

Factors which influence purchasing life insurance in South Africa



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Abstract

In the context of an evolving and innovating financial sector globally, South Africa's insurance market has shown resilient. However, its ability to maintain this resilience is a question that remains uncertain. in the face of growing innovations and products by big tech and fintech companies. This comparative advantage can be eroded especially with a dynamic consumer landscape. Based on the backdrop of the South African market, the study investigated the varying socio-demographic, social, economic and market motives to take up life insurance and/or cancel life insurance amongst various age groups with a focus on Gen Z consumers. Through an ANOVA analysis technique, the study finds that Gen Z consumers from the perspective of South Africa are motivated to use a product if the insurer demonstrates innovation and that the respective cohort is less sensitive price-sensitive than their counterparts. The result points to a need for insurance companies in South Africa to innovate their products and adequately use effective marketing techniques to attract these students.

Keywords: Life insurance, Insurance motives, Gen Z, South Africa

Chapter 1: Introduction

1.1. Introduction

In this chapter, the background of the study is discussed. Furthermore, the problem statement, the research objective, and the research gap are discussed. By doing so, definitions will be discussed as well as questions will be asked to get certain answers to shed light on this study. The complete process is followed here which includes the theoretical framework along with the conceptual framework and then concludes with hypotheses statements.

1.2. Background of the Study

Many South Africans now live in a continually dangerous and uncertain world where they can never predict when they will get sick or when they will require a significant sum of money to pay for their medical expenses. They could even have to deal with a sudden death in the worst-case scenario. In its most basic form, life insurance protects policyholders, more particularly beneficiaries against the possibility that they would receive financial support from insurance companies in the event of a true sickness or death (Loke and Goh, 2012).

Life insurance serves to mitigate against the loss of income keeping families abreast after the death of their breadwinner. Life insurance is a contract between the policyholder and an insurance company: In exchange for premium payments, the insurance company will pay a death benefit to the policyholder's chosen beneficiaries after the death of a policyholder death. The policyholder's beneficiaries can use the money for whatever purpose they choose. Life is full of uncertainties and while we cannot predict the day we will die; we all know that inevitably it is going to happen, as death is our constant companion and because death exists, it truly gives more context and meaning to life (Geraldine, 2015).

Through the payment of the insurance premium, consumers acquire the insurer's commitment to cover the financial repercussions of a potential loss (Nienaber and Reinecke, 2009). For this market exchange to occur, information is essential, and it is seen to be necessary that customers can discern between the essential characteristics of insurance products. Insurance plans come in many different forms, including term life, whole life, and disability insurance (IAIS, 2019). According to Dash & Sood (2013), the significance of each feature to policyholders, the different components of a life insurance product can be summed up as follows: tax savings; a high-yield savings plan; family financial security; protection against risk;

Keeping the green patch in mind. (Pension), to insure against the possibility of living too long, and to convert black currency into white (Dash & Sood, 2013).

Term-life insurance has no savings component, thus if the insured lives longer than the policy's term, there would be no further coverage, and the policy would be worthless upon surrender or expiration. The surrender value would be determined by the insured's funds if they chose to discontinue the coverage. Kagan (2024) notes that age affects the price of life insurance; it is less expensive for young individuals and more expensive for elderly people as age develops. However, Numerous young adults choose not to acquire life insurance despite its many benefits. (Mulholland et al, 2015) reported a steady drop in young adults ownership of life insurance between 1992 and 2010. What separates life insurance non-owners from their owners? Simply put, are the non-owners more risk tolerant? If that's the case, why do young adults with the same degrees of risk tolerance possess different life insurance? In understanding these differences, it's important to define the respective distinctions in young adults, notably

Young Adults:

The age group of young adults, defined as those between the ages of 18 and 35, will be the focus of the research for this paper. This group of age brackets can be collectively referred to as Generation Y and Z.

Young adults: Generation Y

The members of Generation Y were born between 1981 and 1994/96. The present age range of Generation Y is between 26 to 42 years old. There will, however, always be small differences between males and females as well as differences in wealth disparities, particularly in the context of South Africa (Eisner, 2005).

Young adults: Generation Z

Those that belong to Generation Z were born between 1995 and 2015. The internet was there when this generation was born, thus it has never known life without it. Millennials were often born at a time of recession, but Generation Z babies were generally born during a time of good economic growth, with the two exceptions being the current pandemic and the global crisis of 2008 (Katz, 2021).

The study has adopted this disaggregated position in assessing the life insurance of the respective young adults, as their age and generational ordering, affects the socio-economic dynamics that the young people are exposed to and thus their preferences are driven by different motives.

1.3. Problem Statement

The income discrepancies within South Africa, continuing from the previous paragraph, will make it simpler for marketers to reach the target population (Parker, 2020). This includes the distribution of life insurance. With younger generations not seeing the benefit of life cover, it is usually a little too late before they see the importance. At this time, unfortunately, they are plagued by a myriad of diseases, which then impacts their access to life cover. They will have to go through medical underwriting, a cumbersome process, which ensures that insurance companies do not lose money due to covering the very sickly. In other words, the older you become or the sicker you are, the more you will be paying towards your life insurance premiums.

Even if life insurance is important as a financial or income protection instrument, the younger generation is still oblivious to the necessity of getting their life insurance. So, the goal of this study was to investigate what influences Generation Y and Generation Z's desire for life insurance (Chung, 2020).

In the transition to the digital age, insurers are faced with a critical challenge: how to effectively market life insurance products to Generation Z while maintaining appeal to traditional cohorts like Baby Boomers and Millennials. Failure to tailor marketing strategies and strategic imperatives to the unique preferences of Gen Z can result in stagnant or regressing uptake of life insurance, hampering business growth. Conversely, customized marketing efforts aligned with clear strategic objectives can potentially drive new business acquisition. However, a significant barrier exists despite advancements in technology, both marketing and insurance companies struggle to comprehensively understand and explain the behavioural tendencies of Gen Z, leading to difficulties in promoting the uptake of life insurance instruments among this demographic.

Despite the growing relevance of understanding the attitudes and behaviours towards financial good, notably life insurance, there remains a notable gap in the literature regarding the specific factors shaping their decision-making process within the context of South Africa. While similar issues have been investigated in other regions such as Europe, Asia, North America (Mahdzan and Victorian, 2013; Annamalah, 2013; Pugnetti, Henriques and Moser, 2022), South Africa's distinct socioeconomic, cultural, and regulatory environment demands a thorough analysis to fill this gap.

1.4. Purpose of the Study

The purpose of this research is aimed to determine how South African life insurance providers may stay relevant considering the upcoming 4IR by examining the "motivational qualities" with

regards to a consumer's personality, as well as their perception of value and preference that eventually will allow them to take up the insurance product or cancel their life cover. Countless transformational strategies are promoted and yet many ignore the psychological traits coupled with the subconscious mind that ultimately leads to a policy being taken up or cancelled.

The South African life insurance market has been extraordinarily resilient with minimal modification from the increasing speed of technological change. (Molloy and Ronnie, 2019). However, the industrial defenses that have provided a fictitious feeling of security are starting to deteriorate. The study seeks to assess the life insurance motives of the next cohort of consumers being the Generation Z, through a qualitative research design.

1.5. Research Objectives:

The study's objective is to gain a better understanding of young adults' purchasing intentions about long-term insurance, and more specifically, life insurance, as well as the motivational variables that influence such decisions. The theoretical objective of the study is to evaluate the impact of socio-demographic, market, economic and social motives of the customers. The objectives therefore are:

1. To determine the socio-demographic, social, economic and market motives that impact the uptake of insurance amongst young adults between the age of 18 - 35 and;
2. To determine the socio-demographic, social, economic and market motives that impact the cancellation of insurance amongst young adults between the age of 18 - 35.

The study seeks to understand and determine how the insurance motives affect the uptake of insurance products from the perspective of young people.

1.6. Research Question

Based on the aims of the study, it is essential to address the problem that exists being the uncertainty concerning the insurance motives of young people (18 – 35) within the context of South Africa. Consequently, the study will attempt to resolve what are the motives that underpin the uptake and cancellation of life insurance products among young South Africans. Notably.

1. What socio-demographic, social, economic and market motives impact the uptake of insurance amongst young people? and;
2. What socio-demographic, social, economic and market motives impact the cancellation of insurance amongst young people?

In the investigation of the above research questions, the study further evaluated the impact of the respective motives and compare them with identified effects found in previous studies.

1.7. Significance and Contributions of Study

1. Theoretical contributions

This study strives to research and contribute towards the limited information academic content on the theory of planned behaviour and the psychoanalytic theory, in relation to the motivating factors that lead to customers either taking up or cancelling life insurance. This research report will highlight gaps in the long-term insurance sector and elaborate on factors that have limited research.

2. Marketing Practitioner contributions

This academic writing piece aims to provide information and contribute to insurance companies within the long-term insurance space by assisting them on how not to only retain clients but to also attract new clients, by ways of uncovering what motivates individuals to take life cover or end up cancelling life cover altogether. This will enable insurance firms to either change their strategy on how they acquire new business or modify existing strategies to ensure client continuity.

1.8. Conclusion

Within this chapter, the background of this study gave information on the risk, the value of insurance coverage, the background of long-term insurance as well as young adults' perception towards long-term insurance cover and in particular: Life cover. The following sections were covered the problem statement, the research gap, and the purpose of the study. This was followed by the research objectives which then featured aspects of theoretical and empirical objectives. Secondary research questions were then asked followed by the hypotheses. The theoretical framework was added with reference to the two main theories of the study which were the Theory of Planned Behaviour and Psychoanalytic theory.

The conceptual model was then added to the visual representation model. Our research philosophy was then explained with a focus on understanding the field of insurance. In addition

to the research philosophy research design would then include all methodology in line with the quantitative approach through chapter one. In finishing, the data is then analysed in the terms of validity, reliability and the structural model of assessment ending the vital points of consideration with regard to marketers and ethics. The next chapter will be a review of the literature.

Chapter 1 above has detailed the introduction to the study and provided background. Chapter 2 explores the literature by presenting the theoretical and empirical framework within the context of life insurance products. Chapter 3 presents and discusses the methodology utilised in the conduct of the study. Chapter 4 presents the findings of the analysis and Chapter 5 synthesizes the analytical findings with the empirical and theoretical framework. Chapter 6 of the study draws on the previous chapters and concludes the study.

Chapter 2: Literature Review

2.1 Introduction

This chapter will include an extensive synopsis of the research context of the research proposal, an introduction, and an insight into the insurance industry. The global market factors and challenges within the insurance industry will be discussed, with a particular emphasis on life insurance and long-term insurance. An analysis of the performance of the African and South African markets will be provided later. After that, the theoretical framework and the empirical literature will each be discussed further. The development of the hypothesis and the expansion of the conceptual model that has already been constructed will wrap up Chapter 2.

2.2 Introduction of the Insurance Industry

According to Masci (2014), the earliest known insurance records originate from thousands of years before the Common (or Christian) Era. Chinese merchants (at the time, entrepreneurs) established a mechanism to safeguard themselves from cargo losses caused by storms, pirates, or anything else that could go wrong at sea. The Chinese merchants divided their goods across multiple ships to spread the danger, assuming that whatever could sink or destroy one ship in a single day would be unlikely to destroy a whole fleet travelling over several days (Masci, 2014).

Fire insurance was developed considerably later, spurred on by the Great Fire of London in 1666. After 1711, during the so-called bubble age, of some insurance businesses were founded in England. Some of the initial insurance firms were perceived as deceptive get-rich-quick scams whose primary goal was to sell their securities to the general public. (Mark Richard Greene, 2024) Despite this, the London Assurance Corporation and the Royal Exchange Assurance Corporation, two prominent and profitable English insurance companies, were founded during this time. The initial insurance corporation marked a watershed moment in the history of property and liability insurance (Robin Pearson, 1997).

Without including Lloyd's of London, the worldwide insurance market, no account of the early development of insurance in Europe would be complete. It began at a coffee house frequented by merchants, bankers, and insurance underwriters in the 17th century, and over time, it became known as the most likely place to find underwriters for marine insurance (Ashutosh, 2022). Edward Lloyd provided shipping information to his customers gathered from the docks and other sources; this eventually expanded into the newspaper Lloyd's List, which is still in

print today. In 1769, Lloyd's was structured as a professional group of marine risk underwriters. (The term underwriter is supposed to have come from the practice of each risk taker writing his name under the entire amount of risk he was willing to assume at a given premium.) Lloyd's became the main underwriter of marine hazards as British sea power grew, and later added fire and other property risks. Today, Lloyd's is a significant reinsurer and primary insurer, but it does not transact insurance business; instead, member underwriters accept insurance on their own account and bear the full risk in a competitive market (Ashutosh, 2022)

Insurance today is seen as universally accepted and technology has impacted many aspects of our lives. Did technology make the playing fields levelled? Did it help increase the knowledge about insurance? Can we credit the increase in the take-up rate of insurance to technology? And if we stripped technology away from the insurance sector then what would the landscape look like?

2.3 Overview of Long-Term Insurance

2.3.1 Introduction to Long-term Insurance

In South Africa, long-term insurance is an essential part of the country's financial system since it offers people and families long-term protection against a range of dangers (FSCA, , 2021). This industry covers a wide range of goods, such as annuities, disability insurance, critical sickness protection, and life insurance. Regulations and changing consumer needs have altered the long-term insurance market dynamics in South Africa. Notably, regulatory organizations like the Prudential Authority and the Financial Sector Conduct Authority (FSCA) oversee the sector, making sure that the requirements for solvency and capital adequacy are met in order to preserve stability and sustainability (Sibiya & Mafini, 2020).

The long-term insurance market in South Africa is innovative and diverse, with products that are suited to the various requirements and tastes of a diverse clientele (Kumar & Khened, 2021). Together with financial advisors and reinsurers, insurers provide tailored solutions that target particular risk profiles. In addition, the progress of technology has enabled the insurance industry to digitize its procedures, improving customer accessibility and convenience when it comes to online policy purchasing and management (Kumar & Khened, 2021). In addition to increasing operational effectiveness, this digital revolution opens up access to insurance services for historically underrepresented societal groups.

Notwithstanding these developments, there are still issues with long-term insurance in South Africa, particularly with regard to affordability and financial literacy. Because of financial limitations and a lack of knowledge about long-term financial planning, a sizeable section of the population continues to be underinsured or uninsured (Nyawo & Mtsweni, 2019). In order to overcome these obstacles, insurers, regulators, and legislators must work together to advance financial literacy, increase insurance product accessibility, and cultivate a long-term savings and protection-oriented culture (Nyawo & Mtsweni, 2019).

2.3.2 Life Insurance

Organizations all across the globe are coping with previously unheard-of issues brought on by dramatic and pervasive technology change as the Fourth Industrial Revolution (4IR) continues to transform business practices across industries. The South African life insurance sector has shown remarkable resilience in the face of this challenge, changing nothing in terms of structural, cultural, or business model innovation. The steady environmental circumstances that historically allowed incumbent organizations to hold this position, however, are deteriorating. Transformational change, similar to that in the nearby financial services sector, is coming, and incumbent insurers will need to adapt if they want to remain relevant (Ronnie and Molloy, 2020). The life insurance sector makes a significant contribution to a nation's economic growth. For a nation's economy to thrive sustainably, insurance is just as important as other financial institutions like banking and the stock market (Ul Din et al, 2017).

According to Sibindi (2014) due to its mechanism for encouraging savings through life plans and, as a result, boosting intermediation, the life insurance industry plays a crucial role in the economy (Sibindi, 2014). This viewpoint was also buttressed (Shi et al, 2015) as the authors provided evidence that the depth of a household's social ties, the asset allocation motivation, and the preservation of human capital all had a significant influence on life insurance requests in China supported this point of view.

There will be smooth handoffs and exchanges between consumers, brokers, underwriters, insurers, reinsurers, and claims providers at the insurer of the not-too-distant future. Instead of various platforms and systems, there will be seamless workflow integration, like how an ordinary individual can access all of their favourite television shows through a single app. Reduced operational friction and more competition for consumer and B2B companies can result from this technological integration. Insurance companies will offer a wider range of services and have a different risk profile as a result (PwC, 2023). Unsupervised decision-making and transactions are now prevalent, and most of the global financial system is supported by the technology that makes them possible. Unsupervised algorithmic processing is used in the great majority of trades on the international stock market.

The insurance sector has been experimenting with technologies that enable even more autonomous transactions and decisions, such as blockchain. These technologies, when combined with data and data analytics, are fundamentally altering how businesses function. In addition to the obvious dangers associated with technological dependency and resilience, these transformations expose a corporation to a whole new set of threats (OECD, 2017).

South Africa saw change in the first ten years of the twenty-first century. Short-term premium volume increased to ZAR 74.0 billion in 2010 whereas premium volume for life insurers increased to ZAR 315.9 billion in 2010 (9.9% annual compound growth since 2000). (11.6 per cent annual compound growth since 2000). The long-term insurance industry shrank as people began to question whether it was wise to save money with an insurance firm rather than through alternative investment vehicles (Verhoef, 2012).

2.3.3 Players in the Life Insurance Industry

Insurers from within South Africa controlled the market for life insurance. The top 10 insurers account for more than 40% of the South African life insurance market, while the top five insurers accounted for more than 36% in 2019. Due to its investments in omni-channel distribution models, digital transformation, and growth in new business volumes, Sanlam Life Insurance Limited had the largest market share in 2019. It was followed by Old Mutual Life Assurance Company (South Africa) Limited, Liberty Group Limited, and other companies (GlobalData, 2021).

Some businesses enjoy an ideal reputation due to the clarity of their terms and conditions, excellent value, and top-notch customer service. Here, we list some of the top organizations from which to pick when purchasing life insurance (Justine De Lange, 2022):

- Liberty Life: Since 1957, when Sir Donald Gordon, the company's founder, sold the first retirement annuity, Liberty has existed. Since then, it has impressively expanded to serve 3.2 million users across all of its African content.
- Discovery Life: As one of the most well-known assurance companies in the nation, Discovery offers a variety of financial solutions for people of all ages starting at age 18. The business, which was founded more than twenty years ago, is flourishing now more than ever.
- Momentum: With recognition from the Silver Loerie Award, PMR. africa Golden Arrow Awards, Raging Bull Awards, Hedge Fund Awards, and PMR.africa Awards, this award-winning organization has solidified its position as a major force in the sector.

- 1Life Insurance: With good reason, 1Life Insurance emphasizes the statistics that demonstrate their clients' pleasure. There have been 6,954 official reviews posted on Hello Peter so far, with an average rating of 4.33 out of 5.
- Sanlam: One of the biggest financial services providers (FSPs) in the nation, Sanlam prides itself on having informed, competent staff members who are committed to obtaining the finest financial protection possible for you and your family. That is clearly reflected in their clientele, which is expanding.
- Old Mutual: Old Mutual has a remarkable 80.3% customer satisfaction score and offers comprehensive assurance solutions. They are a great alternative since they offer solutions for personal, wealth, corporate, and business.
- Standard Bank Life: Standard Bank provides specialized alternatives designed to make sure you have the greatest choices available to you. The goal of the assurance experts is to collaborate with their clients to choose the most complete insurance that is affordable.
- FNB Life: FNB is in the top three with one of the best customer satisfaction ratings. Along with the outstanding cover options, there are other ways to get money back, such as up to 40% back in eBucks.
- Metropolitan: Having been in business for more than 120 years, Metropolitan is one of South Africa's most well-known suppliers of financial services. These days, they provide reliable finance solutions for when you need them.
- Absa Life: Absa provides inexpensive rates with thorough coverage and alternatives that fit your budget to South Africans. In the sad event that your dependents require it, millions of Rand can be paid out.

