

**A STUDY ON MEASURING SELECTED POLICY HOLDERS'
EXPECTATION FOR CONTENTS OF ADVERTISING & AGENTS'
SERVICES OF ANAND CITY**

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ABSTRACT

Life insurance has social and economic implications. Its first concern is with people's lives. Insurance gives systematically financial security to men and women. Not only it gives security to human life but also to business. Insurance is playing very important in today's economy. The competition is increased in India. Various international insurance companies have been entered in the Indian market. They are investing huge capital in Indian market. Since the competition is increased in India, companies find difficult to retain clients /investors. Different marketing strategies they are applying. As a result the importance of promotion mix is increased. A research study is conducted to measure selected policy holders' expectation for contents of Advertising and Agents' Services of Anand City. 100 respondents are taken as sample size. To analyze data Pearson's Chi square test is applied. The expectation of policy holders for contents of advertising is measured.

KEY WORDS: Insurance, Promotion mix, Social security, Competition