



ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

**DEPARTMENT OF MARKETING MANAGEMENT
POST GRADUATE PROGRAM**

DETERMINANTS OF NON-LIFE INSURANCE BUYING BEHAVIOR

A Case of Selected Insurance Companies in Addis Ababa

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**A research project prepared for the partial fulfillment of M.A in Marketing
Management**

Advisor: GETIE ANDUALEM (PHD)

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Statement of Certification

This is to certify that **Melake Abebe Yinesu** has carried out his research work on the topic entitled **“DETERMINANTS OF NON-LIFE INSURANCE BUYING BEHAVIOR: A Study on Consumers of Selected Insurance Companies in Addis Ababa”**. The work is original in nature has never been presented in this or any other university, and that all resources and materials used herein have been duly acknowledged, and the research was suitable for submission to the award of Master’s Degree in Marketing Management.

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Statement of Declaration

I hereby declare that “***DETERMINANTS OF NON-LIFE INSURANCE BUYING BEHAVIOR: A Study on Consumers of Selected Insurance Companies in Addis Ababa***” research project is wholly the work of Melake Abebe Yinesu. I have carried out the present study independently with the guidance and support of my advisor, Getie Andualem (PHD). Any other contributors or sources have either been referenced in the prescribed manner or are listed in the acknowledgements together with the nature and the scope of their contribution.

I further declared that the study has not been submitted for the award of any other Degree or Diploma Program in this or any other Institution than the researcher’s partial fulfillment to the requirement of the program Master’s Degree in Marketing Management.

Melake Abebe

Date: June, 20 2016

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Table of Contents

	Pages
Acknowledgements	9
List of Tables.....	10
List of Figures.....	11
Abstract	12
CHAPTER ONE	13
INTRODUCTION	13
1.1. Background of the Study	13
1.2. Background of the Insurance Industry	15
1.3. Statement of the Problem	15
1.4. Research Questions	16
1.5. Objectives of the study	17
1.5.1. General Objectives of the Study.....	17
1.5.2. Specific Objectives of the Study.....	17
1.6. Definition of Key Terms.....	17
1.7. Significance of the study.....	18
1.8. Scope of the study	19
1.9. Organization of the Paper	19
CHAPTER TWO	20
LITERATURE REVIEW.....	20
2.1. Theoretical Review	20
2.1.1. Insurance Defined	20
2.1.2. Consumer Buying Behavior Overview	21
2.1.3. What Affects Consumer Behavior?	22
2.1.4. Risk and Uncertainty	23
2.1.5. Attitude.....	24
2.1.5.1. The functions of Attitudes	24
2.1.5.2. Components of Attitudes.....	25
2.1.5.3. Attitude towards Risks.....	25
2.1.1.1. Attitude towards Insurance.....	26

2.1.6.	Perception and Perceived Risk	26
2.1.7.	Price	27
2.1.8.	Culture and Cultural Dimensions	28
2.1.9.	Insurance and Legal Liability	30
2.2.	Empirical Review	31
2.2.1.	The influence of Attitude on Insurance Buying Behavior	31
2.2.2.	The influence of Perception on Insurance Buying Behavior	31
2.2.3.	The influence of Income on Insurance Buying Behavior	32
2.2.4.	The influence of Price on Insurance Buying Behavior	33
2.2.5.	The influence of Culture on Insurance Buying Behavior	33
2.2.6.	The influence of Legal Regulation on Insurance Buying Behavior	33
2.3.	Research Hypothesis and Conceptual Framework	34
2.3.1.	Conceptual Framework	34
2.3.2.	Research Hypothesis	35
CHAPTER THREE		38
RESEARCH DESIGN AND METHODOLOGY		38
3.1.	Research Approach	38
3.2.	Research Design	39
3.3.	Population and Sampling Design	39
3.3.1.	Target Population	39
3.3.2.	Sampling Frame	40
3.3.3.	Sampling technique	40
3.3.4.	Sample size	41
3.3.5.	Sampling procedure	42
3.4.	Sources of Data and Collection Instrument	43
3.4.1.	Source of Data	43
3.4.2.	Data Collection Instrument	44
3.4.3.	Method of Data Collection	44
3.5.	Data Analysis Methods	45
3.6.	Validity and Reliability	46
3.6.1.	Validity	46
3.6.2.	Reliability	47

