“An Analysis Of Consumer Perceptions Towards Insurance Marketing in Urban India”

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Introduction:-

Insurance:- Insurance is defined as the equitable transfer of the risk of a loss, in exchange of premium. It is also defined as the financial coverage of expected and unexpected risk in exchange of some amount of money.

Basic Types of Insurance:-

1. Life Insurance

2 General Insurance.

Life Insurance:-

Life insurance is a contract between an policyholder and an insurance company, where in
the insurer promises to pay
a benificiary sum of money after a set of period or the insured death.

1. Term Life Insurance.

2. Whole Life Insurance.

General Insurance.

General insurance is also known as non-life insurance provides protection against a variety of risks and looses,, its include protection against property damage, health expenses,, liability and financial looses.

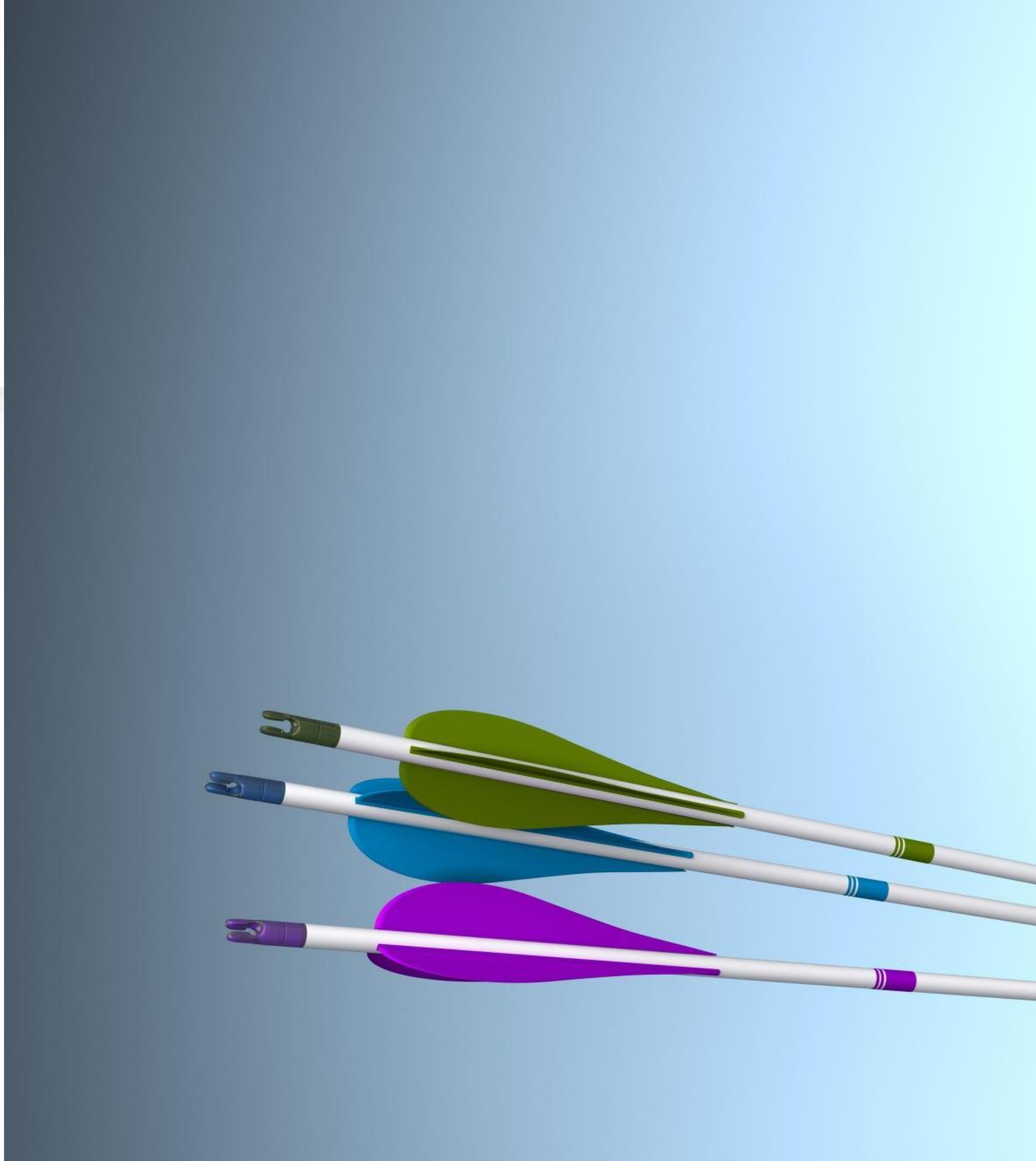
Types of General Insurance:-

1. **Health Insurance**
2. **Travel Insurance.**
3. **Property Insurance.**
4. **Commercial Insurance.**

Aim And Objective.

Aim:- “An Analysis Of Consumer Perceptions Towards Insurance Marketing in Urban India”.

