



A Study On Customer Preferences For Term Insurance Investment In Private Banks At Chennai, Tamil Nadu

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ABSTRACT

The insurance market has considerable profit potential when managed efficiently. Notwithstanding initiatives to enhance awareness, insurance penetration is minimal because of insufficient motivation, protracted claims processes, and a deficit of understanding. This study examines investment options in terms of the insurance provided by commercial banks across several demographic segments. Primary data from structured questionnaires and secondary data from books, journals, and internet sources were used in this study, which was conducted in Chennai, Tamil Nadu. Descriptive analysis encompasses tables and figures, whereas inferential approaches include correlation, regression, and chi-square tests. The results indicate a correlation between income and the choice of term insurance, highlighting the attractiveness of dual benefits and assured post-retirement returns. The accessibility of thorough, current information profoundly impacts investment choices. Research shows that robust branding by life insurance firms influences consumer decisions, resulting in increased insurance uptake, enhanced infrastructure, and cost-effective business models.

Keywords: Customer choice, Term Insurance, Private Banks, Dual benefit, Post-retirement returns Benefits.

1. INTRODUCTION

A large number of people are aware of insurance necessity, and this can be traced back 5000 years ago. Simultaneously, a group of people, whose property have banded at risk of loss and contributed to the creation of a social fund. This kind of social fund was utilized to compensate for the person who suffered the loss. With the advancement of trade, commerce, and small and large industries, the insurance concept has become popular. The Industrial Revolution led to the establishment of the insurance industry as an institution

in the economy. New concepts of insurance such as pension plans, tuition and marriage plans for the young generation, post-retirement pension schemes, accident and medical assistance, and death plans for safeguarding family members emerged alongside the developing industry. Currently, insurance is inevitable in the society.

Investment is the acquisition of assets and savers in India have many options for investing. While some are riskier, others are sound liquids and are marketable. An investor's primary concerns are risk and returns, which they must manage. Various investment options are available including real estate, securities, fixed deposits, equity, commodities, and unit-linked schemes. Investments are made with the intention of earning income or capital gains and risk is assumed in the hope of earning a return on investment.

Term insurance offers numerous financial advantages. It is generally more cost-effective than other forms of life insurance, such as whole life or universal life insurance, particularly for younger individuals. This cost-effectiveness makes it a compelling choice for those who require substantial budget coverage. Term insurance can address particular financial obligations such as mortgage payments, educational costs, and business liabilities. Investment possibilities include real estate, stocks, bonds, FDs, equity, commodities, and unit-linked plans.

2. OBJECTIVES OF THE STUDY

This study investigates customers' choice to invest in term insurance offered by private banks, assesses the factors to be considered when investing in term insurance, and measures the benefits derived from such term insurance schemes.

3. NEED FOR THE STUDY

The present study needs to evaluate the worth of term insurance policies, identify key factors for policyholders to consider, review various term insurance choices available from private banks, and determine the specific benefits that can be accurately quantified from such policies. The lack of knowledge and financial planning by middle- and lower-class customers is an impediment to the insurance business. Therefore, this study focuses on creating awareness about the term insurance and its availability to understand its benefits for society. This study successfully reveals policyholders' perspectives on term insurance.

4. RESEARCH METHODOLOGY

The research methodology in this study encompasses the research design, sampling methods, sources of data, statistical tools and techniques, and the analysis and interpretation of the findings. The primary goal of applied research is to discover, interpret, and develop methods and systems that contribute to the advancement of human knowledge across various scientific domains related to the world and universe.

4.1 Area of Study: This study was conducted in and around the Chennai Metropolitan City, Tamil Nadu, India. The sample respondents consisted of both government and private organization employees with term insurance policies.

4.2 Research Design: This study was designed using both explanatory and inferential approaches. Data were collected using a structured questionnaire that included both closed and open-ended questions. The questions were formulated in simple English to ensure easy understanding by the respondents. The collected data were carefully examined and analyzed using correlation, chi-square, and regression tests.

4.3 Sample size: Primary data were collected from 120 government and private sector employees with long-term life insurance policies in and around Chennai, Tamil Nadu, India.

