Nafiseh Fallah. International Journal of Engineering Research and Applications
www.ijera.com
ISSN: 2248-9622, Vol. 11, Issue 2, (Series-III) February 2021, pp. 54-63

RESEARCH ARTICLE OPEN ACCESS

The Investigations Effect of Interest Paid On the Demand for Life Insurance among Insurance Companies in Iran

Nafiseh Fallah
Department of Economy, Attar Institute of higher education, Mashhad, Iran

ABSTRACT:
Life insurance is one of the most important economic tools in the world today and it has many uses in economic. It plays the most important role in securing and guaranteeing the future of families and life insurance as well. The purpose of this study is to investigate the factors affecting demand for life insurance among insurance companies to identify strategies to attract more insurers.
Keywords: Insurance, Economic, Securing, Strategies.

Date of Submission: 29-01-2021 Date of Acceptance: 13-02-2021

I. INTRODUCTION:

The purpose of this study is to investigate the effect of interest rates on life insurance demand among insurance companies. Life insurance is the largest industry in the world (World Insurance in 2009, 2010); because on the one hand with directing small household capital to build economic capacity and on the other hand to address future concerns. The family as labor suppliers has an undeniable role in economic and social development [1-3].

In 2015, the world per capita insurance premium was $ 621.1 of which 53.3% was related to life insurance. In other words, more than half of the insurance activities and premiums produced in the world are related to life insurance.

While the per capita insurance premium in our country this year was $ 96, of which only $ 12 was related to life insurance. In other words, less than 12.1% of the country's insurance activity is in the life insurance sector, which is the trend in the year 1990. It has been increasing but its increase is slow [4].

This statistic simply shows the backwardness of the country's life insurance demand, so that 4.2% less than demand for life insurance in the world. This statistic shows that life insurance has a very high absorption potential.

Premiums have insurance companies that are businesses have an important role to play in this and maybe proposed solutions by researchers and taking a little research seriously can help the industry and ultimately create more investments in Iran [5-8].

II. THEORETICAL FOUNDATIONS

2.1. ***The position of life insurance in the economy of countries,***

Due to its special features, life insurance can have a significant effect on the activation of the capital market. Mathematical reserves accumulated in life insurance companies can lead to profitable economic activities. From Because in life insurance. There is usually a reasonable time interval between receiving insurance premiums from life insurance companies and compensation. There are considerable mathematical reserves formed in connection with each contract that the company makes [9].

Life insurance with their optimal use can activate the market and play a more serious role in investment activities. This will increase employment and economic growth. The impact of life insurance growth on the economy is such that.

Many applied researches have a one-to-one relationship between it and economic development and growth with high significant coefficients has been achieved.

Much of the development of the insurance industry is related to the growth of life insurance in the world. So that the penetration coefficient insurance has reduced 6.6% of world GDP in 2011 to 6.2% in 2015.

In the world, it can be considered as a bad economic situation in the whole world which is debatable per capita premium in the world

Table 1 shows insurance industry premium in the world per million dollars.

Due to the reduction of per capita insurance premiums in the world which was from $ 661 to $ 621.2 the share of life insurance increased [10-13].

It is still more than other insurances and this shows the remarkability of this type of insurance in the world.

Life insurance applications first introduced by Yari which is as follows. His model continuously studied the issue of uncertain life expectancy and life insurance demand and in order to explain its model. This model stated that any person who is insecure from the time of his death and gains the benefit of leaving his inheritance for his family saves wealth for the survivors so that he can take the risk of his death in order to Protect the lives of survivors. In his model the head of the household expects her 3rd longevity utility. Due to the limitation of the process of accumulation of savings is max. The model used can be helped with this Summary:

$$\text{Max EU(c)} = \int_0^T \{\Omega(t)\alpha(t)g[c(t)] + \pi(t)\beta(t)\varphi[s(t)]\}dt$$

$$\text{s.t} \quad S(t) = m(t) - c(t) + j(t)S(t)$$

In order of right lifetime, the probability of survival is

$$s(t), \varphi[s(t)], \beta(t), \pi(t), g(c), \alpha(t), \Omega(t), T$$

In the above equation mental discount function, utility function, death probability, mental weight function of inheritance, inheritance function and savings limitation of the savings accumulation process are introduced.

c (t) savings c (t), m (t), j (t) interest rate, individual income growth rate and consumption growth rate.

