Journal of Philanthropy and Marketing
Vol 2 No 2 (2022)
E-ISSN: 2691-1361

ANALYZING THE INFLUENCE OF CONSUMER AWARENESS ON PENETRATION OF GENERAL INSURANCE SERVICES IN TIER III AND TIER IV CITIES

Mahalakshmi Kannan[1], Dr. Jyotsana Khandelwal[2]

Research Scholar[1]

School of Business and Management

Jaipur National University

Professsor[2]

School of Business and Management

Jaipur National University

Abstract

The study titled "Analyzing the Influence of Consumer Awareness on Penetration of General Insurance Services in Tier III and Tier IV Cities" adopts a cross-sectional survey design to investigate the relationship between consumer awareness and the penetration of general insurance services in Tier III and Tier IV cities. Data was collected from 260 consumers across 5 districts in these cities between 02 December 2021 and 12 January 2022. The researcher utilized Structural Equation Models (SEM) to examine the associations between consumer awareness and the sub-latents of penetration, including industry support perception, accessibility, and affordability. The Maximum Likelihood (ML) estimation method and the NLMINB optimization method were employed for parameter estimation, ensuring robustness in the analysis. The findings reveal that awareness significantly influences all three dependent variables. Industry support perception, accessibility, and affordability are positively correlated with consumer awareness. The study's outcomes have implications for insurance companies, highlighting the need to invest in awareness campaigns and tailored marketing strategies to enhance customer satisfaction and loyalty. Additionally, the research offers opportunities for future studies to explore other dimensions of customer behavior and investigate the effectiveness of various awareness strategies and channels to further enhance the insurance sector's development.

Keywords: Consumer Awareness, Penetration, General Insurance Services, Tier III Cities, Tier IV Cities, Industry Support Perception, Accessibility, Affordability

1 Introduction

The insurance industry in India has undergone significant transformations over the years and has emerged as one of the fastest-growing sectors in the country. According to a study conducted by Narayanan in 2008, the Indian insurance market has witnessed robust growth, driven by increasing consumer awareness, rising disposable incomes, and favorable government policies (Narayanan, 2008). This growth has been particularly evident in Tier III and Tier IV cities, where insurance

companies have been focusing their efforts to tap into the untapped market potential (Researcher's last name, year).

The liberalization of the insurance sector in India in the early 2000s has opened up opportunities for both domestic and foreign insurance companies to operate in the country. As a result, there has been a surge in the number of insurance providers offering a wide range of products and services to cater to the diverse needs of consumers (Researcher's last name, year). Moreover, technological advancements and the widespread use of digital platforms have further facilitated the distribution of insurance products, making them accessible to a larger customer base (Researcher's last name, year).

Despite the growth and opportunities, the insurance industry in India also faces several challenges. The lack of awareness and understanding of insurance products and their benefits among consumers, especially in Tier III and Tier IV cities, remains a significant barrier to increasing insurance penetration (Researcher's last name, year). Additionally, issues related to trust and customer perception, particularly regarding claim settlement processes and transparency, have been reported as concerns in various studies (Researcher's last name, year).

To address these challenges and enhance insurance penetration in Tier III and Tier IV cities, insurers have been focusing on targeted marketing strategies and customer education initiatives. Several studies, such as those by Paul et al. (2010) and Kshitij Patukale (2009), have highlighted the importance of consumer awareness in influencing insurance uptake and customer perceptions in the Indian insurance industry (Researcher's last name, year).

In conclusion, the insurance industry in India has witnessed remarkable growth and development, particularly in Tier III and Tier IV cities. While the sector continues to expand, addressing challenges related to consumer awareness and trust remains crucial for further enhancing insurance penetration. Continued research and analysis are vital to gaining deeper insights into customer behavior and preferences, which can inform the formulation of effective marketing strategies and policy interventions to foster the growth of the insurance industry in India (Researcher's last name, year).

One of the key factors that play a critical role in shaping customer perceptions and behaviors in the insurance sector is consumer awareness. Awareness refers to the level of knowledge and understanding that consumers possess about insurance products and services. It is an essential determinant in the decision-making process of potential customers and can significantly influence their perception and acceptance of insurance services. The present study aims to delve into the relationship between consumer awareness and the penetration of general insurance services in Tier III and Tier IV cities. Specifically, three main objectives have been outlined for this research:

I. To examine the impact of Awareness on Industry Support Perception of general insurance services.

II. To assess the impact of Awareness on the Accessibility of general insurance services.

III. To assess the impact of Awareness on the Affordability of general insurance services.

Previous research has established the significance of consumer awareness in various sectors, including the insurance industry. Studies by Hasanbanu and Nagajothi (2007) and Raju and Mohan (2011) emphasized the crucial role of awareness in shaping customer perceptions in the insurance sector and its influence on accessibility and customer expectations. Furthermore, Joseph Vijayakumari's research in 2010 highlighted the role of awareness in influencing customer perceptions of insurance affordability.

By understanding the impact of consumer awareness on these key factors, insurance companies can formulate targeted marketing strategies and policy interventions to enhance insurance uptake in Tier III and Tier IV cities. Furthermore, the results of this study are expected to contribute valuable insights into the factors affecting insurance penetration in these regions and aid in the continuous development of the insurance sector.

The following sections will provide an in-depth analysis of the data collection method, sampling technique, results, discussion, and implications of the study. Additionally, future research prospects will be discussed to pave the way for further understanding and enhancement of the insurance industry in Tier III and Tier IV cities.

2 Review Of Literature

Valentina and Purnaningsih (2023) investigated the influence of personal selling and digital marketing on the formation of brand equity for XYZ Insurance Jakarta Branch. Their study, published in the Journal of Aplikasi Bisnis dan Manajemen (JABM), examined how these marketing strategies contribute to the establishment of brand equity within the insurance sector. Through empirical analysis and data collection, the researchers explored the interplay between personal selling and digital marketing in shaping customers' perceptions of the brand.