Table 1: Customer satisfaction scores (NPS Score)

Insurer	2020	2021	Change
Absa Life	77.5	84.9	+7.4
Metropolitan	83.2	84.6	+1.4
FNB Life	81.7	83.9	+2.2
Standard Bank Life	82.4	82.7	+0.3
Old Mutual	78.9	82.5	+3.6
<i>Industry Average</i>	<i>78.8</i>	<i>81.1</i>	<i>+2.3</i>
Sanlam	79.7	80.4	+0.7
1Life Insurance	80.9	80.1	-0.8
Discovery Life	73.8	78.4	+4.6

Source: (BusinessTech, 2022)

2.4 An Overview of the Global State of the Insurance Industry

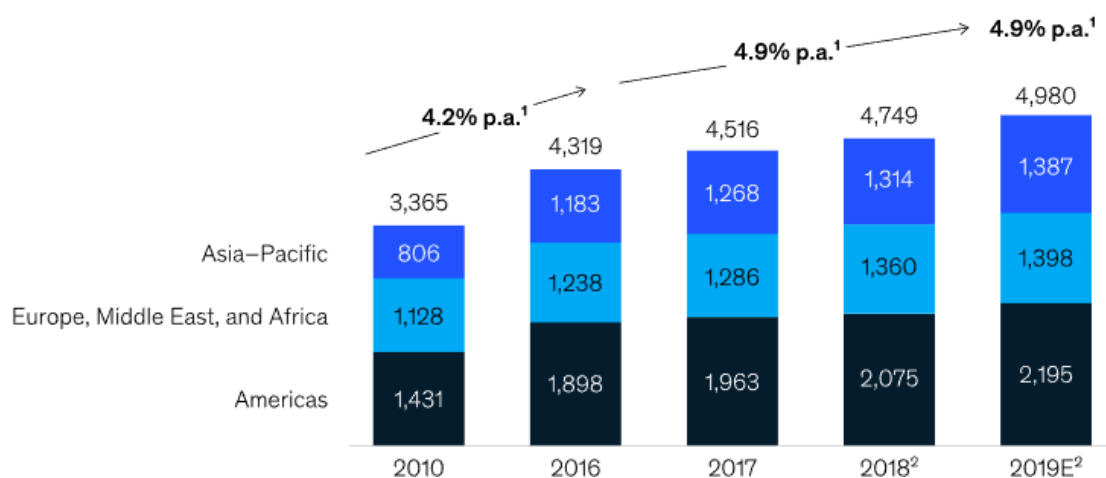
2.4.1 Global Market Performances

The recession and recovery over the previous two years may have been the strangest in recent memory. The COVID-19 pandemic's human misery in 2020 set off a worldwide economic crisis that at first was more severe than the Great Depression. The recession quickly bottomed out as government assistance programs took shape, resulting in a robust economic rebound in 2021. The world's financial markets also experienced a rollercoaster (Mckinsey & Company, 2022).

The worldwide insurance market had modest growth of 4.9 percent in 2019 over 2018, which was significantly higher than the industry's Compound Annual Growth Rate (CAGR) of 3 percent from 2010 to 2018; total premiums hit €5 trillion (Table 1). The Americas had the largest premium increase rate at the regional level from 2018 to 2019, at 6%, followed by Asia-Pacific (APAC), at 5% EMEA (Europe, the Middle East, and Africa) had a 3% increase (Stephan et al, 2021).

Figure 1: The global insurance industry, driven by life and P&C, witnessed moderate growth in 2019.

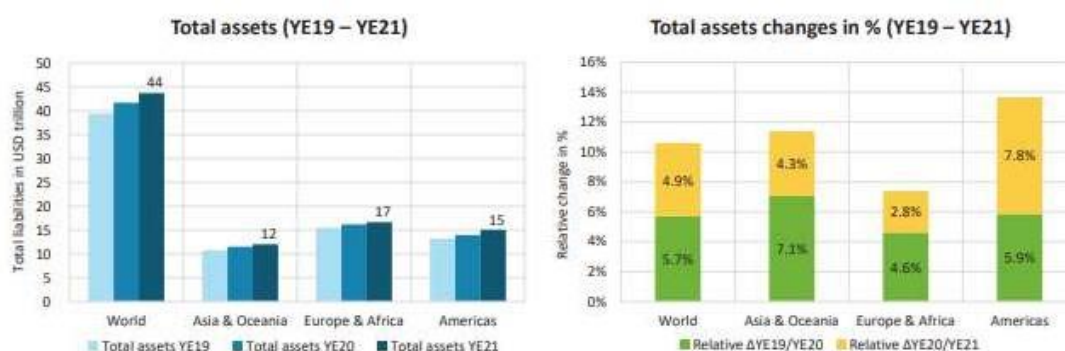
Total insurance premiums, € billion



Source: (Stephan et al, 2021)

The data below demonstrates that at year-end 2021, total assets as recorded in the Sector-wide Monitoring (SWM) increased by 4.9% to reach \$44 trillion, while total liabilities climbed by 4.3% to reach \$38 trillion. Liabilities (+6.5%) rose more than assets (+4.3%) in the Asia and Oceania area in 2021, which accounts for the decline in the surplus of assets over liabilities (IAIS, 2022)

Figure 2: : Assets and Liabilities of the Global Insurance Market



Source: (IAIS, 2022)

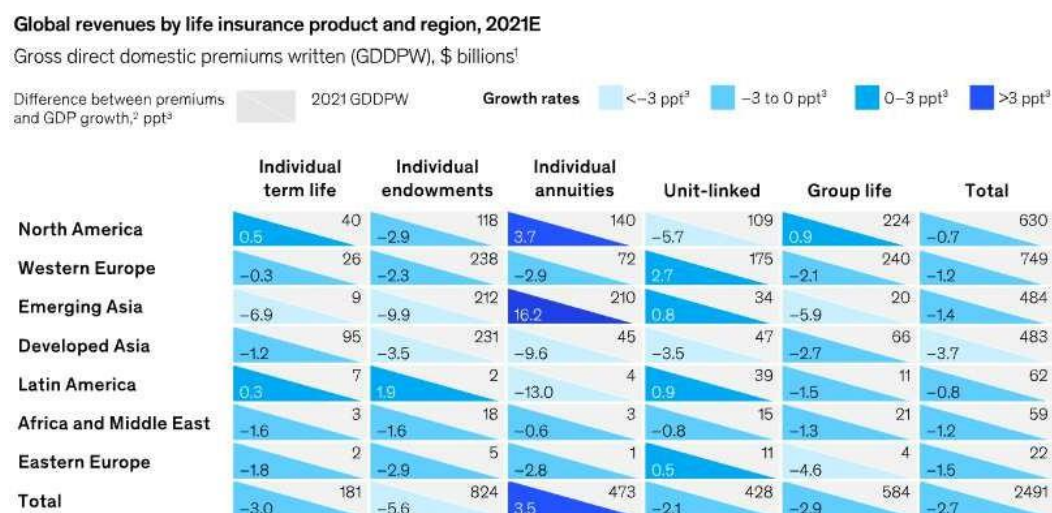
According to the Marsh (2022) Global Insurance Market Index, rates for business insurance worldwide increased by 9% in the second quarter of 2022. For the sixth straight quarter, rate hikes moderated; the worldwide composite rise peaked in the fourth quarter of 2020 at 22%. The second quarter continued the greatest streak of improvements since the index's introduction in 2012 by rising for the twentieth straight quarter. Pricing moderated in most

geographies in the second quarter of 2022 due to a slower rate of growth in the financial and professional lines (Marsh, 2022).

2.4.2 Global Market Challenges

The insurance business has problems even before 2020. These problems are currently even more urgent: obstacles to revenue development. Three structural factors are impeding industry growth: persistently low-interest rates, which put pressure on spread-based industries like life insurance; pricing pressures brought on by fee transparency, cyberattacks, and lower-cost alternatives—pressures that are exacerbated in some markets by price comparison websites; and organic demand, which is expanding slowly in mature industries. The latter is particularly concerning since it highlights a possibility that the sector may eventually become irrelevant over time because development in industrialized nations is mostly driven by price rises rather than by volume or new hazards covered (Mckinsey & Company, 2022).

Figure 3: Life insurance revenue growth is subdued.



Source: (Mckinsey & Company, 2022)

A constant "battle for the client." Investments in Insurtech have increased from \$1 billion in 2004 to \$7.2 billion in 2019 to \$14.6 billion in 2021, fostering digital innovation and disruption in the sector. The marketing and distribution portions of the insurance value chain are the focus of more than 40% of Insurtech's (Exhibit 3), allowing them to address consumer pain points through a digitally improved client experience that may represent a challenge to incumbents. While the share prices of several of these businesses have fallen since their IPOs, we think that a unique digital customer experience, whether provided by attackers or incumbents, will be necessary for growth that outpaces the sector. Beyond distribution,

advanced technology and good profit margins in the insurance service sector will put pressure on many insurers' conventional strategy of controlling the whole value chain; to compete, they will need to create partnerships or make substantial expenditures (Mckinsey & Company, 2022).

2.4.3 A change in value favouring middlemen.

Brokers have emerged as the obvious winners of the sector over the past five to ten years as both public and private investors have recognized their position of strength in the insurance value chain (Exhibit 4). Brokers have much greater total shareholder returns than other business categories, and private equity companies are investing in this sector. For instance, in 2019 GTCR invested in Assured Partners in April and CVC Capital Partners in April. In the United States, successful PE-backed brokerage agreements made up over 75% of all insurance transactions between 2016 and 2019. Insurers run an even larger danger of turning into pure balance-sheet providers since they do not have as tight of a grip on their distribution channels as other financial sectors do, whereas intermediaries maintain an asset-light client relationship model. The transition to digital may be insurers' final chance to retake the initiative in the "battle for the consumer" (Mckinsey & Company, 2022).

2.5 An Overview of the African and South African Market Performance

In 2019, the South African life insurance market's direct written premiums totalled \$35.5 billion. The market is anticipated to expand at a CAGR of more than 1% between 2020 and 2024. Increased digitization, the development of insurtech, and startups that are becoming more well-known in the South African life insurance industry have all contributed to the market's rise. However, in 2019, the marketing of life insurance plans was hampered by lockdown and social isolation tactics. The most important component in 2019 has been life, personal accident, and health insurance (GlobalData, 2021). According to Statistics South Africa, the GDP of the nation increased by 66.1%, on an annualized basis, from Q2 2020 to Q3 2020. The economy decreased by a revised 51.7% in Q2 2020, mostly because of businesses ceasing operations owing to the COVID-19 epidemic. The additional tight limitations, however, made the already weak economy worse and hindered the rate of economic recovery (GlobalData, 2021).

For individualized and risk-based underwriting outcomes that are tailored to each individual, an increasing number of insurers are embracing digitalization (IAIS, 2022). Insurance

companies may aid in risk assessment and cut operating expenses by implementing AI in their business processes (GlobalData, 2021). Insurtech and start-ups are therefore becoming more prominent in the South African life insurance sector because of greater digitization (GlobalData, 2021). With the onset of the COVID-19 pandemic led to product innovation in this segment. To assure the continuity of corporate operations under remote working circumstances, insurers were developing AI-based insurance solutions. By reducing the risk of fraud, these technologies have helped insurers improve the client experience. However, the growing acceptance of health and wellness trends has pushed wearable technology into the mainstream. For instance, Vitality, a unit of South African insurer Discovery, has been seen employing wearable technology to measure steps taken and heart rates to reward consumers who are concerned about their health. The insurer encourages its customers to connect with the Vitality Member app using Fitbits and Apple Watches to track changes in their lifestyle (GlobalData, 2021).

The growth of microinsurance plans in South Africa is a result of the rise in interest from state-backed organizations and big commercial insurers. Guardrisk, a captive insurance firm, was granted a microinsurance cell captive license by the FSCA as of April 2021. The microinsurance license from Guardrisk is a composite insurance license that permits the writing of both life and non-life insurance products under one license. Accessible via mobile devices, insurtech distribution products make it simpler for micro-insurers to connect with their target demographics. The primary area of the life insurance market has always been PA&H insurance. Paid claims are anticipated to climb in 2020 and do so steadily throughout the projection period. It is anticipated that COVID-19 survivors may need more expert consultations during the pandemic, which might increase the number of claims made on medical insurance in the future (GlobalData, 2021).

The sub-sections thus far in the literature review have provided an extensive historical account of the development of insurance and life insurance in particular. Subsequently, setting the epistemology of the study within the evolutionary development of insurance whilst identifying the incremental innovations in the market. The respective innovation in technology is molding the insurance landscape towards an industry driven by targeted marketing and data centric approaches to insurance policy design. It follows from the above that it remains critical to identify the theoretical attributes that are central to the marketing process of the insurance companies. The remainder of the literature review will delve into the theoretical and empirical underpinnings of insurance marketing.

2.6 Theoretical Framework

The theoretical framework of the study presents the existing knowledge base found in the literature. The following study anchors the on the theories of psychoanalytic theory pioneered by (Compton, 1972) as well as concept of planned conduct (Azjen, 1985). The following section of the literature will expand on the above and present a framework to assess the theoretical underpinnings of the study from the perspective of the existing body of knowledge.

2.6.1 The Theory of Planned Behaviour

According to the behavioural view, personality is the result of a person's interactions with their environment (Tenenbaum & Eklund, 2020). Also, it emphasizes visible and quantifiable conduct as opposed to mental and emotional activity (Tenenbaum & Eklund, 2020). There are other views, such as the psychoanalytic theory, that concentrate on people's emotional and mental activity. The behavioural theory is supported by a number of theorists, but two of the most known are Skinner, who focuses on operational conditioning, and Pavlov, who focuses on classical conditioning (Killeen, 2014). Both theories argue that the environment ultimately shapes behaviour and has a significant influence in doing so.

Furthermore, the 3 major factors of planned behaviour are attitude, subjective standards, and perceived behavioural controls(Killeen, 2014). These elements influence the customer's intention, or the desire to engage in an action. The theory of planned behaviour model does a great job of explaining how attitude and intention relate to one another. This notion of planned behaviour has both advantages and disadvantages. Some of the advantages are as follows: When it comes to creating predictions, the model is useful and significant. The model may also aid in the collection of quality data, which will enable you to pinpoint the greatest obstacles to changing customer behaviour (Killeen, 2014).

There aren't many drawbacks to the model in terms of downsides. These include situations where the model outright fails and does not provide guidance on how to bridge the gap between intention and behaviour, notwithstanding the possibility of positive behavioural intentions. Another drawback of this approach is that it leaves out other behavioural aspects that could have an impact, such as emotions (Killeen, 2014). Emotions are important because they have a significant impact on how we see the world and how we form our beliefs, which in turn affects how people act. Finally, the last negative to this approach is, the model identifies no action that will genuinely make a difference for individuals to improve their behaviours. It offers insight into the variables that influence behavioural intention (Tenenbaum & Eklund,

2020). Although it doesn't advise any specific steps to close the GAP, it does suggest that the obstacles already in place be used to close the GAP.

2.6.1.1 Attitude

Whether you will use such behaviour or not depends on your mindset (Killeen, 2014). As an example of attitude, if you as a customer feel certain that the choice would improve your life, the likelihood that you will engage in that action is higher. For instance, if you are persuaded that getting life insurance would benefit your family, you will probably buy it. On the other hand, if you are not sure it will be helpful or think it will be too expensive, you will probably decide against getting insurance.

2.6.1.2 Subjective Norms

The key distinction between objective and subjective standards is that here the emphasis is on what members of your social group or the individuals you deal with think of your conduct (Killeen, 2014). Anybody can do it, including but not limited to members of the family, friends, or co-workers. So, individuals nearby, especially those close to you, have an impact on how you behave in this situation. For instance, if your parents purchase life insurance and support it because they believe it is advantageous, you are likely to do the same since it has a direct effect on your behaviours. In summary, asking "What do others think of it?" is the greatest way to describe subjective norms.

2.6.1.3 Perceived Behavioural Control

The third one, perceived behavioural control, asks if you personally believe you have the resources and ability to carry out the behaviours (Tenenbaum & Eklund, 2020). For instance, if you lack the resources or access to insurers and are unable to get life insurance due to financial constraints, you are unlikely to do so because there are no other options (Tenenbaum & Eklund, 2020). Simply said, you need to ask yourself, Can I accomplish this? to establish the importance of perceived behavioural control. Together, the three aforementioned elements make up intention. If you want to get life insurance but haven't done it yet, there is a disconnect between your intentions and actions. A plan must be created to close the gap or address the issue; the plan outlines the steps you will take and when they will be taken. This strategy is referred to as implementation intention in psychology.

2.6.1.4 Intention

One of the most potent forces in the universe is intention. In other words, intention is a plan or concept that the person wishes to follow out. It is a commitment that then defines what the outcome is going to be. Regardless of the result, whether it worked or did not, the conduct is

the choice to carry out the objective (Killeen, 2014). The behaviour of an individual is defined as the purpose that results in an action. Usually, an individual's intention is connected to their vision, aim, goal, plan, or objective (Killeen, 2014). For instance, there is a considerably higher likelihood that a person will want to get life insurance with an insurer if their aim is security and they associate life insurance with security. For this reason, the person who makes an intention has a goal in mind.

2.6.1.5 Behaviour

An individual's conduct is what they do. Sometimes it is something that a person does every day, but it may also alter throughout the course of a person's lifetime when influencing factors are involved and it affects the person's behaviour (Tenenbaum & Eklund, 2020). Behaviour is the way a person reacts to different stimuli. There are many methods to alter your behaviour, and once more, it is influenced by your surroundings. People may alter their surroundings, which may result in a new habit. People can also adopt new beliefs, which may result in new behaviours (Tenenbaum & Eklund, 2020). Thus, a young student's perception of security may be impacted by parents and peers who are in his or her immediate vicinity. The young student would likely believe that they do not require security in the form of insurance, but through the influence of those who are close to them, the student's beliefs can change, which then results in the student being persuaded that purchasing life insurance is the right course of action.

2.6.2 The Psychoanalytic Theory Personality Model

The psychoanalytic theory is founded on the idea of personality and emphasizes the idea that humans are motivated and directed to some extent by invisible forces that are driven by conscious and logical thought, as was briefly mentioned in chapter one of the theoretical framework (Compton, 1972). Although the psychoanalytic theory is an essential component of psychology, it is also useful in marketing situations since it may be utilized to anticipate customer behaviour in terms of buying patterns. The connection between the Id, superego, and ego, three separate parts of a person's unconscious and conscious mind, was how well-known psychological thinker Sigmund Freud defined human behaviour (Compton, 1972).

First off, the id is the most primitive aspect of the mind and strives for instant fulfilment, which is what every single human being searches for out of instinct (Elise, 1998). Within human nature biological needs are determined as basic physical needs. Behaviour is the way a person reacts to different stimuli. There are many methods to alter your behaviour, and once more it is influenced by your surroundings. People have the ability to alter their surroundings, which may result in a new behaviour. People may also adopt new beliefs, which may result in new behaviours (Tenenbaum & Eklund, 2020). Here, a young student's perception of security

may be impacted by parents and peers who are in his or her immediate vicinity. The young student would likely believe that life insurance is not something they require, but due to the influence of those close to them, the young student's beliefs may change. As a result, the student may come to believe that having no life insurance is risky, and as a result, the student may purchase life insurance.

2.6.5 The Psychoanalytic Theory Personality Model with Consumer Consumption

The psychoanalytic theory is founded on the idea of personality and emphasizes the idea that humans are motivated and directed to some extent by unseen elements that are driven by conscious and logical thought, as was briefly mentioned in chapter one of the theoretical framework (Compton, 1972).

Although the psychoanalytic theory is an integral aspect of psychology, it is also useful in marketing situations since it may be utilized to foretell customer behaviour in terms of buying habits. The ID, superego, and ego are three separate parts of an individual's unconscious and conscious mind that interact to produce human behaviour, according to well-known psychological thinker Sigmund Freud (Compton, 1972).

2.7 Empirical Literature

In this section the empirical literature is provided and discussed with regards to the research variable from the conceptual model. The study covers the following personal variables: education, dependency ratio, inflation, income, price, crime rate, parental influence, advertising exposure and insurance product quality.

2.7.1 Education

The empirical literature on the relationship between education and life insurance reveals intriguing insights into the interplay between individuals' educational attainment and their decisions regarding life insurance coverage. Studies, such as those by (Brown and Poterba, 2000) and (Smith, 2004), have consistently identified a positive correlation between higher levels of education and increased life insurance ownership. These findings suggest that individuals with more education tend to be more aware of the importance of financial planning, risk management, and the need for life insurance as a protective measure for their families. Moreover, the study by (De Meza and Webb, 2001) examined the impact of education on risk aversion and found that higher education levels are associated with a greater understanding of financial risks, influencing individuals to invest in life insurance as a precautionary measure.

