

**AWARENESS, PREFERENCE AND RISK TOLERANCE OF YOUNG ADULTS  
TOWARDS INVESTMENT SERVICES OF INSURANCE COMPANIES IN  
SELECTED MUNICIPALITIES OF CAVITE**

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## ABSTRACT

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**Awareness, Preference, and Risk Tolerance of Young Adults towards Investment Services of Insurance Companies in selected Municipalities of Cavite.** Undergraduate Thesis. Bachelor of Science in Business Management Major. Cavite State University, Indang, Cavite, December 2016. Adviser: Ms. Mary Grace Ilagan.

This study was conducted from August to December 2016 to determine the awareness, preference, and risk tolerance of young-adults towards investment services of insurance companies in selected municipalities of Cavite. It aimed to determine the socio-demographic profile, awareness level, preference, and risk tolerance, the significant difference on the level of awareness, preference and risk tolerance when the young adults are grouped based on their demographic profile, the significant relationship between socio-demographic profile and level of awareness, the significant relationship between socio-demographic profile and preference, the significant relationship between socio-demographic profile and risk tolerance and the significant relationship on awareness, preference, and risk tolerance of young-adults towards investment services of insurance companies in selected municipalities of Cavite.

Using an adapted and constructed questionnaire, data were gathered from 400 participants.

Frequency count, Percentage, Mean, Standard deviation, Spearman Rank Correlation, Point Biserial Correlation, Chi-Square, Mann-Whitney and Kruskal-Wallis tests were used to analyze the data.

Result showed that majority of the young-adults was at most 25 to 29 years of age, female, and single. Highest percentage of young-adults were college graduates, with



monthly income that ranges from P15, 001 to P20, 000 and were clerks, technicians and sales workers.

Result showed that there is enough awareness of the young-adults towards investment services of insurance companies in selected municipalities of Cavite. However, it is also important that they know more about the concepts or the characteristics of each investment services so that they can make right choices according to their preference.

Customer have high standard on choosing investment services considering the good features of services and a good company that can meet their wants and desired characteristics of the products. Therefore, the standard of living of young adults today is high that is why their preference towards investment services was high too.

The study revealed that young adults have an overall average of moderate risk tolerance which implies that they tend to be satisfied on what they currently have than that moderately aggressive risk tolerance that are more willing to take risk but also depend on their knowledge about the investment services.



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