There is no inheritance motive in Fisher's utility while in Marshall utility function there is no special emphasis. There is a motivation for inheritance for the family. Yari points to the tangible result that when the motivation to inherit and without life insurance people prefer to increase their current consumption.

They will spend their wealth continuously during their lifetime. There is another inheritance motive such as follows

Total	Life Percent	**Non-Life Precent**		Year
100	57/2	42/8	661	2011
100	57	43	655/7	2012
100	55/4	44/6	644/8	2013
100	55/9	44/[1]	658/7	2014
100	53/3	46/7	621/[23]	2015

1.Saving Accumulation Process
2.Lifetime
3.Probability of Survival
4.Subjective Discount Function
5.Utility Function
6.Prpbability of Death
7.Subjective Weighting Function for Bequest
8.Bequest Function
9.Saving
10.Rate of Interest
11.Rate of Earning
12.Rate of Consumption
13.Optimal Path
14.Differential Equation
15.Fischer
16.Marshal
17.Bequest Motive

The ultimate utility of consumption 1 is compared to the ultimate utility of inheritance 2. If the ultimate desirability of inheritance is greater, individuals They apply for life insurance.

In the model of helping the optimal path of consumption extracted in the safe state, with the optimal path of consumption extracted in. The state of uncertainty and the existence of an inheritance motive are equal. Because in his opinion, when there is an incentive to inherit the person buys life insurance manages uncertainty 3 and its optimal consumption path is quadrupled with confidence.

In short, he concludes that the existence of life insurance eliminates uncertainty about longevity consumption.

$$\dot{c^*}(t) = -\left\{j(t) + \frac{\dot{\alpha}(t)}{\alpha(t)}\right\}\frac{\acute{g}(c^*(t))}{c^*(c^*(t))}$$

$g > 0$, $g^* < 0$

The time preference rate is decreasing over time because it is negative. Therefore, it shows the optimal time path of consumption.

If the mental discount rate is greater than the interest rate, the optimal consumption will increase. If there is no life, the optimal path of consumption is extracted as follows:

$$\dot{c^*}(t) = -\left\{j(t) + \frac{\dot{\alpha}(t)}{\alpha(t)} - \pi(t)\right\}\frac{\acute{g}\left(c^*(t)\right)}{c^*\left(c^*(t)\right)},$$

In this regard, the expression (t) is the mental discount rate that is greater than g. In the absence of uncertainty, the desirability of future use is severely reduced. In other words, in the absence of inheritance motive and life insurance, consumption growth increases. Yari did not explicitly derive the life insurance demand curve in his model.

1.Marginal Utility of Consumption
2.Maginal Utility of Bequest
3.Uncertainty
4.Certainty
5.Time Preference Rate
6.Subjective Discount Rate

III. BACKGROUND RESEARCH

Back Web is a cross-sectional analysis to examine the relationship between insurance penetration, per capita premium and percentage of life insurance and private savings in GDP as dependent variables and GDP, real interest rates, fluctuations inflation and other explanatory variables. Strong evidence for GDP significance, ratio dependence ratio. Aging and swelling are obtained. Other explanatory variables include expected inflation real interest rates and school enrollment.

Middle school and private savings rates were found to be significant. When analyzing the share of life in savings Private, the results show that this ratio decreases with increasing savings rate, although the savings ratio Remains meaningful. This can be due to the behavior of families in limiting the cost of life insurance and transfer extra income to other savings instruments. Cross-sectional analysis shows a negative coefficient for the country being Muslim. It has added institutional development to indicators that are positively related to insurance demand.

Huang and Gao in a study examined the factors affecting the demand for life insurance in China. The interesting results of this study were the lack of a negative relationship between inflation and demand for life insurance.

Huang Wegren Ford (2005) in a study entitled Factors Affecting Life Insurance Demand in Three Countries Central China, Hong Kong and Taiwan recognized the characteristics of insurance markets in each country.

