Objectives

MAIN OBJECTIVE
“To Study Factors influencing Consumer Behavior in the Purchase of Life Insurance Products in Gujarat state”.

SUB OBJECTIVES
I. To identify the most preferred life insurance product and the most admired company in insurance sector.
II. To identify the purpose of investments, attitude and personality with respect to their investment in insurance sector.
III. To evaluate the knowledge of the Consumer with respect to the purchased Life insurance products and its sources of information.
IV. To evaluate the satisfaction with respect to the influenced factor in the purchase of life insurance product.

Hypothesis for the Study

H1: There is no significant relationship between demographic factors of respondent and the factors which has influenced in the purchase of product.
H2: There is no significant relationship between the satisfaction of the factors which influenced and demographic factors of respondents.
H3: There is no positive correlation between selection of company and demographic factors of respondent.
H4: There is no positive correlation between preference for the product and no. family members or amount of premium paid.

And some more hypotheses will be formulated regarding significant dependency of the factor affecting the purchase of life insurance products.