



**IMPACT OF MARKETING STRATEGIES ON
ORGANIZATION PERFORMANCE OF INSURANCE
INDUSTRY IN SRI LANKA**

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ABSTRACT

Considering the modern business environment marketing strategy is the foremost part of the business. It is directly affected to the performance of the organization and Influence to beat the competition in the market. In this sense the concept of marketing strategy has become dominant in the current business field. Therefore, this study examines the impact of marketing strategies on organization performance of Insurance industry in Sri Lanka. . In order to that 13 insurance companies head office were selected as sample and 13 questionnaires were distributed among insurance companies to gathering responds about the marketing strategies and organization performance data collected as secondary data. Marketing strategies measured under the marketing mix 7Ps.By using questionnaire survey approach and five-point-likert scale method used to gather the information from the respondents. Organization Performances was measured Sales Growth. The results revealed that high positive and significant relationship between overall marketing strategies and overall Organization Performances of the selected insurance companies. In addition to that every 7Ps Marketing mixes strategies also have a high positive relationship with the sales growth.

Key words: marketing strategies, organization performance, Insurance industry