

**AN ANALYSIS OF CONTRIBUTORY FACTORS OF PURCHASE
DECISION TOWARD LIFE POLICY IN MANMUNAI NORTH
DIVISIONAL
SECRETARIATE DIVISION.**

YOGESWARAN THANANSEYAN.



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**DEPARTMENT OF MANAGEMENT.
FACULTY OF COMMERCE AND MANAGEMENT.
EASTERN UNIVERSITY, SRI LANKA.**

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ABSTRACT

Today's customers are knowledgeable and unwilling to accept poor service. According to the survey, although customer expectations have increased, they remain within reasonable bounds. Insurance companies are responding to this situation by going directly to find out what they and expect.

This research is "An Analysis on contributory factors of purchased decision in Manmunai North D.S Division". This research analysis consist of seven chapters each of it has its own importance. The first chapter is the introduction. This deals mainly the research problem. In the context of problem background problems were identified for the study is that the reasons for confusion of purchased decision of the life insurance. The main objective for the study is to measure the customer's satisfaction and to ascertain the major factors influencing customer's purchased decision in life insurance and also to recommend the ways and means to improve Market Strategies.

This research investigation was designed to evaluate the customer's purchased decision were taken based on the conceptualization frame work. The main factors are Brand behaviour, Marketing Mix, and Buyers characteristics. For this purpose the research was undertake at the Sri Lanka Insurance Corporation Ltd and Ceylinco Insurance Company, and Union Assurance Ltd in Manmunai North D.S Division. Using data collected from a sample of 200 policy holders from each insurance company in a proportionately number of individuals who purchasing life policy method. The collected data were analyzed using the univariate method. The central theorem tendency analyses were done for all variables. The data collected were presented in the form of tables and pie charts.

From the findings on each variable Marketing Mix elements had Disagree level of Purchased Decision and Buyers Characteristic's elements had Moderate level of Purchased Decision. Therefore this study concluded Insurance Corporation's should give more attention to consider to Marketing mix variables. So this study recommends some ways to Insurance Corporation's to improve Marketing Strategies.

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