3.7. Ethical Considerations	48
CHAPTER FOUR	49
DATA ANALYSIS, INTERPRETATION AND PRESENTATION	49
4.1. Response rate	49
4.2. Demographic Profile of Respondents	49
4.2.1. Gender	49
4.2.2. Age	50
4.2.3. Educational Background	51
4.2.4. Occupation	51
4.2.5. Income	52
4.3. Descriptive Analysis on Determinants of Non-Life Insurance Buying Behavior	53
4.3.1. Central Tendency and Dispersion Measurement	53
4.4. Measure of Relationships	55
4.5. Regression Analysis	56
4.5.1. Assumptions of Multiple Regression Analysis	56
4.5.2. Regression Result	59
Evaluating the model	59
Evaluating each of the independent variables	60
Hypothesis Testing	61
4.6. Independent Samples t-test and ANOVA	62
4.6.1. Independent-samples t-test	63
4.6.2. One-Way Analysis of Variance	63
1. One-way ANOVA between Age of Respondents	64
2. One-way ANOVA between Educational Background of Respondents	65
3. One-way ANOVA between Occupation of Respondents	66
4. One-way ANOVA between Income level of Respondents	67
4.7. Discussion of the Results	69
CHAPTER FIVE	71
SUMMARY, CONCLUSION AND RECOMMENDATION	71
5.1. Summary of Findings	71
5.2. Conclusion	72
5.3. Recommendations	73

5.4. Limitations and Direction for Further Research	74
References	75
Appendices	79
Appendix I: Questionnaire (English).....	79
Appendix II: Questionnaire (Amharic)	83
Appendix III: SPSS Output	87

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List of Tables

Page No

Table 3.1. Basis of Strata	43
Table 3.2. Reliability Statistics	48
Table 4.1. Gender of Respondent	49
Table 4.2. Educational Background	51
Table 4.3. Descriptive Statistics	54
Table 4.4. Correlations	56
Table 4.5. Multi-Collinearity Test	57
Table 4.6. Regression Model Summary	59
Table 4.7. ANOVA Box	59
Table 4.8. Regression Coefficients	60
Table 4.9. Hypothesis Testing Summary	61
Table 4.10. ANOVA between Age of Respondents	65
Table 4.11. ANOVA between Educational Background of Respondents.....	66
Table 4.12. ANOVA between Occupation of Respondents	67
Table 4.13. ANOVA between Income levels of Respondents	68

List of Figures

Page No

Fig 2.1. Elements of consumer behavior	21
Fig 2.2. Conceptual Framework	34
Fig 4.1. Age of Respondents	50
Fig 4.3. Occupation of Respondents	52
Fig 4.4. Income level of Respondents.....	53

Abstract

This paper deals with the examination of insurance consumer behavior in Addis Ababa. The purpose of the work was to determine the factors that explain the insurance service purchase decision of consumers of non-life insurance buyers. Accordingly, six factors were proposed and identified. They were Attitude, Perception, Income, Price (Premium), Culture and Legal Liability and a research model composed of these six independent variables and one independent variable was formulated. To this end, a structured 5-point Likert scale questionnaire-based survey is employed to collect data. For this reason, 400 questionnaires were distributed to customers of five insurance companies found in Addis Ababa and 331 (82.75 %) were returned back for analysis. The relationship and impact of the factors was analyzed using Pearson correlation and multiples regression. Descriptive statistics and sample t-test is also conducted in the research through the aid of statistical package for social science (SPSS) version 20.0 software. The results show that five of the factors i.e., Attitude, Perception, Income, Culture and Legal Liability influences significantly the purchasing decision of non-life insurance consumers. The leading factor that most contribute in determining the non-life insurance consumers is the Perception of customers towards insurance and risk. And also according to the research findings, premium (price) of service non-life insurance service could not determine the behavior of customers significantly. Consequently, the researcher recommendation is forwarded to marketers of non-life insurance services switch their strategy on working the above statistically significant factors especially in creating awareness and influencing customers' perception about insurance services, not merely on price.

CHAPTER ONE

INTRODUCTION

As an introduction, the chapter briefly discusses topics such as the study's and industry background, statement of the problem, objectives of the research, definition of terms, scope of the study, and finally ends with the general report format of the research paper.

