

Direct Marketing Practices by LIC of India in the New Age of Communication Technology: A Snapshot

*Dr. Pooja **

Great strides in communication technology have enabled instant, cost-effective personal conversation between a business organization and its customers. Particularly, in life insurance, direct marketing has emerged as a key tool to be used as the preferred communication medium to gather accurate responses, and feedbacks from the target audience to sell life insurance policies without having to use face-to-face communication. Direct marketing modes are now increasingly being used by life insurance companies, as a convenient method to improve strong, healthy and enduring company-client relationship. It is also used as a source to collect information, and to capture new and wider market segments. Thus, a humble effort has been made by the researcher to review and examine from different perspective the impact of direct marketing programmes that have been initiated in the LIC of India in this information-communication era.

Keywords: Direct postal mails; Direct selling, e-mail marketing, SMS (mobile text) marketing, Leaflet marketing (brochures), Social media marketing, Telemarketing

Introduction

Personalizing communication and creating communication modes, by doing the right things, to the right audience at the right place, and at the right time have become crucial for an organization to communicate with the target audiences in the process of promoting a particular product and/or service. Dramatic changes have taken place in marketing and promotion. Organisations are shifting from mass communication to personal communication with the past, present and potential customers. In this way, direct marketing has emerged as a key promotion tool. Direct communication occurs in a situation, when an organization and its customers come into direct

** Assistant Professor, Department of Commerce, Arya Mahila P. G. College, Varanasi, Uttar Pradesh; E-mail: pooja.bhu091@gmail.com*

contact with each other to affect a transaction, either sale or purchase, instead of using intermediaries¹. It involves, interacting with the past, present and potential customers by utilizing multi-media channels of communication to assess the campaign effects on customers. Especially in the case of marketing of service-related products like banking, insurance, tourism, hospitality, etc., direct marketing occupies a significant role and communication facilitates the promotion process.

Review of Literature

- Chanda Shekar²(1998) analysed, in his paper: "Future Strategies for Life insurance", the different aspects related to life insurance. New types of life insurance policies and their relationship with the stable technology acceptance for the purpose of life insurance survival as well as for consistent growth, have also been discussed in detail by the author.
- R. Sudhkar³ (2000) in his article: "LIC and the Internet Revolution" examined the variety of information given on the Website portal of Life Insurance Corporation of India. Along with this, several utilities of internet with special reference to cost benefit analysis at different dimensions have also been discussed.
- R. F. Agarwal⁴ (2001) in his paper: "Role of Information Technology in the Insurance Industry" has explored the magnitude of information technology in the insurance industry and found the need for facilitating the enhanced services due to the entry of private sector in the arena of life insurance sector. According to the author, the services of insurance could be utilized in numerous areas including customer service, claim management, human resources, etc. It is also assumed that information technology could be used in dynamic ways for further market penetration.
- Sumit Kundu⁵ (2003) has discussed in his article, "What's Next in India's Insurance Market", about the changes in various aspects of insurance industry after the entry of new insurance players. In spite of India's teeming (one billion) population, insurance penetration is still pegged at a low 1.95 percent, and India is positioned at the 51st rank in the world insurance market. Further, he has elaborated that with the entry of private players, the rules of the game have been drastically changed. In today's extremely competitive financial environment, technology plays an increasing role in assisting the designing of insurance policies and in building lasting customer relationships.
- Jaya⁶ (2005) in her article, "Mobile and Wireless Applications in the Insurance Industry" has enumerated the role and functions of rising technologies in the insurance industry for

influencing the insurance delivery channels/mediums. She is of the opinion that wireless applications have facilitated better claims processing, and delivery of satisfactory customer service thus, sharing the experiences of insurance officials on Prudential Insurance and has encouraged the Progressive Group to adopt the wireless culture in their operations.

