy with respect to price (premium amount/Sum Assured).

3. **H3**: there is significant difference between rural and urban buyer for preference of Life Insurance Company with respect to quality of service.

4. **H4**: there is significant difference between rural and urban buyer for preference to buy a life insurance policy in respect to the person influencing him.