

# Research on Integrated Marketing Communication of Non-life Insurance Company-A Case Study of F Non-life Insurance ...

謝武章、劉子歆

E-mail: 9607775@mail.dyu.edu.tw

## ABSTRACT

Since Financial Holding Company Act was passed in 2001, all the related channel systems have been eager to dominate the non-life insurance market. Currently, the annual sales revenue of non-life insurance is more than 100 billion NT dollars, and all the related channel systems account for more than 60%, which is a high-cost burden on the management of non-life insurance business. Therefore, almost every non-life insurance company has spared no effort to increase their existing business ratios, reduce operational cost, and applied integrated marketing communication (IMC). IMC aims to use synergy integration to provide consistent messages to consumers and further maximize the effectiveness of communication, so that consumers and non-life insurance companies can achieve win-win situations without any dependence on channels. Based on the applications of IMC by F Non-life Insurance Company reduce the dependence on channel systems, this case study focused on “ consumers ” to investigate the “ cross-industrial alliance ” and “ database construction and analysis as well as database marketing ” dimensions of the case company. This study expected to get rid of the marketing module of channel systems and help non-life insurance companies effectively exploit IMC. Finally, through the proposed ICM model, this study also aimed to solve the predicament facing non-life insurance companies.

Keywords : integrated marketing communication ; non-life insurance ; case study

## Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	v
vi 表目錄		viii 圖目錄	viii
ix 第一章 緒論	1	1 第一節 研究背景與動機	1
1 第一節 研究目的	1	4 第二章 文獻探討	4
6 第一節 整合行銷傳播之定義	6	8 第二節 整合行銷傳播規劃	8
之系統模式	12	17 第四節 整合行銷傳播	17
績效構面之探討	24	28 第一節 個案研究	28
方法	28	29 第三節 研究	29
架構	31	35 第四章 個案分析	35
個案背景介紹	35	37 第一節	37
結論	62	37 第五章	37
第二節 研究貢獻	63	62 第一節 主要研究發現	62
參考文獻	65	64 第三節 研究限制與後續研究建議	64
		65 附錄 訪談記錄	65
			70

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