1.1. Background of the Study

Insurance is a financial product sold by insurance companies to safeguard oneself and/or ones property against the risk of loss, damage or theft. Insurance has evolved as a process of safeguarding the interest of people from loss and uncertainty. It may be described as a social device to reduce or eliminate risk of loss to life and property and the insurance industry is founded on the idea of risk diversification and loss minimization.

People buy insurance to protect themselves against different kinds of potential losses. Even though insurance products provide protective care for a policyholder's life and/or wealth, they are secondary goods in which the exact value of any benefit is unknowable and advanced payment is required (Aranee, 2011).

Ethiopia is a prime example of a country where the insurance market is still maturing. The total amount of insurance premiums has steadily increased and currently underwritten about birr 5 billion in 2015 (National Bank of Ethiopia 2015). When speaking about insurance service consumption, Ethiopia is usually seen as a market that has shared behavioral patterns to its neighboring countries but it has a relatively small market for both life and non-life insurance. On the other hand, it is expected that the number of customers will increase thanks to a rather favorable economic environment. In particular first-time customers should receive the full attention of the insurers. In order to make the most of this expected growth, it is highly desirable for the insurance industry in Ethiopia to gain in-depth knowledge about the behavioral characteristics of the customers when it comes to evaluate insurance alternatives and to purchase insurance products.

Considering this, over the last few decades, behavioral economists, both theorists and empirical researchers, have made significant headway into the problem of explaining how individuals make purchasing decisions in insurance and, more generally, in risky situations. Their theories take us beyond expected utility theory and move us into a realm of theories that better reflect the context of our daily lives and of our psychology (Desrosiers, 2012). According to Ernst and Young survey (2012), understanding how customer behaviors and attitudes are changing is critical and previous assumptions and received wisdom about customers may no longer be reliable, and those insurers who are able to respond best to what customers want now are most likely to succeed.

Thus, Insurers need to continually evolve customer propositions to meet changing needs and expectations, particularly for improved information and transparency. For insurers to be successful in the long-run, they need to put forward an attractive value proposition for insureds and price (sufficiently) for it. To facilitate this, it is best that insurers deepen their understanding of consumer behavior in situations that involve risk (Desrosiers, 2012).

Hence, by considering this the researcher wanted to investigate empirically some of the factors that explain the non-life insurance service purchase behavior in the Ethiopian insurance market. The non-life insurance sector played a critical role in the financial and economic development over the last few decades as provider of financial services to consumers. By introducing risk pooling and reducing the impact of large losses on firms and households, the sector reduces the amount of capital that would be needed to cover these losses individually, encouraging additional output, investment, innovation, and competition. By introducing risk-based pricing for insurance protection, the sector can change the behavior of economic agents, contributing to the prevention of accidents, improved health outcomes, and efficiency gains. Finally, the sector can also improve the efficiency of other segments of the financial sector, such as banking and bond markets (for instance, by enhancing the value of collateral through property insurance, and reducing losses at default through credit guarantees and enhancements). However, the growth of non-life insurance did not rise on a satisfactory level, because the industry faces many problems with stiff competition and high price wars and cutting premium rates. Consequently, it is needed to study the behavior of insurance policyholders and customers inclined to buy insurance because the need to create a better and more comprehensive customer relationships will make it easier for customer to do business with insurance companies.

1.2. Background of the Insurance Industry

In Ethiopia insurance service said to be started in 1905 by foreign company (Zelege, 2007). The company did not reside in the country rather open an agency in the Bank of Abyssinia, the first bank in the country. From that time, there were numerous foreign insurance agents and reached 17 in 1951(Zelege, 2007).

The first domestic insurance was established in 1951 called the Imperial Insurance Company Ltd. Locating its head quarter on the currently Ethiopian Insurance Corporation's Eastern District Building situated at Meskel Square (ibid).

During the Derg regime (1975), all the foreign private companies and the domestic company confiscated and became under the possession of the government forming the Ethiopian Insurance Corporation and solely operated in the country transacting life and non-life insurance until private domestic insurance companies emerged since 1991 (Ethiopian Business Review, 2015).

Currently there are 17 insurance companies operating in the country. Nine of these companies are composite (offering both life and non-life insurance services), while the remaining transact only non-life insurance. The state owned Ethiopian Insurance Corporation (EIC) takes the major market share, about 40 percent (National Bank of Ethiopia, 2015).