- Sonal Purohit⁷ (2013) reported in her research paper: "Changes in the Marketing of LIC by Impact of Private Insurance Players" that the LIC has done an excellent job by bringing about changes in its marketing strategy. Further, she observed that the LIC has tried its level best to cope with the marketing initiatives in the face of challenges from private life insurance companies. LIC revitalized itself to revert to its high market shares and image and came up with new marketing and sales promotion techniques.

Objective of the Study

The main aim of this research paper is:

- to review and examine from different perspectives the impact of direct marketing programmes launched by the LIC of India in the new age of communication and technology and their applications.

Research Methodology

This study is based mainly on Primary Data collected using a set of two structured questionnaires. One questionnaire was designed for the LIC agents, and, the second questionnaire for the LIC customers. These were administered to the selected sample population. For the purpose of collection of data, the selected sample respondents consisted of 150 direct agents of the Divisional Office of the LIC of India, Varanasi, 300 of the existing customers of LIC and also several of its potential customers.

In response, 134 agents of LIC of India and 247 customers returned the filled-in questionnaires, out of which 102 of the former and 208 of the latter were found to be complete in all aspects and could be used for the purpose of analysis for the study. (Chart 1)

Secondary Data have also been collected from reliable sources, i.e. Annual Reports of LIC of India and of IRDA; books, journals, newspapers, magazines, reports and various websites (Chart 2), and data from these were included wherever found relevant. The methodology used for the purpose of this study consisted of random sampling method along with the observation method of data collection.

The data collected from different sources have been accurately tabulated, observed, analysed and interpreted with the help of relevant statistical tools and techniques. The major statistical tools used for this study are: Descriptive analysis, Garrett ranking method, and Spearman's rank correlation. All the data are presented with the help of relevant charts and graphs (Chart 3).

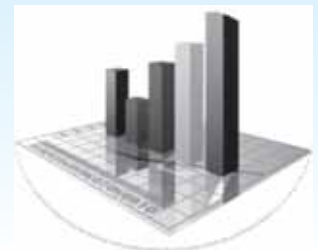
Chart 1
Research Sample, Size Technique and Area

Sample:	Individual Agents	Customers	Technique	Area
Targeted	150	300	Simple	Varanasi District, Uttar Pradesh
Received	134	247	Random	
Final Completed	102	208	Sampling	

Chart 2
Type and Sources of Data

Primary Data	Secondary Data
<ul style="list-style-type: none"> Agents of LIC of India Customers of LIC of India <p><i>(through structured questionnaires)</i></p>	<ul style="list-style-type: none"> Annual reports of LIC of India Annual reports of IRDA Books, Journals, Magazines, Reports and websites

Chart 3
Analysis and Interpretation

<p>Analysis</p> <ul style="list-style-type: none"> Descriptive analysis (Percent calculation) Garrett Ranking Method Spearman's Rank Correlation 	
--	--

Direct Marketing Practices in LIC of India

Business organizations are always looking for new customers to sell their products, either physical products or specialised services. In this way, direct marketers seek to advertise the product and

services to the targeted audiences personally and directly. It is a direct method of promotion which brings organisation face-to-face the with past, present and potential customers by using the direct postal mailing (postal) method of catalogues, making telephone calls or sending e-mailing, using social media and through distribution of brochures and booklets. This multi-channelled approach has increased the efficiency of direct marketing⁸.

The direct marketing channel was established in LIC of India, in August, 2009 with 6 units and 138 DSEs. The purpose of the channel was to bring a culturally different approaches to the marketing of life insurance products. The initiative was aimed at creating new systems for business generation, sales processing, monitoring and business process engineering with a view to penetrate the untapped market segments of the different strata of society, and to provide new and improved buying experience to the customers, especially the youth, executives and high net-worth individuals. At present, the channel is operating throughout the country via 134 units. In LIC of India, the channel is driven by the values of passion, performance, and professionalism, as promoted through a committed professional field force, providing 'ease of buying experience' to customers with enhanced use of technology⁹.

