Research in common parlance refers to a search for knowledge. Research is a “a careful investigation or inquiry specially through search for new facts in any branch of knowledge”\(^1\)

“Research comprises defining and redefining problems, formulating hypothesis or suggested solution, collecting organizing and evaluating data, making deductions and reaching conclusion; and at last carefully testing the conclusion to determine whether they fit the formulating hypothesis”\(^2\)

Research management is, broadly, systematic activity directed towards investigating managerial business problems and result in an invention or a discovery of management tools for problem solving and decision-making”\(^3\)

In this chapter, it is being planned that how this research work will progress step-by-step and how it will conclude its findings. This will also emphasized on why this method being adopted for proposed work.

Research, being a fact-finding technique, profoundly influenced business decisions. The business manager is interested in choosing that course of action, which is most effective in attaining the goals of the organization. Research not only provides fact and figures in support of such business decisions, but also enables one to choose a measuring scale to judge the effectiveness of each decision. Research has a tremendous management, it can, therefore, be defined as the process of systematic investigation of any management related problems.

**RATIONALE OF THE STUDY**
According to “abhrarn Maslow” proponed need hierarchy theory. In that second need is security need which include two types of security – Physical and economical. Insurance is the tool which unable to save the life of a human being threw natural calamites and man made misshaping and accidents. But insurance provide economical safety with these know and unknown misshaping such as natural calamites - earthquake, flood draught, serious diseases, accidents, and misshaping.

In the context of modern world and era of LPG the need and role of insurance is day by day increasing because human being his self or her self feels unsecured. The solution of this unsecured feeling is by the insurance which protect to a economically to a human being to a great extent and helpful for clients (insurance holders) to live our life smoothly. In this context the researcher has selected this very valuable and contemporary topic for the study. Now doubt day by day the insurance business is own fast rack. So many national and international players coming in this business with there innovative need oriented, plans/scheme/products for better serve their clients. The selection of the research problem depends on the inclination, training and experience. A broad field within which, I am going to contact the study have deep interest in the field. This enthusiasm and real curiosity enhance me to motivate for the successful completion of the study. While deciding the research problem it is very necessary to take following feature into the consideration:

- Technical and statistical terms should be clearly defined
- Assumptions fixed for the research work should be clearly defined
- Clear investigation material is essential with clear cut expressions
- Scope of the research problem should be clearly defined

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Researchers selected this problem with considerable humanity and proper procedure. Periodicals and Annual Bibliographic and Annual Reports of the organizations are quite helpful in keeping me to inform about the changes going on in the field. The basic consideration in the choice of a research problem is the avoidance of duplication. Therefore, researcher’s survey was conducted in the field before starting the study so that there may not be duplication of the topic. After consideration of all these points, essentially two steps are involved in formulating the research problem viz., understanding the problem thoroughly, and rephrasing the same in to meaningful terms from an analytical point of view.

On the basis of above phenomena, before deciding the research topic, a survey was conducted by researchers after the consultation with colleagues, field experts and research guide and then simplified topic was selected:

**OBJECTIVE OF THE STUDY**

The purpose of research is to discover answers to the questions which framed prior to conduct the research. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. The following objective were determined of this study-

The first objective of this study was to know what type of marketing strategies is using in life insurance business by public and private companies. In the study (chapter – IV) various marketing strategies were identified and developed. Which are using by public and private companies. In this way we can say that first objective this study is achieved.
The second objective of this study was to comparative analysis and effectiveness of marketing strategies used by both sectors companies (public and private). In the study in chapter -IV it was shown the comparative analysis and effectiveness of marketing strategies used by both public and private sectors companies. Through this study the second objective of this research was also attained.

The third objective of this research was to identify which sector’s (public and private) future is brighter in life insurance business. In this study in, chapter-III under the head of business growth reveled that the private sector’s company’s business growth was much faster than the public sector’s companies. It shows that the future is brighter of private companies rather than public sector.

The second last objective was to know the causes for fast growth of life insurance business of concerning sector. In this study the reasons of fast growth of life insurance business shown in chapter – IV.

The last objective of this study was to suggest modify mood of marketing strategies to boost up insurance business. In the study chapter – IV suggest a modify modal of marketing strategies to boost the insurance business.