1.3. Statement of the Problem

Real world decision-making under risk and uncertainty presents one of the most challenging areas of research nowadays (Huber and Schlager, 2011). Research on consumer decision-making in a state of risk and uncertainty is a cornerstone of various research disciplines, as for instance economics, psychology, marketing, or finance. The common purpose of studies in this area is to better understand how consumers make decisions, thereby deriving crucial theoretical and practical implications (Huber and Schlager, 2011).

The Ethiopian insurance industry faces numerous problems emanating from various sources: - the insurers themselves, the government and the public (insurance buyers). Although each party is expected to contribute its share to strengthen the sector, much is expected from the insurers themselves since they are the main actors in the industry (Zelege, 2007).

In regards to insurance service purchase decision and behavior, the researcher also observed the following practical problem from the preliminary survey made in Addis Ababa. From the customer side, customers get problems on issues of accident service delivery e.g., slow claim handling, not paying enough indemnification, so on. Because of this customers could not get the basic benefit of insurance services and as a result they perceive insurance companies as a gamblers. On the other hand, the total environment exhibit stiff competition and follow high premium discount strategy to attract buyers and in order to create a sound motivation drives them. This could be emanate from the public's culture and the development of the country. Alternatively, insurers have seen the past four years the growth in demand of insurance especially for motor vehicle insurance. The main reason is the proclamation of the third party liability insurance that obliges vehicle owners to have at least the third party insurance and also the growth in loan by banks also promote the purchase of property insurance since bankers that need the collateral pledged should be insured. Considering this, it can be observed that there is a research problem that created a knowledge gap between the Ethiopian insurers and insurance policy buyers.

For this reason, the study more specifically focused on the factors that explain and determine the non-life insurance service purchasing behavior since decision-making under risk and uncertainty is somewhat more complex compared to decision-making under certainty and indicates very specific circumstances, as insurance products appear less accessible to consumers compared other products and entail longer lasting relationships (Huber and Schlager, 2011). Hence, a thorough understanding of consumers' decision-making process and reasons for buying can be considered crucial for companies that focus on the consumer and also this area should be researched because to the best of our knowledge no such research study has been published in our market.

1.4. Research Questions

Based on the above stated background and statement of the problem this study aimed to answer the following researchable questions:

1. What is the effect of attitude towards non-life insurance services influence the purchase?
2. What is the effect of perception towards non-life insurance services influence the purchase?
3. Can Income, price (premium), culture and legal liability be important factor in affecting purchasing decisions of non-life insurance?

4. Which of the above factors have more influence on affecting the purchasing behavior of non-life insurance?

1.5. Objectives of the study

1.5.1. General Objectives of the Study

The general objective of this study was to examine the determinants of non-life insurance purchasing behavior of consumers in selected insurance companies in Addis Ababa.

1.5.2. Specific Objectives of the Study

More ever the specific objectives of the study were:

- To investigate the effect of Attitude towards risk on the purchase of non-life insurance behavior.
- To investigate the effect of Perception towards risk on the purchase of non-life insurance behavior.
- To examine the effect of Income on the purchase of non-life insurance behavior.
- To examine the effect of Price (premium) on the purchase of non-life insurance behavior.
- To examine the effect of Culture on the purchase of non-life insurance behavior.
- To examine the effect of legal liability on the purchase of non-life insurance behavior.
- To identify which factors have more influence on purchasing behavior of non-life insurance services.

1.6. Definition of Key Terms

- **Attitude:** is a lasting, general evaluation of people (including oneself), objects, advertisements, or issues. An attitude is a lasting because it intends to endure over time. It's general because it applies to more than a momentary event, such as hearing a loud noise,

though you might overtime, develop negative attitude towards all loud noises (Solomon, 2009, p256).

- **Perception:** is the process by which people select, organize and interpret these sensations as light, color, sound, odor and texture through the sensory organs. The study of perception, then focuses on what we add to these raw sensations in order to give them meaning (Solomon, 2009, p52).
- **Price:** is the amount of money one must pay to obtain the right to use the product or service (Hawkins and David, 2010, p21).
- **Income:** the amount of money received over a period of time either as payment for work, goods, or services, or as profit on capital (Microsoft Encarta, 2009).
- **Culture:** Culture is a society's personality. It includes both abstract ideas, such as values and ethics, and material objects and services, such as the automobiles, clothing, food, art and sports that a society produces and values. Put in another way, culture is the accumulation of shared meanings, rituals, norms, and traditions among the members of an organization or society (Solomon, 2009, p578).
- **Legal Liability:** also referred to as "Tort" which is wrongful act that causes injury to a person or property and for which the law allows a claim by the injured party to recover damages (money) (Microsoft, Encarta, 2009).