Media Applications in Direct Marketing by LIC of India

Direct marketing in life insurance business allows the companies to reach the targeted audience with direct communication, without using traditional and costly promotion methods. Direct conversation brings the life insurer into direct contact with past, present and potential customers with a personal touch.

- **Direct Mailing (Postal)**

Direct postal mails are letters sent via the postal system through which an organization advertises and promotes its products and business. Normally, direct mail campaigns are planned for geographically defined areas, and sent to all targeted audiences in selected areas. Direct mail encourages clients' response by cleverly drafted letters to the audience, and, potential customers are encouraged to read and respond to the promotional messages without being diverted or lured away by the promotional campaigns of its rivals. The most frequent types of direct mail campaigns include catalogues, self-mailers¹⁰, envelope mailers, postcard mails, snap mailers¹¹, and dimensional mailers and intelligent documents¹⁰.

- **Telemarketing**

Telemarketing is used to get in touch with clients over telephone in order to generate demand for life insurance products. Telemarketing is personal and interactive in nature,

capable of creating new customers in a large number of people. Successful telemarketing campaigns are likely to be highly effective when the customer database and profiles are well-defined in respect of life insurance products. Usually different types of telemarketing techniques are used to influence and target prospective clients. Such types of calls include: cold-calling¹³, warm-calling¹⁴, follow-up calls¹⁵, fund-raising calls, market research calls and database clean-up calls¹⁶.

- **Text (SMS) Marketing**

In the current technology scenario, text messaging (short message service or SMS) is an economical, personal and quick form of communication. It allows one to contact individual clients through short messages sent to cover large clusters of people at minimum cost. Different types of SMS marketing techniques consist of: sales alerts on special dates, exclusive products and occasional special offers; links to website updates; scheduled time reminders, delivery arrangement reminders; personalized messaging such as birthday greetings anniversary wishes, festival offers and greetings. In this context LIC of India is providing an online opportunity for the policyholders to check their policy status online. There are three different ways to check policy status, online, SMS, and through a dedicated helpline number. LIC of India had in fact started an SMS service few years ago offering free services to its customers. SMS is the best method to check the policy status as it does not need an internet connectivity and can be checked anywhere and anytime¹⁷.

- **Email Marketing**

Email marketing is a useful method of reaching the existing customers. It is cheaper than any other direct marketing technique since messages can easily be modified to suit different types of customers. The diverse forms of email marketing include: e-newsletters, business updates or product bulletins, promotional e-mails to generate new leads or to send to regular customers advertisements of any other business category. Customer feedback may be gathered through e-mails personally and privately, because people may be cautious of sharing a comment publicly, particularly on the issues of price sensitivity and personal feedback¹⁸.

- **Direct Selling**

Direct selling is an effective way to build long and durable relationships with customers. "Direct Selling means the marketing of consumer products/services directly to the consumers generally in their homes or the homes of others, at their workplace and other places away from permanent retail locations, usually through explanation or demonstration of the products by a direct seller. Accordingly, direct selling is a good way to own a business

thus catering to gainful self-employment, women empowerment and point of purchase convenience to consumers; it offers flexible work schedules and direct selling is a good way to earn extra income¹⁹. Some of the commonly used direct selling methods are person-to-person selling, door-to-door selling, internet-based selling, venue selling, and network marketing²⁰.

- **Social Media Marketing**

Social media is also used as a promotion and communication tool to interact directly with target customers and share relevant information from time to time. Social media marketing uses the internet-based services which allows companies to interact with past, present and potential customers and to create content through online communities. Different types of social media can be cleverly used for different marketing activities. In general, key social media services, which are helpful in prospecting the target audiences, comprise Facebook, Twitter, You-tubes, Blogs, Location-based marketing sites. LinkedIn. Social media is used to promote a particular brand or a business, to inform customers about products and services; to find out the perceptions of customers; to attract new customers; and to build stronger relationships with existing customers.

