



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2018; 4(6): 358-362  
www.allresearchjournal.com  
Received: 15-05-2018  
Accepted: 20-06-2018

**Yasawant Yadav**

Research Scholar, Department of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India

**LP Pateriya**

Professor, Department of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India

**Correspondence**

**Yasawant Yadav**

Research Scholar, Department of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India

## Effect of demographic factors on buying behaviour of service quality of insurance products in Chhattisgarh

Yasawant Yadav and LP Pateriya

### Abstract

Buying behaviour of consumer is in insurance sector i.e. Intangible goods are different than tangible goods which are almost driven by individual characteristics while customer satisfaction has been recognized as an important indicator of organizational success. The purpose of research is to determine the effects of some demographic factors i.e. (gender, Age, education, occupation and marital status) on satisfaction with insurance products.

The need fulfilling behaviour of customers may sometimes be based on the logic and matter of fact or at times may purely be unreasoned, irrational buying behaviour is mostly set through cognitive as well as non-cognitive learning and experiences with different type of insurance products. Data is collected through self-administered questionnaire and total of 100 respondents were found for valid interviewed to understand the effect of demographics and their relationship with satisfaction with insurance products. ANOVA analysis is performed to study the variance of respondents. Collected data is tabulated, coded and analysed through SPSS tools. It has been found that buying of insurance products of consumer groups differ significantly in demographics.

**Keywords:** Demographics gender, education, occupation and marital status, service quality, insurance products

### Introduction

In changing scenario of the risk with changing lifestyle and consumer behavior is changing day by day with insurance products. Customer orientation, expertise, similarity, and contact intensity have a positive effect to customer orientation, expertise, similarity, and contact intensity have a positive effect on relationship qualities (Trust, Satisfaction & Commitment) which have a positive effect on the long-term relationship orientation.

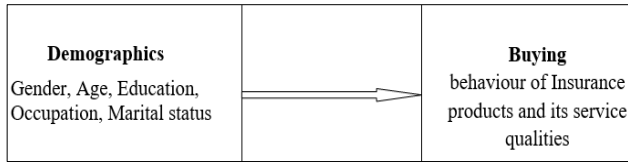
All business entities are trying to attain customer fulfillment over improved service quality. Service quality denotes of a firm's performance. Since service is an intangible good, the only way to know and manage service quality is by reviewing how a customer recognizes it. The service quality is measured by measuring the expectations of the customer before the receipt of the service and his perception. According to Parasuraman, Zeithaml and Berry, service quality is equal to the difference between the perception and expectations.  
Service Quality = Perception - Expectations.

### Purpose of research

The purpose of this study is to identify and gain understanding of the effect of demographic factors on insurance buying behavior in Chhattisgarh region. The study will improve our understanding of influence of these demographic variables on consumers towards insurance products buying. This will help to Insurance products salers, Insurance agents by improving their decision making and marketing planning capabilities. The study will also help consumers to understand their own buying behaviour towards insurance products buying.

### Demographics

Consumer Demography (Gender, Education, Occupation and Marital status etc) play an important role in case of impulse buying. Most of the Literatures indicate that there are negative relationship between age and insurance while women are more insurance buyer in comparison of male.



Source: Authors

**Fig 1:** The effect of & demographics, on insurance service buying behaviour

### Literature Review

To exceed customer expectations, it is necessary for even a public sector organization to continually improve the quality of the service provided to its customers (prabharamseok-munhurrin 2010).

The insurance companies that have distinctive marketing advantage and improved service quality will have increased revenues through expanded markets share, customer satisfaction and customer retention. Masood, (2010) as cited by gilal, drgilal, & dr bhutto (2010) [7] stated that with this background, service quality and customer satisfaction are forcing the consideration of the insurance institutions across the Indian and Chhattisgarh.

According to kandampully, 1998) [10], along with these service quality factors, intangible factors which determines the customer satisfaction are important. (karl, 1960) has found that besides the service quality, Insurance sector as service firms attract and maintain long term relationship with their customers through their promises and trust (The advancement of knowledge consists, mainly in the modification of earlier knowledge. The difference between the expectations of customers and their experience or the gap between the two is the measurement of the service quality. The narrow the gap keeps the service quality better and the increased gap keeps service quality poor. According to (Ahmad& Naser. 2002) [8] customer satisfaction is generally defined as a feeling or judgment by customer's towards the insurance products or services after they have used those products. (Kamal, Ahamad & Khalid, 1999) have found that favorable experiences of customers are conveyed to others and thus, engage in positive word-of-mouth advertising, whereas dissatisfied consumers likely to switch brands and engage in negative word-of-mouth advertising.

### Objective

Effect of Demographic factors (Gender, Age, Education, and Occupation and Marital status) on buying behaviour of service quality of Insurance products.