4.4 Sampling Method: This study employed a convenience sampling technique using a non-probability sampling method. Respondents were randomly selected based on their availability and willingness to participate.

4.5 Sources of Data: The present study used both Primary and Secondary data sources. Primary data were collected from respondents using a structured questionnaire that included a series of closed- and open-ended questions. Secondary data were obtained from published papers, journals, books, and electronic media sources.

4.6 Research Tools and Techniques

Percentage Analysis:

$$\text{Percentage} = \frac{\text{Actual Number}}{\text{Total Number}} * 100$$

Karl Pearson's Correlation:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

Chi Square Analysis:

$$\chi^2 = \frac{\sum (O_i - E_i)^2}{E_i}$$

Regression Analysis:

$$R = \sqrt{b_{xy} * b_{yx}}$$

4.7. Limitations of the study: Data collection from the respondents was considered as one of the challenging tasks because reliable data from the respondents is a difficult task to collect and time constraints are another limitation to conducting research within a very short period of time.

5. REVIEW OF LITERATURE

There is a lack of adequate knowledge and awareness regarding the term insurance investments, financial planning, insurance plans, policy purchase procedures, premium costs, claim processes, family well-being, and associated benefits among lower-and middle-income groups. To support this study, a range of relevant literature was reviewed, drawing from reputable journals, reports, and credible internet sources.

Katole (2012) critically assessed the performance criteria for insurance investments from an Indian

perspective. This elucidates the policyholders' perceptions of the association between guaranteed insurance and annual income, occupation-specific insurance plans, and optimal risk coverage. In addition to the children's money return policy, which has not had a substantial impact, the efficacy of initiatives targeting children such as Jeeven Kishore and Jeeven Balya is markedly inadequate.

Dilli and Reddy (2012) conducted a study related to the General Insurance Corporation and Agricultural Insurance Company of India Limited and stated that every family in remote villages feels that insurance schemes are safe and secure. The insurance industry has always been a growth-oriented industry globally and has shown promising growth compared with other Indian industries.

Oberemko (2015) observed that the primary objective of insurance brokers is to assist clients in selecting the most appropriate insurance package. Insurance products are characterized by two factors: material (insurance tariffs) and quality (insurance conditions). The ratio of these two elements in identifying the optimal insurance plan for the consumer is challenged by the extensive variety of possibilities available from the insurance brokers. They get intricate. The issue of developing instruments to evaluate the quality of insurance products remains unresolved.

In Sandeep Chaudhary and Jasneet Kaur (2016), LIC is the most trusted and renowned brand in life insurance, although the market share of private insurers is steadily rising because of increasing consumer confidence. Emerging private entities provide numerous unique products and services. They enhance customer awareness through innovative advertising strategies, launch new products, and expand life insurance penetration in the uninsured markets. The rivalry between public and private entities has contributed to a broader range of products, ranging from purely risk-based options to ULIP plans.

It is the Sandeep Chaudhary and Jasneet Kaur, (2016), Insurance providers can enhance the quality of their products and services by gaining a deeper understanding of their customers, including their needs and expectations. However, the Indian life insurance industry has seen limited success compared to developed countries, primarily due to low customer awareness, high premium costs, poor and delayed customer service, and lack of suitable product offerings.

According to Chaudhary (2016), life insurance is a type of insurance that offers financial protection to an individual or his/her family in the event that the sole member of the family who is financially responsible for the family's well-being passes away unexpectedly, due to an accident, or due to a dangerous situation.

According to Chaudhary (2016) and Mimović et al. (2017), life insurance not only provides a means of ensuring safety and security but also stimulates savings by providing a variety of investment-linked policies.

The insurance sector contributes to the expansion of the breadth and depth of financial markets and provides policyholders with economic and social security. In the long run, this results in a greater accumulation of wealth, as well as economic growth and development. The life insurance sector is under-represented in the Serbian market, despite the fact that life insurance companies are the largest institutional investors in the European financial market (Mimovic et al., 2017).

Huda (2018) asserted that innovative internal marketing strategies, consumer-focused products, and digitalization of the insurance management system are vital for the sustainability of life insurance enterprises.

