

## **A STUDY OF CONSUMER BEHAVIOUR TOWARDS SELECTED INSURANCE PLANS IN RAJASTHAN**

---

Dr. Davendra Kumar Sharma\*  
Sudhir Sharma\*\*

### **Abstract**

The insurance organisations are supposed to study their behavioral profile so that they succeed in fulfilling their expectations. The aim of the study is to describe the overall methodology of the research. Specifically, this study discusses the research process and the main methodological steps necessary to achieve the objectives of the study. This study also views the aims, objectives, techniques, scope methodology, of the study. The section devoted to the research process describes the various steps involved in the research design, ranging from the formulation of the research topic to the framework of analysis. Finally, the limitation and issues of validity and reliability faced in this research, including the selection of the independent variables and the analysis of non-response, are examined. The present study basically is depending on the questionnaire survey method. The primary data are collected from life insurance customers, which are an essential ingredient for this kind of endeavor. The study of consumer helps the life insurance companies to improve essential ingredient by understanding issues such as the psychology of consumers think, feel, reason and select among different alternatives like brand and products.

*Keywords: Behavioural, Validity and Reliability, Essential Ingredient, Psychology of Consumers.*

### **Introduction**

The life insurance industry in India has undergone major structural changes since its liberalization in the year 2000. The entry of the foreign & private Indian players, subsequent to the recommendations of the Malhotra committee, has manifold increased the expectations of the customers in all areas relating to the customer service. The aim of the study is to describe the overall methodology of the research. Specifically, this study discusses the research process and the main methodological steps necessary to achieve the objectives of the study. This study also views the aims, objectives, techniques, scope methodology, of the study. The section devoted to the research process describes the various steps involved in the research design, ranging from the formulation of the research topic to the framework of analysis. Finally, the limitation and issues of validity and reliability faced in this research, including the selection of the independent variables and the analysis of non-response, are examined.

This study aims to present the consumer behaviour of life insurance services in Rajasthan. Life Insurance need for a coherent picture by examining the competing theories of human behaviour and exploring their relevance for policy. The first major task will be to carry out an in-depth analysis of the relevant literature. Drawing on contemporary and historical writing from as far a field as social anthropology, neoclassical economics, cultural theory and evolutionary biology, the research will draw out the key assumptions underlying different conceptions of human motivation and consumer choice. This review will attempt to identify the key resonances and dissonances between the different viewpoints and highlight their relevance for our understanding of consumer behaviour.

---

\* Associate Professor, S. S. Jain Subodh P G (Autonomous) College, Jaipur, Rajasthan.

\*\* Research Scholar, Jagannath University, Jaipur, Rajasthan.