In the case of LIC of India, "social media campaigns are run on e-commerce websites like IRCTC, Flipkart, Snapdeal, Shop clues. Fan count on Facebook pages have reached 3 million. Twitter handle has more than 6500 followers and YouTube channel has more than 2500 subscribers. Engagement activities on Facebook page titled "What LIC Means to You" and "What is Your Financial Personality" were carried during the year 2014-15.

- **Leaflet Marketing through Distribution of Brochures and Pamphlets**

Distribution of leaflets through letterbox drops and handouts is a common and simple way to reach the audiences. Leaflet marketing consists of different methods to reach the target audiences, i.e. blanketing, product sampling, street marketing, distribution of handouts at events and so on. Blanketing is a means to distribute brochures, via letterbox drops to all the residents of buildings within a selected postcode area along with distribution of local newspapers and magazines. Product sampling stands for distributing small samples of products at events or through newspapers, magazines and journals within a targeted range. Street marketing means handing out products/services leaflets at "street corners", whereas, distribution of samples and booklets is done at specified events.

Analysis and Findings

- **Perceptions of Individual LIC Agents about Direct Marketing Programmes**

In order to obtain the perceptions of LIC agents about the direct marketing programmes

undertaken by LIC of India, the researcher conducted a survey, and the findings are given in Table 1.

Table 1
Agents' Opinions on Direct Marketing Programmes of LIC of India

Opinion	Percent
Direct communication acts as a reminder	75.49
Provides detailed information to customers about concerned policies	82.35
Easy to use and confidential for customers and company as well	57.84
Immediate feedback can be collected	79.41
Direct communication ensures mental satisfaction	71.57
Helpful in building long customer relationships	95.10
Easy and convenient to maintain large customer data at low costs	65.67

Note : As per the responses given by 102 respondents (LIC agents)

Source: Computed from responses to the Questionnaire.

Chart 4
Agents' Opinions on Direct Marketing Programmes of LIC of India

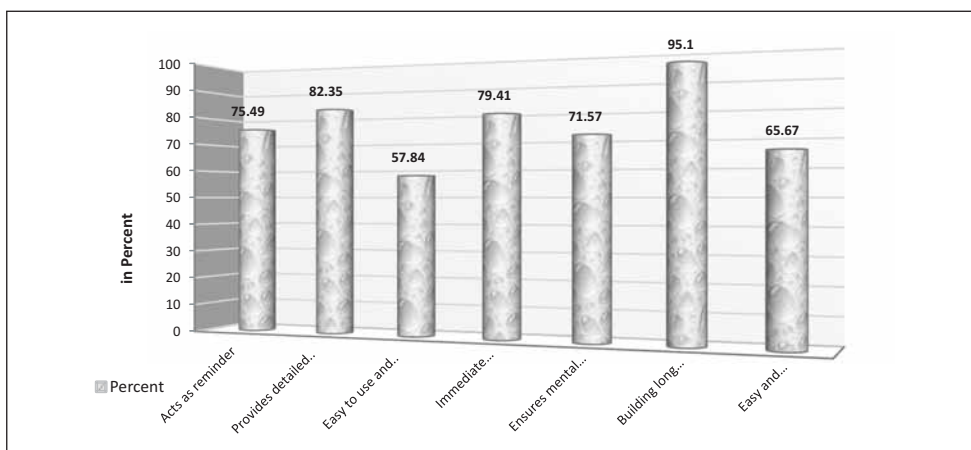


Table 1 reveals that direct communication significantly effective in the following aspects: 'Helps in building long customer relationships (95.10 percent)'; 'Provides detailed information to customers about the concerned policies (82.35 percent)'; 'Immediate feedback can be collected (79.41 percent)'; 'Direct communication acts as reminder (75.49 percent)', and 'Ensures mental satisfaction (71.57 percent)'. Likewise, direct selling of

policies is 'Convenient to maintain large customer data at low costs (65.67 percent)'; 'Easy to use and confidential for customers and company' (57.84 percent)'. These are the perceptions of LIC agents (see also Chart 4).

