

FURTHER RESEARCH DIRECTION

- This research is limited to only Nasik region further research can be for other region or territory.
- In this research, I considered only four factors which are Authenticity, Trust, Company (Policy provider) and security, further research can be on more factors.
- Further research can be on whole insurance sector instead of one insurance company.

REFERENCES

References

- Chaudhary, S. (2016). *Consumer Perception Regarding Life Insurance Policies*. Pacific Business Review International, 52.
- Cognizant. (2020). *The New Insurance Imperative: Mastering Digital Marketing*. Cognizant.
- Deloitte. (n.d.). *Insurance and Social media Reinventing a "Social model for insurance*. Deloitte.
- Giri, M. (2018). *A Behavioral Study of Life Insurance Purchase Decisions*. IIT Kanpur.
- John, M. (2016). *Exploring the integration of social media within integrated marketing communication frameworks*. Emerald Group Publishing Limited.
- Kaže, V. (2015). *THE IMPACT OF CUSTOMER VALUES ON PURCHASING BEHAVIOUR*. EKONOMIKA IR VADYBA, 1-5.
- Krishna, D. (2018). *A Study On Customer Perception On Life insurance policies in India*. International Journal of Research in Social Sciences.
- Mazhar, S. S. (2019). *STUDY OF FACTORS AFFECTING CUSTOMERS PREFERENCE TOWARDS*. Research Gate.
- Mindtree. (2016). *Social media analytics in the insurance industry*. Mindtree.
- NAIC. (2012). *The Use of social media in insurance*. National Association of insurance commissioners.