Overall, the empirical evidence underscores the role of education as a significant factor shaping attitudes and behaviours related to life insurance.

2.7.2 Dependency Ratio

The empirical literature exploring the relationship between the number of dependents and life insurance reveals significant patterns in individual life insurance purchase decisions. Studies, such as those conducted by (Browne & Kim, 1993) and (Blau and Gilleskie, 2001), consistently find a positive association between the number of dependents and the likelihood of owning life insurance. As the number of dependents increases, individuals tend to recognize the heightened financial responsibility and potential income loss that would occur in the event of their death, motivating them to secure life insurance coverage. The study by (Kuo and Edwards, 2011) delves into the nuanced dynamics, highlighting that the number of dependents is a key determinant influencing the optimal amount of life insurance coverage individuals choose. Collectively, these empirical findings underscore the crucial role of family size and financial responsibilities in shaping individuals' attitudes towards and decisions regarding life insurance.

2.7.3 Inflation

The gradual increase in the cost of goods and services is known as inflation. For example, you may have observed in recent months that the price of necessities like broccoli and T-shirts has increased. Inflation can also be seen as a quiet destroyer of our purchasing power, as a rand six months ago bought more than it does today (Puri, 2023). The simplest is that higher inflation raises consumer confidence, which in turn causes savings to rise. Additionally, inflation may have an impact on consumer behaviour and the way that income is distributed among households. Most crucially, though, is the connection between inflation and the cash-out mechanism, which appears to have been in place since the early 1990s (Paradiso et al, 2012).

2.7.4 Income

People's purchasing power and living standards have increased as a result of the recent economic development's sharp upturn, which has raised demand for financial security. The global insurance market has grown at a rate of more than 10% per year since 1950. The world's total written real insurance premiums climbed by around 5.5 times between 1985 and 2007, from US\$0.63 trillion to US\$4.13 trillion. The premiums for both life and non-life insurance increased by about 7.5 and 3.9 times, respectively. Because the insurance industry makes up a larger portion of the financial sector, the relationship between insurance and income is becoming more significant. This increased significance is reflected in the volume of business that insurers do (Lee and Chiu, 2012).

2.7.5 Price

Empirical studies on the relationship between price and life insurance have demonstrated its significant influence on consumer behaviour and market dynamics. Research by (Browne & Kim, 1993) found that pricing strategies in the life insurance industry can have a substantial impact on consumer choices, with premium levels affecting purchase decisions and policy lapse rates. The study by (Chiappori and Salanie, 2000), delved into the economic factors influencing life insurance demand, emphasizing the role of pricing in determining the optimal coverage individuals choose. Additionally, the work of (Grace and Klein, 1995) explored the competitive implications of pricing in the life insurance market, highlighting how variations in premium rates influence market competition and firm profitability. Overall, these empirical studies contribute valuable insights into the nuanced relationship between price and consumer behaviour within the life insurance sector.

2.7.6 Crime Rate

the impact of crime on life insurance reveals insightful patterns in individuals' decisions to obtain coverage. Research by (Cohen and Tita, 1999) suggests that the prevalence of crime in a given area influences the perceived risk associated with personal safety and financial stability, thereby affecting the demand for life insurance. Areas with higher crime rates may see an increased recognition of the need for life insurance as a protective measure, particularly among individuals who aim to mitigate the potential financial consequences of crime-related incidents. Furthermore, the study by (Chiappori et al, 2006) emphasizes the role of crime in shaping individuals' perceptions of risk, influencing the optimal amount of life insurance coverage they choose. The empirical evidence underscores the complex relationship between crime and life insurance, where the perceived threat of criminal activities contributes to the decision-making process regarding the necessity and extent of life insurance coverage.

2.7.7 Parental Influence

Much of how a person turns out one day can be linked back to their parents, or the upbringing by their parents (Holvoet et al., 2021) Every household attitude, circumstances and upbringing are different; hence every individual is different. Studies have been done to justify the connection between a child's behaviour and how the child is raised, or was raised (Holvoet et al., 2021). For example, it has been found that if you grew up in a household that is very strict, the child will most likely be codependent if they are an adult and that this could be negative for the person. Also, it found that children who grow up in a home where parents are divorced, the child has a great romantic need one day, to find someone who will make them happy (Eaton, 2018). Children listen to their parents, it has been proven, therefore children will be

very open to the influence and advice of parents. In other words, if parents of a child suggest that life insurance is a good thing and a must, children will consider it much more strongly. In addition to the psychic and emotional influence of parents, it is also important to consider that children are most likely still financially dependent on their parents, and they make use of funds that come from their parents (Eaton, 2018). Therefore, they feel dependent and will go with what the parents suggest.

2.7.8 Advertising Exposure

Advertising insurance is slightly more challenging than advertising fast food or the latest digital device because the in-depth content needed with the struggle of not making it too long as the viewer may lose interest. Advertising short-term insurance over long-term insurance is also slightly more difficult to an extent as short-term insurance has a lot more specifics to take into consideration. For Life insurance, advertising needs to target specific segments of the population as well as provide a more digitized journey. A digital footprint needs to be created to create a path and easy access to give feedback (Mcdermot, 2018). Insurance can easily be advertised on social media platforms, which is simply poetic when trying to sell life insurance as people who had insurance claims denied may opt to post about it on those sites. Insurance ads are known for not being entirely visually appealing as it is a hard topic to advertise in a user-friendly way. Companies can combat this by using less words and more visuals. Insurance adverts can be announced on any platform where a segmented target market appears and is active (Mcdermot, 2018).

2.7.9 Insurance Product Quality

The notion of product quality can mean two things, firstly product quality can be judged as to how well-constructed the actual product is and if it works how it is supposed to work efficiently (Santi Dewi, 2022). The second form of product quality which we are focusing on in this research proposal is the product quality as to what extent it is going to satisfy the customers' needs as well as how it has efficiently managed its service to the specific industry it is meant for and serve as a successful product on a long-term basis with option to grow and improve. Within the long-term life insurance industry companies need to consider many aspects to make sure the insurance product suits the customer's purpose. Product quality in the insurance industry does not always refer to the product's proficiency but rather product quality is also judged by the user's perception of the product whether satisfaction is reached. With life insurance being one of the larger insurance payouts it certainly helps a business to be efficient in what they offer and be effective in payouts.

2.7.10 The Role of motives on attitude formation

This section discusses how the conceptual model's evolution led to the formulation of the hypotheses. Nine statements representing the hypotheses will be reviewed in total; they are shown below. These include the following: education and attitude; dependency ratio and attitude; income and attitude; price and attitude; attitude toward the crime rate and attitude; exposure to advertising and attitude; and the quality and intention of insurance products.

2.7.10.1 Price and Attitude

Price serves as a tool for supply and demand in the market, which helps with resource allocation decisions. (Hoefman et al., 2018). Price acts as a communication tool for market circumstances and changes to producers and consumers, among its three primary purposes. (Hoefman et al., 2018).

For instance, prices will increase in the event of a shortage of commodities and decrease in the event of an excess of items. Price facilitates the communication of preferences as well. (Bruno et al., 2012). In other words, if a commodity is unavailable to everyone, its price will be greater for those who can buy it. Price also acts as a rationing mechanism for scarce resources. (Evans et al, 2022). The several factors that affect the price of life insurance affect its overall cost. variables like age, location, way of life, etc. Therefore, the underwriting procedure plays a crucial role in setting the cover premium.

More consumers will use the product as a result of the favourable response to less expensive insurance. (Evans et al, 2022) A significant selling factor for customers will be the insurers' ability to strike the ideal mix between reasonable insurance rates and comprehensive coverage. The foundation of a favourable connection between attitudes is affordable life insurance. Thus, the following theory is put forth:

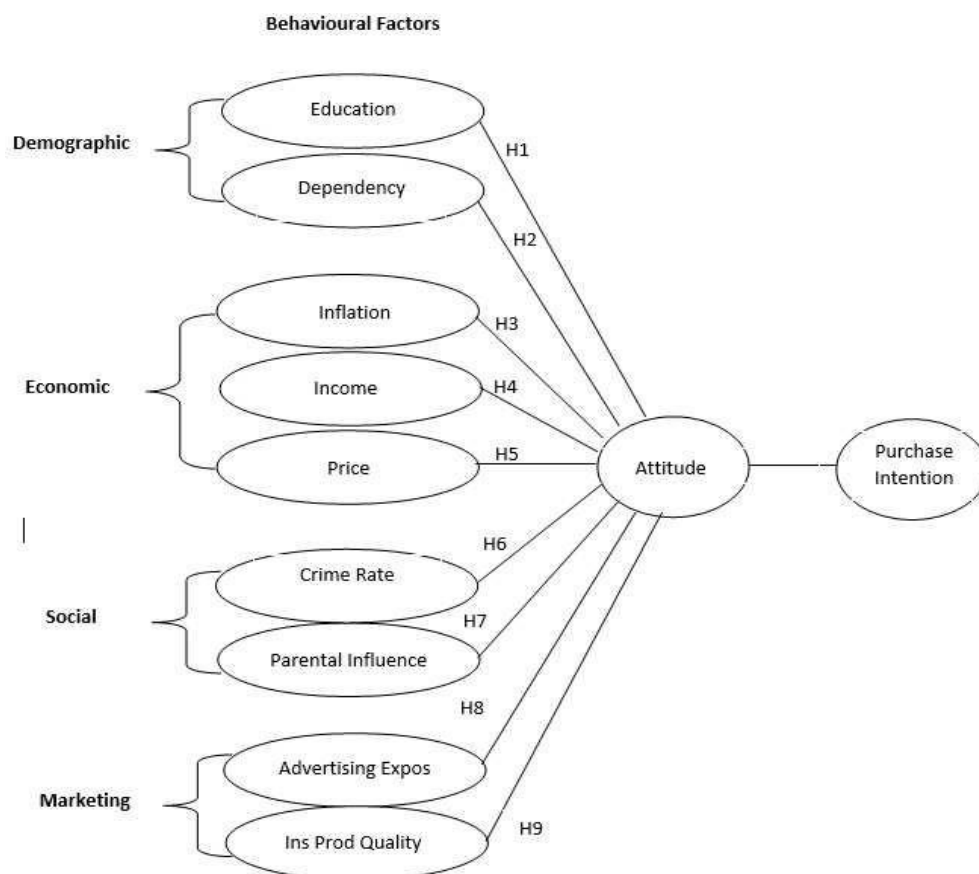
Crime Rate and Attitude

2.7.10.2 Product Quality and Attitude

A product's quality is determined by how well it meets the demands of its customers. Following customer satisfaction and a constructive working connection with the product, as well as a favourable attitude toward the product, the business and industry are established. (Naini et al., 2022). According to Norman (2017), other businesses in the sector will see successful product initiatives and strong devotion to certain firms. If businesses begin to receive a lot of positive evaluations, alliances may develop, which might result in the creation of intermediaries.(Naini et al., 2022). (Hartoyo, 2017) asserts that the quality of a product is dependent not just on the product itself but also on the manner in which it is distributed or

provided with services.. Insurance brokers, in particular, need to be able to offer as much support as possible to customers who have committed to an insurance product over an extended period of time. This will enhance sales volume and boost income.(Sudarman et al, 2021).

2.7.10.3 Conceptual Model



Source: Authors own construct

2.8 Insurance attractiveness for Young People

2.8.1. Young Adults

In an effort to ensure a comfortable financial future, today's young adults who have joined the insurance industry are beginning to establish personal financial histories. Sixty-two percent of Millennials who are employed have no retirement savings, and only five percent of Millennials who are employed are saving enough for retirement. Therefore, it seems sense to think that young individuals are more likely to gain from carrying life insurance since it offers potential for cash value building when additional funds are needed to supplement income in addition to life cycle protection (Brown and Kim, 1993).

2.8.2. Young adults: Generation Y

It should go without saying that agencies must interact with millennials if they are to be financially successful in the future insurance market. They are drawn in by the distinct value that customers from generation Y provide. Because millennials are more likely to purchase insurance online than from a standalone company, it is imperative that we make use of the digital era. From a study conducted by (Tian et al, 2020) Millennials are more price conscious than members of Generation Z since they have comparable buying habits and look for the broadest coverage when they hear about special value. (Tian et al, 2020). Since millennials want to be well-educated about the things they spend their money on and feel that they must have all the information necessary to make an informed decision before making a purchase, being informed about all available information is at the top of people's agendas, especially those from generation Y.(Tian et al, 2020). The term "internet generation," which was previously mentioned and illustrates how millennials frequently refer to internet services, is the source of this line of reasoning.

Continuing with the idea of the "internet generation," members of generation Y never stop trying to get acceptance from their peers and base their product purchases on recommendations or ratings from their peers. (Bevan-Dye, 2020). Without being as cost-sensitive as previous generations, Generation Y has the unified idea to always be on the go and look for the easiest approach to assure success. Generation Y members will always want to be informed, according to a study done from (Worth, 2021) reveals that more than 80% of millennials are interested in knowing every single detail included in the insurance policy for the things they want to buy. (Worth, 2021). The long-term insurance sector may leverage millennials' persistent desire for interaction as a key marketing target.

They may read reviews about various businesses, conduct independent research, and so on. As we approach the fourth industrial revolution, digital insurance interaction such as bots and distribution will develop into a platform for growth and connection, particularly within the rapidly expanding life insurance market.

2.8.3. Young Adults: Generation Z

Those born between 1995 and 2015 are known as generation Z, as was mentioned in chapter 1. (Katz, 2021). There is a fair amount of uncertainty among Generation Z concerning the future. Since everyone in this generation has grown up in a globally linked environment and aspires to appear at the top of social media platforms, young adults in generation Z seek stability. (Gabrielova and Buchko, 2021). The bewildering array of options available to Generation Z for diverse development allows large segments of today's youth to expand their knowledge in any way they choose, which helps large corporations sell products that are necessary, like insurance, which is arguably essential to one's family and dependence. People from generation Z may experience a lack of direction in life and a loss of orientation due to the abundance of information available to them. (Gabrielova and Buchko, 2021). In keeping with the previous remark, the data below will show that, in order for insurance companies to stand out from the competition and draw in customers despite the overwhelming busyness of today's world and the flood of mass media that is influencing people in all directions, they must be clear, concise, and easy to understand when selling insurance.

It is also noteworthy that, in addition to a host of other real-world issues, members of Generation Z have high expectations for success. The long-term insurance industry introduced the concept of big data, which is defined as extremely large data sets that can be computationally analysed to reveal patterns, trends, and associations, particularly relating to human behaviour and interactions. This gave Generation Z the tools necessary to be extremely entrepreneurial in business endeavours. (Niebel et al, 2018). Insurance firms may benefit from not just the IT (information technology) expertise and insights of generation Z, but they may also have access to review mechanisms that enable product extension and continuous improvement during the curation process. Without a doubt, generation Z's growth was held down by COVID-19 because of their already limited life experience. Generation Z is still learning about the concepts of perceived risk and perceived worth. (Pugnetti et al, 2022). This is a result of life experience and becoming what is known as "business savvy." As members of Generation Z begin to mature and understand risk and value, the creative value for long-term insurance companies will rise. This will open up a path for growth, not only for life insurance but for all other long-term insurance as well. As a result, insurance products tailored specifically to this generation will be developed, giving them a consumer base to strengthen the idea of insurance loyalty and pass it on to future generations.

Businesses who teach Generation Z about risk and insurance will not only benefit immediately from the long-term insurance market, but they will also pave the way for continued prosperity in the event of future economic downturns. Insurance firms were left reeling from the unexpected surge in claims following the release of COVID-19. To continue as a business,

they were also compelled to adopt an inventive mindset.(Pugnetti et al, 2022). Because of the wealth of invention and discovery that insurance firms have amassed over the years, generation Z now has a guideline that suggests there is always room for further innovation.

2.9 Conclusion

The study's background included information on young individuals, life insurance, and purchasing intentions in this chapter. The life insurance sector was introduced, and then the global, African, and South African markets were reviewed. The empirical literature and the theoretical framework were then discussed. In addition, a full elaboration of the theory was provided, along with illustrations of the conceptual model. The research design and methods are covered in detail in the next chapter of this study.

Chapter 3: Research Design and Methodology

3.1 Introduction

This chapter outlined the manner in which the study conducted research to support the proposed conceptual model, along with the development of hypothesis statements. The research methodology included the strategy investigated in terms of philosophy, design, and approach. The sample design and the method of data collection for the present study were further discussed.

3.2 Research Strategy

This section examined the research philosophy and design of the study, providing justification for the adopted methods.

3.2.1 Research Philosophy

A research philosophy outlined the methods that should be followed for gathering data, analyzing that data, and applying that data.(Crossan, 2003). The plan for carrying out research outlines the precise actions to be done in addition to the overall course of action. Numerical and statistical techniques can be used to communicate the objective findings of quantitative research (Creswell & Creswell, 2018) There are four concepts that form part of research philosophy, namely: epistemology, ontology, axiology, and methodology (Kivunja & Kuyini, 2017).

These ideas were explained in detail in this study, along with how they related to the investigation. The proposed research conceptual model was evaluated, with the goal of explaining basic knowledge and reality (epistemology) as well as presumptions regarding casual reality (ontology). (Crossan, 2003). The study considered the correlations between dependent and independent variables in doing so. This study employed a medium sample size and quantitative data, according to the positivist research ethic that recognizes the existence of a scientific, quantitative, and experimental aim.

3.2.2 Research Design

The summary of the plans created to provide an outline of the real procedures that would be done to accomplish the final aim, explaining the research approach and research methodology (Akhtar, 2016). This was the strategy for responding to the study question. Here, the main goal was to provide an investigation strategy for the study issue. It provided us with the

knowledge necessary to respond to some queries (Akktar, 2016). This study employed a logical research methodology, positivist research philosophy, and empirical research with quantitative data as its foundation. Additionally, this study employed a cross-sectional research design to experimentally test the conceptual model through the collection of quantitative data.

3.2.3 Quantitative Research

The foundation of quantitative research is the pursuit of conclusive evidence (Goodwin, 1984). This study contains factual, quantifiable data that will provide a result. Additionally, quantitative research and statistics emphasize the variables that support or refute the hypothesis claims.

3.2.3.1 Rational for Quantitative Research

There are several rationales behind our usage of quantitative research. The present study encompasses both benefits and drawbacks. **One of the main reasons it was done this way was that it was simple to collect a lot of data and then use various settings to find trends** (Fletcher, 2017). Moreover, the research may be expeditiously executed and promptly received feedback, allowing the data to be utilised for subsequent research to conclude the study (Fletcher, 2017). There are drawbacks to this strategy as well. Despite being quite straightforward and useful, it could prevent a deeper comprehension of the material pertinent to the investigation (Fletcher, 2017).

3.2.4 Research Approach Adopted for this Study

The primary components in this study are the motivating elements behind attitude and life insurance purchase intention. Among the many other goals, we will evaluate the link between these constructs. Post-positivism and positivist methodologies that adhere to logical and quantitative research guidelines can be used for hypothesis testing (Park et al, 2020). It is important to note that the idea of positivist science may be used to assess the project's goal and perhaps produce a conclusive result. This strategy will thus make it harder for the researcher to manipulate the datasets in any way or employ subjectivity (Park et al, 2020). It is important to note that each paradigm chosen will offer the researcher information about the

specific study, which will help the researcher choose participants, tools, and resources, and analyse all methods to meet the desired goals.

For this study report, the positivist research philosophy was used as the paradigm. This type of research philosophy assessed the causality and link between the variables. In addition, an impartial perspective from the researcher and the study's geographic location would be obtained (Crossan, 2003). We were then able to determine the independent and dependent variables that would be required for the hypothesis testing and the occurrence of how it was formed by using the framework that we had established

It was thus reasonable to employ either an inductive or deductive strategy while the study was being done. It is important to recognize that the two methods of reasoning differ in that the deductive method concentrates on reasoning intended to test an established theory, whereas the inductive method sought to construct a theory during the research. Thus, the induction strategy needed a way to collect qualitative data that would explain how the event happened and offer any supporting logic.(Hook, 2015). The deductive strategy, which also included quantitative data for a more theoretically. To test different constructs empirically while employing a deductive approach, the researcher would first need to extract them from what was known as the conceptual model, which necessitated the collection of quantitative data for the study(Hook, 2015). As a result, our study would employ the deductive method, which would require us to evaluate the pre-made assumptions from earlier research from an empirical standpoint by distributing the survey to a diverse group of individuals, including young adults and elderly adults.

