

**MARKETING STRATEGIES OF CEYLINCO
INSURANCE COMPANY LTD AND ORGANIZATIONAL
CONSUMER BEHAVIOR WITH SPECIAL REFERENCE
TO LIFE INSURANCE POLICY IN
TRINCOMALEE DISTRICT**

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Abstract

In marketing environment consumers are the key factors. So first we must study the preferences and buying behaviors of consumers and proceed with other things. Find out what factors determine the buyer's behavior towards purchasing. So I have started to a research study on "Marketing strategies of Ceylinco Insurance Company Limited and organizational consumer behavior with special reference to Life insurance policy in Trincomalee District."

I have divided this research analysis into five chapters each of it has it's own importance. First chapter is the introduction; this deals mainly the problem in the research, objectives of the study, conceptualization, methodology, assumption and limitation. The second chapter is review of literature, it deals mainly the introduction of the marketing management, marketing strategy and services and relationship between consumer behavior and marketing management. Third chapter is data analysis, presentation and evaluation, this deals consumer preferences responded by consumer through a structured questionnaire. The next one the fourth is discussion, which deals with the discussion of four variables of the determinant factors of marketing strategies and the contributing factors. The last chapter is conclusion; this deals some conclusion, recommendation and implication from the survey.

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