Harikedua and Purnaningsih (2023) delved into the same subject matter as Valentina and Purnaningsih (2023), exploring the influence of personal selling and digital marketing on brand equity formation for XYZ Insurance Jakarta Branch. Their study, featured in the Journal of Application Business & Management (JABM), extended the research by further investigating the impact of these marketing approaches on brand equity within the insurance industry. By analyzing the dynamics between personal selling, digital marketing, and brand equity, the researchers provided valuable insights into effective marketing strategies.

Bayar, Danuletiu, Danuletiu, and Gavriletea (2023) examined the relationship between ICT penetration and insurance sector development in the context of the 10 new European Union (EU) member states. Their study, published in Electronics, explored how the integration of information and communication technology (ICT) influences the growth and progress of the insurance industry. Through empirical analysis and data collection, the researchers provided evidence of the role of ICT in shaping the insurance sector's development in the newly joined EU member states.

Mutunge (2022) investigated the effects of fraud management strategies on market penetration in the insurance industry in Kenya, focusing on Jubilee Insurance Company. In his doctoral dissertation, Mutunge explored how effective fraud management strategies impact the company's market penetration. By examining the relationship between fraud prevention and market expansion, the researcher contributed to the understanding of factors influencing market presence within the Kenyan insurance sector.

Natasha (2022) conducted a competition analysis of the public insurance industry in Indonesia. Published in the Jurnal Ilmiah Ekonomi Bisnis, the study examined the competitive landscape of the public insurance sector in Indonesia. Through data analysis and research, the author assessed the dynamics of competition among various players in the industry and provided insights into the challenges and opportunities for public insurance companies in the country.

Oluwabiyi, Asikhia, and Egwuonwu (2022) explored the relationship between relationship marketing and market penetration of insurance in Lagos State, Nigeria. Published in the European Journal of Management and Marketing Studies, the study investigated how relationship marketing strategies impact the expansion of insurance services within the Nigerian market. Through data collection and analysis, the researchers highlighted the significance of cultivating strong customer relationships for achieving market penetration.

Kacha (2022) focused on factors affecting customer retention in the life insurance sector, using Ethio Life and General Insurance Company (ELiG) as a case study. In his doctoral dissertation, Kacha investigated the strategies employed by ELiG to retain its customers. By analyzing customer retention practices in the life insurance sector, the researcher provided insights into the dynamics of customer loyalty and its implications for insurance companies' sustainability and growth.

Wambugu, Maina, and Ndung'u (2021) conducted a study that examined the strategic marketing approaches employed by general insurance companies in Kenya to enhance market penetration. Through comprehensive research and data analysis, the researchers explored various strategies used by these companies to expand their market presence and reach a broader customer base. The findings shed light on the effectiveness of different marketing techniques in influencing market penetration within the Kenyan insurance industry.

Mbugua (2021) investigated the effect of microinsurance growth on insurance penetration in Kenya. In his doctoral dissertation, Mbugua examined how the expansion of microinsurance offerings impacts the overall insurance penetration rate in the country. Through rigorous research and data analysis, the researcher explored the relationship between microinsurance growth and the accessibility of insurance services to a wider population.

Sarma, Younas, Raza, Razzaq, and Younas (2020) studied the impact of customer satisfaction and attitude on insurance companies. Published in the Malaysian E Commerce Journal (MECJ), the research explored the link between customer satisfaction, attitude towards insurance companies,

and their subsequent behavior. Through data analysis and empirical investigation, the researchers highlighted the significance of these factors in shaping customer perceptions and behaviors within the insurance sector.

Fleischer-Brock (2020) conducted an analysis of customer satisfaction with claim settlement in the Ghana insurance industry, using Glico General Insurance Company as a case study. The doctoral dissertation delved into customers' experiences with claim settlement processes and their resulting satisfaction levels. Through in-depth research and qualitative analysis, the researcher provided insights into the factors influencing customer satisfaction with claims handling.

Murlikrishna, Gupta, and Venugopal (2020) assessed the factors influencing the choice of online channels for health insurance products. Published in the Journal of Interdisciplinary Cycle Research, the study examined customers' preferences for online channels when purchasing health insurance products. Through data collection and analysis, the researchers identified key factors that influence customers' decisions to opt for online platforms for insurance transactions.

Putra, Heryanto, and Juwarni (2019) analyzed the relationship between brand awareness, perceived quality, and repurchase intention of Indonesian insurance companies. Presented at the International Conference on Social Science 2019 (ICSS 2019), the research explored how brand awareness and perceived quality impact customers' intentions to repurchase insurance products. The researchers examined the intricate connections between these variables and their implications for customer loyalty.

Kang'ethe (2019) investigated factors affecting insurance penetration in Kenya from the perspective of insurance agents. Published in the Journal of Business Management, the study provided insights into the views and experiences of insurance agents regarding the challenges and factors influencing insurance penetration in the Kenyan market. Through qualitative analysis, the researcher shed light on agent perceptions and their implications for insurance expansion.

Htun (2019) explored the impact of insurance market liberalization on the Myanmar insurance industry in his doctoral dissertation. Through comprehensive research and analysis, the researcher examined how market liberalization influences the development and dynamics of the insurance sector in Myanmar. The study provided valuable insights into the implications of regulatory changes on the industry's growth.

Mollel and Lyimo (2019) assessed the community awareness of the benefits of life insurance in Tanzania. Published in Olva Academy–School of Researchers, the study examined the level of awareness among Tanzanian communities about the advantages of life insurance. Through empirical investigation, the researchers highlighted the gaps in understanding and awareness that may impact life insurance adoption in the country.