- **Perceptions of Customers about Information Received via Direct Conversation**

In a direct marketing campaign, different types of messages are conveyed to target audiences directly and personally. This may differ from customer to customer and from product to product. In order to find out the views of LIC customers regarding the direct and personal information or messages received by them from LIC, an opinion survey was conducted. The findings are presented in Table 2. It may be noted that during the survey, all the respondents admitted that they have received calls, messages, mails or pamphlets from the Corporation or its agents/representatives.

Table 2
Customers' Views on Direct Communication Received from LIC

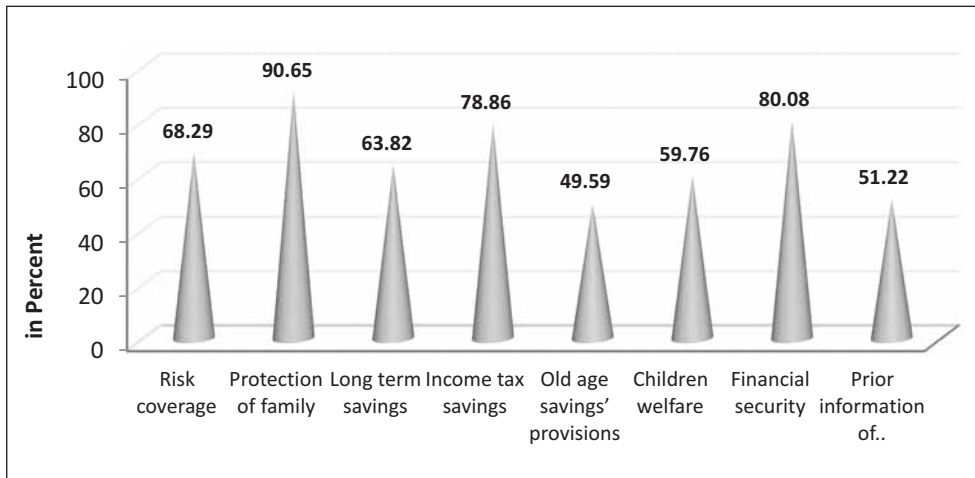
Content of Messages	Percent
Risk coverage	68.29
Protection for the family	90.65
Long term savings	63.82
Income tax savings	78.86
Old age savings' provisions	49.59
Children's welfare	59.76
Financial security before and after death	80.08
Prior information on premium due	51.22

Source: Computed from responses to the Questionnaire

It is evident from Table 2 that the respondents (customers) have given more weightage to information, like: 'Protection for the family' (90.65 percent); 'Financial security before and after death' (80.08 percent); and 'Income tax savings' (78.86).

Information regarding: 'Risk coverage; (68.29 percent) and 'Long term savings' (63.82 percent) are also important messages received and preferred. Messages related to 'Children's welfare' (59.76 percent); 'Getting prior information on premium due' (51.22 percent) and 'Old age savings' provisions' (49.59 percent) are the 'less important information' received from LIC, as gleaned from the survey (see Chart 5).

Chart 5
Customers' Views on Direct Information Received from LIC



● **Agent's Views on Media Applications in LIC through Direct Marketing**

Direct marketing techniques are used in LIC to reach the target audiences at different geographical areas, and to create and maintain direct contacts with the past, present and potential customers of the Corporation through different media applications. At present LIC has 134 direct marketing units to provide the facility of direct buying and selling of policies without any intermediation.

In this regard, an attempt was made by the researcher to evaluate the preferences of LIC using the different media of direct communication. Accordingly, the preferences of individual agents of LIC on direct communication have also been taken into consideration. The result of the survey is presented in Table 4.

It has also been observed by the researcher that 85.78 percent of respondents admitted that the Corporation builds and maintains contacts with the present, past and potential customers directly. For this purpose, Garrett's Ranking Technique has been used to analyse the preferences of the respondents on direct marketing communication.

