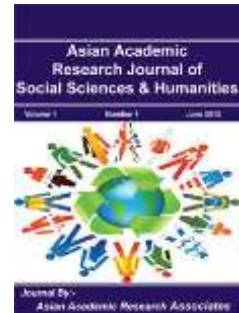




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**PERCEPTION OF POLICYHOLDERS ON LIFE INSURANCE SERVICES IN  
THANJAVUR DIVISION**

**DR. S. THIRUMARAN \*; MR. K. JAIGANESH \*\***

\* Asst. Professor of Commerce,  
DDE, Annamalai University, Annamalai Nagar

\*\* Asst. Professor of Commerce,  
DDE, Annamalai University, Annamalai Nagar

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**ABSTRACT**

*The Insurance companies in India are vital for one's saving purpose. In the beginning Insurance was looked at as a 'tax-benefit' investment. Slowly, however the mindset of the common man is changing. Life Insurance is now looked on as investment vehicle. The insurance provides safety and security against the loss on a particular event. The security wishes the prime motivating factor. Hence, insurance is important not only for economic development of a country, but also for the human being as a hedge for family production. The descriptive statistical tools such as percentage, average, standard deviation, and t-test were applied to the research study. The main findings are this study is majority of the respondents are belonging to the category of male, most of the respondents preferred endowment policy only and most of the respondent's awareness from the agent these are the major findings of this study.*

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