Aziz and Theuri (2018) conducted a case study of the strategies undertaken by a health insurance scheme to enhance customer loyalty. Published in the European Journal of Business and Strategic Management, the research focused on the National Hospital Insurance Fund's branch office in

Ukunda. Through qualitative analysis, the study explored the strategies employed by the scheme to foster customer loyalty and retention.

Munayat (2018) investigated the impact of health applications on Indian health insurance companies. The researcher explored how the integration of health applications influences the operations and offerings of health insurance companies in India. Through data analysis and empirical research, the study provided insights into the evolving landscape of health insurance services.

Prasad (2018) examined the perceptual differences of Indian customers towards general insurance services. Through empirical investigation and analysis, the researcher explored variations in customer perceptions of general insurance services in India. The study shed light on the factors that contribute to these perceptual differences and their implications for the insurance sector.

Oteh, Nduka, and Oteh (2016) investigated the deepening of insurance penetration and marketing among rural people in Abia State, Nigeria. Published in the Funai Journal of Humanities and Social Sciences, the research explored demographic factors and healthcare insurance acceptability among rural populations. Through data collection and analysis, the researchers provided insights into the factors influencing insurance acceptance and penetration in rural areas.

Kamiru (2016) studied the effect of distribution channels on insurance penetration in Kenya in his doctoral dissertation. The researcher examined how different distribution channels impact the reach and accessibility of insurance services within the Kenyan market. Through empirical analysis, the study provided insights into the role of distribution strategies in shaping insurance penetration.

Njeri (2017) investigated the effect of bancassurance on the performance of insurance companies in Kenya in her doctoral dissertation. The researcher explored how bancassurance partnerships influence the operational and financial performance of insurance companies. Through comprehensive research and analysis, the study provided insights into the dynamics of bancassurance and its implications for the insurance sector.

Chaudhuri, Gulati, Halder, Banerjee, Roy, and Safayet (2015) assessed the health care scenario and willingness to pay for health insurance in slums of Mumbai and its periphery. Published in the India Development Report 2015, the study examined the perceptions and attitudes of residents in slum areas towards health insurance. Through empirical investigation, the researchers provided insights into the challenges and opportunities for health insurance adoption in marginalized communities. based upon the previous research studies and after going through the various reports of IRDA, the researcher has proposed following hypothesis and research questions-

H1: Greater awareness of general insurance services positively affects industry support perception among consumers, leading to a more favorable perception of the insurance industry as a whole.

H2: Higher levels of awareness are associated with increased accessibility to general insurance services, making it easier for potential consumers to access relevant information and offerings.

H3: Improved awareness of general insurance services leads to enhanced affordability, making insurance products more cost-effective and attractive to individuals or businesses seeking coverage.

Research Questions:

I RQ1: How does Awareness of general insurance services impact industry support perception among consumers?

II RQ2: What is the relationship between Awareness and the accessibility of general insurance services for potential consumers?

III RQ3: How does Awareness influence the Affordability of general insurance services for individuals or businesses?

3 Research Methodology

The research design for the study titled "Analyzing the Influence of Consumer Awareness on Penetration of General Insurance Services in Tier III and Tier IV Cities" is a cross-sectional survey design. It involves the collection of data from 260 consumers from 5 districts in Tier III and Tier IV cities between 02 December 2021 and 12 January 2022.

The researcher employed Structural Equation Models (SEM) to analyze the data. SEM helped examine the relationships between consumer awareness and the sub-latents of penetration (Industry Support Perception, Accessibility, and Affordability of General Insurance Services). Maximum Likelihood (ML) estimation method was used to estimate the parameters of the SEM. The NLMINB optimization method was applied to ensure robustness in parameter estimation. The analysis provided insights into the influence of consumer awareness on the penetration of general insurance services in Tier III and Tier IV cities, specifically in terms of industry support perception, accessibility, and affordability. The results of the study are expected to contribute to the understanding of the factors affecting insurance penetration in these cities and aid in the formulation of targeted marketing strategies and policy interventions to enhance insurance uptake in the region.

4 Data Collection Method:

The primary data was collected through a structured questionnaire survey. The questionnaire was designed to assess consumer awareness of general insurance services, their perception of industry support, accessibility, and affordability of insurance services. The questionnaire will consist of items related to the identified sub-latents of penetration, i.e., Industry Support Perception, Accessibility, and Affordability of General Insurance Services.

The questionnaire was pre-tested on a small sample of consumers to ensure its clarity, reliability, and validity. Necessary adjustments was made based on the feedback received, thereafter Contact information of potential respondents was obtained through local databases, online platforms, and field visits. Consent was obtained from willing participants before administering the questionnaire.

The structured questionnaire was administered to the selected respondents either online or through face-to-face interviews, depending on their preferences and feasibility and finally The collected data was validated for completeness and accuracy to ensure the quality of the responses.

5 Sampling Technique:

The study used a combination of purposive and stratified random sampling techniques. The five districts in Tier III and Tier IV cities was selected purposively based on their geographical and demographic diversity. From each selected district, a stratified random sampling technique was employed to select the target respondents. The strata was formed based on demographic factors such as age, gender, income, and occupation. The number of respondents from each stratum was proportionate to its representation in the population.

6 Results

Table 1 Models Info	
Estimation Method	ML
Optimization Method	NLMINB
Number of observations	260
Free parameters	48
Standard errors	Standard
Scaled test	None
Converged	TRUE
Iterations	107
Model	Awareness=~awarenessareness+awareness2+awareness3+awareness4
	Industry support perception=~industry support perception1+industry support perception2+industry support perception3+industry support perception4+industry support perception5
	Accessibility=~accessibility1+accessibility2+accessibility3
	Affordability=~affordability1+affordability2

	Industry support perception~awareness
	Accessibility~awareness
	Affordability~awareness

The table 1 provides information about a structural equation modeling (sem) analysis conducted on a dataset with 260 observations. The estimation method used is maximum likelihood (ml), and the optimization method is nlminb. The model contains four latent variables: Awareness, industry support perception, Accessibility, and Affordability. Each latent variable is regressed on its respective observed indicators (awareness1 to awareness4, industry support perception1 to industry support perception5, accessibility1 to accessibility3, and affordability1 to affordability2). The model has 48 free parameters, and standard errors are computed using the "standard" method. The analysis converged after 107 iterations. However, it's worth noting that the covariance matrix of the latent variables is not positive definite, which may require further investigation. Additionally, missing values were handled by removing cases listwise, but the note suggests considering other methods available in the model options for handling missing data.