Where, R_{ij} = Rank given for i th variable by the j th respondent.

N_j = Number of variables ranked by the respondents.

Table 3
Percent Position and Garrett Table Value

Rank	Percent Position		Garrett Table Value
1	$100(1-0.5)/7 =$	7.14	79
2	$100(2-0.5)/7 =$	21.43	66
3	$100(3-0.5)/7 =$	35.71	57
4	$100(4-0.5)/7 =$	50	50
5	$100(5-0.5)/7 =$	64.29	43
6	$100(6-0.5)/7 =$	78.57	34
7	$100(7-0.5)/7 =$	92.86	21

Note: Calculated from Garrett Table.

By the Garrett's table, the percent position estimated is converted into scores as shown in Table 3. Then, for each variable the scores of each individual are added and, the mean values are considered in analysing the outcome.

Table 4
Individual Agent's Preference for Media Application in Direct Marketing

Sr. No.	Modes of Direct Communication	Responses							Total Resp.	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7				
	Garrett Table Value	79	66	57	50	43	34	21				
1	Direct Postal Mail	00	13	23	00	11	39	16	102	4304	42.20	VI
		00	858	1311	00	473	1326	336				
2	Telemarketing	14	34	51	03	00	00	00	102	6407	62.81	II
		1106	2244	2907	150	00	00	00				
3	Text (SMS) comm.	00	00	01	29	51	21	00	102	4414	43.27	V
		00	00	57	1450	2193	714	00				
4	Email marketing	00	00	00	21	32	00	49	102	3455	33.87	VII
		00	00	00	1050	1376	00	1029				
5	Direct selling through agents	47	26	11	13	05	00	00	102	6921	67.85	I
		3713	1716	627	650	215	00	00				

Sr. No.	Modes of Direct Communication	Responses							Total Resp.	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7				
6	Social Media Marketing	26	29	00	12	03	17	15	102	5590	54.80	III
		2054	1914	00	600	129	578	315				
7	Leaflet Marketing-distribution of brochures and pamphlets	15	00	16	24	00	25	22	102	4609	45.19	IV
		1185	00	912	1200	00	850	462				

Source: Calculated from Garrett's Table Value.

Table 4 depicts that 'direct selling through agents' with a mean score of 67.85' is on top of the list. While this is mostly preferred by individual agents of the Corporation, 'telemarketing (M.S. 62.81) and social media marketing' (M.S. 54.80) occupy the second and third ranks. Likewise, 'leaflet marketing' using 'letterbox drops and handouts' (M.S. 45.19) and 'text (SMS) communication' (M.S. 43.27)' occupy the fourth and fifth ranks respectively. 'Direct postal mail (M.S. 42.20) holds the sixth rank and email communication with a mean score 33.87 is the last preference among the respondents.

● **Customers' Preferences for Media Application in Direct Marketing**

While evaluating the perceptions of LIC agents regarding media preferences for direct marketing, an assessment also of the preferences of respondents (customers) for direct communication from LIC, was conducted with the help of a structured questionnaire. The result of the survey is presented in Table 5.

Table 5
Customers' Preferences for different Modes of Direct Marketing Programmes

Sr. No.	Modes of Direct Communication	Responses							Total Resp.	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7				
	Garrett Table Value	79	66	57	50	43	34	21				
1	Direct Postal Mail	17	31	13	43	39	37	28	208	9803	43.13	VI
		1343	2046	741	2150	1677	1258	558				
2	Telemarketing	16	12	29	25	50	51	25	208	9368	45.08	V
		1264	792	1653	1250	2150	1734	525				
3	Text (SMS) comm.	14	23	49	39	53	17	13	208	10497	50.47	IV
		1106	1518	2793	1950	2279	578	273				
4	Email marketing	10	21	18	13	28	20	98	208	7794	37.47	VII
		790	1386	1026	650	1204	680	2058				
5	Direct selling through agents	89	28	22	29	14	16	10	208	12939	62.21	I
		7031	1848	1254	1450	602	544	210				
6	Social Media Marketing	35	51	30	28	16	37	11	208	11412	54.87	II
		2765	3360	1710	1400	688	1258	231				
7	Leaflet Marketing-distribution of brochures and pamphlets	25	37	49	33	15	26	23	208	10872	52.27	III
		1975	2442	2793	1650	645	884	483				

Source: Calculated from Garrett's Table Value.

