A STUDY ON CUSTOMER’S PREFERENCE TOWARDS LIFE INSURANCE

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ABSTRACT
Human being’s life is very precious and life insurance is the only form of tool that can provide protection not only to an individual but to his/her entire family during the era of uncertainty. Customers are the crucial reason for the growth and success of insurance companies. All players are striving hard to first understand the needs and wants of the customer and then designing a product accordingly. The data for the study has been collected from primary sources through survey method. The study area is limited to Navi Mumbai. The analyzed data has been presented in the form of table, and pie-charts. The research study concluded that LIC is the most accepted and popular brand in life insurance and also security for future has always been a concern. This concern has led to the emergence of a concept name as “Insurance”.

KEY WORDS: Insurance, Security, Future Uncertainty and Customer