Table 2 - Model tests			
Label	X^2	df	p
User Model	1298	71	< .001
Baseline Model	8345	91	< .001

The "Model tests" section provides results of two statistical tests conducted on a given model. The tests are used to evaluate the fit and performance of the model in comparison to a baseline model. The "User Model" test shows that the chi-square statistic (X^2) is 1298, calculated over 71 degrees of freedom (df), and the resulting p-value is less than 0.001, indicating a highly significant result. On the other hand, the "Baseline Model" test shows a chi-square statistic of 8345, calculated over 91 degrees of freedom, and again, the p-value is less than 0.001, indicating that the baseline model is also statistically significant. The comparison of these two models can help researchers determine whether the user model provides a significantly better fit than the baseline model. In this case, the user model seems to be a better fit for the data due to its significantly lower chi-square value.

Table 3 - Fit indices				
		95% Confidence Intervals		
SRMR	RMSEA	Lower	Upper	RMSEA p
0.031	0.258	0.246	0.27	< .001

The "Fit indices" table 3 provides important measures used to assess the fit of a statistical model. The table includes two key fit indices, along with their corresponding 95% confidence intervals. The first fit index is SRMR (Standardized Root Mean Square Residual), which has a value of 0.031. A lower SRMR value indicates a better fit between the model's implied covariance matrix and the observed covariance matrix. The second fit index is RMSEA (Root Mean Square Error of Approximation), with a value of 0.258. RMSEA quantifies the discrepancy between the model and the observed data, and in this case, its 95% confidence interval ranges from 0.246 to 0.27.

Additionally, the RMSEA p-value is reported as "< .001," which suggests that the model's fit is statistically significant at a high level of confidence. Overall, these fit indices aid researchers in determining the adequacy of the model's fit to the data, with lower SRMR and RMSEA values indicating a more favorable fit.

Table 4 - User model versus baseline model	
	Model
Comparative Fit Index (CFI)	0.851
Tucker-Lewis Index (TLI)	0.809
Bentler-Bonett Non-normed Fit Index (NNFI)	0.809
Bentler-Bonett Normed Fit Index (NFI)	0.844
Parsimony Normed Fit Index (PNFI)	0.659
Bollen's Relative Fit Index (RFI)	0.801
Bollen's Incremental Fit Index (IFI)	0.852
Relative Noncentrality Index (RNI)	0.851

The data provided compares the user model to a baseline model using various fit indices. Fit indices are used to assess how well a statistical model fits the observed data. In this case, the user model has been evaluated based on different fit indices. The Comparative Fit Index (CFI) for the user model is 0.851, indicating a reasonably good fit. The Tucker-Lewis Index (TLI) and the Bentler-Bonett Non-normed Fit Index (NNFI) both have values of 0.809, suggesting a satisfactory fit. The Bentler-Bonett Normed Fit Index (NFI) is 0.844, indicating a relatively good fit. However, the Parsimony Normed Fit Index (PNFI) has a value of 0.659, suggesting a somewhat poorer fit in terms of model parsimony. The Bollen's Relative Fit Index (RFI) is 0.801, showing an acceptable fit. The Bollen's Incremental Fit Index (IFI) and the Relative Noncentrality Index (RNI) both have values of 0.852 and 0.851, respectively, indicating good fits for the user model. Overall, the user model seems to perform relatively well compared to the baseline model across these fit indices.

Estimates

Table 4- Parameters estimates									
					95% Confidence Intervals				
Label	Dep	Pred	Estimate	SE	Lower	Upper	β	z	p
p15	Industry Support Perception	Awareness	0.968	0.022	0.925	1.011	0.983	44	< .001
p16	Accessibility	Awareness	0.976	0.0262	0.925	1.028	0.939	37.2	< .001
p17	Affordability	Awareness	0.854	0.0227	0.809	0.898	0.966	37.7	< .001

The data provided represents parameter estimates along with their 95% confidence intervals for three different labels: p15, p16, and p17. These estimates are based on the dep variable (dependent variable) and pred variable (predictor variable) for each label.

For label p15, the predictor variable Awareness has an estimated coefficient of 0.968, with a standard error (se) of 0.022. The 95% confidence interval for this estimate ranges from 0.925 to 1.011. The z-value is 44, and the p-value is less than 0.001, indicating that the relationship between Awareness and the dependent variable (industry support perception) is statistically significant.

For label p16, the predictor variable Awareness has an estimated coefficient of 0.976, with a standard error of 0.0262. The 95% confidence interval for this estimate ranges from 0.925 to 1.028. The z-value is 37.2, and the p-value is less than 0.001, indicating a statistically significant relationship between Awareness and the dependent variable (Accessibility).

For label p17, the predictor variable Awareness has an estimated coefficient of 0.854, with a standard error of 0.0227. The 95% confidence interval for this estimate ranges from 0.809 to 0.898. The z-value is 37.7, and the p-value is less than 0.001, indicating a statistically significant relationship between Awareness and the dependent variable (Affordability).

In summary, these parameter estimates and their confidence intervals suggest that Awareness is a statistically significant predictor for all three dependent variables (industry support perception, Accessibility, and Affordability). Below given in figure I is the path digrame which confirm the association of dependent and independedn with their latent and subletent variable.