There is a very strong relationship between income and demand for life insurance. Education level variable has a positive and significant effect on demand

It has life insurance and also the variables of insurance rate and level of social security have a significant effect on life insurance demand does not have.

Lenten and Roll 4 (2006) with a study entitled "Survey of demand for life insurance companies in the country" Australia adopted the unobserved component approach of a univariate time series model and through decomposition and the analysis of its components examines its behavior. Studies have shown that the level of prices. Income, unemployment and demographic variables all had a process and cycle structure that determined the relationship.

Convergence between variables implies. Subir Sen 1 (2008) during two independent studies of selected Asian countries, the effect of some economic variables and showed a population influencing the life insurance demand of these countries. The results in both studies indicated that the increase in savings and income increases the purchase of life insurance as well as the real interest rate in the first review of the significant effect.

It did not show itself but in the second study, this variable had a negative and significant effect on life insurance demand.

Also demographic variables such as life expectancy, Bartekfel among young and old, literacy level and rate Urbanization was identified as one of the variables affecting life insurance demand, with the fact that the second study of the variables. The above population only the urbanization rate variable has had a significant effect on life insurance demand. Marco Arena 2 (2008) in this study which was developed and developed for 56 countries during the period 2004 – 1976.

The purpose of investigating the cause and effect relationship between insurance market activity (life and non-life) and economic growth.

The dynamic data method of the panel has been used and the results show a strong positive and significant relationship.

There is a gap between economic growth and the demand for life and non-life insurance. Demand for life insurance in countries developed with a high income has a positive and significant effect, and this also has a positive effect on non-life insurance.

It has shown more meaning than developing countries.

Sun Lee et al. (2010) This study was conducted in South Korea, in this study the relationship between insurance demand.

It has been done among families with lower deciles of society. Research data through survey and analysis. The analysis was performed in the form of Tobit. Life insurance is divided into two categories:

protection and savings perceptions that jobs are a strong demand for insurance among salaried workers and residents of small towns and villages residents who aim to take out self-protection insurance. This research compared to other research depending on the type employment and residential area are different. The results of this study show a positive and significant relationship between demand.

There is insurance and the age of the insured, as well as a positive and significant relationship between the age of the head of the household and household income and there is a demand for life insurance at a significant level of 1%. Family education has a positive and significant effect on them.

It did not have two types of insurance.

Kasfsky (2012) has studied life insurance demand in 14 Central and Southeastern European countries during the period 2010 - 1998. Using the two indicators of penetration rate and per capita life insurance. He has shown increasing per capita income, inflation, health expenditures, education level, and improving regulations have a significant effect on demand. They have life insurance. But the relationship between life insurance demand and factors such as real interest rates, quasi-money to liquidity, youth dependency ratio, elderly dependency ratio, corruption control and government efficiency are not significant. Kurak et al. 2 (2013) has studied the Impact of Social and Demographic Factors on the Development of Life Insurance in Croatia. According to their findings, age, education are among the factors that affect the development of life insurance, but marital status.

The number of family members and gender do not play a significant role in the development of life insurance Akpan 3 (2013) surveyed the life insurance business in Akwan Ibom, Nigeria.

Income, low level of insurance culture, indifference, customer satisfaction, information technology, cost-benefit analysis and transparency. These are some of the factors that have affected the life insurance business in Nigeria and are in fact challenges. Life insurance development in Nigeria. 4 - 2 Internal Studies.

Research in Iran on the growth and demand for life insurance has been significant.

In this regard, the factors affecting the demand for life insurance, which began in 2003. It has been a secret form of time that has been examined since the years before the revolution. In all available research the most effective and significant factors include variables such as: income, inflation, sponsorship and education. Which of these articles did not have the same effect? Other variables considered by overseas researchers are variables because, probability of death of the head of the family, the impact of the Revolution of 1957, approved by the government in 1997, interest rate, age, population. Compensation has been paid, belief in fate and fate, religious beliefs, familiarity with insurance, and so on. Investigating the factors affecting the demand for life insurance in Iran during the years 1388 - 1388 that the factors affecting the demand for insurance life in Iran is a function of real per capita income, savings rate, inflation rate and literacy rate. The self-return model econometric method has been used and based on the results obtained Thus, the variables of per capita income and savings rate and life insurance demand have a significant positive relationship. Inflation rate on demand life insurance has a significant and negative relationship. But there is a significant relationship between the literacy rate variable and life insurance demand.