3.3 Sampling Design

The sample design portion would comprise a network of components that would be employed and necessary to evaluate statistical measures about the population's demographic issue. The respondents of the survey sample and the consequences of all the information in the survey—which was crucial by all means—were formed as a result of the study design.(Cash, 2022). The Sampling Design discusses the characteristics of the target population, the sampling selection process, the technique used, and the sample size justification in the end.(Cash, 2022).

3.3.1 Population of Interest

In conducting the study, we must clearly state all requirements as well as all elements that would be necessary for the results to be appropriately gathered (Keightley, 2010). For this

study the targeted population was young adults categorized within generation Y and Z. The specific focus was on youth from 18-35 of both genders, , all race, and income groups. The target population were those who own a life cover or have cancelled.

3.3.2 Sample Selection and Technique

It was crucial to keep in mind that non-probability and probability sampling were the two categories that set them apart when choosing a sample strategy (Rao et al, 2013). Participants in probability sampling would need to be chosen at random. It is important to understand that, even though the samples were chosen at random, each candidate must have an equal probability of being chosen when a sizable population is used (Rao et al, 2013). When there is no probability, the researchers would choose the samples based on their subjective judgment. We specifically used the convenience sampling strategy in conjunction with the non-probability sampling method for our investigation. According to Simkus (2022), convenience sampling involved assessing possibilities by taking use of the concepts of opportunism and ease of access.(Simkus, 2022).

Convenience sampling would help collect data as fast as effectively as possible. Our research was able to get the sample size needed to validate our findings through the application of convenience sampling, and all of this was done with almost no financial restraints. Another benefit of convenience sampling was that it didn't require official methods to collect the data—all that was needed was the barest minimum of entry.

3.3.3 Sample Size

The sample size, which was essentially the number of respondents who had completed the questionnaire in its entirety, was determined by how many individuals had completed it, satisfied the screening requirements, and were of a certain age(Muralidharan, 2014). Prior studies have indicated that obtaining a bigger sample size typically yields findings that are far more accurate than smaller samples. This is because the larger sample is more likely to accurately reflect the intended target group. For the purpose of this study, the targeted sample was 1000 participants that have life insurance or previously had life insurance.

Kortrijk and Higgin (2001, p.47) provides a formulation for computing the sufficient sample size for the sample with respect to categorical data and through our computation we concluded that the sample of youth participants required is 383.From the targeted sample, only 154 responses were received from the open survey tool used, which was lower than the target and required sample The statistical computations for this research report was carried out using

the Statistical Package for Social Sciences (SPSS), which will also be used to carry out the essential calculations for the sample size justification. A big sample was not necessary for the statistical test that we were attempting to investigate. Because complicated models would require a large sample size to conduct the analysis.

3.4 Data Collection Method

The ethical issues, the data analysis technique, and the measuring device that was used for this project are outlined in the section below.

3.4.1 Ethical Considerations

The research for this project requires ethical clearance since it involves using human subjects to get the necessary data. Data collection can start as soon as ethical clearance is granted. The University of Witwatersrand's ethical committee assessed every aspect of the study, including its design, aim, methods, and organization. Thus, on October 4, 2023, the ethics committee of The Wits Business School gave the researchers an ethical clearance certificate with protocol number WBS/BA2163086/187. After the questionnaire was sent to the respondents, who would be fully told about the study they would be contributing to, consent would be required before answering any of the research questions. Respondents may opt out of the poll at any point in time. The collected data would be stored securely on a laptop that was password-protected and would be deleted five years after the research was completed. The study conducted for this report would not in any way cause harm to the respondents, and all ethical considerations had been taken into account before moving on with the remaining research.

3.4.3 The Measurement Instruments

To produce a suitable measuring tool to assess the components that the researchers had constructed and placed within a model, a variety of literary styles were combined. The purpose of the survey was to collect data from the participants on individual preferences, cognitive processes, and behavioural characteristics. The survey will provide the independent and dependent variables, which the researchers will then extract for additional analysis. The factors will be explained in more depth below.

In Table 2, we detail the variables and the respective measurements. The table also demonstrates how the respective constructs were determined through the use of the instrument collection tool, even the online survey.

Table 2: Description of the variables in the study and their measurement scales.

Variable	Questions	Measurement Scales
Education	1. If I am well educated, It will positively influence me to take out life cover; 2. If I am well educated, It will positively influence me to cancel life cover;	5-point Likert scale (1 – strongly agree; 2 – agree; 3 – neutral; 4 – disagree; 5 – strongly disagree)
Dependency Ratio	1. The more dependence I have, It will positively influence me to take out life cover 2. The more dependence I have, It will positively influence me to cancel life cover;	5-point Likert scale (1 – strongly agree; 2 – agree; 3 – neutral; 4 – disagree; 5 – strongly disagree)
Inflation	1. If inflation increases, It will positively influence me to take out life cover; 2. If inflation increases, It will positively influence me to cancel life cover;	5-point Likert scale (1 – strongly agree; 2 – agree; 3 – neutral; 4 – disagree; 5 – strongly disagree)
Income	1. If my income increases, It will positively influence me to take out life cover; 2. If my income increases, It will positively influence me to cancel life cover;	5-point Likert scale (1 – strongly agree; 2 – agree; 3 – neutral; 4 – disagree; 5 – strongly disagree)
Price	1. If a life insurance cover is expensive, It will positively influence me to take out life cover; 2. If a life insurance cover is expensive, It will positively influence me to cancel life cover;	5-point Likert scale (1 – strongly agree; 2 – agree; 3 – neutral; 4 – disagree; 5 – strongly disagree)
Crime	1. If the crime rate is high, It will positively influence me to take out life cover; 2. If the crime rate is high, It will positively influence me to cancel life cover;	5-point Likert scale (1 – strongly agree; 2 – agree; 3 – neutral; 4 – disagree; 5 – strongly disagree)
Parental Influence	1. If my parents persuade me to take out life cover, It will positively influence me to take out life cover; 2. If my parents persuade me to take out life cover, It will positively influence me to cancel life cover;	5-point Likert scale (1 – strongly agree; 2 – agree; 3 – neutral; 4 – disagree; 5 – strongly disagree)
Advertising Exposure	1. The more I see or hear about an insurance product, It will positively influence me to take out life cover; 2. The more I see or hear about an insurance product, It will positively influence me to cancel life cover;	5-point Likert scale (1 – strongly agree; 2 – agree; 3 – neutral; 4 – disagree; 5 – strongly disagree)
Product Quality	1. If insurers offer what I perceive to be good quality products, It will positively influence me to take out life cover; 2. If insurers offer what I perceive to be good quality products, It will positively influence me to take out life cover;	5-point Likert scale (1 – strongly agree; 2 – agree; 3 – neutral; 4 – disagree; 5 – strongly disagree)

Source: Authors own construct

3.4.2 Data Analysis Method

The model of this research and all the hypotheses of this research will be tested and analysed in detail within this section. The collection of data will be analysed through Statistical Package for Social Sciences (SPSS) brought by IBM for this study. SPSS is a type of software that essentially measures and arbitrates the structural model of the study (Lemenkova, 2019). The model equation technique that will be used is the multiple linear regression calculation, it must be noted that it is the second-generation version. This will be named as the variance-based approach; thus, SPSS uses the notion of a least square regression calculation, which is ordinary in nature (Marchal & Baudoin, 2021).

The data analysis method utilised three approaches namely the descriptive approach were correlation analysis. The second approach was the Analysis of Variance (ANOVA) and the final approach is the Ordinary Least Squares (OLS) regression analysis. The correlation analysis measures the closeness or associations of the variables. The nature of the associations describes the way the variables interact with one another, enabling the study to assess if the uptake of life insurance is associated with age and other variables.

The ANOVA technique enables the disaggregation of the sample into age sub-groups to assess the effects of the exogenous variables and evaluate the impact across the varying groups. The approach enables the evaluation the differences between the groups and the differences in the roles of insurance motives on the respective groups with an explicit focus the youth. The OLS regression estimation technique enables the assessment of the motives of insurance uptake and role of age in the analysis.

3.5 Descriptive Statistics

The study will report the descriptive statistics of the sample and will depict the mean, median and mode. In addition, measures of dispersion including the variance and standard deviation are reported. The measures of central tendency and dispersion report the structure of the data and are used as a tool of assessing the normality of the data constructs. The normality assumption is critical to the ANOVA and OLS regression models.

3.6 Statistical Modelling

The study will employ a quantitative research methodology and as a consequence will employ statistical techniques to resolve the research questions. The following section provide an overview of the estimation techniques that were used in the study.

3.6.1 Reliability Assessment

The overall reliability that would be applied to the questionnaire would then specify the level of consistency that the scale may provide when re-examined in sequence. One method that had been used to assess dependability was retesting (Hair et al. 2., 2009). SPSS was used to evaluate the Cronbach's alpha coefficient and composite reliability (CR), which are components of the reliability measurement tools. The following sub-section present the reliability tests used in the study.

a. Cronbach Alpha Coefficient

According to Hair et al. (2009), the Cronbach alpha coefficient is a statistical instrument that may be used to determine and compute the average correlation of items or, alternatively, verify the validity of the scale that has been used throughout the study (Hair et al. 2., 2011). Researchers would receive assurance that the scale would be dependable if the Cronbach Alpha Coefficient value was higher than 0.7 (Hair et al. 2., 2011). Cronbach's Alpha Coefficient would have a value of 0.80 when describing a decent scale and a value of 0.60 while discussing exploratory objectives.

b. Composite Reliability

In a set of conditions analogous to Cronbach's Alpha, the concept of composite dependability may also be expressed as the measure of internal consistency (Hair et al. 2., 2009). As a measure of latent constructs that the researchers have constructed and will be evaluating against one another, shared variance among the observed variables is indicated on the alternative spectrum (Fornell & Larcker, 1981). One of the better options to Cronbach's Alpha variables is composite reliability. Reliability is always overestimated or underestimated when considering Cronbach's Alpha. It is essential to note that a very high composite dependability is indicated by a score of (> 0.90), which may indicate that the various indications are little variations in phrasing for each of the components under consideration (Hair et al. 2., 2009). Wallace & Sheetz (2014) state that a minimal threshold of survey research with a CR value over 0.7 is considered appropriate in a reliability study (Wallace and Sheetz, 2014). This index test, composite reliability (CR), was used to evaluate the internal dependability of each construct.

3.6.1.2 Validity Assessment

Construct validity, or degree of measure, is what is employed in tests to measure what is stated (Ab Hamid et al., 2017). Two basic elements are employed here, and they will be

covered in more detail in this section: discriminant validity and convergent validity. Convergent Validity — Average variance extracted (AVE) and Factor Loadings.

A correlation between one measure and additional measures employed for a concept indicates convergent validity and indicates whether the measurements provide similar scores (Schoenherr et al., 2018). To demonstrate the construct validity of the evidence, convergent validity must be established (Schoenherr et al., 2018). Stated differently, it plays a crucial role in verifying the validity of the construct and is useful in determining the degree of correlation between two measurements.

The instrument count correlation coefficients, which show the correlation between the two measures, are a good indicator of convergent validity. When two distinct measurements yield comparable results, this is known as convergent validity (Ab Hamid et al., 2017). The AVE test was utilized in this investigation to calculate the score and then get a conclusion from it. For validity to be accepted, the construct loads' convergent validity indicator needs to be more than 0.5 (Schoenherr et al., 2018).

Discriminant Validity — Heterotrait-Monotrait Ratio of Correlations (HTMT) is a technique for building validations that shows how well the tool can differentiate between various attributes (Ab Hamid et al., 2017). The antithesis of convergent validity is discriminant validity, where the instrument's score aims to display distinct outcomes devoid of correlation rather than comparable results (Ab Hamid et al., 2017). The HTMT exam was utilized in this investigation to calculate the score and then derive a conclusion from it. High and accurate findings of discriminant validity are less than 0.8 in the inter-construct correlation matrix, which is used to assess the existence of discriminant validity. According to Ab Hamid et al. (2017), the HTMT ratio of correlation focuses on the ratio between the within-trait and inter-trait correlations. To obtain discriminant validity, the HTMT score needs to fall within the confidence interval values of -1 and 1.

3.6.1.3 Quality if Model/Structural model assessment

The theoretical and conceptual social framework would be represented by the structural model in conjunction with the latent variables of the model. The input data and the observed data would be contrasted in this format. The objective was to ascertain the expected output data from the input data. Additionally, the link between variables was emphasized by the use of a structural model (Lemenkova, 2019).

The structural model comprises model evaluation, which evaluated the path coefficient, reliability, collinearity concerns, and level of R^2 in order of assessment. Using an alternative method, such as the bootstrap methodology with all the route coefficients, was crucial when examining the SPSS model and determining its relevance. Determining the importance of path coefficients was the explicit goal of the bootstrap approach in conjunction with SPSS analysis (Lai, 2020). One of the well-known analytical software programs that will subsequently be utilized in this investigation was SPSS (Lai, 2020).

a. Reliability and R-Squared (R^2)

A scale's capacity to consistently reflect the construct it measures is referred to as reliability analysis (Shirali et al, 2018). Determining the reliability of the data is the primary objective. The association between specific items will also be shown by the reliability analysis.

R-Squared is used to evaluate and show the model's correctness (Taber, 2017). It focuses on how much the model's usage differs from one another (Lemenkova, 2019). In this instance, the model will identify the differences between the variables to provide a more precise picture of the outcomes (Lemenkova, 2019). The range is zero to one, meaning that the x-variables can account for 0% to 100% of the variance in y (Magee, 1990). Every variable's R^2 value that is more than 0.1 is regarded as acceptable; a higher R^2 value is preferable. Even while a high R^2 value is desirable, a value of 0.95, for example, is seen as too high and might indicate that the model is flawed (Lemenkova, 2019). The study has reported the R^2 and the adjusted R^2 , with the latter being the R^2 adjusted for the number of exogenous variables for the basis of evaluating if the model fitness improves with the addition of variables. The adjusted R^2 is beneficially as it presents the corrected R^2 based on the sample (Leach and Hanson, 2007).

b. Bootstrapping (t-statistics)

A nonparametric model or technique called bootstrapping is utilized to conduct tests where the statistics are displayed on different SPSS outcomes, such as path coefficients, HTMT, and R^2 values (Lai, 2020). It is a repurposing strategy for data that predicts the original value while removing some data points. Moreover, one may consider bootstrapping to be a type of hypothesis testing. Two numerical variables are compared in this process using the bootstrapping technique, primarily to get a better notion of which outcomes are likely and which ones are unusual (Lai, 2020). Furthermore, the process of bootstrapping involves calculating the mean on a fresh data set, which differs from the initial data set. As a result, the

bootstrapped dataset will yield a new mean, which will subsequently reveal a histogram or mean (Lemenkova, 2019). Creating a bootstrapped dataset, calculating the mean, standard deviation, median, and other statistics, and monitoring the results are the three primary components of bootstrapping. In the bootstrapping method, the test statistic is transformed into a P value after the data is constructed by resampling to determine the significance of SPSS coefficients (Lai, 2020). Bootstrapping is employed for several reasons, such as its applicability to small sample sizes and the challenge of determining the test statistic's standard error (Lemenkova, 2019). A probability threshold of 0.05 for bootstrapped significance indicates that there is a one in twenty possibility that the chance of sampling will result in a result that is as strong or stronger in absolute terms.

c. Path coefficient

According to Singh et al. (2020), the Path Coefficient is the coefficient that connects the construct in the structural model that is being employed. Additionally, the link between the strength of the association and the hypothesis is represented by the path coefficient; for example, if the path coefficient is closer to +1, it indicates a positive relationship (Singh et al., 2020). Naturally, the inverse also holds true: if the estimated coefficient is nearer 0, the association is said to be weaker or negative. A coefficient score around 0 indicates the absence of statistical significance. Using PLS to execute a successful test will yield the path coefficient scores. Moreover, the standard error ascertained by bootstrapping and the t and p values must be ascertained to follow the structural route for the coefficient in order to ascertain if a coefficient will be significant (Singh et al., 2020). According to Hair et al. (2009), the path coefficients in the structural models must have values of 1.96 at the 0.05 level or higher to be considered statistically significant (Hair et al. 2., 2009).

3.7 Conclusion

This part was devoted to talking about the study technique and making it clear how the procedure would be carried out to give correct interpretations of the data that had been gathered. Moreover, the theory had been supported by the effort done. In addition, we examined the research strategy to be used, the design of the data collection, and the methodology of data collecting. Lastly, the following factors related to the data were considered: statistical, path modelling, and descriptive statistics. The chapter on data analysis for outcomes came next.

Chapter 4: Results

4.1 Introduction

The following section of the study presents the analysis data obtained from the survey instrument utilised. The survey received 162 responses from participants, and it will be these responses that will underpin the analysis of the study. The number of respondents is sufficient to conduct the analysis and provide results that can be applied to decisions pertaining to the insurance preferences and motives of the groups.

4.2 Test of Reliability

4.2.1 The motives for uptake of Insurance between different Age Groups

The data collection instrument being the survey is critical to the inference of the result are the reliability of the scales used to collate the data observations. In assessing the reliability of the instruments, the Cronbach alpha is used as a test of reliability. The results indicate that there is a relatively strong internal consistency, with a Cronbach alpha of 0.774, indicating reliability in the instrument. For there to be strong internal consistency, the benchmarks are that the alpha should be no less than 0.8. Thus, the alpha of this group of scales is relatively good and therefore, for the group of motives for the reasons for taking up the insurance, the scales demonstrate consistency.

		N	%
Cases	Valid	112	69.1
	Excluded	50	30.9
	Total	162	100
Reliability Statistics			
Cronbach's Alpha	N of Items		
0.774	10		

4.2.2 The motives for insurance cancellation between different Age Groups

Following from the previous section, the Cronbach alpha presented below indicates that the scales demonstrate a good level of internal consistency. This is because the Cronbach alpha value is close to 0.76 and this is close to the 0,8 benchmark.

		N	%
<i>Cases</i>	Valid	101	62.3
	Excluded	61	37.7
	Total	162	100
<i>Reliability Statistics</i>			
<i>Cronbach's Alpha</i>	N of Items		
<i>0.7c</i>	10		

4.3 Descriptive Statistics

The descriptive statistics paint a picture of the nature of the respondents, from the perspective of the median, we can see that the respondents had access to life cover at the time of the survey and did not have a history of cancelling their life insurance policy. However, the median age for the respondents is 27 – 42 years (59.9% of the total respondents fall into this category, See annexure A.1.). It is a critical consideration for the study and presents challenges with respect to assessing the motives of the younger cohort (18 – 26 years) for taking up insurance.

Table 3 below provides the descriptive statistics of the respective motives by category. Prior to conducting the initial assessment, the Age variable is recoded into a scale variable of three groups representing the respective age groups. The “Life Cover Cancelled” and “Currently has Life Cover” are recoded as well from ordinal variables to scale (interval data) dummy variables.

Such as to be consistent with convention, the Likert Scale for all variables are corrected to follow the ascending whereby the scales take 1 as the strongly disagree and 5 as strongly agree. The requirement for the recoding is to assist in the interpretation of results and to follow convention of using Likert Scales. Sullivan and Artino (2013) note that the correct depiction of descriptive when using Likert Scales, should anchor the measure of central tendency at the median and not the mean as the mean can be distorted by extrema.

The descriptives can indicate that within the respective motives, which variable can determine the attitudes of the respondents.

- With respect to Socio-Demographic, the respondents on average (based on the median) agree that the education level increasing will affect their uptake choice for insurance.
- From the Economic Motive, the income of the participant affects the uptake of the insurance policies whereas from the social motives Parents and Crime are getting young South Africans to take up insurance.

