

DISSERTATION
ON
**“To Analyse Consumer Perceptions of Insurance Marketing
in Urban India”**

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**Title:- “To Analyse Consumer Perceptions of Insurance
Marketing in Urban India”**

Keywords – Insurance, marketing strategies, consumers, transparency, effectiveness

Introduction - Insurance is a vital component of modern society, providing individuals and businesses with financial protection against various types of risks. Marketing is a crucial component of the insurance industry, with companies using various marketing strategies to attract and retain customers. However, with the increasing number of options available to consumers, it has become more difficult for insurance companies to stand out from their competitors. As such, it is essential for companies to understand consumer perceptions of insurance marketing and the effectiveness of different marketing strategies in attracting and retaining customers. The study aims to provide insights into the most influential factors in purchasing insurance, the level of transparency and accuracy in insurance marketing, and the effectiveness of different marketing channels used by insurance companies.

Aim and Objectives:- The aim is to study the Consumer Perceptions of Insurance Marketing: An Analysis of Marketing Strategies and Their Effectiveness.

- Analyze consumer perceptions of insurance marketing.
- Evaluate the effectiveness of different marketing strategies used in the insurance industry.
- Identify the most influential factors in purchasing insurance.
- Determine the level of transparency and accuracy in insurance marketing.

Methodology :- Primary Data- This study examines the relationship between the insurance marketing strategies that are implemented in the consumers to understand the effectiveness of the strategies to attract or retain customers. A cross sectional study is done and the approach of the study is qualitative.

Conclusion:- In conclusion, this research project analyzed consumer perceptions of insurance marketing and the effectiveness of different marketing strategies. The findings suggest that insurance marketing is generally informative but may lack transparency. Endorsements and testimonials from customers are perceived as influential in purchasing decisions, along with price and additional benefits. The study also found

that social media is an effective channel for insurance marketing, but online ads remain the most commonly used channel. These insights can be used to improve insurance marketing strategies in the future and ultimately attract and retain more customers.