1.7. Significance of the study

The main significance of this study could be to show some of the determinants that influence consumers buying behaviors of non-life insurance services since this is one of the area that is under researched. The findings of this research have also a big value for insurance companies and managers since the study tried to investigate the factors of non-life insurance purchasing behaviors in the Ethiopian Market. The study may also help managers of insurers to formulate policies and procedures that appeals to the behavior of their customers accordingly. In addition to these, the research provides vital information for other researchers who have interest to study further on related topic.

1.8. Scope of the study

Due to time, cost and resource constraints, the study have been conducted on customers of five selected insurance companies found in Addis Ababa and from these companies the researcher chose main branch customers. In addition to this, the study have been focused on the above mentioned six variables so that the result was confined based on these scope even though there are other determinants that affect the purchasing behavior of non-life insurance behaviors which can be left to other researchers. Methodologically, the research has used sample based analysis, questionnaire instrument was implemented and primary data was only used for data analysis. Thus, these methodological scope have also delimited the research boundary. This was due to the nature of population, the availability of information and management of data.

1.9. Organization of the Paper

The general report of the study have five chapters. Chapter One contains background of the study, statement of the problem, research questions, objectives of the study, hypothesis, significance of the study, and Scope of the study. Chapter Two deals with review of the relevant literature to support the study's theoretical foundation and empirical review. Chapter Three states method of the research design and analysis. Chapter Four describes the results/findings of the study, and interpret and discuss the findings. Chapter five talks about summary of findings, conclusions, limitations of the study and recommendations. At the end, References and Appendices have been tapped. Here, the researcher needs to notify that he has been using *Harvard Style* of referencing for any citation used in the study work.

CHAPTER TWO

LITERATURE REVIEW

This chapter is dedicated to different literature reviews and prior empirical study reviews tries to elaborate and support the idea of the study. Thus in order to have a complete understanding about the study have been organized in three bigger topics: theoretical background on basic concepts, empirical review from prior studies and the conceptual framework and their respective definition of terms.

2.1. Theoretical Review

2.1.1. Insurance Defined

According to Zeleke (2007), citing Pritchett et al defined insurance as a social device in which a group of individuals (called “insureds”) transfer risk to another party (called the “insurer”) in order to combine loss experiences, which permits statistical prediction of losses and provides for payment of losses from contributed (premiums) by all members who transferred risk.

Insurance is a financial arrangement that redistributes the costs of unexpected losses. Insurance involves the transfer of potential losses to an insurance pool (Dorfman, 2009).

The Commission on Insurance Terminology of the American Risk and Insurance Association has defined insurance as the pooling of fortuitous losses by transfer of such risks to insurers, who agree to indemnify insureds for such losses, to provide other pecuniary benefits on their occurrence, or to render services connected with the risk (Rejda, 2009)

Article 654(2) of Commercial Code of Ethiopia provides a legal definition of insurance as follows: an insurance policy is a contract where by a person called the insurer undertakes against payment of one or more premiums to pay a person, called the beneficiary, a sum of money where a specified risk materializes.

The definitions presented above disclose the following:

- It is a contract

- There are at least two parties in an insurance contract: they are the insured (beneficiary) and the insurer
- There is a transfer of a risk from one party (the insured) to another (the insurer)
- There is payment of a price called premium by the insured (beneficiary) for the transfer of the risk.
- The insurer pays a sum of money to the insured (beneficiary) in the event of occurrence of the risk and creates a loss to the insured.

2.1.2. Consumer Buying Behavior Overview

According to Solomon (2009), Consumer Behavior is the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas, or experiences to satisfy needs and desires.

Another authors (Hawkins and Mothersbaugh, 2010) also defines Consumer Behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Hoyer and MacInnis (2008) has defined Consumer behavior in an advanced way as “the totality of consumers’ decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units (over time)”. According to Hoyer and MacInnis (2008), this definition has some very important elements, summarized in figure below.