In this research, from the development of demand model and model estimation, according to statistics and information related to the period 1355 – 1355.

In Iran the demand for life insurance has a significant negative relationship with the expected inflation and with the level of per capita income and percentage literacy and population have a significant positive relationship. According to the results of analysis of variance of per capita income and inflation rate and literacy rate It was found that these variables have more permanent effects than the population on insurance demand is life. Bartekfel variable was not significant in this model and was removed from the model. (Momeni, 2013) This research has been conducted in the field and the statistical population is the whole country.

Using multiple classification analysis (MCA), the results suggest that a person up to 65 getting an acute illness has the greatest impact on the demand for life insurance. The age of the person is the second influential factor and other influential variables in order of influence include belief in inheritance for children, insurance price. The letter is the observance of religious principles and membership in the pension fund and ultimately the employment of the spouse.

The purpose of this study was to investigate the impact of economic factors (level of per capita income, inflation, level of financial development and unemployment), Dependence ratio, level of education and urbanization, institutional factors, political stability, governance law and the effectiveness of the government on the demand for life insurance in Iran and selected developing countries of the world during the period 2009-2001. Using the Paneldita method (cross-sectional data), the research findings show that the level

Per capita income, level of financial development, rule of law, level of education and urbanization are among the factors that they have a positive effect on life insurance demand in the studied countries. Inflation, unemployment and government effectiveness variables.

They have an inverse relationship with life insurance demand and the two variables of individual dependence ratio and political stability have a significant relationship. There is no demand for life insurance in the studied countries.

The aim of this study was to investigate the "impact of cultural components on life insurance demand from the perspective of insurance employees central Iran "is a descriptive correlational method. The statistical population is the staff of the central insurance of Iran in the year 1393 with a volume of 513 people. From the statistical population of the research, a sample of 220 people with Cochran's sampling formula was selected. To measure the cultural components affecting the demand for life insurance.

The questionnaire developed by the researcher was used with the same title. The research results showed that between the components there is a direct and positive relationship between cultural and demand for life insurance, a component of foresight; In other words, the existence of the future Negri leads to an increase in demand for life insurance. Also between the component of awareness and rationality with the demand for life insurance there is a direct and positive relationship. The results of this study also showed that the components of rationality, futurism and Awareness predicts an increase in demand for life insurance. The present research includes 3 basic and main questions as follows:

1. Does the interest paid have a positive and significant effect on life insurance demand?

2. Does the compensation paid have a positive and significant effect on life insurance demand?

3. Does the number of representatives of each company have a positive and significant effect on the demand for life insurance in that company?

Since the present study uses data from different insurance companies for a specific period of time

The best way to analyze data is to use an integrated data model or panel data model. Factors affecting the demand for life insurance with the help of data from 19 insurance companies throughout Iran that have been licensed since 1990 Avesta 1 and 2 software have been reviewed.

Based on studies conducted in Iran and the world, the model of factors affecting life insurance demand is as follows:

LPIN = 0 + 1LNPC + 2LNCOM + 3NPA 1 + E

LPIN Logarithm of per capita life insurance premiums divided by life insurance premiums
The number of insurance policies has been obtained and is considered as a life insurance application.
LNPC = Net per capita logarithm of claims incurred by insurance companies during each review period Life insurance victims paid;
LCOM = logarithm of the number of representative offices of each insurance company in Iran;
NPA = interest rates paid by insurance companies to life insurance buyers each year after the meeting
Companies and closing financial statements are announced to insurers and because this variable is effective with a delay of one year
This variable is entered as t-1 in the model.
The sign (L) in front of the variables in the equation indicates the natural logarithm and this explanation is necessary given the nature logarithmic models of coefficients obtained for each of the explanatory variables represent the elasticity of life insurance demand, it varies according to equation.