It is apparent from Table 5 that 'Direct selling' occupies the first rank with a mean score of 62.21'. Similarly, the 'Social media marketing' (M. S. 54.87), and 'Leaflet marketing using letterbox drops and handouts' (M. S. 52.27)' (which are also gaining momentum) are ranked as second and third. 'Text (SMS) communication' (M. S. 50.47) and Telemarketing (M. S. 45.08)' are in the fourth and fifth ranks respectively. 'Direct postal mail' with a mean score of 43.13 is in the sixth rank, whereas 'Email marketing' comes as the last preference (M.S. 37.47)' as per the LIC-customer respondents.

Further, to examine the association between the perceptions of the individual agents of LIC and the customers of LIC regarding the medium of direct communication, the Spearman's Rank correlation was applied. The results are presented in Tables 6 and 7.

Table 6
Correlation of LIC Agents' and Customers' Perceptions on Direct Marketing Applications

Media Applications in Direct Marketing	Rank Given by Individual Agents	Rank Given by Customers	$(R1-R2)^2=D2$
Direct postal mail	6	6	$(6-6)^2=0$
Telemarketing	2	5	$(2-5)^2=9$
Text (SMS) communication	5	4	$(5-4)^2=1$
Email marketing	7	7	$(7-7)^2=0$
Direct selling through agents	1	1	$(1-1)^2=0$
Social media marketing	3	2	$(3-2)^2=1$
Leaflet marketing using distribution of brochures and pamphlets	4	3	$(4-3)^2=1$
N=7			$\Sigma D^2=12$

Table 7
Spearman's Rank Correlation

	Sample Sets	Description	Rank Given by Officials	Rank given by Individual Agents
Spearman's rho	Rank given by officials	Correlation Coefficient	1.000	.786*
		Sig. (2-tailed)	.	.036
		N	7	7
	Rank given by individual agents	Correlation Coefficient	.786*	1.000
		Sig. (2-tailed)	.036	.
		N	7	7

*** Correlation is significant at 0.05 level (2-tailed).**

From the analysis of Table 7, it is clear that: (a) direct selling (first rank), (b) direct postal mailing (sixth rank), and (c) email marketing (seventh rank) have been given the same rank by the both the LIC agents and the customer respondents; but, the other forms of direct communication show little or no differences. Therefore, it is clear from Table 8 that there exists a high degree of positive correlation (.786) in the perceptions of the agents of LIC regarding direct marketing and communication for selling the policies of the Corporation and the customers of LIC regarding the preferred modes of direct communication.

Conclusion

Direct marketing is a personalized promotion and communication tool which is widely used in life insurance to influence target audiences. In this way, direct marketing acts as an invisible salesman because every agent cannot reach every potential client in his/her home. But direct mailing and messaging can reach all intended target audiences. The study reveals that in view of the LIC agents' view that, direct communication tools are essentially for communicating with and assisting the past, present and potential customers directly and personally building a continuous relationship with their clients, these can be effectively and prudently used ensuring privacy. It has also been concluded from the research that protection of the information related to the family and their financial security are the main concerns that the respondent-customers of LIC expect. For them getting information on premium due or old age savings' provisions are secondary issues.

Similarly, according to the LIC agents, direct selling, telemarketing, marketing via social media, distribution of brochures, pamphlets, and SMS marketing are the modes of direct and personal communication which may be helpful to provide information about the life insurance products and to convince the prospective clients to decide to subscribe to a life insurance policy of LIC of India. In addition, in the view of customers, direct selling of policies, information sent through social media, and communication through distribution of pamphlets or booklets are important mediums of getting information across to customers about the policies of LIC of India.