Fig 2.1 | Elements of consumer behavior

Source: Hoyer and MacInnis (2008)

2.1.3. What Affects Consumer Behavior?

The many factors that affect acquisition, usage, and disposition decisions can be classified into four broad domains (Hoyer & MacInnis, 2008):

- (1) The psychological core,
- (2) The process of making decisions,
- (3) The consumer's culture, and
- (4) Consumer behavior outcomes.

The Psychological Core: Internal Consumer Processes

Before consumers can make decisions, they must have some source of knowledge or information upon which to base their decisions. This source—the psychological core—covers motivation, ability, and opportunity; exposure, attention, and perception; categorization and comprehension of information; and attitudes about an offering.

The Process of Making Decisions

The process of making consumption decisions involves four stages: problem recognition, information search, decision making, and post-purchase evaluation. Problem recognition occurs when we realize that we have an unfulfilled need, such as the need of having insurance coverage in our context. The psychological core is invoked in making decisions. Post-purchase evaluation allows the consumer to judge, after the fact, whether the decision made was the correct one and whether to purchase that offering again.

The Consumer's Culture: External Processes

In large part, our consumption decisions and how we process information are affected by our culture. Culture refers to the typical or expected behaviors, norms, and ideas that characterize a group of people. It can be a powerful influence on all aspects of human behavior.

Jain and Saini (2012) also identified factors influencing consumer by decision-making process, such as social, cultural, personal and psychological. The explanations of these factors are as follows:

- **SOCIAL FACTOR:** Social factor divides the society into a hierarchy of distinct classes. The members of each class have relatively the same status and members of other classes have either more or less status. It includes family, group etc.

- **CULTURAL FACTOR:** It has potent influences that are brought up to follow the beliefs, values and customs of their society and to avoid behavior that is judged acceptable. Beliefs, values and customs set subculture apart from other members of the same society. Thus sub-culture is a distinct cultural group that exists as an identifiable segment, within a larger, more complex society.
- **PERSONAL FACTOR:** It is a very important factor. Personal factors also influence buyer's behavior. They include age, income, occupation, life style. They simply direct our outer personality.
- **PSYCHOLOGY FACTOR:** The buying behavior of consumer is influenced by a number of psychological factors which includes motivation, perception, learning, beliefs and attitude and personality.

2.1.4. Risk and Uncertainty

An understanding of risk and how to deal with it is an essential part of modern economies because Risk is an ever-prevalent challenge to both individuals and society (Eeckhoudt et al., 2004).

According to Kunreuther and Pauly (2012), Risk is an integral part of human existence, but fortunately, there are ways to deal with it. One solution is insurance. Insurance allows you to protect yourself financially against a potentially high but uncertain loss relative to your wealth by making a certain and much smaller payment in the form of a premium.

According to Baranof et al (2012), the notion of risk is inextricably linked to the notion of uncertainty: Uncertainty is having two potential outcomes for an event or situation. Certainty refers to knowing something will happen or won't happen. Uncertainty causes the emotional (or physical) anxiety or excitement felt in uncertain volatile situations. Gambling and participation in extreme sports provide examples. Uncertainty causes us to take precautions. We simply need to avoid certain business activities or involvements that we consider too risky. For example, uncertainty causes mortgage issuers to demand property purchase insurance. The person or corporation occupying the mortgage-funded property must purchase insurance on real estate if we intend to lend them money. If we knew, without a doubt, that something bad was about to occur, we would call it apprehension or dread. It wouldn't be risk because it would be predictable. Risk will be forever, inextricably linked to uncertainty (Baranof et al, 2012).

Thus, Risk is a consequence of uncertainty—it isn't uncertainty itself. Consequences can be positive or negative. i.e., the “consequence of uncertainty” is that the observed outcome deviates from what we had expected. If the deviation from what was expected is negative, we have the popular notion of risk. “Risk” arises from a negative outcome, which may result from recognizing an uncertain situation (Baranof et al, 2012).

2.1.5. Attitude

An attitude is a lasting, general evaluation of people (including oneself), objects, advertisements, or issues. An attitude is a lasting because it intends to endure over time. It's general because it applies to more than a momentary event, such as hearing a loud noise, though you might overtime, develop negative attitude towards all loud noises (Solomon, 2009).