Table 3: Descriptive statistics of the collected data

		N		Mean	Median	Mode	Skewness	Kurtosis	Percentiles		
Motive		Valid	Missing						25	50	75
Insurance Status	Currently has Life Cover	158	4	0.6139	1	1	-0.473	-1.8	0	1	1
	Life cover Cancelled	158	4	0.2658	0	0	1.07	-0.865	0	0	1
Socio-demographic	Age	158	4	2.0063	2	2	-0.004	-0.384	2	2	2
	Improved education will influence uptake	152	10	3.7566	4	5	-0.805	0.127	3	4	5
	Education influenced the cancellation	140	22	2.4714	2	2	0.467	-0.371	2	2	3
	More dependents will increase chances of life cover uptake	144	18	4.0139	4	5	-1.301	0.869	4	4	5
	Increased Dependents influenced the cancellation	133	29	2.2632	2	2	0.896	-0.145	1	2	3
Economic	Increased inflation will influence Life insurance uptake	144	18	3.0139	3	2	0.067	-1.01	2	3	4
	Increased inflation influenced the cancellation	137	25	2.9781	3	4	-0.075	-0.896	2	3	4
	Increased income will influence insurance uptake	142	20	3.9366	4	4	-1.222	1.014	4	4	5
	Increased income will influence cancellation	131	31	2.0229	2	2	1.158	0.996	1	2	2
Market	Increased premiums/expensive life insurance will influence uptake	145	17	2.5655	2	2	0.448	-0.705	2	2	3
	Price/premiums influenced the cancellation	142	20	3.4577	4	4	-0.646	-0.385	3	4	4
	Increased advertising will influence insurance uptake	138	24	3.413	4	4	-0.466	-0.633	3	4	4
	Advertising influenced the cancellation	131	31	2.4275	2	2	0.509	-0.064	2	2	3
	Improved insurer offers will influence uptake	140	22	4.1429	4	4	-1.202	2.585	4	4	5
	Improved insurer offers will influence cancellation	126	36	2.1508	2	2	0.84	0.667	1.75	2	3
Social	Increased crime will influence insurance uptake	142	20	3.8592	4	4	-0.539	-0.082	3	4	5
	Increased Crime influenced cancellation	131	31	2.3588	2	2	0.455	-0.22	2	2	3
	Increase parental influence will increase insurance uptake	144	18	3.6736	4	4	-0.547	-0.29	3	4	4
	Parents persuasion influenced the cancellation	133	29	2.3158	2	2	0.476	0.223	2	2	3

Source: Survey Instrument

- The market motive important to the respondents is price or premium. The price or premium is the most influential variable in the set from the perspective of the uptake and cancellation of the insurance policy. No other variable depicts a similar behaviour in our sample.

The descriptives indicate that the Age is the only variable that is close to exhibiting a normal distribution, whilst the other variables are skewed and have fatter tails than that of the normal distribution. From the descriptive statistics, it is apparent that the non-normal distribution experienced in the data will require the analysis to make use of non-parametric tests in the diagnosis of the models and analysis (Sullivan and Artino, 2013).

4.4 Diagnostic Tests

The diagnostic tests are utilised to check that the underlying assumptions of the estimation technique are adhered to such as to present robust and accurate results. In this study, the proposed estimation technique will be that of the ANOVA model and therefore, the assumptions of:

- No linear Collinearity
- Homogenous Variance
- Normality

Following from this, in sub-section 4.3.1. the Spearman's rank correlation test is applied and in 4.3.2; the equality of variance assumption is assessed through the depiction of the means and variances between groups.

4.4.1 Spearman's rank correlation

The Spearman's Rho correlation test is used to assess the relationship and correlation between the variables in the sample. The results of the estimation are presented in Table 2 below. The table depicts the correlation coefficient as well as the respective level of significance ("p-value"); for which (**= $p < 5\%$ level and *= $p < 10\%$).

The correlation coefficient is useful as it can detect potential multicollinearity in the model as well as identify negations in the instruments or variables which is indicative of reverse coding, i.e. issues relating to reliability. The Spearman's Rho indicates that there is no potential multicollinearity amongst the variables as there are weak correlations between them. The highest is 0.572 which is between "Improved insurer offer will influence cancellation" and "Increased income will influence cancellation".

Table 4: Spearman's Rho Correlation Matrix

			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1	Age	r	1.000																				
		p-value																					
2	Currently has Life Cover	r	.405**	1.000																			
		p-value	0.000																				
3	Life cover Cancelled	r	.224**	0.153	1.000																		
		p-value	0.005	0.054																			
4	Improved education will influence uptake	r	0.101	0.084	0.016	1.000																	
		p-value	0.218	0.305	0.844																		
5	Education influenced the cancellation	r	-0.020	-0.020	0.108	-.175*	1.000																
		p-value	0.814	0.818	0.203	0.038																	
6	More dependents will increase chances of life cover uptake	r	0.139	0.102	0.087	.401**	-0.155	1.000															
		p-value	0.096	0.222	0.300	0.000	0.076																
7	Increased Dependents influenced the cancellation	r	-0.069	-0.058	-0.063	-0.101	.527**	-.338**	1.000														
		p-value	0.433	0.505	0.469	0.251	0.000	0.000															
8	Increased inflation will influence Life insurance uptake	r	-0.099	0.073	-0.163	.245**	0.002	.287**	0.005	1.000													
		p-value	0.236	0.386	0.051	0.003	0.981	0.001	0.956														
9	Increased inflation influenced the cancellation	r	-0.004	-0.096	.222**	-0.102	.261**	0.010	0.140	-.324**	1.000												
		p-value	0.960	0.266	0.009	0.236	0.003	0.908	0.115	0.000													
10	Increased income will influence insurance uptake	r	-0.065	0.011	-0.017	.342**	-0.171	.551**	-.321**	.358**	0.002	1.000											
		p-value	0.444	0.897	0.838	0.000	0.051	0.000	0.000	0.000	0.983												
11	Increased income will influence cancellation	r	-0.022	-0.139	0.056	-.205*	.375**	-.397**	.564**	-0.057	.204*	-.469**	1.000										
		p-value	0.802	0.112	0.528	0.019	0.000	0.000	0.000	0.527	0.021	0.000											
12	Increased premiums/expensive life insurance will influence uptake	r	0.050	.205*	0.058	0.043	0.047	0.103	0.096	.441**	-.299**	-0.028	0.113	1.000									
		p-value	0.552	0.013	0.487	0.610	0.586	0.229	0.277	0.000	0.000	0.743	0.198										
13	Price/premiums influenced	r	-0.069	-0.117	0.049	-0.090	.236**	-0.024	.197*	-.291**	.479**	0.057	0.158	-.315**	1.000								

14	the cancellation	p-value	0.415	0.166	0.561	0.288	0.006	0.783	0.025	0.001	0.000	0.517	0.074	0.000									
	Increased crime will influence insurance uptake	r	-0.036	-0.016	0.047	.284**	-0.110	.398**	-.201*	.367**	-0.026	.512**	-.303**	0.165	-0.089	1.000							
		p-value	0.667	0.848	0.579	0.001	0.211	0.000	0.025	0.000	0.766	0.000	0.001	0.053	0.305								
15	Increased Crime influenced cancellation	r	0.078	-0.038	0.109	-0.137	.278**	-.254**	.487**	-0.050	0.170	-.374**	.488**	0.090	0.160	-.510**	1.000						
		p-value	0.377	0.666	0.217	0.121	0.002	0.004	0.000	0.577	0.057	0.000	0.000	0.309	0.070	0.000							
16	Increase parental influence will increase insurance uptake	r	-0.069	0.058	0.060	.252**	-.190*	.348**	-.218*	.328**	-0.059	.399**	-.308**	.199*	-0.107	.432**	-.287**	1.000					
		p-value	0.413	0.491	0.472	0.002	0.028	0.000	0.014	0.000	0.501	0.000	0.000	0.019	0.215	0.000	0.001						
17	Parents persuasion influenced the cancellation	r	-0.006	-0.084	0.056	-0.130	.258**	-.214*	.440**	-0.042	.262**	-.284**	.453**	0.009	0.170	-.333**	.494**	-.292**	1.000				
		p-value	0.948	0.338	0.519	0.136	0.003	0.016	0.000	0.635	0.003	0.001	0.000	0.915	0.053	0.000	0.000	0.001					
18	Increased advertaising will influence insurance uptake	r	0.158	0.131	0.013	.333**	-.258**	.257**	-.239**	0.121	-0.062	.345**	-.369**	0.109	-0.133	.372**	-.296**	.515**	-.267**	1.000			
		p-value	0.065	0.127	0.882	0.000	0.003	0.003	0.008	0.168	0.492	0.000	0.000	0.209	0.134	0.000	0.001	0.000	0.003				
19	Advertising influenced the cancellation	r	0.043	0.000	0.047	-0.168	.310**	-.281**	.470**	-0.016	.266**	-.341**	.506**	0.143	0.116	-.238**	.472**	-.240**	.609**	-.312**	1.000		
		p-value	0.625	0.996	0.597	0.056	0.000	0.002	0.000	0.862	0.003	0.000	0.000	0.106	0.193	0.007	0.000	0.006	0.000	0.000			
20	Improved insurer offers will influence uptake	r	0.079	0.051	0.119	.335**	-.198*	.479**	-.319**	0.137	-0.066	.539**	-.494**	-0.121	0.045	.541**	-.360**	.435**	-.420**	.402**	-.328**	1.000	-.545**
		p-value	0.352	0.550	0.162	0.000	0.024	0.000	0.000	0.115	0.461	0.000	0.000	0.163	0.610	0.000	0.000	0.000	0.000	0.000	0.000		0.000
21	Improved insurer offers will influence cancellation	r	-0.037	-0.099	-0.015	-0.168	.256**	-.295**	.489**	0.072	0.148	-.409**	.572**	.204*	0.034	-.291**	.541**	-.359**	.549**	-.208*	.516**	-.545**	1.000
		p-value	0.677	0.269	0.868	0.059	0.004	0.001	0.000	0.434	0.104	0.000	0.000	0.022	0.708	0.001	0.000	0.000	0.000	0.021	0.000	0.000	

Source: Survey Instrument

The correlation is also statistically significant from zero, at the 5% confidence level. Interestingly enough, age has weak correlations with the other variables, with the highest correlation being between Age and having life insurance with a correlation of 0.405 and is statistically significant from zero at the 5% level of significance. Consequently, we can infer that the uptake of insurance moves positively with age in the sample.

4.4.2 Equal Variance

The equal variance between groups assumption is central to the ANOVA analysis and therefore, the inference of the results anchors on the assumption. To assess the validity of the assumption, a comparison of means is conducted to check if there are any differences in the various age groups of respondents.

Table 5: Comparisons of means for the motives for uptake of insurance

Age		Currently has Life Cover	Improved education will influence uptake	More dependents will increase chances of life cover uptake	Increased inflation will influence Life insurance uptake	Increased income will influence insurance uptake	Increased premiums/expensive life insurance will influence uptake	Increased crime will influence insurance uptake	Increase parental influence will increase insurance uptake	Increased advertising will influence insurance uptake	Improved insurer offers will influence uptake
18 – 26	Mean	0.2	3.5333	3.7407	3.2759	4.0741	2.5714	3.8621	3.7143	3	4
	N	30	30	27	29	27	28	29	28	26	28
	Variance	0.166	1.016	1.123	1.135	0.84	1.291	0.623	1.026	1.04	0.444
27 – 42	Mean	0.6701	3.7957	4.0787	2.9651	3.9101	2.4886	3.8851	3.7126	3.4881	4.2024
	N	97	93	89	86	89	88	87	87	84	84
	Variance	0.223	1.469	1.482	1.493	1.469	1.356	1.08	1.021	1.361	0.669
>42	Mean	0.8387	3.8621	4.0714	2.8966	3.8846	2.7931	3.7692	3.5172	3.5714	4.1071
	N	31	29	28	29	26	29	26	29	28	28
	Variance	0.14	1.195	1.55	1.81	0.906	1.384	0.585	1.044	1.069	0.766
Total	Mean	0.6139	3.7566	4.0139	3.0139	3.9366	2.5655	3.8592	3.6736	3.413	4.1429
	N	158	152	144	144	142	145	142	144	138	140
	Variance	0.239	1.324	1.426	1.482	1.237	1.345	0.888	1.019	1.266	0.641

Source: Survey Instrument

The variance is similar for the groups across the variables of Insurance Cover; Advertising; improved products offers and the increase in the number of dependents. Therefore, these motives share a similar variance across all the age groups. In addition, the variances of education, inflation, income, premiums, crime and parental influence vary across the age groups, these demonstrate a contravention of same variance assumption of the ANOVA model and can present challenges in the inference of these variables.

Table 6: Comparison of Means of the motives for the cancellation of insurance

Age		Life cover Cancelled	Education influenced the cancellation	Increased Dependents influenced the cancellation	Increased inflation influenced the cancellation	Increased income will influence cancellation	Price/premiums influenced the cancellation	Increased Crime influenced cancellation	Parents persuasion influenced the cancellation	Advertising influenced the cancellation	Improved insurer offers will influence cancellation
18 - 26	Mean	0.0667	2.4444	2.3704	3.0385	2.08	3.6429	2.3077	2.4444	2.5556	2.3333
	N	30	27	27	26	25	28	26	27	27	27
	Variance	0.064	0.718	1.011	0.838	0.743	0.608	0.862	0.564	0.641	0.769
27 - 42	Mean	0.2887	2.4706	2.2152	2.9524	1.988	3.4419	2.3038	2.2278	2.2597	2.0133
	N	97	85	79	84	83	86	79	79	77	75
	Variance	0.207	1.3	1.581	1.371	1.207	1.497	1.163	0.794	0.747	0.743
>42	Mean	0.3871	2.5	2.2963	3	2.087	3.3214	2.5769	2.4444	2.7778	2.375
	N	31	28	27	27	23	28	26	27	27	24
	Variance	0.245	1.667	1.909	1.692	1.083	1.263	0.894	0.949	1.487	1.462
Total	Mean	0.2658	2.4714	2.2632	2.9781	2.0229	3.4577	2.3588	2.3158	2.4275	2.1508
	N	158	140	133	137	131	142	131	133	131	126
	Variance	0.196	1.244	1.514	1.316	1.084	1.271	1.047	0.778	0.908	0.897

Source: Survey Instrument

Contrary to the motives for the uptake motives for the cancelling insurance are different, with Education variable having a similar effect over the varying age groups. With respect to the other motives, there are no similarities in the variance. The lack of equal variances across the age groups means that the same variance assumption of the ANOVA regression is violated and depicts that there exists heterogeneity in the variances across the groups in the sample. In the instance of income, the variance increases as the age groups rise. The same positive monotonicity was identified in the parental influences, dependents, and inflation.

4.5 Linear Regression

The final step of the analysis requires the use of an Ordinary Least Squares regression. The OLS will look at the motives for the uptake of life insurance and the motives for cancellation of life insurance. The variables follow from those depicted and discussed above such as to assess the impact of age and other factors on the purchase or cancellation of life insurance policies amongst the sampled participants.

4.5.1 Factors affecting Insurance Uptake

The OLS regression model below exhibits the following model specification:

$$\begin{aligned}
 InsUp_i = & \alpha + \beta_1 Age_i + \beta_2 Edu_i + \beta_3 Dep_i + \beta_4 Infl_i + \beta_5 Inc_i + \beta_6 Prem_i + \beta_7 Crime_i \\
 & + \beta_8 Par_i + \beta_9 Adv_i + \beta_{10} Off_i
 \end{aligned}$$

Whereby for participant i Age represents the respective age group of the respondent, Edu depicts the perception of education on choices; Dep represents the influence of dependents.

Infl represents the impact of inflation, Inc represent the income; Prem depicts the premiums impact whereas Crime represents the impact of crime; Par represent the impact of parental influences; Adv represents the impact of advertising and Off depicts the role played by innovative offers by insurers. The measurement of the independent variables are based on a 5 point Likert scale, as discussed in section 3. The uptake variable “InsUp” is measured as a dummy variable, where 0 means they respondents had no life insurance and 1 means the respondents had life insurance. The results are presented below in Table 7.

Table 7: OLS Regression results assessing the motive affecting insurance uptake

R	0,467			ESS	5,781
R-squared	0,218			RSS	20,71
Adj - R squared	0,141			TSS	26,491
				N	112
F-Stat	2,819				
DW Statistics	1,838				
Dependent Variable: Insurance Policy Holder					
Variable	Coefficient	Standard Error	t	P-value	
Constant	-0,041	0,300	-0,137	0,891	
Age	0,275	0,079	3,481	<0,001	
Education	-0,010	0,044	-0,227	0,818	
Dependents	-0,004	0,051	-0,078	0,937	
Inflation	0,008	0,047	0,170	0,861	
Income	0,075	0,057	1,316	0,191	
Premiums	0,094	0,051	1,843	0,069	
Crime	-0,084	0,058	-1,448	0,153	
Parental Influence	0,042	0,058	0,724	0,467	
Advertising	0,021	0,048	0,438	0,66	
Insurers offers	-0,068	0,081	-0,840	0,402	

Source: Survey Instrument

The model exhibits a low R^2 and adj- R^2 indicating that the model is explained extensively by factors not included on the model as the respective adj- R^2 value is 0,141 meaning that 14.1% in the dependent variable are explained by the model. Given the above, the analysis includes the F-statistic as well as the Durbin-Watson (DW) Test statistics. The F-stat indicates if the independent variables depict joint significance in the model, which they do as the F-stat is greater than 2 and thus statistically significant from zero. In addition, the DW test statistics is used to assess model misspecification and since it is marginally close to 2 indicating that the model exhibits minute levels of model misspecification, and one can confidently infer that the

model is well specified.

In assessing and interpreting the independent variables, it is important to note that the Age variable is statistically significant from zero (at the 1% level of significance) as the t-statistics is greater than 2 (as a rule of thumb). The age parameter depicts that an increase in the age group will raise the likelihood of having life insurance by a factor of 0,275. In addition, Premiums are also statistically significant at the 10% level of significance.

As a consequence, the increase or changes in insurance premiums raise the likelihood of insurance uptake by a factor of 0,09. The Socio-demographic variables namely, education and number of dependents are not statistically significant in the sample with p values of 0,818 and 0,937 respectively. Economic variables such as Inflation and Income are also not statistically significant from zero. Against priori expectations, inflation has a positive relationship to life insurance uptake potentially related to the inflation indexation features in life policies however this would require additional research.

The market related factors such as advertising and insurance offers are found by the OLS regression to be not statistically significant from zero. Given that the model can identify two variables as being statistically significant from zero in the sample, this is consistent with the R^2 and the adjusted- R^2 value being low. Critical to the study is being able to identify the impact of age of the uptake of insurance, which age being a key driver of insurance uptakes across the sample.

4.5.2 Factor affecting Insurance cancellation

The OLS regression model below exhibits the following model specification:

$$InsCan_i = \alpha + \beta_1 Age_i + \beta_2 Edu_i + \beta_3 Dep_i + \beta_4 Infl_i + \beta_5 Inc_i + \beta_6 Prem_i + \beta_7 Crime_i + \beta_8 Par_i + \beta_9 Adv_i + \beta_{10} Off_i$$

Whereby for participant i Age represents the respective age group of the respondent, Edu depicts the perception of education on choices; Dep represents the influence of dependents. Infl represents the impact of inflation, Inc represent the income; Prem depicts the premiums impact whereas Crime represents the impact of crime; Par represent the impact of parental influences; Adv represents the impact of advertising and Off depicts the role played by innovative offers by insurers. The measurement of the independent variables are based on a 5 point Likert scale, as discussed in section 3. The uptake variable “InsCan” is measured as a dummy variable, where 0 means they respondents had not cancelled their life insurance and 1 means the respondents had cancelled their life insurance. The results are presented below in Table 8.