Jahan and Sabbir (2018) determined that socio-demographic factors, financial literacy, saving motivations, and risk aversion are crucial determinants in comprehending customers' purchasing intentions for life insurance.

Samreena (2018) conducted research on the consumer performance of private life insurance firms, with a particular emphasis on Srinagar City. More specifically, they evaluated customer perceptions concerning preferences, numerous perks, and the brand image of insurance companies.

Emerging countries in the Asia-Pacific region are increasingly using insurance to foster their economic growth and development. This trend is supported by a growing middle class, ambitious young entrepreneurs, and newly established businesses with a global focus, suggesting significant potential for the life and non-life insurance sectors (Rahman 2019).

Islam N. (2019), identified that insufficient understanding, entrenched religious opposition to life insurance, inadequate marketing strategies, and an emphasis on the "push method" rather than the "pull method" significantly hinder individuals from purchasing life insurance policies.

Investment activity affects insurance products, namely, the cost of the product, the actual performance of the product, and the actual fulfillment of the responsibilities of the insurer, relying on insurance payments. The owners of insurance companies can build their businesses and run them on their own thanks to investment activities. (Yuldashev2020).

Chandar and Kamal (2021), investigated the preferences and satisfaction levels of insurance policyholders regarding the services offered by insurance companies in Hariyana, India. The majority of the respondents' investment choices were insurance, and they validated the reduced coverage, showing a preference for money-back insurance. Investment was viewed as a protective measure for family interests and as a strategy to ease the financial burden.

According to Huber (2022), customer service is a key factor in obtaining client trust. The empowerment of clients to manage their funds through switches or premium redirection has changed. A thorough premium renewal reminder mechanism is in place. In addition to the printed renewal premium notice, consumers also receive email and SMS alerts. Reminders are sent after the due dates if payment is

delayed. Premium payment methods from the BSLI include branch payments, check deposit boxes, ECS, credit card transactions, standing instructions, salary deductions, and internet payments.

According to Santri et al. (2022), the market potential of private firms is higher, as Indians believe in the effectiveness of private organizations. Loss prevention, assured profits, and investing in a long-haul should be the top priorities of insurance companies.

Yuldashev (2023) indicates that a significant evolution in the insurance industry over the last three years has been the rapid transformation of consumer expectations and knowledge levels. A collaborative endeavor between FICCI and ING Vyas Insurance Company concerning consumer behavior during the pre- and post-liberalization phases of the business revealed substantial changes in consumer expectations. Hitherto, passive and uninformed insurance consumers have transformed into outspoken and highly demanding individuals. The introduction of competition in all economic sectors has transformed consumer expectations markedly.

The study conducted by Kubitza C. (2023) analyzed consumer perceptions regarding the policies provided by private life insurance companies. The findings revealed that the plans offered by private insurance were satisfactory for meeting customer expectations. Most customers indicated that a few private insurance plans were superior to those provided by the public insurance companies. Customers' expectations regarding life insurance policies, once primarily centered on tax savings, are now progressively transitioning towards value-added policies.

Suthakar and Ragunathan (2023) conducted a study at chennai and examined factors influence customers' decision making in selecting life insurance products. Life insurance plays a vital role in financial planning by offering financial security to individuals and their families in the event of unexpected occurrences such as accidental death or disability. Presently, numerous insurance firms offer life insurance products with publicly traded organizations preferred for investment because of their ability to safeguard both invested capital and the policyholder's life.

6. ANALYSIS AND INTERPRETATION

The results and discussion section of the study includes both descriptive and inferential statistical analyses. Qualitative and quantitative data were thoroughly analyzed, interpreted, and presented in a structured manner.