2.1.5.1. The functions of Attitudes

According to Solomon (2009) citing the work of the psychologist Daniel Katz there are four functional theory of attitudes to explain how attitudes facilitate social behavior:

- **Utilitarian function:** relates to the basic principles of reward and punishment. We develop some attitudes toward products simply on the basis of whether these products provide pleasure or pain. If a person likes the taste of a cheeseburger, that person will develop a positive attitudes toward cheeseburger (change the example by insurance). Ads that stress straightforward product benefits (e.g., you should drink Diet Coke just for the taste of it”) appeal to the utilitarian function.
- **Value-expressive function:** Attitudes that perform a value- expressive function express the consumer's central values or self-concept. A person forms a product attitude not because of its objective benefits, but because of what the product says about him as a person (e.g., “What sort of man buys insurance?”). Value- expressive attitudes are highly relevant to the lifestyle analyses, which consider how consumers cultivate a cluster of activities, interests, and opinions to express a particular social identity.
- **Ego-defensive function:** Attitudes we form to protect ourselves either from external threats or internal feelings perform an ego-defensive function. An early

marketing study indicated that housewives in the 1950s resisted the use of instant coffee because it threatened their conception of themselves as capable of homemakers. Insurance products that promise to help a man project a “macho” image (e.g., Marlboro cigarettes) may be appealing to his insecurities about his masculinity.

- **Knowledge function:** we form some attitudes because of need for order, structure, or meaning. This need is often present when a person is in an ambiguous situation or is confronted with a new product (e.g., “Bayer wants you to know about pain relievers”).

2.1.5.2. Components of Attitudes

An attitude has three components: affect, behavior, and cognition. Affect is how a consumer feels about an attitude object. Behavior refers to his intentions to take action about it (but not result an actual behavior). Cognition is what he believes to be true about the attitude object (Solomon, 2009).

2.1.5.3. Attitude towards Risks

Attitudes towards risk should affect consumers’ willingness to take risk in a variety of situations (Guiso and Paiella, 2004). Different people have different attitudes toward the risk return tradeoff (Baranof et al, 2012). They can be

- Risk averse,
- Risk neutral, or
- Risk seeking (or loving)

People are **risk averse** when they shy away from risks and prefer to have as much security and certainty as is reasonably affordable in order to lower their discomfort level. They would be willing to pay extra to have the security of knowing that unpleasant risks would be removed from their lives. Economists and risk management professionals consider most people to be risk averse.

A **risk seeker**, Someone who will enter into an endeavor as long as a positive long run return on the money is possible, however unlikely. It is much like a gambler.

Risk neutral, when one’s risk preference lies between the extremes of risk averse and risk seeking. Risk neutral individuals will not pay extra to have the risk transferred to someone else, nor will they

pay to engage in a risky endeavor. To them, money is money. They don't pay for insurance, nor will they gamble.

Baker and Siegelman (2011) stated that Risk-aversion as a term of art, which has nothing to do with shunning physical risks such as snowboarding or rock climbing. Rather, risk aversion means only that someone has a decreasing marginal utility of wealth—as their wealth increases, the gain from adding another money to their wealth (the slope of the utility function) gets smaller and smaller. Thus, the demand for insurance arises from risk aversion on the part of insureds.

According to Guiso and Paiella (2004) differences in risk aversion among individuals should show up sharply in their occupational choices, their decisions on how to allocate accumulated assets, how much insurance to buy in the market and how much to self-insure.

2.1.1.1. Attitude towards Insurance

Understanding consumers—their attitudes toward insurance and how their view of the industry—is the first step in tapping the full potential of consumer insight (Franken et al., 2010). Risk aversion is individuals' main incentive in the purchase of insurance policy (Sehhat and Kalyani, 2011).

According to Guiso and Paiella (2004), the classical model of the demand for casualty insurance as elaborated by Mossin (1968) implies that risk-averse individuals should fully insure if insurance is offered at fair terms. If insurance is unfair, the amount purchased will depend on one's degree of risk aversion: the more risk-averse will demand more insurance coverage. Nevertheless, even some risk averse may choose not to insure if departure from fairness is significant. Thus, differences in risk aversion should predict not only the amount of insurance demand among insurance holders but also the decision to buy an insurance policy among risk-averse consumers.