Suggestion

The Life Insurance Corporation of India should communicate effectively and directly with their clients through regular text messaging, direct postal mailing, and sending emails personalising the messages in order to have lasting and cordial relations with past, present and potential customers as well. Along with these modern tools of communication, the Corporation should also research, develop and implement (RDI) promotion campaigns using all the social media tools in order to penetrate further into the heretofore untapped larger market segments to spread the message of life assurance.

References

- ¹Jehtwaney, Jaishri., and Jain, Shruti. (2007). *Advertising Management*; Oxford University Press, New Delhi, p6.
- ²Shekar, Chandra. (1998). Future Strategies for Life Insurance; *The Indian Journal*, December 1998, p. 81.
- ³Sudhakar, R. (2000). LIC and the Internet Revolution; *Yogakshema Magazine*; Volume 44, No. 11, November 2000, pp.21-22
- ⁴Agarwal, R.F. (2001). Role Information Technology in the Insurance Industry; *The Chartered Secretary*; August 2001, pp. 235-237.

- ⁵Kundu, Sumit. (2003). What's Next in Indian Insurance Market?; May 2003, retrieved from <http://www.knowledgedigest.com>
- ⁶Jaya, Krishna, S. (2005). Mobile and Wireless Applications in the Insurance Industry; *Insurance Chronicle*, May 2005, retrieved from <http://www.iupindia.in>
- ⁷Purohit, Sonal. (2013). Changes in the Marketing of LIC by Impact of Private Insurance Players; *International Journal of Marketing, Financial Services & Management Research*, Vol.2, No. 7, July 2013, retrieved from <http://indianresearchjournals.com>
- ⁸Scottrichards. (May 31,2013). Advantages of Direct Marketing Establishing a Good Connection to Customers. retrieved from <http://richardscottdial.wordpress.com>
- ⁹Annual Report of LIC of India. 2014-15. Retrieved from www.licindia.in , p.72.
- ¹⁰Self Mailer; retrieved from <http://www.merriam-webster.com/dictionary/self-mailer>
- ¹¹Snap Pack Mailer | Pressure Seal Mailer | Direct Mail Snap Pack. retrieved from <http://www.usmailinghouse.com/snap-pack-mailer>
- ¹²Dimensional Mailing is the Most Powerful Form of Direct Marketing.(2012). retrieved from <http://www.winbrook.com>
- ¹³Article. Cold calling - Wikipedia, the free encyclopedia. (n,d.). retrieved from www.en.wikipedia.org
- ¹⁴Article. Warm Calling. (n,d.). retrieved from <http://www.investopedia.com>
- ¹⁵Article. Fundraising Telemarketing. (n,d.). retrieved from <http://www.advantel telemarketing.com>
- ¹⁶Article. Market Research and Surveys. (n,d.). retrieved from <http://www.go4customer.com>
- ¹⁷Kumar. (2012). How to Check LIC Policy Status Online, SMS & Phone; retrieved from <http://www.trackmystatus.in/how-to-check-lic-policy-status>
- ¹⁸Article. Email marketing. (2013). retrieved on December 14, 2013, from <http://www.business.qld.gov.au>
- ¹⁹Indian Direct Selling Association. (2013) What is Direct Selling? Retrieved on December 18, 2013 from <http://www.idsa.co.in>
- ²⁰Ramaswamy, V, S., & Namakumari, S. (2006). *Marketing Management- Global Perspective*. Macmillan Publishers India, New Delhi, pp.641-643.
- ²¹Article. Social media- From Wikipedia, the free encyclopaedia. (N.d.). retrieved on December 18, 2013 from http://en.wikipedia.org/wiki/Social_media
- ²²Annual Report of LIC of India, retrieved from www.licindia.in