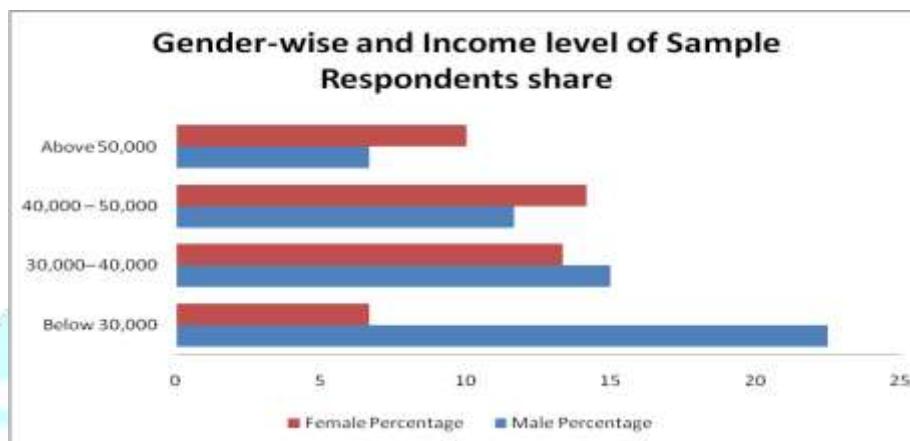
6.1 Income level of the Respondents' Response:

An examination of Table 1 provides insights into the perceptions of sample respondents regarding the term insurance, categorized by gender and income group. It was observed that 30 percent of respondents fell within the income range of 30,000-40,000. It emphasized that even those in middle-income brackets acknowledge the importance of the term insurance.

Table 1: Gender-wise and Income level of Sample Respondents

Income (₹)	Male	Female	Total	Percentage (%)
Below 30,000	24	8	32	26.67
30,000– 40,000	20	16	36	30.00
40,000 – 50,000	12	16	28	23.33
Above 50,000	10	14	24	20.00
Total	66	54	120	100.00

Source: Field Survey

Chart – 1

6.2 Knowledge about Term Insurance:

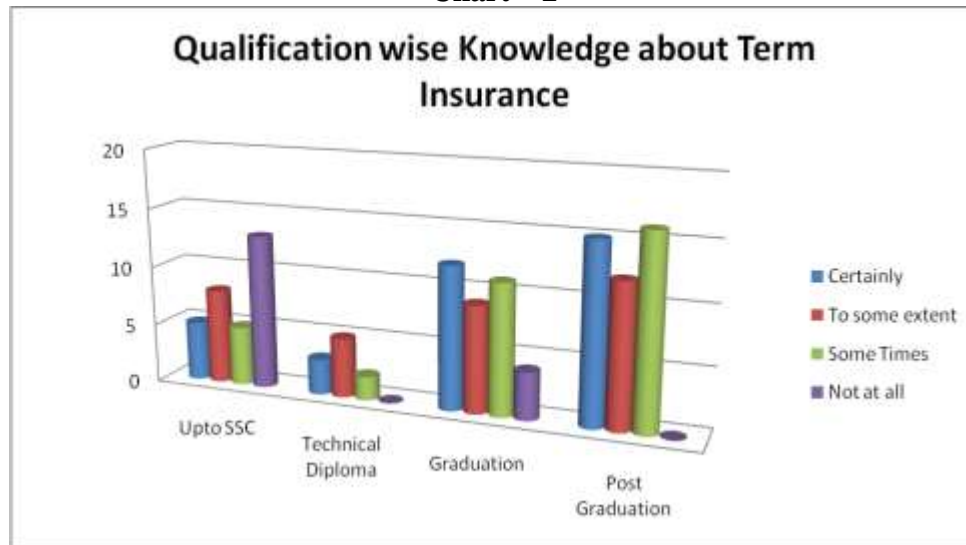
Upon closer inspection of Table 2, it is evident that 29.17 percent of the individuals who participated in the survey had a comprehensive understanding of term insurance. In light of this, it may be deduced that a sizeable proportion of the sample respondents possessed a comprehensive understanding of the term insurance and its benefits.

Table 2: Qualification wise Knowledge about Term Insurance

Opinion	Upto SSC	Technical Diploma	Graduation	Post-Graduation	Total	Percentage (%)
Certainly	5	3	12	15	35	29.17
To some extent	8	5	9	12	34	28.33
Some Times	5	2	11	16	34	28.33
Not at all	13	0	4	0	17	14.17
Total	31	10	36	43	120	100.00

Source: Field Survey

Chart – 2



6.3 Choice of Term Insurance among Salaried people:

According to the data shown in Table 3, 63.33 percent of respondents were in complete agreement that salaried individuals have the ability to select term insurance. This has brought to light the fact that having a structured job that provides consistent income helps to cultivate a mindset of financial planning.

