DECLARATION

I, Babu Sebastian, hereby declare that this thesis “Consumer Behaviour and Perception towards Life Insurance Products in Kerala” is a bonafide record of research work done by me during the course of research and that the thesis has not previously formed the basis for the award of any degree, diploma, associateship, fellowship, or other similar title or recognition.

Place: Kanjirappally                BABU SEBASTIAN
Date: 01/08/2016