OBJECTIVES:- To identifying the optimal marketing strategy for maximize the ROI, Customer Acquisition, Retention Rate and Competitive position in the insurance market.



Channels used for Insurance Marketing:

Agents and brokers: Insurance agents and brokers are one of the oldest forms of insurance distribution channels. It operates as a go-between for the insurance company and the customer and enable customers to be in a position to compare various insurance plans and select the best one.

Social media:- It can assist in the promotion of the brand and the dissemination of useful information. offer customer support by attending to the queries in real-time and present them.

Public relations:- Insurance firms employ PR as a strategy of communicating with the public and develop the image of the organization. PR activities can consist of press releases, media events.

Research Methodology

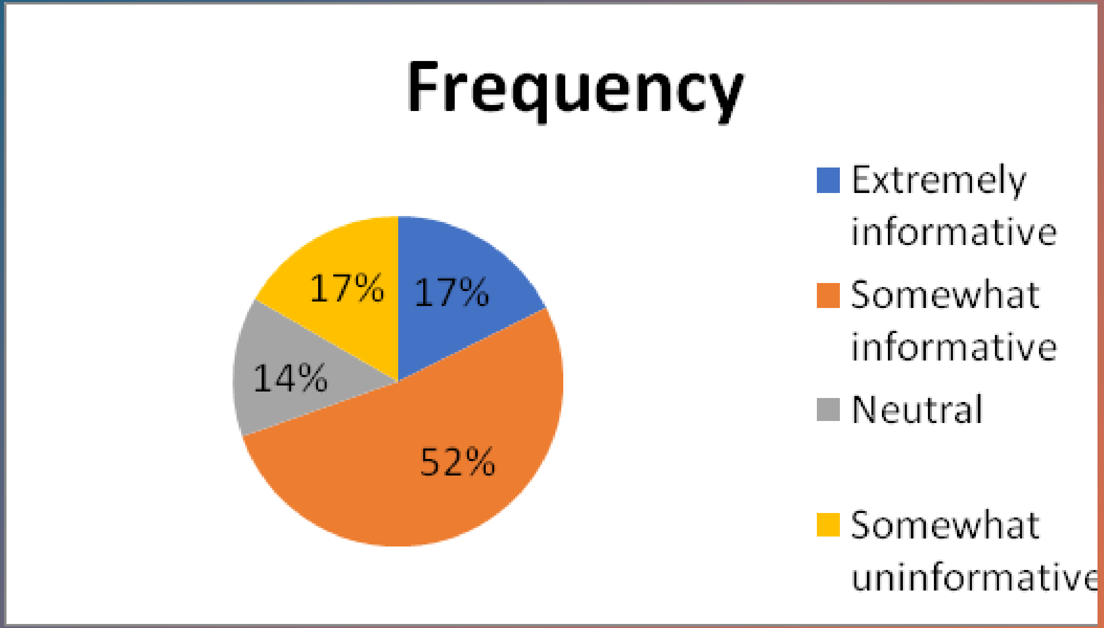
An questionnaire prepared and circulated with the public residing in Delhi NCR area. Demographic characteristic such as age, gender, and occupation were taken into consideration with preference for adult participant.