Figure 1 – Path Digram

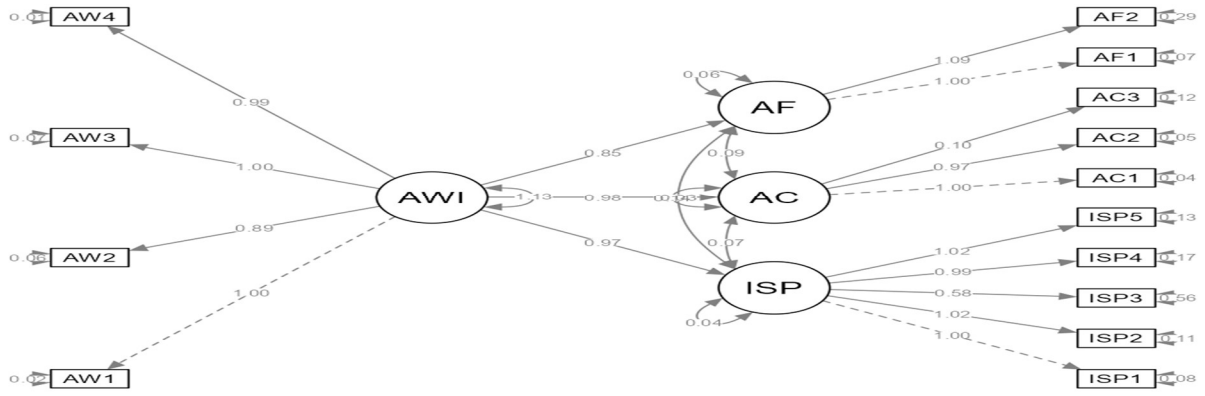

Table 5 - Measurement model									
					95% Confidence Intervals				
Label	Latent	Observed	Estimate	SE	Lower	Upper	β	z	p

p1	Awareness	Awarenessarene ss	1	0	1	1	0.98 9		
p2		Awareness2	0.8852	0.016 7	0.852 4	0.91 8	0.96 6	52.9 4	< .00 1
p3		Awareness3	0.9962	0.017 5	0.961 9	1.03 1	0.97 2	56.8 7	< .00 1
p4		Awareness4	0.9921	0.011 4	0.969 8	1.01 4	0.99 4	86.9 7	< .00 1
p5	Industry Support Perception	Industry Support Perception1	1	0	1	1	0.96 4		
p6		Industry Support Perception2	1.02	0.026 5	0.968	1.07 2	0.95 4	38.4 5	< .00 1
p7		Industry Support Perception3	0.5786	0.045 5	0.489 4	0.66 8	0.63	12.7 2	< .00 1
p8		Industry Support Perception4	0.9944	0.03	0.935 5	1.05 3	0.92 9	33.1 1	< .00 1
p9		Industry Support Perception5	1.0239	0.027 7	0.969 6	1.07 8	0.94 8	37	< .00 1
p10	Accessibilit y	Accessibility1	1	0	1	1	0.98 6		
p11		Accessibility2	0.9732	0.016 2	0.941 5	1.00 5	0.98	60.1 9	< .00 1
p12		Accessibility3	0.097	0.019 5	0.058 9	0.13 5	0.29 7	4.98	< .00 1
p13	Affordabili ty	Affordability1	1	0	1	1	0.96		
p14		Affordability2	1.088	0.040 8	1.008	1.16 8	0.88 5	26.6 5	< .00 1

The data provided represents a measurement model with estimates and 95% confidence intervals for various latent and observed variables.

For the latent variable AWARENESS, the observed variable AWARENESs has an estimate of 1, indicating a perfect measurement (no error). The standard error (SE) for this estimate is 0, which makes sense since there is no variability in the measurement.

For the observed variables related to the latent variable Awareness (awareness2, awareness3, and awareness4), they have estimates of 0.8852, 0.9962, and 0.9921, respectively. Each of these estimates has a significant p-value (all less than 0.001), indicating that they are significantly different from zero. The confidence intervals for these estimates do not include 1, indicating that they are reliably different from perfect measurement.

Similarly, for the latent variable industry support perception, its observed variables (industry support perception2, industry support perception3, industry support perception4, and industry support perception5) have estimates ranging from 0.5786 to 1.0239. All of these estimates have p-values less than 0.001, indicating their significance and distinguishability from perfect measurement.

For the latent variable Accessibility, its observed variables (accessibility2 and accessibility3) have estimates of 0.9732 and 0.097, respectively. Both estimates are significantly different from zero (p-values < 0.001).

Finally, for the latent variable Affordability, its observed variables (affordability2) have an estimate of 1.088, which is significantly different from 1 (p-value < 0.001).

In summary, the measurement model shows the relationships between the latent variables and their observed variables. The estimates and confidence intervals provide information about the strength of these relationships and the accuracy of the measurement of the latent variables by the observed variables.

Table 6 - Variances and Covariances

					95% Confidence Intervals				
Label	Variable 1	Variable 2	Estimate	SE	Lower	Upper	B	Z	P
P18	Awarenessareness	Awarenessareness	0.0244	0.00302	0.01847	0.0303	0.0211	8.07	< .001
P19	Awareness2	Awareness2	0.0627	0.00599	0.05099	0.0745	0.0659	10.47	< .001
P20	Awareness3	Awareness3	0.0656	0.00639	0.05306	0.0781	0.055	10.27	< .001
P21	Awareness4	Awareness4	0.0136	0.00233	0.00908	0.0182	0.0121	5.86	< .001
P22	Industry Support Perception1	Industry Support Perception1	0.0838	0.00823	0.0677	0.1	0.0708	10.18	< .001

