



A Study on Factors Influencing of Women Policyholder’s Investment Decision towards Policies offered by LIC of India, Chennai

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ABSTRACT:

Insurance has become a primary aspect in everyone's life today. It is a written contract of insurance that offers protection against future loss of human. The life insurance generally helps to insure the life of people. A definite compensation is provided by the insurer to the insured person. Women are traditionally less likely to have life insurance than men in a country like India. Working women in families have less live cover than their working male counterparts. Seldom do they realize that it is important that working women, need to have some form of life insurance. Two income households typically depend on both incomes to meet their expenses, and the loss of either income could be financially devastating for the family. Women live longer than men, hence becomes important for women to save for retirement, and life insurance is an excellent way of providing retirement savings and also protecting families from financial hardship. For women, life insurance is often a more effective way of saving for retirement. The average women spends twelve of her working years caring for children and other family members, meaning that she is less likely to accumulate enough funds for retirement via employer-sponsored benefits. A life insurance policy is an excellent means of overcoming this problem. This paper is help to identify the major factor that influence them to invest in LIC.

Keywords: Life insurance, policy, working women, decision on investment.