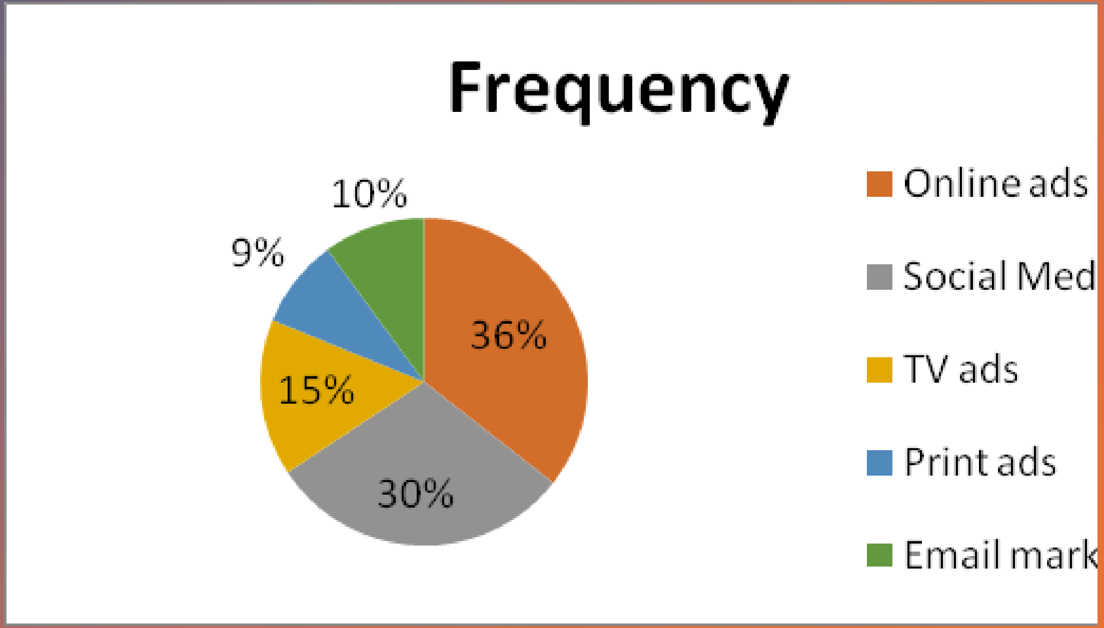
Study site:- The study was conducted and data were collected from Delhi NCR Area.

Study population:- The study population was drawn from Delhi NCR,, India.

Study design- Quantitative data were used,, the study employed a cross-sectional design which is facilitate the observation of research variable.

Sample size- The questionnaire was circulated to a sample size of 130. Out of which 102 responded. All out of the 150 responses were considered for analysis to draw conclusion about the survey.





Result:-

- **The distribution of respondent according to frequency of marketing channels of insurance companies seen by consumers.**

- **The distribution of respondent according to insurance marketing as informative.**

Suggestion:-

Enhance Consumer Education:

Conduct educational campaigns to increase consumer awareness about various insurance products and their benefits. Utilize multiple channels such as social media, webinars, and community events to disseminate information effectively.

Build Trust and Transparency:

- Ensure transparency in marketing communications by providing clear, accurate, and honest information about insurance products and their terms.

Conclusion

By this research study its help in to Enhanced Understanding of Consumer Attitudes, important key factor which affect like brand, trust, pricing, consumer behavior, the importance of media and social sites in preserving service quality, enhancing customer communication.

Limitation

Limitation of the study is to lack of time, collection of data and resources are limited. The data which is filled by customer is generalize and accurate.

Thankyou