IV. WORKS DONE

First of all, we have tested data using deleted variables. Using this test, you can add a set of variables to the estimate you have already made. Find out if these added variables have a significant effect on explaining the changes in the dependent variable.

The significance level	Degress of freedom	The amount of statistical Proportionality ration
0.00	912	9.277
0.00	2	17.628

Tabel 2. Test of deleted variables.

In this test, there are two important statistics, one is the F statistic and the other is the LR ratio, if F is computational. Is greater than critical F or the LR statistic is greater than 2 critical Hypothesis zero that these three variables are equal to this equation rejects do not belong. According to the results, three model dependent variables with 99% probability to the model belongs to.
Comparison of Pooled Pattern with Fixed Effects Pattern Using Limer (Chavo). The statistical rule for deciding the Lemir test is as follows:

All widths of the sources are equal (Pooled model) 0: 1 = 2 = 3 = 4 = 5
At least one width of the originals is different from the rest) fixed effects model.
If the null hypothesis is not rejected, we use the Pooled pattern to fit the data. But in case Rejecting Hypothesis Zero, the Hessman test should test the fixed effects pattern versus the random effects pattern and selected the superior model to estimate the model.
The results of table 3 test are three hypotheses:
1. The cross-sectional fixed effects are zero
2. Time-constant effects are zero
3. The cross-sectional and temporal effects are zero.

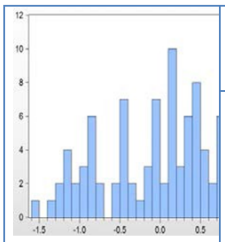
Tests Statistiks	Cofficient	Degrees of freedom	Probabilit y level
fixed cross-	5.75	18,96	0
sectional effects	87.142	18	0
(f) cross	26.813	4,69	0
sectional effects	89.092	4	0
of the function $f\chi\chi^{22}$ constant time effects constant time effects	9.99	22,69	0
$\chi\chi^{22}$ constant temporal and cross- sectional effects (f) constant temporal and	136.00	22	0

4. Tabel 3. Test f.

In fact, hypothesis zero indicates the absence of fixed effects, according to which the width of the origin is constant, which indicates. Is a constrained regression.
The values of the cross-sectional effects test are 5.75 and 87.14, respectively, which are in the critical area.
Less than 5% probability therefore, rejects the null hypothesis and means that the cross-sectional fixed effects exist
Thus, companies are significantly different in terms of life insurance demand. Also values of 26.81 and 89.09 = 2 to test the fixed effects also show that the null hypothesis is rejected and therefore the fixed effects.
Time is meaningful. This indicates that the demand for life insurance in each insurance company has changed over time. Finally, the values and 2 for the simultaneous test of fixed cross-sectional and temporal effects are 9.99 and 136, respectively.
Rejects the null hypothesis and therefore has fixed effects both between sections (firms) and for each firm over time.
The Lagrage coefficient (LM) test is recommended for a random effects model based on OLS residues. We design random effects as follows,

(0: 2 = 0) Pooled no random effects) Model
(1: 2 0) Existence of random effects (Random effects model)

1.Breusch-pagan
Hypothesis 0 indicates the absence of random effects, so 0 means that the aggregation model is inappropriate and appropriate.
The model is a random effect. Therefore, a rejection of 0 means that there are random effects.
If the null hypothesis is not rejected, the Pooled model is used to estimate the model. But if rejected Hypothesis zero should use the Hausman test to test the random effects pattern against the fixed effects pattern and select the superior model to estimate the model.
We compare the value of LM with the critical number 20.05,1 = 3.84. If 3.84 LM . In this case, hypothesis 0 is rejected
We conclude that a simple regression model that contains a fixed sentence (aggregate model) is inappropriate And the random effects model should be used.
Since the value of Pagan's statistic,



Descriptive statistics indicators related to error distribution			
skewness	cofficient - 0/19	average	-3/51
slenderness ratio	2/3	maximum least at	1/69 - 1/56
3 jaco_bra 7	2/3	standard diviation	0/70
probably value	0/		

Tabel 4. Test of Pagan-brush.

which is equal to - 8.79, is in the critical region, so hypothesis zero (non-existence).
Hausmann test is presented as a hypothesis which indicates that random effects Is established and otherwise with constant wave effect.