### Research Methodology

This study has been conducted to find out the buying behavior of insurance products in Chhattisgarh. The primary data have been collected through structured questionnaire through random survey in Bilaspur, Raipur, Raigarh, and Rajnandgoun in Chhattisgarh at the exit of the Insurance office of total 100 respondents, 25 from each city. The questionnaire has been divided in to two parts. The first part consists of demographic data age (with class interval of five years in which lower range is 15 year and upper range is above 60), Gender (Male, female) and Education (Bellow 10,10+2,UG, PG & others) of respondents. The second part consists of questions related to the factors that influencing purchasing of Insurance products... To measure the buying

Behaviour of the consumers towards Insurance purchase. In this research, 5-point Likert scale, ranging from strongly agree =5 to strongly disagree=1, is used to measure each variable. Questionnaires are distributed to 120 respondents, a total of 100 fully filled questionnaires are taken for the research and rest of the questionnaires is not included due to incomplete response.

### Characteristics of Respondents

The characteristics of the respondents, including five major factors considered in this study Gender, Age Education, Occupation and Marital status. The majority of subjects were between the ages of 20 and 30 years. After collecting the complete questionnaire, data are coded, Gender (Male-1, Female-2), Education (SSC-1, HSC-2, Graduate-3 Post Graduate -4 & Others-5), Age interval (15-20=1, 20-25=2, 25-30=3, 30-35=4, 35-40=5, 40-45=6, 45-50=7, 50-55=8, 55-60=9 and above 60=10) Occupation (Service-1, Self Employed-2, Professional-3, Housewife-4, student-5 and others-6), Marital status (Married-1 & Non Married-2) and then entered into SPSS tool for analysis. From the demographic profiles of the respondents, it is understood that 40% of the respondents are in the age group of 20 to 25 years, 39% are between age of 25 to 30 years and 21% are of other age groups.

### Findings and Discussion

**H01: There is no significant effect of gender on buying behaviour of Insurance products.**

**Analysis:** The outcome of the ANOVA analysis from table no.1 (B), between the gender male and female as categorical variable has significance value (p) 0.099 which is greater than 0.05. Hence we are failing to reject the null hypothesis H<sub>01</sub> as stated above. Their fore converse may be inferred that male and female respondents show the similar effect on buying of insurance products and its service quality.

**H02: There is no significant effect of Age on buying behaviour Insurance products.**

**Analysis-** The outcome of the ANOVA analysis from table no.2(B) shows that age factor of students have p-value (0.053) which denotes that there is no significant effect of age on buying behaviour of service quality of insurance products as the p > 0.05. Hence H<sub>02</sub> cannot be rejected.

**H03: There is no significant effect of Education on buying behaviour of Insurance products**

**Analysis:** The ANOVA results of this research shows that there is no major association at 5% significance level between Education and impulse buying behaviour as the p-value (0.006) is less than 0.05, from table no. 3(B). Hence H<sub>03</sub> can be rejected and it concludes that there is significant relationship between buying of service qualities of insurance products and education level of the consumers.

**H04: There is no significant effect of Occupation on buying behaviour of insurance products.**

**Analysis:** The ANOVA results of this research Table-4B shows that there is major association at 5% significance level between education and impulse buying behaviour as the p-value (0.006) is less than 0.05, from table no 4(B) Hence H<sub>04</sub> cannot be accepted and concludes that there is significant relationship between occupation and buying behaviour of service qualities of insurance of the consumers.

**H<sub>0</sub>: There is no significant effect of marital status on buying behaviour of insurance products**

**Analysis:** The ANOVA results of this research Table-5B shows that there is no major association at 5% significance level between Marital status and impulse buying behaviour as the p-value (0.892) is greater than 0.05. Hence H<sub>0</sub> cannot be rejected and concludes that there is no significant relationship between marital status and buying of service qualities of insurance of the consumers.

**Conclusion and Suggestion**

This research reveals that the role of demographics on buying of service qualities of insurance of respondents with respect to their demographic profile such as Gender a Age, and Marital status play the same role on insurance buying while Education level and Occupation level of the consumers differs on buying of quality of service of insurance products in Chhattisgarh. So in the process of

framing the marketing strategies, the Insurance sealers must be taking care of Demographic variables like education and Occupation of consumers. On the basis of the above findings, researchers conclude that Consumers demographics play a significant role on buying of insurance in Chhattisgarh. In reference of these factors marketers should develop different marketing strategy for different consumers.

**Managerial Implication**

This research can help the business societies, retailers and marketing professionals to frame strategies relevant their intangible product design. Furthermore, as the present research is restricted at Chhattisgarh, the results of this may provide oxymoronic results in other states, metro and non-metro cities of India, because other cities may possibly enjoy certain demographic peculiarities.