Table 8: OLS Regression results assessing the motive affecting insurance cancellation

R	0,43			ESS	3,43
R-squared	0,18			RSS	15,38
Adj - R squared	0,09			TSS	18,81
				N	101
F-Stat	2,01				
DW Statistics	1,854				
Dependent Variable: Insurance Policy Cancellation					
Variable	Coefficient	Standard Error	t	P-value	
Constant	-0,29	0,24	-1,208	0,226	
Age	0,17	0,07	2,428	0,02	
Education	-0,026	0,051	-0,51	0,611	
Dependents	-0,047	0,049	-0,966	0,337	
Inflation	0,154	0,049	3,165	0,002	
Income	-0,001	0,063	-0,016	0,987	
Premiums	-0,052	0,047	-1,104	0,273	
Crime	0,023	0,056	0,408	0,684	
Parental Influence	0,021	0,073	0,288	0,774	
Advertising	0,019	0,061	0,318	0,751	
Insurers offers	-0,038	0,065	-0,581	0,563	

Source: Survey Instrument

In evaluating the OLS regression results, it is important to note the model holistically. Similar to the adj-R² model in the uptake model, the model for cancellations is low with a value of 0,09 inferring that only 9% of the variation in the dependent variable can be explained by the model. Positively, the model exhibits significant goodness of fit from the perspective of the F-stat which is 2,01 and greater than 2. In addition, the DW statistic of 1,854 indicates that the model exhibits minimal evidence of misspecification. Due to omitted responses, the cancellation model has lower observations at 101 compared to the previous 112.

In looking at the regression coefficients, it is noted that Age is a statistically significant determinant of policy cancellations. As the age increases, the sample indicates that the likelihood of cancellation would rise by a factor of 0,17. The coefficient for Age is statistically significant from zero at the 5% level of significance. In addition to Age, Inflation is also statistically significant from zero at the 1% level of significance. The inflation variable infers that an increase in the inflation will raise the likelihood of policy cancellation by a factor of 0,154. The socio-demographic variables such as education and number of dependents are

not statistically significant from zero, inferring that in the sample these variables are not determinants of the cancellation of the life insurance policies.

The social determinants of crime and parental influence are not statistically significant from zero thus indicating in the sample of participants that these factors do not play a role in determining the participant's choice to cancel the life policy. Following from the results in table 8 it shows that the market factors are also not statistically significant from zero; the factors being advertising, and insurer offers. The factors have low t-statistics as well as relatively high p-values of 0,751 and 0,563 respectively.

The coefficients for income and premiums both are negative which can be argued from the perspective of income however rising premiums would ordinarily affect the demand for the product and lead to termination of the contracts, which is not the case in the sample. From the perspective of income, it can be determined that increased income implies that larger payouts are required to beneficiaries when the policy holder is unable to provide an income and as a result reducing the likelihood of cancelling the policy.

The above subsection of the analysis presented the OLS regression results indicating the impact of the respective motives for both the case of life insurance uptake and life insurance cancellation. It is identified that Age is critical determinant in both cases and their respective context within the sample, however the socio-demographic, social and insurance products determinants do not have a statistically significant impact on the choices of the participants to purchase or cancel a life insurance policy. Premiums are significant for the uptake of life insurance and inflation is important for the cancellation of policies.

4.6 Analysis of Variance (ANOVA)

To discern the effect of the motives on the various age group, ANOVA is conducted, to compare the means between the groups and within the groups. The ANOVA estimation technique assumes that the variance across the group is the same and that there exists normality in the variables. The one-way ANOVA estimation technique has a tolerance for non-normal distributions however, relevant tests can be conducted to assess the impact of normality on the ANOVA estimation results.

4.6.1 The motives for uptake of Insurance between different Age Groups

The ANOVA analysis presented in Table 9 depicts the differences in the motives amongst the three groups (age groups), notably 18-26; 27-42 and 42<. The results describe the impact of the motives on the groups, and these are described below.

Table 9: ANOVA Estimation results for motives to take up insurance

		Sum of Squares	df	Mean Square	F	Sig.
Improved education will influence uptake	Between Groups	1.96	2	0.98	0.737	0.48
	Within Groups	198.033	149	1.329		
	Total	199.993	151			
More dependents will increase chances of life cover uptake	Between Groups	2.48	2	1.24	0.868	0.422
	Within Groups	201.492	141	1.429		
	Total	203.972	143			
Increased inflation will influence Life insurance uptake	Between Groups	2.594	2	1.297	0.873	0.42
	Within Groups	209.378	141	1.485		
	Total	211.972	143			
Increased income will influence insurance uptake	Between Groups	0.643	2	0.321	0.257	0.774
	Within Groups	173.787	139	1.25		
	Total	174.43	141			
Increased premiums/expensive life insurance will influence uptake	Between Groups	2.023	2	1.012	0.75	0.474
	Within Groups	191.604	142	1.349		
	Total	193.628	144			
Increased crime will influence insurance uptake	Between Groups	0.269	2	0.134	0.15	0.861
	Within Groups	124.914	139	0.899		
	Total	125.183	141			
Increase parental influence will increase insurance uptake	Between Groups	0.888	2	0.444	0.432	0.65
	Within Groups	144.772	141	1.027		
	Total	145.66	143			
Increased advertising will influence insurance uptake	Between Groups	5.611	2	2.806	2.257	0.109
	Within Groups	167.845	135	1.243		
	Total	173.457	137			
Improved insurer offers will influence uptake	Between Groups	0.905	2	0.452	0.702	0.497
	Within Groups	88.238	137	0.644		
	Total	89.143	139			

Source: Survey Instrument

The results show that all the motives are found to not be statistically significant from zero as

none of the significance values are less than 5%. The second research question is addressed,

as it identified that the factors that affect uptake are not similar to those that affect the cancellation of the life insurance policies, more especially across the various age groups. Thus the non-significance of the results that the choice of the youth to cancel life insurance is not statistically different from the factors that of adults.

For example, the Education variable indicates that the sum of square difference between the age groups is minimal, and the model is found to exhibit as poor fitness. This is portrayed by the low F-stat of 0.737.

The variable parameter for dependents is also statistically not significant from zero (p-value is $0.422 > 0.05$) between the groups and this indicate that, amongst the respondents, having an increase in the number of dependents has not statistical bearing on the difference between the groups perceived need to attain a life insurance policy. The increase in advertising by insurers, as a motive is statistically significant from zero ($p = 0.109 > 0.05$) however has a large F-stat indicating that there is potentially a difference in the groups when it comes to the perceived motives to take up insurance when advertising is utilised.

Table 10: Tukey Post Hoc Tests for ANOVA (for motives to take up insurance)

		Improved education will influence uptake		More dependents will increase chances of life cover uptake		Increased inflation will influence Life insurance uptake		Increased income will influence insurance uptake		Increased premiums/expensive life insurance will influence uptake		Increased crime will influence insurance uptake		Increase parental influence will increase insurance uptake		Increased advertising will influence insurance uptake		Improved insurer offers will influence uptake	
	Age	N	Subset for alpha = 0.05	N	Subset for alpha = 0.05	N	Subset for alpha = 0.05	N	Subset for alpha = 0.05	N	Subset for alpha = 0.05	N	Subset for alpha = 0.05	N	Subset for alpha = 0.05	N	Subset for alpha = 0.05	N	Subset for alpha = 0.05
Tukey HSD	18 - 26	30	3.5333	27	3.7407	29	2.8966	26	3.8846	88	2.4886	26	3.7692	29	3.5172	26	3	28	4
	27 - 42	93	3.7957	28	4.0714	86	2.9651	89	3.9101	28	2.5714	29	3.8621	87	3.7126	84	3.4881	28	4.1071
	>42	29	3.8621	89	4.0787	29	3.2759	27	4.0741	29	2.7931	87	3.8851	28	3.7143	28	3.5714	84	4.2024
	Sig.		0.428		0.458		0.374		0.761		0.501		0.864		0.683		0.086		0.534

Source: Survey Instrument

The Tukey HSD test statistic (Table 10) indicates that at the $\alpha = 0.05$, that the advertising has a homogenous subset that shows that the advertising has a statistically different group mean across the groups, with a significance of $p = 0.086 < 0.1$ (statistically significant at the 10% level).

4.6.2 The motives for insurance cancellation between different Age Groups

The ANOVA analysis depicted by Table 11 indicates the results from the different Age Groups and their respective motives for cancelling the life insurance. Similar to the table 9, the results are for the age groups 18 -26; 27 – 42 and 42<. The results depicted in the Table below

indicate that all the motives are not statistically significant from zero except for the advertising motive.

The advertising motive has a $p = 0.037 < 0.05$ and has a relatively high F-statistic. Consequently, this infers that advertising influenced the cancellation of the policy and this effect is statistically different between the groups. Parental persuasion or influence is found

Table 11: ANOVA Estimation results for motives to cancel insurance

		Sum of Squares	df	Mean Square	F	Sig.
Education influenced the cancellation	Between Groups	0.043	2	0.021	0.017	0.983
	Within Groups	172.843	137	1.262		
	Total	172.886	139			
Increased Dependents influenced the cancellation	Between Groups	0.522	2	0.261	0.17	0.844
	Within Groups	199.268	130	1.533		
	Total	199.789	132			
Increased inflation influenced the cancellation	Between Groups	0.163	2	0.082	0.061	0.941
	Within Groups	178.771	134	1.334		
	Total	178.934	136			
Increased income will influence cancellation	Between Groups	0.277	2	0.139	0.126	0.882
	Within Groups	140.654	128	1.099		
	Total	140.931	130			
Price/premiums influenced the cancellation	Between Groups	1.501	2	0.751	0.587	0.557
	Within Groups	177.745	139	1.279		
	Total	179.246	141			
Increased Crime influenced cancellation	Between Groups	1.544	2	0.772	0.734	0.482
	Within Groups	134.593	128	1.052		
	Total	136.137	130			
Parents persuasion influenced the cancellation	Between Groups	1.505	2	0.752	0.966	0.383
	Within Groups	101.232	130	0.779		
	Total	102.737	132			
Advertising influenced the cancellation	Between Groups	5.923	2	2.961	3.38	0.037
	Within Groups					

	Within Groups	112.139	128	0.876		
	Total	118.061	130			
Improved insurer offers will influence cancellation	Between Groups	3.523	2	1.762	1.995	0.14
	Within Groups	108.612	123	0.883		
	Total	112.135	125			

Source: Survey Instrument

to not be statistically significant as a motive for the groups to cancel their life insurance policies. The difference in the groups is depicted as a difference of 1.505 and the level of significance of the between groups Sum of Squares is $p = 0.383 > 0.05$. The price and/or premiums of the life insurance policy has been found to not be statistically significant amongst the groups, more especially as a motive to cancel the insurance.

Table 12: Tukey Post Hoc Tests for ANOVA (for motives to cancel insurance)

	Age	N	Education influenced the cancellation Subset for alpha = 0.05	N	Increased Dependents influenced the cancellation Subset for alpha = 0.05	N	Increased inflation influenced the cancellation Subset for alpha = 0.05	N	Increased income will influence cancellation Subset for alpha = 0.05	N	Price/premiums influenced the cancellation Subset for alpha = 0.05	N	Increased Crime influenced cancellation Subset for alpha = 0.05	N	Parents persuasion influenced the cancellation Subset for alpha = 0.05	N	Advertising influenced the cancellation Subset for alpha = 0.05	N	Improved insurer offers will influence cancellation Subset for alpha = 0.05
Tukey HSD	18 - 26	27	2.4444	79	2.2152	84	2.9524	83	1.988	28	3.3214	79	2.3038	79	2.2278	77	2.2597	75	2.0133
	27 - 42	85	2.4706	27	2.2963	27	3	25	2.08	86	3.4419	26	2.3077	27	2.4444	27	2.5556	27	2.3333
	>42	28	2.5	27	2.3704	26	3.0385	23	2.087	28	3.6429	26	2.5769	27	2.4444	27	2.7778	24	2.375
	Sig.		0.976		0.861		0.949		0.926		0.45		0.522		0.565		0.06		0.27

Source: Survey Instrument

The Tukey HSD test statistic (Table 12) indicates that at the $\alpha = 0.05$, that the advertising has a homogenous subset that shows that the advertising has a statistically different group mean across the groups, with a significance of $p = 0.06 < 0.1$ (statistically significant at the 10% level). Similar to the ANOVA analysis, the Tukey HSD post hoc test reaffirms that the only variable that has a statistically significant motive across the groups, is the advertising. Thus, the advertising affect both the cancellation of the policies but also the uptake of the policies from the perspective of the sample of this study.

4.7 Conclusion

The following chapter has delved extensively into the analysis of the data collected. To

address the research questions of the study effectively, a descriptive analysis, ANOVA

analysis and OLS regression were conducted to assess the impact of the insurance motives across the varying age groups from the sample.

Initial reliability tests indicate that there exists evidence of internal consistency in the data collection instrument. The data collection instrument is found to be reliable from the outcomes of the Cronbach alpha test.

From the descriptive analysis, we find that the social demographic factors impact the choice the uptake of life insurance, notably the impact of education. From the same analysis, we find that the price of insurance products is an important factor with above-median perceptions of the impact. In addition, economic motives such as inflation and income are identified to have an impact on the uptake of insurance.

The ANOVA analysis indicates that the motives do not have a statistically significant effect across the groups except the effects of advertising, concerning the uptake of life insurance products. This infers that the role of advertising by insurers attracts young people to take up life insurance, however, the ANOVA insurance is unable to determine a statistically significant motive that can determine the reasons for cancellation across the sample.

An Ordinary Least Squares Regression was conducted in the study to assess the role of factors and their impact on the uptake and cancellation of life insurance. From the standpoint of insurance uptake, the regression analysis finds that the age variable is a key determinant of insurance uptake and as people age there is a greater uptake of life insurance. The motives of insurance are found to be statistically significant from zero. From the perspective of motives for life insurance cancellation, we find that the economic motive of inflation is statistically significant in determining cancellations. In addition, the age variable is statistically significant in determining the cancellation of insurance products.

The findings in the analysis point to age being a critical variable in the determination of life insurance whether uptake or cancellation. The approaches used in this study have enabled the unpacking of the role of the insurance motives across the age groups and it points to the youth being predominantly affected by insurance advertising from h the perspective of ANOVA analysis.

Chapter 5: Discussion Of Results

5.1 Introduction

The next section of the study is the discussion of the results whereby the findings are put into context of the study and reviewed from the lens of research questions. The section aims to synthesize the findings with the research questions and place it within the existing body of knowledge. The discussion of the results will review the research questions and resolve them from the findings identified in chapter 4. The following sub-section is the delimitations of the study which looks at the challenges and drawbacks of the studies.

5.2 Discussion of the Research Questions

The findings identified in chapter 4 are critical in addressing the research questions prescribed in chapter 1 of the study. The respective research questions are detailed below and discussed extensively in this section.

1. *What socio-demographic, social, economic and market motives impact the uptake of insurance amongst young people? and;*

In investigating the motives for purchasing life insurance, there has been an extensive review of the motives. The findings from chapter 4, from the ANOVA analysis depicts that the statistically significant variable in the model has been the role or influence of advertising. In addition to this the OLS analysis does not find this result and indicates that Age and premiums are key determinants of the uptake of life insurance. An overarching discussion requires the extensive review and discussion of the results.

The difference in the means between the groups across the various motives, was statistically not significant to zero for many of the motives. With respect to the Socio-demographic aspects; the education and dependents have positive correlations with the age however the correlations are weak although positive. In addition, correlation coefficients are not statistically significant. The priori expectation was that the education motive would vary across groups as a driver for the uptake of insurance, granted that the younger generations are, from a naïve perspective, less academically experienced than their senior counterparts and as a consequence the expectation is that they will perceive

education improvements has affecting their uptake of insurance especially with the increased ability to adequately understand the insurance contracts themselves.

It is worth noting that the education question can be perceived as simply academic, institutional education and can also omit the dimension of financial literacy as discussed in the literature, as its possible to be financially illiterate and have a PhD, they can exist in union but do not have to exist in intersection.

The Social motives such as Crime and Parental Influence, have also been to not be statistically significant from zero with respect to the varying groups, as per the ANOVA analysis. The economic aspects have not been identified as areas for development from the perspective of try to engage with the younger generation. The analysis does not indicate the significance that the social motives have to raising the uptake of insurance. The priori expectation for the social motives was that there was statistically significant from zero and there would be a positive relationship between the means of the groups and the social motives. This observation is reinforced by the OLS regression findings that depict that the social motives do not have an effect, within the sample, on the uptake of insurance amongst the participants.

The economic motive inclusive of inflation and income aims to determine the economic conditions that drive consumers to take up the life insurance. The motives are found to be statistically not significant between the varying groups, for the uptake of insurance products. Consistent with the ANOVA analysis, the OLS regression analysis presents similar results, indicating that the economic motives do not affect the life insurance uptake choices of the participants in this study. The priori expectation was that inflation would affect the uptake of life insurance, given the long-term nature of the policies, consistent inflation would deter the younger generation more than the older generation because of time horizon being longer to the potential terminal date.

Finally, the market motives have been identified as the statistically significant more especially the advertising aspect of the motives. According to the ANOVA analysis, the market motives are significant across the varying age groups. The market motive that has been identified in the analysis, is the influence of advertising. The remaining motives such as premiums; insurance product quality (Insurance offers) where not found to be statistically significant across the age groups. The ANOVA results articulate that the younger generation of consumers are motivated by the nature of advertisements that are exposed to them relative to other market motives, from the perspective of the sample used. The OLS regression estimations derived the motives across the sample and depicted that the only market motive influential to the uptake of the life insurance policy was in fact the

premium, noting that increase in the premiums would drive the uptake of life insurance premiums. This result is contrary to the priori expectations of the study, as the premium is the price of the service being rendered and the result would be that of a negative relation however this cannot be shown in the regression presenting a contradiction.

The evaluation of the motives across groups indicates that the higher age groups are more likely to take up the life insurance products and this is illustrated by the OLS regression. Furthermore, the motives for young generations taking up insurance is based on advertising and there is limited statistically difference between the age groups identified in this sample of any other determinant. Younger generations also might have found themselves with minimal insurable interest as they are basically starting their adult lives and are starting the process of accumulation (Assets and/or Debts) and are solely responsible for themselves.

2. What socio-demographic, social, economic and market motives impact the cancellation of insurance amongst young people?

In assessing the motives that affect the cancellation of the insurance products, the researcher has reviewed the varying motives as described in the sections 2. The respective motives namely socio-demographic; social, economic and market for the respondents in the survey.

The socio-demographic motives are comprised of Education and Number of Dependents. The result from the statistical analysis finds that the motives do not have a statistically significant impact from the perspective of the study. An increase in education by the respondents will not influence the insureds from cancelling their life insurance policies, whilst the same result was found for the number of dependents are not statistically significant is influencing the cancellation of the life insurance policies. Although the ANOVA analysis indicated very little variation from the other groups, however the groups mean indicates that they perceive the 18 – 26 age group as being stern to their position that cancellation motive is not socio-demographic, and the group means are lower than those of the other groups. The age differential is also identified by the OLS regression as being significant in the cancellation of life insurance policies. The ANOVA analysis enabled the disaggregation of this effect across the age groups as detailed above.

The economic motive, which includes inflation and income were evaluated using the ANOVA analysis to examine the inter-group differences in the cancellations induced by the motive. From this perspective, the priori expectation was that inflation would be statistically significant

in affecting the cancellation amongst the 18 -26 cohort as opposed to the other cohorts. Given the reasons explained about, pertaining to the fact their life insurance policies are exposed to larger inflationary pressures compare to the other cohorts. The inflation effect is more pronounced in the OLS regression model, where the factor is statistically significant and increases the likelihood of cancellation as per the analysis. In addition, the increase in income insurance cancellation amongst the group, also was not statistically significant between groups however is identified that the 18 – 26 cohort has the lowest group mean amongst the respondents whilst the 42< Group have a higher group mean and agree that the increase in their income would influence them in cancelling their life insurance.

The social motives assessed in the study are crime and parental persuasion in making decisions to cancel their insurance policy. The ANOVA analysis does not identify a statistically significant difference amongst the groups. Consequently, these motives do not affect the 18 - 26 cohort any more different than it does the 27 - 42 cohort. In addition, an increase in crime was expected to decrease the cancellation of life insurance given that violent crimes can cause considerable harm to individuals and households alike. However, the crime group means between the 18 -26 and 27 -42 groups are quite similar as depicted by table 8, however there is an increase towards the older cohort. Across all the group, the social motives are also not found to be statistically significant in the OLS regression analysis.