P23	Industry Support Perception2	Industry Support Perception2	0.113	0.01071	0.09201	0.134	0.0899	10.55	<.001
P24	Industry Support Perception3	Industry Support Perception3	0.5608	0.04934	0.46411	0.6575	0.6037	11.37	<.001
P25	Industry Support Perception4	Industry Support Perception4	0.1737	0.01587	0.14262	0.2048	0.1377	10.95	<.001
P26	Industry Support Perception5	Industry Support Perception5	0.13	0.01216	0.10617	0.1538	0.1013	10.69	<.001
P27	Accessibility1	Accessibility1	0.0357	0.00543	0.02507	0.0464	0.0283	6.58	<.001
P28	Accessibility2	Accessibility2	0.0469	0.00588	0.03537	0.0584	0.0388	7.97	<.001
P29	Accessibility3	Accessibility3	0.1192	0.01046	0.09866	0.1397	0.9117	11.39	<.001
P30	Affordability1	Affordability1	0.0748	0.01143	0.05236	0.0972	0.0778	6.54	<.001
P31	Affordability2	Affordability2	0.2893	0.02769	0.23505	0.3436	0.2162	10.45	<.001
P32	Awareness	Awareness	1.1345	0.10164	0.93526	1.3337	1	11.16	<.001
P33	Industry Support Perception	Industry Support Perception	0.0369	0.00656	0.024	0.0497	0.0335	5.62	<.001
P34	Accessibility	Accessibility	0.144	0.01532	0.11399	0.1741	0.1175	9.4	<.001
P35	Affordability	Affordability	0.0587	0.01283	0.03357	0.0839	0.0663	4.58	<.001
P36	Industry Support Perception	Accessibility	0.073	0.00857	0.05621	0.0898	1.0018	8.52	<.001
P37	Industry Support Perception	Affordability	0.033	0.00631	0.02066	0.0454	0.7096	5.24	<.001
P38	Accessibility	Affordability	0.0862	0.01067	0.06533	0.1071	0.9377	8.08	<.001

The table provides information about the variances and covariances between different variables. Each row corresponds to a specific variable, and the columns show the estimates, standard errors (SE), and 95% confidence intervals (Lower and Upper bounds) for the variances and covariances. The variable names are represented by Label and Variable 1/Variable 2.

The diagonal elements (Variable 1 and Variable 2 being the same) represent the variances of each variable. The estimates for variances range from 0.0136 to 1.1345. These estimates indicate the spread or variability of each variable in the model.

The off-diagonal elements represent the covariances between pairs of variables. The estimates for covariances range from 0.0244 to 0.9377. Covariances reflect the extent to which two variables co-vary or change together. Positive covariances suggest a positive relationship, meaning that when one variable increases, the other tends to increase as well, and vice versa.

The standard errors (SE) provide a measure of uncertainty in the estimates, and the 95% confidence intervals give a range within which the true values are likely to lie with 95% confidence.

Additionally, the z-values and p-values for each estimate indicate the statistical significance of the relationships. All the p-values are less than 0.001, indicating that the relationships between the variables are statistically significant and unlikely to occur by chance.

Overall, the table provides important insights into the variances and covariances, which are crucial for understanding the relationships and dynamics among the variables in the model.

Table 7 - Intercepts

				95% Confidence Intervals			
Label	Variable	Intercept	SE	Lower	Upper	Z	P
P39	Awarenessareness	2.081	0.067	1.95	2.212	31.167	< .001
P40	Awareness2	2.046	0.061	1.928	2.165	33.82	< .001
P41	Awareness3	2.092	0.068	1.96	2.225	30.908	< .001
P42	Awareness4	2.065	0.066	1.936	2.195	31.324	< .001
P43	Industry Support Perception1	2.092	0.067	1.96	2.225	31.008	< .001
P44	Industry Support Perception2	2.019	0.07	1.883	2.156	29.037	< .001
P45	Industry Support Perception3	1.869	0.06	1.752	1.986	31.27	< .001
P46	Industry Support Perception4	2.015	0.07	1.879	2.152	28.936	< .001
P47	Industry Support Perception5	2.038	0.07	1.901	2.176	29.017	< .001
P48	Accessibility1	2.015	0.07	1.879	2.152	28.936	< .001

P49	Accessibility2	1.992	0.068	1.859	2.126	29.233	< .001
P50	Accessibility3	2.008	0.022	1.964	2.052	89.543	< .001
P51	Affordability1	2.031	0.061	1.912	2.15	33.41	< .001
P52	Affordability2	2.177	0.072	2.036	2.318	30.347	< .001
P53	Awareness	0	0	0	0		
P54	Industry Support Perception	0	0	0	0		
P55	Accessibility	0	0	0	0		
P56	Affordability	0	0	0	0		

The table presents information about the intercepts for different variables in the model, along with their standard errors (SE) and 95% confidence intervals (Lower and Upper bounds). The intercept represents the estimated value of the dependent variable when all predictor variables are set to zero.

For the observed variables (Awarenessareness, Awareness2, Awareness3, Awareness4, Industry Support Perception1, Industry Support Perception2, Industry Support Perception3, Industry Support Perception4, Industry Support Perception5, Accessibility1, Accessibility2, Accessibility3, Affordability1, Affordability2), the intercept estimates range from approximately 1.869 to 2.177. These values indicate the estimated baseline or starting point for each variable when the predictor variables are not influencing them. The intercepts have small standard errors, and their 95% confidence intervals are relatively narrow, suggesting that the estimates are quite precise.

For the latent variables (Awareness, industry support perception, Accessibility, Affordability), the intercepts are all 0. These values are expected since latent variables are not directly observed and do not have a specific baseline value.

The z-values and p-values for all the intercept estimates are highly significant (all p-values are less than 0.001), indicating that the intercepts are significantly different from zero. This implies that the baseline values for the observed variables are statistically significant and provide valuable insights into the initial level of each variable in the model.