**Annexure**

**Table 1A**

Descriptive								
AVG_IB								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	49	3.4490	.54194	.07742	3.2933	3.6046	2.20	4.25
Female	51	3.2235	.78558	.11000	3.0026	3.4445	1.55	5.90
Total	100	3.3340	.68331	.06833	3.1984	3.4696	1.55	5.90

**Table 1B**

AVG_IB	ANOVA with Gender				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.270	1	1.270	2.769	.099
Within Groups	44.954	98	.459		
Total	46.224	99			

**Table 2A**

Descriptive								
AVG_IB								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15-20	2	4.1000	.00000	.00000	4.1000	4.1000	4.10	4.10
20-25	40	3.5488	.72567	.11474	3.3167	3.7808	2.45	5.90
25-30	39	3.1718	.64111	.10266	2.9640	3.3796	1.55	4.00
30-35	13	3.1654	.50842	.14101	2.8581	3.4726	2.25	3.80
35-40	4	2.9500	.80829	.40415	1.6638	4.2362	2.25	3.65
55-60	2	3.3000	.00000	.00000	3.3000	3.3000	3.30	3.30
Total	100	3.3340	.68331	.06833	3.1984	3.4696	1.55	5.90

**Table 2B**

AVG_IB	ANOVA with Age				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.006	5	1.001	2.283	.053
Within Groups	41.218	94	.438		
Total	46.224	99			

Table 3A

AVG_IB	Descriptive							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Completed 10+2	15	3.7900	.26268	.06782	3.6445	3.9355	3.50	4.20
Completed graduation	20	3.4250	.94500	.21131	2.9827	3.8673	2.20	5.90
Completed postgraduation	54	3.2593	.59812	.08139	3.0960	3.4225	1.55	4.25
Other	11	2.9136	.61648	.18588	2.4995	3.3278	2.20	3.85
Total	100	3.3340	.68331	.06833	3.1984	3.4696	1.55	5.90

Table-3B

AVG_IB	ANOVA with Education				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.530	3	1.843	4.349	.006
Within Groups	40.694	96	.424		
Total	46.224	99			

Table-4A

AVG_IB	Descriptive							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Service	23	3.1978	.57435	.11976	2.9495	3.4462	2.20	4.25
Self Employed	14	3.4500	.57278	.15308	3.1193	3.7807	2.20	4.00
Professional	12	2.8417	.51116	.14756	2.5169	3.1664	2.25	3.60
Housewife	20	3.2100	.27222	.06087	3.0826	3.3374	2.70	3.60
Student	27	3.6944	.92719	.17844	3.3277	4.0612	1.55	5.90
Other	4	3.3750	.49075	.24537	2.5941	4.1559	2.95	3.80
Total	100	3.3340	.68331	.06833	3.1984	3.4696	1.55	5.90

Table-4B

AVG_IB	ANOVA with Occupation				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.346	5	1.469	3.552	.006
Within Groups	38.879	94	.414		
Total	46.224	99			

Table-5A

AVG_IB	Descriptive							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Married	32	3.2850	.45640	.08333	3.1146	3.4554	2.25	3.90
Nonmarried	68	3.3566	.77339	.09379	3.1694	3.5438	1.55	5.90
Total	100	3.3340	.68331	.06833	3.1984	3.4696	1.55	5.90

Table-5B

AVG_IB	ANOVA with Marital status				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.109	2	.055	.115	.892
Within Groups	46.115	97	.475		
Total	46.224	99			

## Reference

- Anderson W, Fornell Candlehmann DR. Customer Satisfaction, Market Share, and Profitability: Findings From Sweden. Eugene. Journal of Marketing. 1994; 58 3.
- Bryman A, Bell E. Business Research Methods. Oxford University Press, Oxford, 2003.
- Chen. Developing Life Insurer-Insurance Intermediary Relationships, Managing Service Quality. 2014; 24(5):455-468.
- Dapkevicius Melnikas. Influence of Price and Quality to Customer Satisfaction Neuromarketing Approach Science-Future of, 2009, 1- 3.
- Daniel C, Paul Berinyuy L. Using the SERVQUAL Model to Assess Service Quality and Customer Satisfaction. An Empirical Study of Grocery Stores In Umea, 2010.
- Fornell, Lehmann. Customer Satisfaction, Market Share, and Profitability: Findings from Sweden", Journal of Marketing. 1994; 58(3):53-66.

7. Gilalr G, Drgilal RG, Dr. Bhutto N. An eterminants Of Customer Satisfaction and Retention in Commercial Banks of Pakistanms Asian Journal of Business and Management Sciencesissn. 2010; 1(1):2047-2528.
8. Jamal, Naser. Customer Satisfaction and Retail Banking: An Assessment of Some of the Key Antecedents of Customer Satisfaction in Retail Banking, International Journal of Bank Marketing. 2002; 20(4):146-160.
9. Kaur Negi, Paradigm. A Study of Customer Satisfaction with Life Insurance in Chandigarh Tricity New Delhi. 2010; 14(2).
10. Kandampully. Service Quality to Service Loyalty: A Relationship Which Goes Beyond Customer Services. 1998, 431-443.
11. Kaur, Parmjitnegi, Meenakshi. A Study of Customer Satisfaction with Life Insurance, 2010.
12. Institute Of Management Technology. India Source. 2010, 14(2).
13. Lenin J. Service Quality and Customer Satisfaction in Life Insurance Business, Australian Journal of Basic and Applied Sciences. 2016; 10(1):636-641.