Table 3: Choice of Term Insurance among Salaried people

Opinion	Male	Female	Total	Percentage (%)
Certainly	42	34	76	63.33
To Some Extent	15	12	27	22.50
Not Sure	10	07	17	14.17
Total	66	54	120	100

Source: Field Survey

6.4 Desire to Invest in Term Insurance:

Table 4 indicates that among the private insurance banks, 40 percent of respondents preferred ICICI prudential protect over other insurance schemes. Consequently, male and female respondents exhibited a clear preference for the ICICI prudential protect scheme over other private bank insurance options.

Table 4: Desire to Invest in Term Insurance at Private Banks

Private banks	Male	Female	Total	Percentage (%)
Max Life Insurance	13	9	22	18.33
ICICI Prudential Protect	25	23	48	40.00
Tata AIA Life Insurance	12	8	20	16.67
Bajaj Allianz Secure	6	4	10	8.33
Kotak Life Insurance	7	5	12	10.00
Aditya Birla Sun life Insurance	4	4	8	6.67
Total	66	54	120	100.00

Source: Field Survey

6.5 Term Insurance Schemes Offered Double Benefits:

The data in Table 5 indicate that 35.83 percent of respondents strongly agreed that term insurance schemes provide double benefits. Consequently, most respondents opined that private banks provide a dual benefit scheme.

Table 5: Term Insurance Schemes Offered Double Benefits

Opinion	Male	Female	Total	Percentage (%)
Strongly Agree	26	17	43	35.83
Agree	21	14	35	29.17
Neutral	7	13	20	16.67
Disagree	10	7	17	14.17
Strongly Disagree	2	3	5	4.16
Total	66	54	120	100.00

Source: Field Survey

6.6 Term Insurance Holders Response on Guarantee Returns after Retirement:

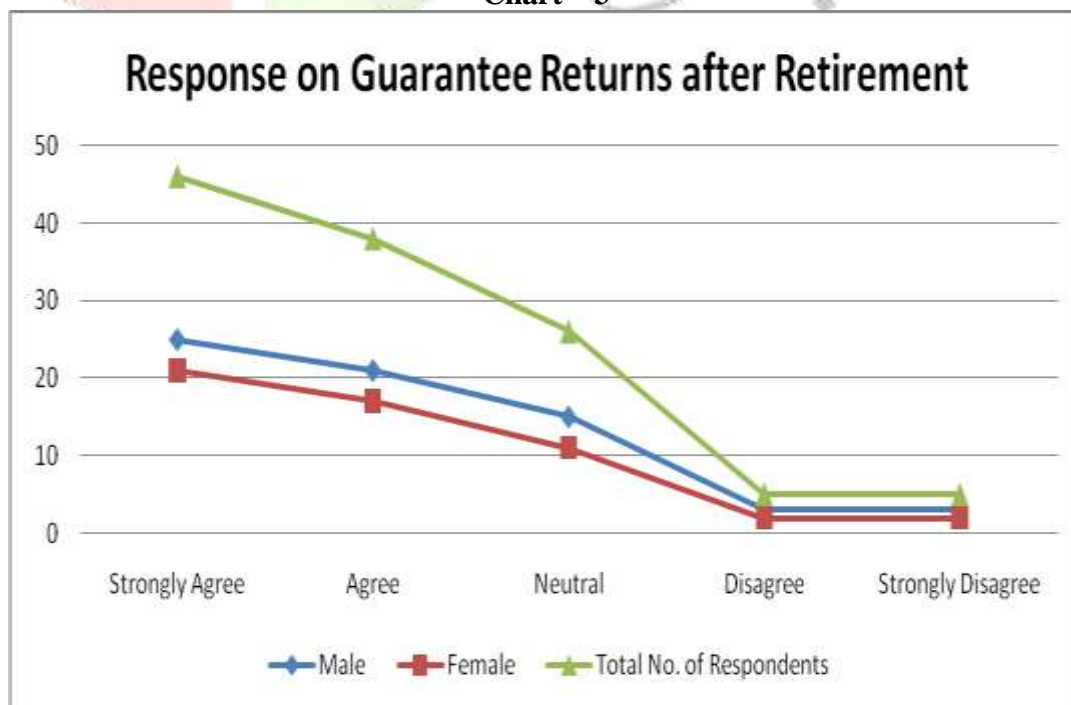
The data presented in Table 6 indicate that 33.33 percent of the respondents strongly agreed that term insurance ensures returns following retirement. Consequently, most respondents strongly agreed regarding the recognition of long-term financial safeguards.