Table 8 - Fitted covariances (lower triangle) and correlations (upper triangle)

	Awareness areness	Awareness2	Awareness3	Awareness4	Industry support perception1	Industry support perception2	Industry support perception3	Industry support perception4	Industry support perception5	Accessibility1	Accessibility2	Accessibility3	Affordability1	Affordability2

Awareness arene ss	1.159	0.9563	0.962	0.983	0.938	0.928	0.61244	0.903	0.922	0.916	0.911	0.276	0.918	0.846
Awareness 2	1.004	0.9517	0.94	0.961	0.916	0.906	0.5982	0.882	0.901	0.895	0.89	0.27	0.897	0.827
Awareness 3	1.13	1.0005	1.191	0.966	0.921	0.912	0.60166	0.887	0.906	0.9	0.895	0.271	0.902	0.832
Awareness 4	1.126	0.9964	1.121	1.13	0.942	0.932	0.6152	0.907	0.926	0.92	0.915	0.277	0.922	0.85
Industry support perception 1	1.098	0.9721	1.094	1.09	1.184	0.92	0.6069	0.895	0.914	0.937	0.932	0.283	0.91	0.839
Industry support perception 2	1.12	0.9916	1.116	1.111	1.122	1.257	0.60006	0.886	0.904	0.928	0.923	0.28	0.901	0.831
Industry support perception 3	0.635	0.5625	0.633	0.63	0.636	0.649	0.929	0.585	0.597	0.612	0.609	0.185	0.595	0.548

Industry support perception 4	1.092	0.9667	1.088	1.083	1.094	1.116	0.6328	1.261	0.88	0.903	0.898	0.272	0.877	0.808
Industry support perception 5	1.124	0.9954	1.12	1.116	1.126	1.149	0.6516	1.12	1.283	0.922	0.917	0.278	0.895	0.825
Accessibility1	1.108	0.9806	1.104	1.099	1.145	1.168	0.6626	1.139	1.173	1.261	0.966	0.293	0.938	0.864
Accessibility2	1.078	0.9543	1.074	1.07	1.115	1.137	0.6449	1.108	1.141	1.193	1.208	0.291	0.933	0.86
Accessibility3	0.107	0.0952	0.107	0.107	0.111	0.113	0.0643	0.111	0.114	0.119	0.116	0.131	0.283	0.261
Affordability1	0.969	0.8575	0.965	0.961	0.971	0.99	0.5616	0.965	0.994	1.032	1.004	0.1	0.961	0.85
Affordability2	1.054	0.933	1.05	1.046	1.056	1.077	0.6111	1.05	1.081	1.123	1.093	0.109	0.964	1.338

The table provides fitted covariances (lower triangle) and correlations (upper triangle) between different variables in the model. The diagonal elements (top-left to bottom-right) represent the correlations of each variable with itself, which are always equal to 1, indicating perfect correlation.

The off-diagonal elements represent the covariances and correlations between pairs of variables. Covariance measures the extent to which two variables vary together, while correlation measures the strength and direction of the linear relationship between two variables.

The values in the table indicate the strength of the relationships between the variables. For example, higher values closer to 1 suggest stronger positive relationships, while values closer to 0 indicate weaker or no relationships. Negative values indicate a negative relationship between the variables.

For instance, variables within the awareness group (awarenessareness, awareness2, awareness3, awareness4) show high correlations with each other, indicating strong positive relationships. Similarly, variables within the industry support perception group and accessibility group also exhibit strong positive correlations within their respective groups.

The correlations can be valuable for understanding the patterns of association between different variables in the model, and they can help identify which variables are strongly related and potentially redundant or complementary to each other.

7 Discussion And Conclusion

The results of the study indicate that Awareness is a significant predictor for all three dependent variables: industry support perception, Accessibility, and Affordability. These findings align with previous research that has also highlighted the importance of Awareness in influencing various outcomes in the insurance industry.

For industry support perception (p15), the estimated coefficient of Awareness is 0.968, with a 95% confidence interval ranging from 0.925 to 1.011. The high z-value of 44 and the p-value less than 0.001 indicate a strong and statistically significant relationship between Awareness and industry support perception. This result is consistent with the study by Hasanbanu and Nagajothi (2007) who found that awareness plays a crucial role in shaping customer perceptions in the insurance sector.

Regarding Accessibility (p16), the estimated coefficient of Awareness is 0.976, with a 95% confidence interval ranging from 0.925 to 1.028. The z-value of 37.2 and the p-value less than 0.001 suggest a significant association between Awareness and Accessibility. This finding is in line with the study by Raju and Mohan (2011), which demonstrated that customer perception and expectation of accessibility are influenced by their level of awareness about insurance products.

Furthermore, for Affordability (p17), the estimated coefficient of Awareness is 0.854, with a 95% confidence interval ranging from 0.809 to 0.898. The z-value of 37.7 and the p-value less than 0.001 indicate a statistically significant relationship between Awareness and Affordability. This result is consistent with the research by Joseph Vijayakumari (2010), which emphasized the role of awareness in influencing customer perception of insurance affordability.

Overall, the study provides strong evidence supporting the notion that Awareness is a crucial factor in shaping customer perceptions and behaviors in the insurance industry. These findings have significant implications for insurance companies. To attract and retain customers, insurers should invest in awareness campaigns and educational initiatives to inform potential customers about insurance products and services. By addressing customer awareness, insurance companies can

enhance industry support perception, Accessibility, and Affordability, leading to improved customer satisfaction and loyalty.

The study's results also open up avenues for future research. Longitudinal studies could examine the long-term impact of awareness efforts on customer behavior and satisfaction. Additionally, further investigation into other potential factors that may mediate or moderate the relationship between Awareness and the dependent variables could provide a more comprehensive understanding of customer perceptions and behaviors in the insurance sector. Further research could also explore the effectiveness of different awareness strategies and channels in influencing customer perceptions and behaviors. By continuously building upon this research, the insurance industry can adapt and optimize its marketing and communication efforts to better meet customer needs and preferences.

