Research Methodology

Research Design
The research under the study is Descriptive in Nature

Sampling Unit
Life Insurance policy holders in Gujarat state.

Sampling Technique
Non-probability Technique and Snow-ball Sampling method will be used for the purpose of data collection as through reference of one respondent to the other respondents.

Sample Size
Entire state of Gujarat would be divided into four zones namely North Gujarat, South Gujarat, Central Gujarat and Saurashtra and Kutch. The total sample size would be approximately 500 and 125 consumers will be selected from each zone. However after precise population estimation, sample size will be amended accordingly.

Survey Tool
Questionnaire will be used as an instrument for collecting primary data. Looking to the nature of study the questionnaire will be structured and will mainly contain questions, which are closed ended. The response will be recorded and measured by using Nominal Scale, Likert Scale etc. The researcher will collect qualitative information which will be incorporated through few open-ended questions. The data collected would thus be qualitative and quantitative in nature.

Survey Technique
Direct Contact.

Area of Research
Gujarat state.

Data Preparation
Data preparation will begin with preliminary check of all the questionnaires for its completeness. The collected data will be edited, coded, tabulated, grouped and will also be organized according to the requirement of the study and than will be entered into SPSS (statistical package for social sciences) for analysis.
Analysis and Interpretation of Data

For analyzing the hypothesis, parametric as well as non-parametric tests will be used in this research. The use of various statistical techniques for analysis of data will depend upon the type of the data that would be collected. Different statistical tests has to be performed for Nominal, Ordinal and data collected by using Likert scale, semantic differential scale etc. Thus the exact statistical tests would be determined after preparation of data collection instrument and actually data for the research has been collected.

Significance of the Study

India with about 200 million middle class household shows a huge untapped potential for players in the insurance industry. Saturation of markets in many developed economies has made the Indian market even more attractive for global insurance majors. The insurance sector in India has come to a position of very high potential and competitiveness in the market. Indians, have always seen life insurance as a tax saving device, are now suddenly turning to the private sector that are providing them new products and variety for their choice. Consumers remain the most important center of the insurance sector. After the entry of the foreign players the industry seeing a lot of competition and thus improvement of the customer service in the industry. Customers have tremendous choice from a large variety of products from pure term (risk) insurance to unit-linked investment products. Customers are offered unbundled products with a variety of benefits as rider from which they can choose.

The insurance concept carries relationships which have historically developed as contractual and monetary relationships, as well as relationship between the parties based on uncertainty, risk, probability analysis and interpersonal communication. Thus, the concept of insurance is manifold and of interdisciplinary nature.

One specific topic related to insurance is that of insurance consumer behavior. Since the theoretical issues of insurance consumer behavior are not extensively researched, therefore the studies and works of researcher who analyze consumer behavior in general can provide the core knowledge that can be further developed for better understanding of the insurance consumer behavior concept.
Statement of the Problem

Motive or goal plays major important role in the purchase of any life insurance product. Insurance is felt to be the most difficult product for selling because of the financial complexity, low financial literacy and lack of awareness among the consumers of such products. Thus the factor which affects the purchase of life insurance products becomes the important foundation for all the insurance company to understand the needs of their customers.

The ruling of this study is not only to confirm that family protection, risk coverage, retirement benefits, child care and tax benefit are the key reasons but also find out some other factors which influence the purchase of life insurance products. The study also attempts to evaluate the satisfaction with respect to the influenced factor in the purchase of life insurance product in general. The aim of this work is to identify and understand the factor that describes the behavior of the customer for investment in life insurance policies.

The work is to present a unique contribution not only for companies in life insurance sector to get aware with the investor object for investment in life insurance sector but it will also encourage the participation of customers.

Outline Of The Thesis

Chapter – 1 Introduction

Chapter – 2 Concept and meaning of Insurance

Chapter – 3 History of Insurance Industry in India

Chapter – 4 Present Scenario of Insurance Industry in Indian Economy

Chapter – 5 Conceptualizing Consumer Industry

Chapter – 6 Research Methodology

Chapter – 7 Analyses and Interpretation of Data

Chapter – 8 Summary, Findings and Suggestions