Table 6: Response on Guarantee Returns after Retirement

Opinion	Male	Female	Total	Percentage (%)
Strongly Agree	20	18	38	31.67
Agree	16	24	40	33.33
Neutral	13	8	21	17.50
Disagree	9	2	11	9.17
Strongly Disagree	8	2	10	8.33
Total	66	54	120	100.00

Source: Field Survey

Chart – 3



6.7 Coverage is reasonable in term insurance:

An examination of Table 7 indicates that the majority (67.50 percent) of the respondents deemed the coverage of the life period in term insurance to be reasonable. Consequently, a significant proportion of respondents expressed that the term insurance coverage met their expectations.

Table 7: Coverage is reasonable in term insurance

Opinion	Male	Female	Total Respondents	Percentage (%)
Reasonable	53	28	81	67.50
Some extent	03	07	10	8.33
Not reasonable	10	19	29	24.17
Total	66	54	120	100.00

Source: Field Survey

6.8 Response on Innovative Term Insurance Schemes to be Introduces in Future:

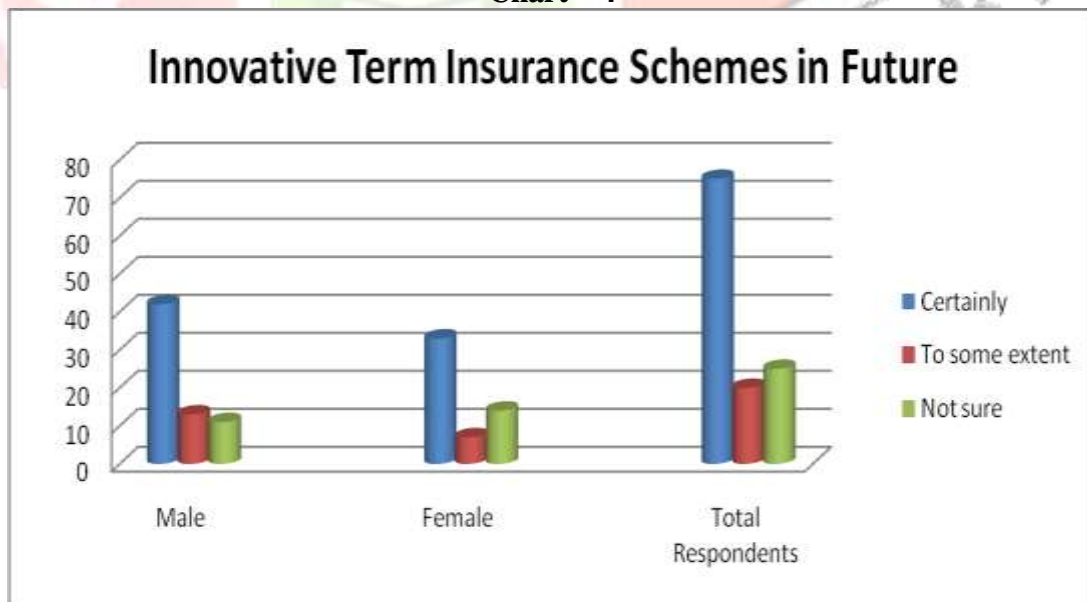
As shown in Table 8, 62.50 percent of the respondents agreed that novel term insurance plans will be released in the near future.