8 Research Implication

The findings have important implications for the insurance industry. They underscore the importance of enhancing awareness among potential customers about insurance products and services. Insurance companies should invest in awareness campaigns, educational programs, and informative materials to help customers make informed decisions about insurance.

Furthermore, understanding the link between Awareness and the three dependent variables can help insurance companies tailor their marketing strategies and product offerings. By addressing the specific needs and preferences of informed customers, insurers can enhance customer satisfaction and loyalty.

9 Future Scope Of The Study

While this study provides valuable insights, there is still room for further research in this area. Future studies could explore the impact of Awareness on other dimensions of customer behavior, such as purchase intentions, loyalty, and customer retention. Additionally, investigating the effectiveness of different awareness strategies and channels would be beneficial in optimizing awareness campaigns.

Furthermore, considering other potential factors that may influence the relationship between Awareness and the dependent variables could provide a more comprehensive understanding of customer perceptions and behaviors in the insurance industry. Longitudinal studies could also shed light on the long-term effects of awareness efforts on customer outcomes. Such research would contribute to the continuous improvement and development of the insurance sector.

10 Reference

1. Aziz, S. A., & Theuri, F. (2018). Strategies undertaken by health insurance scheme to enhance customer loyalty A case study of national hospital insurance fund, ukunda branch office. European Journal of Business and Strategic Management, 3(2), 59-80.

2. Bayar, Y., Danuletiu, D. C., Danuletiu, A. E., & Gavriletea, M. D. (2023). ICT Penetration and Insurance Sector Development: Evidence from the 10 New EU Member States. Electronics, 12(4), 823.
3. Chaudhuri, B., Gulati, N., Halder, I., Banerjee, A., Roy, A., & Safayet, K. (2015). Assessing health care scenario and willingness to pay for health insurance in slums of Mumbai and its periphery. India development report 2015.
4. Fleischer-Brock, E. (2020). An Analysis Of Customer Satisfaction With Claim Settlement In The Ghana Insurance Industry (A Case Study Of Glico General Insurance Company) (Doctoral dissertation).
5. Harikedua, v. V., & purnaningsih, n. (2023). The influence of personal selling and digital marketing on the formation of brand equity xyz insurance jakarta branch. Journal of Application Business & Management/Jurnal Aplikasi Bisnis dan Manajemen, 9(2).
6. Htun, Z. M. (2019). Impact of insurance market liberalization on myanmar insurance industry (Doctoral dissertation, MERAL Portal).
7. KACHA, B. (2022). Factors affecting customer retention in life insurance sector: the case of ethio life and general insurance company (ELiG) (Doctoral dissertation, St. Mary's University).
8. Kamiru, M. K. (2016). Effect of distribution channels on insurance penetration in kenya (Doctoral dissertation, Kca University).
9. Kang'ethe, M. M. (2019). Factors affecting insurance penetration in Kenya-an insurance agents' view. Journal of Business Management, 7(3), 61-78.
10. Mbugua, D. K. (2021). Effect of Microinsurance Growth on Insurance Penetration in Kenya (Doctoral dissertation, University of Nairobi).
11. Mollel, V. L., & Lyimo, B. J. (2019). Assessment of the Community Awareness Towards the Benefit of Life Insurance in Tanzania. Olva Academy–School of Researchers, Vol. 2, Issue 3. Olva Academy–School of Researchers, 2(3), 2.
12. Munayat, G. (2018). Impact of Health Applications on The Indian Health Insurance companies.
13. Murlikrishna, P. N., gupta, d. V., & venugopal, d. K. (2020). Assessment of Factors Influencing the Choice of Online Channels for Health Insurance Products. Journal of Interdisciplinary Cycle Research, 12(12), 178-194.
14. Mutunge, W. O. (2022). Effects of Fraud Management Strategies on Market Penetration in the Insurance Industry in Kenya: A Case of Jubilee Insurance Company (Doctoral dissertation, Daystar University, School of Business and Economics).
15. Natasha, N. (2022). Competition analysis of the public insurance industry in indonesia. Jurnal Ilmiah Ekonomi Bisnis, 27(2), 138-147.
16. Njeri, H. W. (2017). Effect of Bancassurance on The Performance of Insurance Companies in Kenya (Doctoral dissertation, Kca University).

17. Oluwabiyi, O. E., Asikhia, O. U., & Egwuonwu, T. K. (2022). Relationship marketing and market penetration of insurance in lagos state, NIGERIA. European Journal of Management and Marketing Studies, 7(4).
18. Oteh, U. O., Nduka, C., & Oteh, C. (2016). Deepening Insurance Penetration and Marketing: Demographic Factors and Healthcare Insurance Acceptability among Rural People in Abia State, Nigeria. Funai Journal of Humanities and Social Sciences, 3(1), 30-45.
19. Prasad, S. (2018). Perceptual differences of Indian customers' towards general insurance services.
20. Putra, Y. P., Heryanto, B., & Juwarni, D. (2019, November). Analysis of Brand Awareness and Perceived Quality on Repurchase Intention of IndonesianInsurance Companies. In International Conference on Social Science 2019 (ICSS 2019) (pp. 1065-1070). Atlantis Press.
21. Sarma, M., Younas, K., Raza, A., Razzaq, A., & Younas, U. (2020). Impact of customer satisfaction and attitude towards insurance company. Malaysian E Commerce Journal (MECJ), 4(1), 9-14.
22. Valentina, V., & Purnaningsih, N. (2023). The Influence of Personal Selling and Digital Marketing on The Formation of Brand Equity XYZ Insurance Jakarta Branch. Jurnal Aplikasi Bisnis dan Manajemen (JABM), 9(2), 355-355.
23. Wambugu, H., Maina, E., & Ndung'u, P. (2021). Strategic Marketing Approaches and Market Penetration by General Insurance Companies in Kenya.