The final motive investigated in the study is the market motive as described by the premium/prices, product innovation and quality and the advertising. The analysis finds that the advertising is statistically significant and that there are different group means on the perceived advertising and this can influence insurance cancellation. The 42< cohort is willing to cancel their life insurance policy even in the presence of improved advertising. Similarly, this cohort is also quite sensitive to changes to prices/premium changes. The group mean is considerably high for the cohort relative to the 18 – 26 group which is less likely to cancel their insurance package based on premium increases, advertising changes and product innovations. Across all the age groups in the sample, the perceived influence for cancellation cannot be attributed to a market motive as per the OLS regression.

Given the effect of the motives presented in the sub-section of this chapter, it provides insights into the perspectives and views of the respondents. The 18 – 26 respondents are seemingly more optimistic and sensitive to innovation motives in products and services and less sensitive to socio-demographic and economic motives. The respective cohort require insurance to offer more services and functionalities with the services and the cohort engages well with the promotional marketing material. The objective of the study was to understand the motives that affect the uptake of insurance.

5.3 Delimitations of the study

The study conducted has brought to the fore some interesting results about the insurance motives and intentions of the youth. From the sample, the 18 – 26 cohort are seemingly price insensitive and do not see education and crime as motives to get life insurance. Granted that this might be the case however the results in the study might not be generalizable and suffer from statistical bias. The bias is evident in the age distribution of the respondents, and this has affected the results. In the descriptive analysis we were able to identify that the sampling had resulted in a distribution that is was dominated by the 27 - 42 age group, although this was good however the range included the 18 - 35 age group required in the analysis (being the youth), and being unable to disaggregate the group is evident in the ANOVA analysis where the model assumption of equal variance was contravened.

A consequence of this bias can be seen in the OLS regression, where the aggregated responses are generalized across the sample and do not show the effect of the motives across all the participants of the study. The regression analysis brings to the fore the model weaknesses that arise from attrition across the survey, where incomplete survey outcomes have impacted the estimation of the coefficients.

Though biased, the results present a finding, and an expanded assessment of this study can investigate including more respondents from the targeted cohort and expanding the analysis to disaggregate the education variable between level of education and financial literacy. Given the levels of financial literacy in South Africa, it would be interesting to understand the current literacy levels of the cohort as well as the interventions that the insurance industry can make in improving their sales or up take.

5.4 Conclusion

The discussion has highlighted that even with the differences in the age cohorts amongst the respondents and the challenges that they present. The 18 - 26 cohort can be shown in the study to prefer innovations in products and do not have an issue with paying for the innovation. This is instrumental in the age to growing innovation and AI in the financial services sector and these results coupled with the cohorts' sensitivity to advertising presents opportunities for insurers that are willing to innovate. Social motives such as parents are also not motives and thus the cohort is considerably more independent in making their decisions.

Chapter 6: Conclusions and Recommendations

The following study was conducted to assess the factors that affected the uptake and cancellation of life insurance products across the youth age segment in the South African insurance markets. The focus was on the role that insurance motives have on the younger consumers and if the introduction of innovation plays a role in the determination of segments' uptake of life insurance products. Consequently, the research questions of the study sought to evaluate the impact and role of insurance motives on the uptake and cancellation of life insurance motives across the youth segment of existing and former life insurance policyholders.

The study employed a qualitative research design whereby a survey data collection instrument was digitally distributed randomly, and participants were able to complete it. From the randomized sampling procedure, 154 responses were received. The analysis of the collected data was conducted through three approaches, notably descriptive analysis, ANOVA analysis, and OLS regression analysis. Through these approaches, the researcher was able to disaggregate the impact of the motives firstly, by understanding the role of the motives across the entire sample through the descriptive analysis and OLS regression analysis. The broad approach reported that from the perspective of descriptive analysis, socio-demographic factors notably education were critical for the uptake and cancellation of insurance products.

In addition to this economic motive of inflation was a motive described by the sample to be a determinant of the life insurance uptake and cancellation. The analysis also reported that the price of premiums and product advertisements were central to the uptake of life insurance products. Following the analysis, the regression analysis indicated that the age variable was statistically significant from zero, from the perspective of life insurance uptake and cancellation across the sample. In addition, the role of advertising was identified in the OLS regression to have an impact on the uptake of life insurance. Following the above, the ANOVA model was utilized to disaggregate the age variable into groups to investigate the insurance motives across the numerous age groups such as to address the research questions.

A critical finding of the ANOVA analysis was that the role of advertising is a factor influencing the cancellation of insurance products. The sample estimations direct the study to infer that across the age groups, there are insufficient motives investigated in the study that can determine the factors with age being the underlying variable. While from the perspective of cancellations, advertising is the sole driver of differences across the groups. One can speculate that the reason for this is the role of information amongst various life insurance products and intensive competition depicted by advertising realising a shift in customer preferences across their respective insurers.

In resolving the first research question. No explicit motive can be identified across the approaches that can be said to be an explicit driver of insurance uptake for the youth. Notwithstanding the

above, the analysis was able to depict the role of advertising as a driver of insurance cancellation and this market motive can potentially speak to market intensity and more informed consumers changing their service providers.

The study suffers from critical challenges concerning the analysis, notably, the distribution of the age groups possesses the potential to skew results through biases anchored in the aggregation of the target population and other groups within the same age bracket. The descriptive analysis depicts how this emanates into a ballooning 27 – 42 age bracket that cannot be disaggregated. Following the above, there is a collapse in the assumptions of the ANOVA assumptions of equal variance across the groups.

Notwithstanding the limitations of the study, some lessons can be found from the study with the role of advertising being central to the idea of product innovation. Advertising is the commercial communication avenue between firms and the consumer. When consumers cancel their services in favour of another service provider, this can be deduced as being a variable of interest. Thus, product innovation can be communicated through advertising.

Further studies would be required to disaggregate the age groups into various age subgroups and investigate the ideal information content that mobilises the youth groups to take up insurance products. In addition, investigate the socio-economic factor such as crime and whether there are specific crimes that drive insurance uptake.

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ANNEXURE A

A.1. Descriptive Statistics

Age Descriptives

		Age		
		Frequency	Percent	Cumulative Percent
Valid	18 - 26	30	18.5	19.0
	27 - 42	97	59.9	80.4
	>42	31	19.1	100.0
	Total	158	97.5	
Missing		4	2.5	
Total		162	100.0	

Life Cover Descriptives

		Currently has Life Cover		
		Frequency	Percent	Cumulative Percent
Valid	No	61	37.7	38.6
	Yes	97	59.9	100.0
	Total	158	97.5	
Missing		4	2.5	
Total		162	100.0	

Life Cover Cancellation Descriptives

		Life cover Cancelled		
		Frequency	Percent	Cumulative Percent
Valid	No	116	71.6	73.4
	Yes	42	25.9	100.0
	Total	158	97.5	
Missing		4	2.5	
Total		162	100.0	

A.2. Post Hoc Tests for ANOVA

A2.1. The motives for uptake of Insurance between different Age Groups

Multiple Comparisons								
Dependent Variable		(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Improved education will influence uptake	Tukey HSD	18 - 26	27 - 42	-0.26237	0.24206	0.526	-0.8354	0.3107
			>42	-0.32874	0.30022	0.519	-1.0395	0.382
		27 - 42	18 - 26	0.26237	0.24206	0.526	-0.3107	0.8354
			>42	-0.06637	0.2452	0.96	-0.6468	0.5141
	LSD	>42	18 - 26	0.32874	0.30022	0.519	-0.382	1.0395
			27 - 42	0.06637	0.2452	0.96	-0.5141	0.6468
		18 - 26	27 - 42	-0.26237	0.24206	0.28	-0.7407	0.216
			>42	-0.32874	0.30022	0.275	-0.922	0.2645
	Tamhane	27 - 42	18 - 26	0.26237	0.24206	0.28	-0.216	0.7407
			>42	-0.06637	0.2452	0.787	-0.5509	0.4181
		>42	18 - 26	0.32874	0.30022	0.275	-0.2645	0.922
			27 - 42	0.06637	0.2452	0.787	-0.4181	0.5509

			>4 2	- 0.3287 4	0.273 97	0.55 3	- 1.00 3	0.34 55
		27 - 42	18 - 26	0.2623 7	0.222 85	0.56 8	- 0.28 54	0.81 02
			>4 2	- 0.0663 7	0.238 71	0.99	- 0.65 56	0.52 28
		>4 2	18 - 26	0.3287 4	0.273 97	0.55 3	- 0.34 55	1.00 3
			27 - 42	0.0663 7	0.238 71	0.99	- 0.52 28	0.65 56
More dependents will increase the chances of life cover uptake	Tukey HSD	18 - 26	27 - 42	- 0.3379 1	0.262 65	0.40 5	-0.96	0.28 42
			>4 2	- 0.3306 9	0.322 43	0.56 2	- 1.09 44	0.43 31
		27 - 42	18 - 26	0.3379 1	0.262 65	0.40 5	- 0.28 42	0.96
			>4 2	0.0072 2	0.259 02	1	- 0.60 63	0.62 08
		>4 2	18 - 26	0.3306 9	0.322 43	0.56 2	- 0.43 31	1.09 44
			27 - 42	- 0.0072 2	0.259 02	1	- 0.62 08	0.60 63
	LSD	18 - 26	27 - 42	- 0.3379 1	0.262 65	0.2	- 0.85 71	0.18 13
			>4 2	- 0.3306 9	0.322 43	0.30 7	- 0.96 81	0.30 67
		27 - 42	18 - 26	0.3379 1	0.262 65	0.2	- 0.18 13	0.85 71
			>4 2	0.0072 2	0.259 02	0.97 8	- 0.50 48	0.51 93
		>4 2	18 - 26	0.3306 9	0.322 43	0.30 7	- 0.30 67	0.96 81
			27 - 42	- 0.0072 2	0.259 02	0.97 8	- 0.51 93	0.50 48
	Tamhane	18 - 26	27 - 42	- 0.3379 1	0.241 31	0.42 4	- 0.93 46	0.25 88

			>4 2	- 0.3306 9	0.311 35	0.64 7	- 1.09 87	0.43 73
		27 - 42	18 - 26	0.3379 1	0.241 31	0.42 4	- 0.25 88	0.93 46
			>4 2	0.0072 2	0.268 37	1	- 0.65 86	0.67 31
		>4 2	18 - 26	0.3306 9	0.311 35	0.64 7	- 0.43 73	1.09 87
			27 - 42	- 0.0072 2	0.268 37	1	- 0.67 31	0.65 86
Increased inflation will influence Life insurance uptake	Tukey HSD	18 - 26	27 - 42	0.3107 5	0.261 67	0.46 3	- 0.30 91	0.93 06
			>4 2	0.3793 1	0.320 02	0.46 4	- 0.37 87	1.13 73
		27 - 42	18 - 26	- 0.3107 5	0.261 67	0.46 3	- 0.93 06	0.30 91
			>4 2	0.0685 6	0.261 67	0.96 3	- 0.55 13	0.68 84
		>4 2	18 - 26	- 0.3793 1	0.320 02	0.46 4	- 1.13 73	0.37 87
			27 - 42	- 0.0685 6	0.261 67	0.96 3	- 0.68 84	0.55 13
	LSD	18 - 26	27 - 42	0.3107 5	0.261 67	0.23 7	- 0.20 66	0.82 81
			>4 2	0.3793 1	0.320 02	0.23 8	- 0.25 33	1.01 2
		27 - 42	18 - 26	- 0.3107 5	0.261 67	0.23 7	- 0.82 81	0.20 66
			>4 2	0.0685 6	0.261 67	0.79 4	- 0.44 87	0.58 59
		>4 2	18 - 26	- 0.3793 1	0.320 02	0.23 8	- 1.01 2	0.25 33
			27 - 42	- 0.0685 6	0.261 67	0.79 4	- 0.58 59	0.44 87
	Tamhane	18 - 26	27 - 42	0.3107 5	0.237 73	0.48 1	- 0.27 48	0.89 62

			>4 2	0.3793 1	0.318 72	0.56	- 0.40 64	1.16 5		
		27 - 42	18 - 26	- 0.3107 5	0.237 73	0.48 1	- 0.89 62	0.27 48		
			>4 2	0.0685 6	0.282 46	0.99 3	- 0.63 21	0.76 93		
		>4 2	18 - 26	- 0.3793 1	0.318 72	0.56	- 1.16 5	0.40 64		
			27 - 42	- 0.0685 6	0.282 46	0.99 3	- 0.76 93	0.63 21		
Increased influence uptake	income insurance	will	Tukey HSD	18 - 26	27 - 42	0.1639 6	0.245 67	0.78 3	- 0.41 81	0.74 6
			>4 2	0.1894 6	0.307 23	0.81 1	- 0.53 84	0.91 73		
		27 - 42	18 - 26	- 0.1639 6	0.245 67	0.78 3	- 0.74 6	0.41 81		
			>4 2	0.0255	0.249 27	0.99 4	- 0.56 5	0.61 6		
		>4 2	18 - 26	- 0.1894 6	0.307 23	0.81 1	- 0.91 73	0.53 84		
			27 - 42	-0.0255	0.249 27	0.99 4	- 0.61 6	0.56 5		
		18 - 26	27 - 42	0.1639 6	0.245 67	0.50 6	- 0.32 18	0.64 97		
			>4 2	0.1894 6	0.307 23	0.53 8	- 0.41 8	0.79 69		
		27 - 42	18 - 26	- 0.1639 6	0.245 67	0.50 6	- 0.64 97	0.32 18		
			>4 2	0.0255	0.249 27	0.91 9	- 0.46 74	0.51 83		
		>4 2	18 - 26	- 0.1894 6	0.307 23	0.53 8	- 0.79 69	0.41 8		
			27 - 42	-0.0255	0.249 27	0.91 9	- 0.51 83	0.46 74		
		18 - 26	27 - 42	0.1639 6	0.218 25	0.83 9	- 0.37 32	0.70 11		
			Tamha ne							

			>4 2	0.1894 6	0.256 87	0.84 6	- 0.44 48	0.82 37
		27 - 42	18 - 26	- 0.1639 6	0.218 25	0.83 9	- 0.70 11	0.37 32
			>4 2	0.0255	0.226 62	0.99 9	- 0.53 4	0.58 49
		>4 2	18 - 26	- 0.1894 6	0.256 87	0.84 6	- 0.82 37	0.44 48
			27 - 42	-0.0255	0.226 62	0.99 9	- 0.58 49	0.53 4
Increased premiums/expensive life insurance will influence uptake	Tukey HSD	18 - 26	27 - 42	0.0827 9	0.252 04	0.94 2	- 0.51 42	0.67 98
			>4 2	- 0.2216 7	0.307 76	0.75 2	- 0.95 06	0.50 73
		27 - 42	18 - 26	- 0.0827 9	0.252 04	0.94 2	- 0.67 98	0.51 42
			>4 2	- 0.3044 7	0.248 72	0.44 1	- 0.89 36	0.28 46
		>4 2	18 - 26	0.2216 7	0.307 76	0.75 2	- 0.50 73	0.95 06
			27 - 42	0.3044 7	0.248 72	0.44 1	- 0.28 46	0.89 36
	LSD	18 - 26	27 - 42	0.0827 9	0.252 04	0.74 3	- 0.41 54	0.58 1
			>4 2	- 0.2216 7	0.307 76	0.47 3	- 0.83 01	0.38 67
		27 - 42	18 - 26	- 0.0827 9	0.252 04	0.74 3	- 0.58 1	0.41 54
			>4 2	- 0.3044 7	0.248 72	0.22 3	- 0.79 61	0.18 72
		>4 2	18 - 26	0.2216 7	0.307 76	0.47 3	- 0.38 67	0.83 01
			27 - 42	0.3044 7	0.248 72	0.22 3	- 0.18 72	0.79 61

		Tamhane	18 - 26	27 - 42	0.0827 9	0.248 03	0.98 2	- 0.53 15	0.69 71
				>4 2	- 0.2216 7	0.306 33	0.85 3	- 0.97 61	0.53 27
			27 - 42	18 - 26	- 0.0827 9	0.248 03	0.98 2	- 0.69 71	0.53 15
				>4 2	- 0.3044 7	0.251 28	0.54 6	- 0.92 64	0.31 75
			>4 2	18 - 26	0.2216 7	0.306 33	0.85 3	- 0.53 27	0.97 61
				27 - 42	0.3044 7	0.251 28	0.54 6	- 0.31 75	0.92 64
Increased influence uptake	crime insurance	will HSD	18 - 26	27 - 42	- 0.0229 9	0.203 27	0.99 3	- 0.50 45	0.45 86
				>4 2	0.0928 4	0.256 03	0.93	- 0.51 37	0.69 94
			27 - 42	18 - 26	0.0229 9	0.203 27	0.99 3	- 0.45 86	0.50 45
				>4 2	0.1158 3	0.211 88	0.84 8	- 0.38 61	0.61 78
			>4 2	18 - 26	- 0.0928 4	0.256 03	0.93	- 0.69 94	0.51 37
				27 - 42	- 0.1158 3	0.211 88	0.84 8	- 0.61 78	0.38 61
		LSD	18 - 26	27 - 42	- 0.0229 9	0.203 27	0.91	- 0.42 49	0.37 89
				>4 2	0.0928 4	0.256 03	0.71 7	- 0.41 34	0.59 91
			27 - 42	18 - 26	0.0229 9	0.203 27	0.91	- 0.37 89	0.42 49
				>4 2	0.1158 3	0.211 88	0.58 5	- 0.30 31	0.53 48
			>4 2	18 - 26	- 0.0928 4	0.256 03	0.71 7	- 0.59 91	0.41 34
				27 - 42	- 0.1158 3	0.211 88	0.58 5	- 0.53 48	0.30 31

	Tamhane	18 - 26	27 - 42	- 0.0229 9	0.184 11	0.99 9	- 0.47 46	0.42 86
			>4 2	0.0928 4	0.209 7	0.96 1	- 0.42 43	0.61
		27 - 42	18 - 26	0.0229 9	0.184 11	0.99 9	- 0.42 86	0.47 46
			>4 2	0.1158 3	0.186 8	0.90 1	- 0.34 41	0.57 58
		>4 2	18 - 26	- 0.0928 4	0.209 7	0.96 1	-0.61	0.42 43
			27 - 42	- 0.1158 3	0.186 8	0.90 1	- 0.57 58	0.34 41
Increase influence will insurance uptake	Tukey HSD	18 - 26	27 - 42	0.0016 4	0.220 16	1	- 0.51 99	0.52 31
			>4 2	0.1970 4	0.268 47	0.74 4	- 0.43 89	0.83 3
		27 - 42	18 - 26	- 0.0016 4	0.220 16	1	- 0.52 31	0.51 99
			>4 2	0.1954	0.217 27	0.64 2	- 0.31 93	0.71 01
		>4 2	18 - 26	- 0.1970 4	0.268 47	0.74 4	- 0.83 3	0.43 89
			27 - 42	-0.1954	0.217 27	0.64 2	- 0.71 01	0.31 93
	LSD	18 - 26	27 - 42	0.0016 4	0.220 16	0.99 4	- 0.43 36	0.43 69
			>4 2	0.1970 4	0.268 47	0.46 4	- 0.33 37	0.72 78
		27 - 42	18 - 26	- 0.0016 4	0.220 16	0.99 4	- 0.43 69	0.43 36
			>4 2	0.1954	0.217 27	0.37	- 0.23 41	0.62 49
		>4 2	18 - 26	- 0.1970 4	0.268 47	0.46 4	- 0.72 78	0.33 37
			27 - 42	-0.1954	0.217 27	0.37	- 0.62 49	0.23 41