Table 8: Innovative Term Insurance Schemes in Future

Opinion	Male	Female	Total Respondents	Percentage (%)
Certainly	42	33	75	62.50
To some extent	13	7	20	16.67
Not sure	11	14	25	20.83
Total	66	54	120	100.00

Source: Field Survey

Chart – 4



6.9 Chi-square Test:

It is finding an association between income and salaried people preferences to invest in term insurance.

H₀: There is no association between income and investors' choice choosing of term insurance to invest.

H₁: There is an association between income and investors' choice of term insurance to invest.

Table 9: Chi-square Test on Income and Responses of Respondents

Income	Certainly	To Some Extent	Not Sure	Total
Below 30,000	20	7	5	32
30,000– 40,000	24	7	5	36
40,000– 50,000	18	5	5	28
Above50,000	10	9	5	24
Total	72	28	20	120

Chi-square Test Analysis

Observed(O)	Expected(E)	(O–E)	(O–E) ²	(O–E) ² /E
20	19	1	1	0.05
24	22	2	4	0.18
18	17	1	1	0.05
10	14	-4	16	1.14
7	7	0	0	0
7	8	-1	1	0.125
5	7	-2	4	0.57
9	6	3	9	1.5
5	5	0	0	0
5	6	-1	1	0.166
5	5	0	0	0
5	4	1	1	0.25
120	120			4.031

Source: Field Survey

Calculation of E

$$72 \times 32 / 120 = 19 \quad 28 \times 32 / 120 = 7 \quad 20 \times 32 / 120 = 5$$

$$72 \times 36 / 120 = 22 \quad 28 \times 36 / 120 = 8 \quad 20 \times 36 / 120 = 6$$

$$72 \times 28 / 120 = 17 \quad 28 \times 28 / 120 = 7 \quad 20 \times 28 / 120 = 5$$

$$72 \times 24 / 120 = 14 \quad 28 \times 24 / 120 = 6 \quad 20 \times 24 / 120 = 4$$

Critical Value at 5% Significance Level:

From the Chi-Square distribution table, the critical value for df = 6 at 5% significance was 12.592.

Degree of Freedom (df): $df = (r-1) \times (c-1) = (4-1) \times (3-1) = 3 \times 2 = 6$

The calculated value was 4.031; degrees of freedom (r-1) (c-1) (4-1) (3-1) 3 x 2=6. Therefore, the calculated χ^2 was 4.031, and the critical value was registered at 12.592. Thus, the null hypothesis (H₀) was accepted. This means that there is no significant association between income level and choice of term insurance investment.

6.10 Correlation:

To determine the relationship between sufficient information to be given to customers related to term insurance and updating of procedures in term insurance to invest more.

Table 10: Correlation between Sufficient Information and Updated Procedures

X	(X-5) dx	dx ²	Y	(y-10) dy	dy ²	dx.dy
43	38	1444	38	28	784	1064
35	30	900	40	30	900	900
20	15	225	21	11	121	165
17	12	144	11	1	1	12
5	0	0	10	0	0	0
Total	95	2713		79	1806	2141

Source: Field Survey

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

$$r = \frac{5(2141) - (95)(79)}{\sqrt{[5(2713) - (95)^2][5(1806) - (79)^2]}}$$

$$r = \frac{10705 - 7505}{\sqrt{[13565 - 9025][9030 - 4900]}}$$

$$= \frac{4055}{67.37 * 64.26} = \frac{4055}{4329}$$

$$r = 0.93$$

From the above calculation, it is noted that the value is positively correlated. Therefore, there is a strong positive relationship between sufficient information to be given to customers related to term insurance and the Update of procedures in term insurance to invest more.

6.11 Regression:

Determining the relationship between term insurance offerings double benefits and guaranteed returns after retirement.

