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**FACTORS AFFECTING LIFE INSURANCE INVESTMENT DECISION IN VAPI CITY**

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**ABSTRACT**

A life insurance plan provides insurers or their dependents a lump sum payment after a predetermined period or, in some cases, upon death. The customer's choice to invest in a life insurance plan is affected by a variety of factors, such as socioeconomic considerations, whether the company can be trusted, offers all insurance services, and demographic criteria, such as income, occupation, gender, and educational attainment. Investors must recognize their risks and manage them appropriately. This research aims to examine the variables that influence a person's decision to invest in a life insurance policy. 153 respondents completed a structured questionnaire that was used to obtain the data. Data were analyzed using one-way ANOVA and Chi-square to examine the relationship between demographic characteristics & policy features as well as between demographic variables & the percentage of income invested in life insurance. The analysis software SPSS is utilized. The outcome indicates that the investment decision is affected by the income component and the benefits provided by an insurance policy.