Identify and prioritize the factors affecting the marketing and sales of life insurance

Rahim Kamranfar*,Dr. Mohsen Mirzaei,

Main objective of this study is to identifying and ranking factors affecting life insurance marketing and sale. To do this at first factors were extracted based on previous studies and relying on existing frameworks and theories in this field, and then the factors rated using fuzzy hierarchical questionnaire (the population consist of the banking and academic elites). The study is applied research and the view point of research type is exploratory-survey. Needed data is collected using interview and questionnaire therefore methods of data collection for identifying and rating factors affecting life insurance marketing and sale is qualitative. The statistical population in this study include academic elite in the field of life insurance marketing and selling and sampling method was available sampling. So according to the methodology 5 academic elites and 5 industrial elites whom were active in the field of life insurance marketing and sale makes the sample. In the present study in order to model fitting and hypotheses analyses, at first desired data were gathered and necessary variables calculations was carried out in Excel. To ranking factors affecting life insurance marketing and sale Expert choice and Matlab soft wares are used. The results showed that means of public communications which carry commercials are effective in life insurance sales increasing. An increase in life insurance premiums, result in life insurance sales decreasing and educational content of commercials is effective in life insurance sales increasing

Keywords : marketing sales of life insurance