8. Scope for further research
CHAPTER 8

SCOPE FOR FURTHER RESEARCH

Considering the enormity of the rural market in India in terms of geographical spread, cultural variations, socio economic class differences, number of local dialects being in use, media habits, differences in cultural values and beliefs, this market throws abundant opportunities for the researchers to widen the scope further and further. Lack of scientific research materials available in the country could also be considered as a great opportunity to explore more avenues in rural market. The industry, which has seen more than twelve players within a span of five years, is really looking forward to tap the untapped potential in rural market by sponsoring scientific research projects. All these tantamount to ample scope to pursue research in rural India. This attempt to come out with rural marketing strategies for life insurance products in Coimbatore district is a small effort towards that. The same kind of study can be carried out in different geographical areas in the country. Since the general insurance industry is also on the upswing in terms of number of new players in the market and the annual market growth rate, study can be conducted in general insurance also.