

A Study of Life Insurance Consumer Buying Behaviour

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Abstract: *Life insurance is one amongst the highest growing and rising markets in Republic of India. The important and need of insurance is feel once uncertainty happens within the lifetime of individual. the rationale of life insurance for each individual could diverse; several people in general believe that life insurance as a investments instrument however not as a social task. In India vast variety of life insurance firms having over enough vary of insurance merchandise on the opposite side, customers are confused to that policy and which company to be purchased. The most aspects of the paper are to search out the consumers shopping for behavior for keeps Insurance sector. This paper is an effort to grasp why customers investment in insurance Policy? And additionally know consumers are glad with pre purchase and post purchase sales service provided by insurance Companies.*

Keywords: Consumer Behaviour, Life insurance Policy, pre- purchase sales service, post-purchase sales service, Investment in life insurance

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