	Tamhane	18 - 26	27 - 42	0.0016 4	0.219 99	1	- 0.54 36	0.54 69
			>4 2	0.1970 4	0.269 57	0.84 9	- 0.46 68	0.86 09
		27 - 42	18 - 26	- 0.0016 4	0.219 99	1	- 0.54 69	0.54 36
			>4 2	0.1954	0.218 51	0.75 7	- 0.34 54	0.73 62
		>4 2	18 - 26	- 0.1970 4	0.269 57	0.84 9	- 0.86 09	0.46 68
			27 - 42	-0.1954	0.218 51	0.75 7	- 0.73 62	0.34 54
Increased advertising will influence insurance uptake	Tukey HSD	18 - 26	27 - 42	-0.4881	0.250 24	0.12 9	- 1.08 11	0.10 49
			>4 2	- 0.5714 3	0.303 68	0.14 8	- 1.29 11	0.14 83
		27 - 42	18 - 26	0.4881	0.250 24	0.12 9	- 0.10 49	1.08 11
			>4 2	- 0.0833 3	0.243 32	0.93 7	-0.66	0.49 33
		>4 2	18 - 26	0.5714 3	0.303 68	0.14 8	- 0.14 83	1.29 11
			27 - 42	0.0833 3	0.243 32	0.93 7	- 0.49 33	0.66
	LSD	18 - 26	27 - 42	-0.4881	0.250 24	0.05 3	- 0.98 3	0.00 68
			>4 2	- 0.5714 3	0.303 68	0.06 2	- 1.17 2	0.02 92
		27 - 42	18 - 26	0.4881	0.250 24	0.05 3	- 0.00 68	0.98 3
			>4 2	- 0.0833 3	0.243 32	0.73 3	- 0.56 45	0.39 79
		>4 2	18 - 26	0.5714 3	0.303 68	0.06 2	- 0.02 92	1.17 2
			27 - 42	0.0833 3	0.243 32	0.73 3	- 0.39 79	0.56 45

	Tamhane	18 - 26	27 - 42	-0.4881	0.237 08	0.12 9	- 1.07 5	0.09 89
			>4 2	- 0.5714 3	0.279 59	0.13 2	- 1.26 13	0.11 84
		27 - 42	18 - 26	0.4881	0.237 08	0.12 9	- 0.09 89	1.07 5
			>4 2	- 0.0833 3	0.233 19	0.97 9	- 0.65 87	0.49 21
		>4 2	18 - 26	0.5714 3	0.279 59	0.13 2	- 0.11 84	1.26 13
			27 - 42	0.0833 3	0.233 19	0.97 9	- 0.49 21	0.65 87
Improved insurer offers will influence uptake	Tukey HSD	18 - 26	27 - 42	- 0.2023 8	0.175 13	0.48 2	- 0.61 73	0.21 26
			>4 2	- 0.1071 4	0.214 49	0.87 2	- 0.61 54	0.40 11
		27 - 42	18 - 26	0.2023 8	0.175 13	0.48 2	- 0.21 26	0.61 73
			>4 2	0.0952 4	0.175 13	0.85	- 0.31 97	0.51 02
		>4 2	18 - 26	0.1071 4	0.214 49	0.87 2	- 0.40 11	0.61 54
			27 - 42	- 0.0952 4	0.175 13	0.85	- 0.51 02	0.31 97
	LSD	18 - 26	27 - 42	- 0.2023 8	0.175 13	0.25	- 0.54 87	0.14 39
			>4 2	- 0.1071 4	0.214 49	0.61 8	- 0.53 13	0.31 7
		27 - 42	18 - 26	0.2023 8	0.175 13	0.25	- 0.14 39	0.54 87
			>4 2	0.0952 4	0.175 13	0.58 7	- 0.25 11	0.44 15
		>4 2	18 - 26	0.1071 4	0.214 49	0.61 8	- 0.31 7	0.53 13
			27 - 42	- 0.0952 4	0.175 13	0.58 7	- 0.44 15	0.25 11

	Tamhane	18 - 26	27 - 42	- 0.20238	0.15441	0.479	- 0.5824	0.1776
			>42	- 0.10714	0.20791	0.94	- 0.6206	0.4063
		27 - 42	18 - 26	0.20238	0.15441	0.479	- 0.1776	0.5824
			>42	0.09524	0.18794	0.943	- 0.3713	0.5618
		>42	18 - 26	0.10714	0.20791	0.94	- 0.4063	0.6206
			27 - 42	- 0.09524	0.18794	0.943	- 0.5618	0.3713

A2.2. The motives for insurance cancellation between different Age Groups

Multiple Comparisons								
Dependent Variable		(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Education influenced the cancellation	Tukey HSD	18 - 26	27 - 42	-0.02614	0.24813	0.994	- 0.6141	0.5618
			>42	-0.05556	0.30296	0.982	- 0.7734	0.6623
		27 - 42	18 - 26	0.02614	0.24813	0.994	- 0.5618	0.6141
			>42	-0.02941	0.24475	0.992	- 0.6093	0.5505

		>4 2	18 - 26	0.05556	0.3029 6	0.98 2	- 0.662 3	0.773 4
			27 - 42	0.02941	0.2447 5	0.99 2	- 0.550 5	0.609 3
	LSD	18 - 26	27 - 42	-0.02614	0.2481 3	0.91 6	- 0.516 8	0.464 5
			>42	-0.05556	0.3029 6	0.85 5	- 0.654 6	0.543 5
		27 - 42	18 - 26	0.02614	0.2481 3	0.91 6	- 0.464 5	0.516 8
			>42	-0.02941	0.2447 5	0.90 5	- 0.513 4	0.454 6
		>4 2	18 - 26	0.05556	0.3029 6	0.85 5	- 0.543 5	0.654 6
			27 - 42	0.02941	0.2447 5	0.90 5	- 0.454 6	0.513 4
	Tamhane	18 - 26	27 - 42	-0.02614	0.2046 5	0.99 9	- 0.529 2	0.476 9
			>42	-0.05556	0.2934 5	0.99 7	- 0.782 2	0.671 1
		27 - 42	18 - 26	0.02614	0.2046 5	0.99 9	- 0.476 9	0.529 2

			>42	-0.02941	0.2735 2	0.99 9	- 0.709 7	0.650 9
		>4 2	18 - 26	0.05556	0.2934 5	0.99 7	- 0.671 1	0.782 2
			27 - 42	0.02941	0.2735 2	0.99 9	- 0.650 9	0.709 7
Increased Dependents influenced the cancellation	Tukey HSD	18 - 26	27 - 42	0.15518	0.276	0.84	- 0.499 2	0.809 5
			>42	0.07407	0.3369 6	0.97 4	- 0.724 8	0.873
		27 - 42	18 - 26	-0.15518	0.276	0.84	- 0.809 5	0.499 2
			>42	-0.08111	0.276	0.95 4	- 0.735 5	0.573 2
		>4 2	18 - 26	-0.07407	0.3369 6	0.97 4	-0.873	0.724 8
			27 - 42	0.08111	0.276	0.95 4	- 0.573 2	0.735 5
	LSD	18 - 26	27 - 42	0.15518	0.276	0.57 5	- 0.390 8	0.701 2
			>42	0.07407	0.3369 6	0.82 6	- 0.592 6	0.740 7
		27 - 42	18 - 26	-0.15518	0.276	0.57 5	- 0.701 2	0.390 8

			>42	-0.08111	0.276	0.769	-0.6271	0.4649
		>42	18 - 26	-0.07407	0.33696	0.826	-0.7407	0.5926
			27 - 42	0.08111	0.276	0.769	-0.4649	0.6271
	Tamhane	18 - 26	27 - 42	0.15518	0.23974	0.889	-0.4349	0.7453
			>42	0.07407	0.32887	0.994	-0.7398	0.888
		27 - 42	18 - 26	-0.15518	0.23974	0.889	-0.7453	0.4349
			>42	-0.08111	0.30119	0.991	-0.8303	0.6681
		>42	18 - 26	-0.07407	0.32887	0.994	-0.888	0.7398
			27 - 42	0.08111	0.30119	0.991	-0.6681	0.8303
Increased inflation influenced the cancellation	Tukey HSD	18 - 26	27 - 42	0.08608	0.25922	0.941	-0.5283	0.7004
			>42	0.03846	0.31737	0.992	-0.7137	0.7906
		27 - 42	18 - 26	-0.08608	0.25922	0.941	-0.7004	0.5283

			>42	-0.04762	0.2555 3	0.98 1	- 0.653 2	0.558
		>4 2	18 - 26	-0.03846	0.3173 7	0.99 2	- 0.790 6	0.713 7
			27 - 42	0.04762	0.2555 3	0.98 1	-0.558	0.653 2
	LSD	18 - 26	27 - 42	0.08608	0.2592 2	0.74	- 0.426 6	0.598 8
			>42	0.03846	0.3173 7	0.90 4	- 0.589 2	0.666 2
		27 - 42	18 - 26	-0.08608	0.2592 2	0.74	- 0.598 8	0.426 6
			>42	-0.04762	0.2555 3	0.85 2	-0.553	0.457 8
		>4 2	18 - 26	-0.03846	0.3173 7	0.90 4	- 0.666 2	0.589 2
			27 - 42	0.04762	0.2555 3	0.85 2	- 0.457 8	0.553
	Tamhane	18 - 26	27 - 42	0.08608	0.2203 9	0.97 2	- 0.457 4	0.629 6
			>42	0.03846	0.3081	0.99 9	- 0.724 5	0.801 4
		27 - 42	18 - 26	-0.08608	0.2203 9	0.97 2	- 0.629 6	0.457 4

			>42	-0.04762	0.2810 7	0.99 8	- 0.747 7	0.652 4
		>4 2	18 - 26	-0.03846	0.3081	0.99 9	- 0.801 4	0.724 5
			27 - 42	0.04762	0.2810 7	0.99 8	- 0.652 4	0.747 7
Increased income will influence the cancellation	Tukey HSD	18 - 26	27 - 42	0.09205	0.2391 5	0.92 2	- 0.475 1	0.659 1
			>42	-0.00696	0.3028 7	1	- 0.725 2	0.711 2
		27 - 42	18 - 26	-0.09205	0.2391 5	0.92 2	- 0.659 1	0.475 1
			>42	-0.099	0.2470 1	0.91 5	- 0.684 7	0.486 7
		>4 2	18 - 26	0.00696	0.3028 7	1	- 0.711 2	0.725 2
			27 - 42	0.099	0.2470 1	0.91 5	- 0.486 7	0.684 7
	LSD	18 - 26	27 - 42	0.09205	0.2391 5	0.70 1	- 0.381 2	0.565 3
			>42	-0.00696	0.3028 7	0.98 2	- 0.606 2	0.592 3

		27 - 42	18 - 26	-0.09205	0.2391 5	0.70 1	- 0.565 3	0.381 2
			>42	-0.099	0.2470 1	0.68 9	- 0.587 8	0.389 8
		>4 2	18 - 26	0.00696	0.3028 7	0.98 2	- 0.592 3	0.606 2
			27 - 42	0.099	0.2470 1	0.68 9	- 0.389 8	0.587 8
	Tamhan e	18 - 26	27 - 42	0.09205	0.2104 2	0.96 2	- 0.427 9	0.612
			>42	-0.00696	0.2771 7	1	- 0.695 6	0.681 7
		27 - 42	18 - 26	-0.09205	0.2104 2	0.96 2	-0.612	0.427 9
			>42	-0.099	0.2482 6	0.97 1	-0.72	0.522
		>4 2	18 - 26	0.00696	0.2771 7	1	- 0.681 7	0.695 6
			27 - 42	0.099	0.2482 6	0.97 1	-0.522	0.72
Price/premiums influenced the cancellation	Tukey HSD	18 - 26	27 - 42	0.201	0.2460 5	0.69 3	- 0.381 9	0.783 9
			>42	0.32143	0.3022 2	0.53 8	- 0.394 6	1.037 4

		27 - 42	18 - 26	-0.201	0.2460 5	0.69 3	- 0.783 9	0.381 9
			>42	0.12043	0.2460 5	0.87 6	- 0.462 5	0.703 3
		>4 2	18 - 26	-0.32143	0.3022 2	0.53 8	- 1.037 4	0.394 6
			27 - 42	-0.12043	0.2460 5	0.87 6	- 0.703 3	0.462 5
	LSD	18 - 26	27 - 42	0.201	0.2460 5	0.41 5	- 0.285 5	0.687 5
			>42	0.32143	0.3022 2	0.28 9	- 0.276 1	0.919
		27 - 42	18 - 26	-0.201	0.2460 5	0.41 5	- 0.687 5	0.285 5
			>42	0.12043	0.2460 5	0.62 5	-0.366	0.606 9
		>4 2	18 - 26	-0.32143	0.3022 2	0.28 9	-0.919	0.276 1
			27 - 42	-0.12043	0.2460 5	0.62 5	- 0.606 9	0.366
	Tamhan e	18 - 26	27 - 42	0.201	0.1978 2	0.67 6	- 0.282 5	0.684 5
			>42	0.32143	0.2585 5	0.52 5	- 0.318 1	0.961

		27 - 42	18 - 26	-0.201	0.1978 2	0.67 6	- 0.684 5	0.282 5
			>42	0.12043	0.2500 3	0.95	- 0.497 5	0.738 3
		>4 2	18 - 26	-0.32143	0.2585 5	0.52 5	-0.961	0.318 1
			27 - 42	-0.12043	0.2500 3	0.95	- 0.738 3	0.497 5
Increased Crime influenced the cancellation	Tukey HSD	18 - 26	27 - 42	0.00389	0.2318 5	1	- 0.545 9	0.553 7
			>42	-0.26923	0.2844	0.61 2	- 0.943 6	0.405 2
		27 - 42	18 - 26	-0.00389	0.2318 5	1	- 0.553 7	0.545 9
			>42	-0.27313	0.2318 5	0.46 8	- 0.822 9	0.276 7
		>4 2	18 - 26	0.26923	0.2844	0.61 2	- 0.405 2	0.943 6
			27 - 42	0.27313	0.2318 5	0.46 8	- 0.276 7	0.822 9
	LSD	18 - 26	27 - 42	0.00389	0.2318 5	0.98 7	- 0.454 9	0.462 6
			>42	-0.26923	0.2844	0.34 6	-0.832	0.293 5

		27 - 42	18 - 26	-0.00389	0.2318 5	0.98 7	- 0.462 6	0.454 9
			>42	-0.27313	0.2318 5	0.24 1	- 0.731 9	0.185 6
		>4 2	18 - 26	0.26923	0.2844	0.34 6	- 0.293 5	0.832
			27 - 42	0.27313	0.2318 5	0.24 1	- 0.185 6	0.731 9
	Tamhan e	18 - 26	27 - 42	0.00389	0.2187 6	1	- 0.536 9	0.544 7
			>42	-0.26923	0.2598 4	0.66 4	- 0.911 1	0.372 7
		27 - 42	18 - 26	-0.00389	0.2187 6	1	- 0.544 7	0.536 9
			>42	-0.27313	0.2215 8	0.53 2	- 0.821 2	0.275
		>4 2	18 - 26	0.26923	0.2598 4	0.66 4	- 0.372 7	0.911 1
			27 - 42	0.27313	0.2215 8	0.53 2	-0.275	0.821 2
Parents' persuasion influenced the cancellation	Tukey HSD	18 - 26	27 - 42	0.2166	0.1967 2	0.51 5	- 0.249 8	0.683
			>42	0	0.2401 7	1	- 0.569 4	0.569 4

		27 - 42	18 - 26	-0.2166	0.1967 2	0.51 5	-0.683	0.249 8
			>42	-0.2166	0.1967 2	0.51 5	-0.683	0.249 8
		>4 2	18 - 26	0	0.2401 7	1	- 0.569 4	0.569 4
			27 - 42	0.2166	0.1967 2	0.51 5	- 0.249 8	0.683
	LSD	18 - 26	27 - 42	0.2166	0.1967 2	0.27 3	- 0.172 6	0.605 8
			>42	0	0.2401 7	1	- 0.475 1	0.475 1
		27 - 42	18 - 26	-0.2166	0.1967 2	0.27 3	- 0.605 8	0.172 6
			>42	-0.2166	0.1967 2	0.27 3	- 0.605 8	0.172 6
		>4 2	18 - 26	0	0.2401 7	1	- 0.475 1	0.475 1
			27 - 42	0.2166	0.1967 2	0.27 3	- 0.172 6	0.605 8
	Tamhan e	18 - 26	27 - 42	0.2166	0.1758 9	0.53 2	- 0.217 1	0.650 3
			>42	0	0.2367 1	1	- 0.585 2	0.585 2

		27 - 42	18 - 26	-0.2166	0.1758 9	0.53 2	- 0.650 3	0.217 1
			>42	-0.2166	0.2125 6	0.67 7	- 0.745 3	0.312 1
		>4 2	18 - 26	0	0.2367 1	1	- 0.585 2	0.585 2
			27 - 42	0.2166	0.2125 6	0.67 7	- 0.312 1	0.745 3
Advertising influenced the cancellation	Tukey HSD	18 - 26	27 - 42	0.29582	0.2093 4	0.33 7	- 0.200 6	0.792 2
			>42	-0.22222	0.2547 4	0.65 9	- 0.826 3	0.381 9
		27 - 42	18 - 26	-0.29582	0.2093 4	0.33 7	- 0.792 2	0.200 6
			>42	-.51804*	0.2093 4	0.03 9	- 1.014 5	- 0.021 6
		>4 2	18 - 26	0.22222	0.2547 4	0.65 9	- 0.381 9	0.826 3
			27 - 42	.51804*	0.2093 4	0.03 9	0.021 6	1.014 5
	LSD	18 - 26	27 - 42	0.29582	0.2093 4	0.16	- 0.118 4	0.71
			>42	-0.22222	0.2547 4	0.38 5	- 0.726 3	0.281 8

		27 - 42	18 - 26	-0.29582	0.2093 4	0.16	-0.71	0.118 4
			>42	-.51804*	0.2093 4	0.01 5	- 0.932 3	- 0.103 8
		>4 2	18 - 26	0.22222	0.2547 4	0.38 5	- 0.281 8	0.726 3
			27 - 42	.51804*	0.2093 4	0.01 5	0.103 8	0.932 3
	Tamhane	18 - 26	27 - 42	0.29582	0.1828 9	0.3	- 0.156 4	0.748
			>42	-0.22222	0.2807 5	0.81 8	- 0.918 5	0.474 1
		27 - 42	18 - 26	-0.29582	0.1828 9	0.3	-0.748	0.156 4
			>42	-0.51804	0.2545 3	0.14 1	- 1.155 7	0.119 7
		>4 2	18 - 26	0.22222	0.2807 5	0.81 8	- 0.474 1	0.918 5
			27 - 42	0.51804	0.2545 3	0.14 1	- 0.119 7	1.155 7
Improved insurer offers will influence cancellation	Tukey HSD	18 - 26	27 - 42	0.32	0.2109	0.28 6	- 0.180 3	0.820 3
			>42	-0.04167	0.2636 2	0.98 6	- 0.667 1	0.583 8

		27 - 42	18 - 26	-0.32	0.2109	0.28 6	- 0.820 3	0.180 3
			>42	-0.36167	0.2203 8	0.23 2	- 0.884 5	0.161 2
		>4 2	18 - 26	0.04167	0.2636 2	0.98 6	- 0.583 8	0.667 1
			27 - 42	0.36167	0.2203 8	0.23 2	- 0.161 2	0.884 5
	LSD	18 - 26	27 - 42	0.32	0.2109	0.13 2	- 0.097 5	0.737 5
			>42	-0.04167	0.2636 2	0.87 5	- 0.563 5	0.480 2
		27 - 42	18 - 26	-0.32	0.2109	0.13 2	- 0.737 5	0.097 5
			>42	-0.36167	0.2203 8	0.10 3	- 0.797 9	0.074 6
		>4 2	18 - 26	0.04167	0.2636 2	0.87 5	- 0.480 2	0.563 5
			27 - 42	0.36167	0.2203 8	0.10 3	- 0.074 6	0.797 9
	Tamhane	18 - 26	27 - 42	0.32	0.1959 5	0.29 4	- 0.165 8	0.805 8

			>42	-0.04167	0.2990 1	0.99 9	- 0.785 6	0.702 2
		27 - 42	18 - 26	-0.32	0.1959 5	0.29 4	- 0.805 8	0.165 8
			>42	-0.36167	0.2661 2	0.45 7	- 1.033 5	0.310 2
		>4 2	18 - 26	0.04167	0.2990 1	0.99 9	- 0.702 2	0.785 6
			27 - 42	0.36167	0.2661 2	0.45 7	- 0.310 2	1.033 5
* The mean difference is significant at the 0.05 level.								