Degress of freedom	Proportion ality ratio -LR	is greater than $\chi\chi^{22}$	Statistics
18	36.04	0.00	probability ratio test

Tabel 5. Hasman test.

Because the value of Hausmann's statistic, which is 2.34, is not in the critical range (probability greater

than 5%). Therefore, hypothesis zero (suitability of the random effects model) is not rejected and the model is estimated with a random effect mode.

Variance (u)	Amara brush-pagan
0	8.79

Tabel 6. Results of estimating model coefficients using panel data method.

The first classic assumption is that the mean value of the errors is zero. If there is a fixed sentence in the regression. That goal can be easily achieved and this assumption will never be violated.
This classical assumption states that the variance of the errors is a fixed value, usually denoted by 2.
This assumption is known as variance 1 homology. If the errors do not have a constant variance, they are called Are heterogeneous 2. Hypothesis 0 No variance of heterogeneity component of the disorder. Hypothesis 1 Existence of variance inhomogeneity component of the disorder.

Hasman statistics	Probability level $>_{2\chi}$
2.34	0.5

Tabel 7. Heterogeneity variance test.

As the theoretical definitions show, the null hypothesis is the absence of heterogeneity variance, which according to the value. The LR statistic is in the critical range (the probability level is less than 5%) assuming zero is rejected in disturbance components of the model, heterogeneity of variance is observed.

The covariance between the perturbation components over time is zero. In other words, the errors are assumed to be related to each other. They have no correlation. If the errors are correlated, they are said to be self-correlated.
Hypothesis 0 lack of autocorrelation between disturbance components.
Hypothesis 1 Autocorrelation between the components of the disorder. For this assumption, the Voldridge 1 test is used, which is as follows in the table 8.

The amount of p	Statistics	Coefficient	Variable symbol	Variable name
0.2**	-1.06	-0.49	C	fixed value of the equation
0.01*	2.53	0.42	LNPC	logarithm of compensation paid
0.00*	3.99	0.05		profitability
0.06**	1.86	0.31		logarithm of the number of company representative
		model fit indicators		
			0.24	the cofficient of determination
				it does not make sense
				significant at an error level of less than 1%

Based on the null hypothesis that there is no autocorrelation between the disturbance components using the Voldridge test. This statistic is at the critical level with a value of 9.31 probability level is less than 5%, hence the assumption zero is rejected, the components of the disorder have autocorrelation.
Hypothesis 4 is naturally distributed by the mean and variance given in hypotheses 1 and 2. This assumption is not necessary if our goal is purely estimation.
In this research, Jarco test for 1 has been used to test this hypothesis, the results of which are as follows.

9.31	Statistics f with degress of freedom 1and4
0.006	higher probability level f

Tabel 9. Jakovira test.

According to the results of the critical level of the model, which is more than 5%, the null hypothesis can be used in favor of hypothesis one.

He rejected and accepted the result of the abnormality of the disturbance components.
Table 10 Results of estimating model coefficients after eliminating autocorrelation and heterogeneity variance.Therefore, the demand for life insurance among insurance companies in the model is as follows:

LPIN = -0.19 + 0.42LNPC + 0.03NPA(-1) + 0.271LCOM + E
R^2 = 0.24
Apply for life insurance =LPIN
Compensation paid = LNPC
Compensation paid = NPA
Number of representatives of insurance companies = LCOM
Test deleted variables to check that the added variables have a significant effect on the explanation. Changes have been made to the

