

LIFE INSURANCE PREFERENCES AMONG INVESTORS  
FROM CAVITE STATE UNIVERSITY

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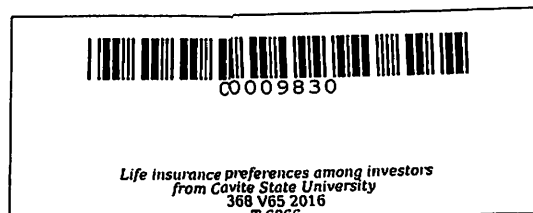
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**LIFE INSURANCE PREFERENCES AMONG INVESTORS  
FROM CAVITE STATE UNIVERSITY**

Master's Thesis  
Submitted to the Faculty of the  
Graduate School and Open Learning Center  
Cavite State University  
Indang, Cavite

In partial fulfillment  
of the requirements for the degree  
Master of Business Administration



**JEMMALENE O. VIADO**

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## **ABSTRACT**

**VIADO, JEMMALENE O. Life Insurance Preferences among Investors from Cavite State University. Master's Thesis. Master in Business Administration. Cavite State University, Indang, Cavite. April 2016. Adviser: Dr. Luzviminda A. Rodrin.**

The aim of this study was to look into the preferences of investors in choosing a life insurance company especially the benefits and factors that influence their decision. Relationship between socio-demographic profile and factors affecting the preference of investors was also tested.

Data were gathered using questionnaire from 104 employees of Cavite State University -- System who were current life insurance policy holders. Percentage and mean were used to identify the benefits and factors that influence the investors towards life insurance. Chi-square test was used to test the relationship.

Based on the study, the benefits that investors expected from a life insurance were to cover for accidental and medical expenses, serve as long-term savings, investment and retirement fund and for long-term financial security. Further, most of the investors availed of life insurance as persuaded by agents and followed the advice of friends and relatives. Investors also prefer a life insurance company that is financially stable and well-known.

Moreover, there was a significant relationship between socio-demographic profile and factors affecting the preference of investors. Specifically, young investors preferred knowledgeable and competent sales agent. As for married investors, they looked for additional benefits of life insurance policy. A well-known life insurance company was important to an investor who is college graduate, non-academic employee, and in

contractual basis. Financial stability is important to a post graduate degree holder, academic employee, and those of permanent status.

Thus, life insurance companies should sustain and develop their rankings and financial stability in order to be more competitive.

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# **LIFE INSURANCE PREFERENCES AMONG INVESTORS FROM CAVITE STATE UNIVERSITY**

**Jemmalene O. Viado**

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## **INTRODUCTION**

One becomes aware of the importance of income as he grows older and starts to work. Money is an essential element in satisfying basic needs such as food, shelter, clothing, education, and medical care. Clearly, the life of a man has an economic value, to his family and dependents, which is represented by the support he gives them. But there are hazards of life, or threats to the continuity of income, such as premature death, disability and old age.

The common solution to provide a future source of income is the method of saving and investing. For risk averse, life insurance is a guaranteed solution. Life insurance offers people the most efficient and economical method of achieving financial security (Philippine Life Insurance Association, Inc., 2009).

Life insurance or life assurance is a contract between a policy owner and an insurer. According to Ligan (2012), there are two types of life insurance: the traditional