Table 11: Regression on Double Benefits and Guaranteed Returns

X	Y	(X-24) x	(Y-24) Y	x ²	y ²	Xy
43	38	19	14	361	196	266
35	40	9	16	81	256	144
20	21	-4	-3	16	9	12
17	11	-7	-13	49	169	91
5	10	-19	-14	361	196	266
Total				868	826	779

Source: Field Survey

$$R = \sqrt{b_{xy} * b_{yx}}$$

$$X = \sum x/n = 120/5 = 24, Y = \sum y/n = 120/5 = 24$$

$$X = \sum x/n = 120/5 = 24, Y = \sum y/n = 120/5 = 24$$

X on Y

$$X - 24 = 0.94 (Y - 24),$$

$$X - 24 = 0.94y - 22.56,$$

$$X - 0.94y - 22.56 + 24,$$

$$X = 0.94y + 1.44$$

$$b_{xy} = \sum xy / \sum y^2, = 779/826, r = 0.94$$

Y on X

$$Y - 24 = 0.90(X - 24),$$

$$Y - 24 = 0.90X - 21.6,$$

$$Y = 0.90x - 21.6 + 24$$

$$Y = 0.90x + 2.4$$

$$b_{yx} = \sum xy / \sum x^2, = 779/868, r = 0.90$$

$$r = \sqrt{b_{xy} \times b_{yx}} = \sqrt{0.94 \times 0.90}$$

$$= +0.92$$

From the above calculations, it can be noted that there was a positive regression. Thus, there is a relationship between the term insurance offerings double benefits and guaranteed returns after retirement.

7. Summary of Findings and conclusion:

Income and Term Insurance Investment:

30% of respondents earned between ₹. 30,000–40,000 per month, making this the largest income group investing in term insurance.

Awareness of Term Insurance:

Of the respondents, 29.17 % had full awareness of the term insurance and understood its features and benefits.

Preference for Term Insurance among Salaried Individuals:

Of the respondents, 63.33 % strongly agreed that salaried individuals preferred term insurance.

Preferred Term Insurance Providers:

The ICICI Prudential Protect was the most preferred insurance provider among customers (40%).

Perceived Benefits of Term Insurance:

- A total of 35.83% of the respondents believed that the term insurance provides dual advantages.
- Of the respondents, 33.33% asserted that this ensures post-retirement returns.
- A total of 67.50% of the respondents regarded the duration of coverage under term insurance as reasonable.
- Of the respondents, 62.50% indicated that new term insurance plans would be introduced immediately.

Statistical Test Results and Implications**Chi-Square Test (Income vs. Investment in Term Insurance):**

There is no significant association between income level and investment in terms of insurance.

Correlation (Awareness vs. Need for Policy Updates):

A strong positive correlation ($r = 0.93$) was found, indicating that providing more information and updating policies can enhance investments in term insurance.

Regression Analysis (Double Benefits vs. Guaranteed Returns Perception):

The regression coefficient ($b = 0.92$) shows a positive relationship between the perception of double benefits and guaranteed returns after retirement.

Conclusion:

The study concludes that customer preferences for the term insurance has influenced by awareness, trust in private insurers, and perceived financial security. While middle-income salaried professionals are most likely investors, the income level alone is not a determining factor. Stronger awareness programmes and better investment policies can increase insurance adoption. Private Banks and insurers should emphasize the dual benefits and post-retirement security of term insurance in their marketing strategies.

Recommendations:

- Financial literacy initiatives should be expanded to target medium and lower-income populations with tailored insurance products.
- Create adaptable insurance plans for salaried professionals, self-employed individuals, and low-income groups.
- Conduct workshops and online campaigns, and collaborate with financial advisors to raise knowledge of insurance schemes among diverse client segments, including rural locations.
- To attract customers, insurance companies should retain transparency by fully explaining terms, benefits, claims, and exclusions in a simple language.
- Insurance businesses must periodically develop reward-based payment structures to attract and retain investors.
- Insurance businesses should offer IT solutions to ease business procedures for customers, such as mobile apps and online platforms, for policy acquisition, renewal, and claim tracking.
- To develop trust with policyholders, insurance companies should expedite claims approvals and settlements to reduce lengthy processes.

Declaration

Ethical Approval and Consent to Participate

The study titled “A Study on Customer Preferences for Term Insurance Investment in Private Banks” was conducted in accordance with ethical guidelines. The participants were voluntary and informed them to obtain their consent prior to the data collection. All information provided by the respondents names and their personal details are not disclosed anywhere.

Consent for Publication

We affirm that there are no any personal details of individual participants included in this study.

Funding

This research carried out by self funded and no grant received from any Government and non-government funding agencies.

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