dependent variable, which with 99% probability can be said to be the variables of loss.
The number of representatives has a significant effect on the model. Chow (F-Limer) test was used to evaluate the fixed effects. The value of this statistic with a probability level of less than 5% assumes zero temporal, cross-sectional effects and both states that in. The fact of Hypothesis Zero indicates the absence of fixed effects, according to which the width of the origin is constant, which indicates a constrained regression cannot be ruled out. In other words, cumulative regression is rejected. Pagan test for Random effects were estimated, the statistics of this test showed a value of 8.79 and a probability level of less than
5%. In the critical region, so the null hypothesis (random effects) is rejected.
Examines between random effects and fixed effects, the value of this statistic is 2.34; Because the probability level of this. The statistic is more than 5%. This statistic is not in the critical area, as a result of the hypothesis that the effects model is appropriate. It is not accidentally rejected.
After estimating the model by stochastic effects method, which was concluded from Hausman test, the hypothesis violation was investigated.
Classics are discussed. The first assumption of this model is rejected by itself due to the width of different origins May be. The next hypothesis was that the study of the existence of variance was heterogeneity in the components of the disturbance and showed by performing the test in ATA.
That is the disturbance components of the model have heterogeneity variance. The third classical hypothesis is to examine the autocorrelation between components disruption is also performed by the Voldridge test in ATA and this test also shows the existence of autocorrelation between components.
Indicates disruption. The fourth classical hypothesis, which examines the normality of perturbation components using a test.
Jacobra was performed and this test confirms the abnormality of the disturbance components. According to the tests performed.
To eliminate the autocorrelation and variance heterogeneity of the disturbance components, the model is generalized by least squares regression method.
Available Finding 1 Time series cross-sectional data were estimated. Results of model estimation after fixing The correlation and variance of inequality are as follows. After performing various tests, the model is estimated in the form of panel data 2.
The test estimate shows that the estimated model explains 0.24% of the dependent variable changes.
The width from the origin of the model is 0.19. Compensation variable with a probability level of one percent with other factors being constant. It has a positive and significant effect. With a one percent increase in claims paid by companies, 42 percent of insurance demand.
Life expectancy increases. The interest variable with a probability level of one percent with the other factors having a positive effect.
It has a significant effect on the demand for life insurance, which increases the demand for insurance by companies by one percent.
Life expectancy will increase by 3%. The number of representatives with a probability level of two percent with other factors of the effect being constant
It is positive and significant, so that with a one percent increase in the number of representatives, the demand for life insurance is 27 percent will increase.

V. CONCLUSIONS AND SUGGESTIONS

According to the questions posed in the research hypotheses, as expected, the model independent variables in this The research has a positive and significant effect on the dependent variable (life insurance demand) and the questions of this research can be described as answered below.

Compensation has a positive and significant effect on life insurance demand. Interest paid on life insurance demand has a positive and significant relationship.
1. Feasible Generalized Least Squares (FGlS)
2. Panel EGLS(Period random effects)
The number of companies indicated by the number of representatives has a positive and significant effect on life insurance demand.
As mentioned in previous chapters, insurance as an enterprise can play a major role.
To play in the country's economy. These firms are the first to play the role of risk transfer through households Receipt of insurance premium for each type of insurance policy, which indicates a type of cooperation. Because these companies
They also have costs, and the main goal of any business is to make a profit, after deducting costs, the remaining amounts in different places is invested. Life insurance, which has taken different forms in recent years as an insurance.
Profit ten is known among companies, and for this purpose, for the past few years, agencies with the title of representative. Life insurance is active and most of these companies can issue agents for the rest of the insurance. Work in the field of life insurance for several years, which has been a positive step in the sale and introduction of this insurance policy.
The title of the only state-owned company in Iran is very high and accounts for a large share of premiums

Assigned is remarkable. Given the number of representatives of the insurance company as a variable that has a positive and significant effect on the model in this insurance company has the highest number among other companies

It can be considered as one of the effective factors on increasing the insurance premium of this company It was considered as a proposal to attract more representatives by insurance companies.

The damages that companies pay to the insurers of this type of insurance in a different way than others insurance policies that cover various medical claims, such as treatment for certain diseases, such as cancer and this factor can play an important role in the difference between this type of insurance policies and other insurance policies.

It can be suggested to insurance companies that in estimating this type of damage for insurance policies and Be more careful.

Profit from participation paid to life insurance insurers has a positive and significant role in this model has. This is a profit that has been set by the Central Insurance for the past few years to pay a minimum has played a major role in the advertising of insurance companies. Most of these companies apparently reimburse the central insurance profit to insurers have paid more but this paid interest is not mentioned in the statistics of the Central Insurance Letters.