HYPOTHESIS FORMULATION

After establishing the objectives of the study, literature survey and having the consultation with field experts researcher here formulated the working Hypothesis so as to find out tentative cause or possible reasons for the problem. The process of establishing working hypothesis as to the cause of a problem is an important step in the research procedure because any conceivably pertinent hypothesis is the basis for tracing out possible cause of a problem.
Working hypothesis is tentative assumption made in order to list and test its logical or empirical consequences. A good hypothesis is the focal point of the research as it includes the testing procedure for the proper analysis of the data and to provide quality of the research work. Hypothesis guides may research study by delimiting the area of research and to keep him on the right track, it also sharpens my plan of action and draws my attention on more important fact about the problem. A good hypothesis also guides the type of data and method of analysis to come up to a right conclusion.

In case of the exploratory or formulative research, which does not aim testing the hypothesis, the working hypothesis is not necessary. But as a general rule, specifications of the working hypothesis are another basic step of the research process in most research problem.

The hypothesis of the research work was “A planned and systematic the marketing strategies boost up the life insurance business.” Through the conclusion of this research prove that the tentative hypothesis which was selected earlier was accepted.

COLLECTION OF DATA

Before finalizing the topic of this research researcher have gone through the various literatures related to the concepts, theories and literature of empirical data related to this research field. This literature helped me to understand the problem in detail and gave me the idea to collect the various sources of data primary and secondary. The entire study is designed and planned in such a way that the discriminating data's will be segregated easily. The purpose of this overview of literature is not to list the number of published, either all or few, well known works but to cut out important findings that relate to the substantive concern of the purposed research. The culling of important
findings is necessary for determining the salience of the problem itself on the one hand, and illuminating the theoretical perspective one brings to bear on the problem of research on the other, thereby helping in the cumulation of social science knowledge.”

However, the entire procedure of finalizing the research topic helped me to fix the boundary of research and provides a basis for ascertaining the nature of data required for the conduct of enquiry and research.

**Primary Data**

In this study, under the primary data the tools which were employed in this study were questionnaire, interview and observation on spot.

**Secondary Data**

**Literature Survey** To finalize the research and to formulate the research topic an extensive literature survey was conducted from published and unpublished bibliographies, Academics journals, conference proceedings, government reports, Internet surfing (Web sites), newspaper and magazines related to the topic, etc. Specially, annual reports (2005-06 to 2009-10) of selected companies surfed which help me to understand research problem thoroughly and gave researcher a outline to proceed further. The journalists and academicians who are already conducting research surveys were also consulted for proper guidance.

**SAMPLE SELECTION**

Sampling is a method where we select only selected number of data units for our study purpose because it is not possible to include all data items looking to the time and other relevant constrains of the study. But important point is that the way of selecting the data items must be logical and should be specified before the study started and way of selecting the data items form all possible data is known as "sampling Technique". The
samples can be either probability sample or non-probability of being included in the sample where as the non-probability samples do not allow the researcher to determine this probability. Probability samples are based on Random sampling, Systematic sampling, Stratified, cluster/area sampling whereas non probability samples are those based on convenience sampling, judgment sampling, and quota sampling. 

In this study, the total sample size was 100. Out of 50 was related to public sector companies viz.a viz. 50 was related to private sectors. The technique which was used in this survey was stratified random sampling.

The geographical scope of this study was whole Rajasthan.

**DATA ANALYSIS**

Analysis of the data is another important step of the research process, which comes after the data collection. The analysis of the data is a collection of closely related steps such as categorization of data, coding of the data in a logical format, tabulation of data and then lastly drawing the statistical interfaces among them. Categorization means segregation of the data in useful group according to their behavior and characteristics. Then Editing is to be done to improve the quality of the data. Next is codification of the data so that it could be stored in some electronic media for further analysis. Tabulation is part of the technical procedure wherein the classified data re put in the form of tables. Machine such as Computers, Calculators etc., could be utilized for this purpose.

In this study the analysis the data tabular form technique charts, pie-charts, graphs etc. and statistical technique were used.

**LIMITATIONS OF THE STUDY**
**Time** – the purpose of this researcher to get the degree of doctor of philosophy. This programme is time bounded programme (minimum two years.) that’s why the researcher limitation was not to cover a big size study population although it’s true. If the sample size large one that is more appropriate and representative one.

**Skilled an power** – under the research process various activities are perform for this point of view various specialized services are required which provided by the skilled man power. in this study the researcher also faced the lack of skilled man power services.

**Finance** – in social science the importance of research study is largely based on primary data. Such type of study required as sufficient financial resources. The researcher at present not having sufficient financial resources and no one agency is sponsoring this research study. That’s why a limitation in this study related to financial one.

**REFERENCES**

3. **Michael V.P.** Research Methodology In Management , Himalaya Publication pg 35
6 Michael V.P. Research Methodology In Management, Himalaya Publication pg 48

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