It seems to have had more of an advertising aspect. Certainly writing this interest rate like investment interest rate that is written in all insurance statistics (more confidence in insurance buyers Based on the purchase of this type of insurance policies.

REFERENCES

[1]. Sallai, G., "Chapters of Future Internet research," IEEE 4th International Conference on Cognitive Infocommunications (CogInfoCom), pp. 161-166, Dec. 2013.

[2]. Vos, T.; Tonella, P. ; Prasetya, W. ; Kruse, P.M. ; Bagnato, A. ; Harman, M. and Shehory, O., "FITTEST: A new continuous and automated testing process for future Internet applications," IEEE Conference on Software Maintenance, Reengineering and Reverse Engineering (CSMR-WCRE), 2014 Software Evolution Week, pp. 407-410, Feb. 2014.

[3]. Jianping, W.; Jessie, H.W. and Jaihai Y.," CNGI-CERNET2: an IPv6 Deployment in China," ACM SIGCOMM Computer Communication Review, Volume 41, Number 2, pp. 48-52, April 2011.

[4]. JOOBUM, K. and Dongkyun, K., "KREONET-GENI Future Internet testbed," IEEE 7th International Conference on Networked Computing and Advanced Information Management (NCM), pp. 121-122, June. 2011.

[5]. European Commission: International Conference on Internet Science. The FP7 European Network of Excellence in Internet Science (http://internet-science.eu) Brussels, April 9-11, 2013. http://internetscienceconference.files.wordpress.com/2013/04/internet_science_conference_proceedings.pdf

[6]. Galis, A. and Gavras, "The Future Internet - Future Internet Assembly 2013: Validated Results and New Horizons," Dublin, Edited by Galis, A. and Gavras, A. LNCS 7858, ISBN 978-3-642-38081-5, 2013, Springer, Heidelberg, May. 2013.

[7]. Tselentis, G., "Towards the Future Internet - Emerging Trends from European Research, Future Internet Assembly 2010", Valencia, 15-16 April 2010, Edited by Tselentis, G. et al. ISBN 978-1-60750-538-9/539-6, IOS Press, Amsterdam, 2010.

[8]. Dominigue, J., "The Future Internet - Future Internet Assembly 2011: Achievements and Technological Promises, Budapest", 17-19 May 2011, Edited by Dominigue, J. et al. LNCS 6656, ISBN 978-3-642-20898-0, Springer, Heidelberg, 2011.

[9]. Alvarez, F.,"The Future Internet – Future Internet Assembly 2012: From Promises to Reality", Aalborg, 9-11 May 2012, Edited by Alvarez, F. et al. LNCS 7281, ISBN 978-3-642-30240-4, Springer, Heidelberg, 2012.

[10]. Alpcan, T., Bauckhage, C. and Kotsovinos, E.: Towards 3D Internet: Why, What, and How? In International Conference on Cyberworlds, CW'07, pp. 95-99, 2007.

[11]. Nguyen, K. K., Cheriet, M., Lemay, M., et al: "Renewable Energy Provisioning for ICT Services in a Future Internet: In: The Future Internet - Future Internet Assembly 2011: Achievements and Technological Promises", pp. 419-429, Springer, Heidelberg, 2011.

[12]. Tanja, Z.; Thomas, H.; Michael, K. and Radu Popescu-Zeletin, "Towards a Future Internet: Node Collaboration for Autonomic Communication," Towards the Future Internet G. Tselentis et al. (Eds.) IOS Press, pp. 123-135, 2009.

[13]. G. Iannaccone, C. Diot, I. Graham, and N. McKeown. Monitoring very high speed links. In ACM Internet Measurement Workshop, 2001.

Nafiseh Fallah received the B. S degree in economy from the Payame Nour University of Bojnord, Iran, in 2011 and the M. Sc. degree in financial insurance from Attar Institute of higher education, Mashhad, Iran, in 2015. Her research activities include life insurance and insurance industry in the world.

Nafiseh Fallah. "The Investigations Effect of Interest Paid On the Demand for Life Insurance among Insurance Companies in Iran." *International Journal of Engineering Research and Applications (IJERA)*, vol.11 (2), 2021, pp 54-63.