2.1.6. Perception and Perceived Risk

Perception is the process by which incoming stimuli activate our sensory receptors: eyes, ears, taste buds, skin, and so on (Hoyer and McInnis, 2008). On the other hand, Solomon (2009) stretched this definition of perception as the process by which people select, organize and interpret these sensations as light, color, sound, odor and texture through the sensory organs. The study of perception, then focuses on what we add to these raw sensations in order to give them meaning.

Perceived risk is the extent to which the consumer is uncertain about the personal consequences of buying, using, or disposing of an offering (Hoyer & McInnis, 2008). Perceptions of risk vary across cultural groups.

According to Hoyer and McInnis (2008), if negative outcomes are likely or positive outcomes are unlikely, perceived risk is high. Consumers are more likely to pay attention to and carefully process marketing communications when perceived risk is high. As perceived risk increases, consumers tend to collect more information and evaluate it carefully. Perceived risk can be associated with any product or service, but it tends to be higher

- (1) when little information is available about the offering,
- (2) when the offering is new,
- (3) when the offering has a high price,
- (4) when the offering is technologically complex,
- (5) when brands differ fairly substantially in quality and might cause the consumer to make an inferior choice,
- (6) when the consumer has little confidence or experience in evaluating the offering, or
- (7) when the opinions of others are important, and the consumer is likely to be judged on the basis of the acquisition, usage, or disposition decision.

In insurance, perception is determined by culture, social development, education and informational background. That is why in poor country the perception of insurance is different by the one people have in developed countries (Mihaela & Iliescu, 2013). H. Franken et al of Boston Consulting Group researchers (2010) also stated that consumers can be segments on the basis of their perceptions about insurance besides income, wealth, or life stage (such as student, young worker, or senior).

2.1.7. Price

Price is the amount of money one must pay to obtain the right to use the product or service. Economists often assume that lower prices for the same product will result in more sales than higher prices. However, price sometimes serves as a signal of quality. A product priced “too low” might be perceived as having low quality (Hawkins and Mothersbaugh, 2010).

It is important to note that the price of a product is not the same as the cost of the product to the customer. Consumer cost is everything the consumer must surrender in order to receive the benefits of owning/using the product or service. For instance, the cost of owning/ using an automobile includes insurance, gasoline, maintenance, finance charges, license fees, parking fees, time and discomfort while shopping for the car, and perhaps even discomfort about increasing pollution, in addition to the purchase price. One of the ways firms seek to provide customer value is to reduce the non-price costs of owning or operating a product. If successful, the total cost to the customer decreased while the revenue to the marketer stays the same or even increases (Hawkins and Mothersbaugh, 2010).

The demand for insurance arises from risk aversion on the part of insureds. (Baker & Siegelman, 2011). Furthermore, as Mihaela and Iliescu (2013), argued that Insurances are intangible products that have some special features apart from the material good. Insurances represent a service that cannot be touched, price standardization is not possible, there is no ownership transfer and production and consumption are inseparable. The consumer is a part of the production process so the delivery system must go to the market or the consumer must come to the delivery system. Because the insurance is linked also to the value of risk is very important to analyze if consumer of insurance is risk averse or not.

The assumption of risk averse individuals implies that if the premium is below the actuarially fair value, rational people definitely should buy insurance. On the other hand, a rational person should not pay a premium greater than the maximum claim that could be received from the insured event (Kunreuther and Pauly, 2005). Shavell (2000) said that risk-averse individuals will buy full coverage when premiums are fair.

2.1.8. Culture and Cultural Dimensions

Solomon (2009) considers Culture as a society's personality. It includes both abstract ideas, such as values and ethics, and material objects and services, such as the automobiles, clothing, food, art and sports that a society produces and values. Put in another way, culture is the accumulation of shared meanings, rituals, norms, and traditions among the members of an organization or society.

Culture is the ‘lens’ through which people view products. Ironically, the effects of culture on consumer behavior are so powerful and far-reaching that it’s sometimes difficult to grasp their importance (Solomon, 2009).

Our culture determines the overall priorities we attach to different activities and products, and it also helps to decide whether specific products will make it. A product that provides benefits to members of a culture at any point in time has a much better chance of attaining marketplace acceptance (Solomon, 2009).

The relationship between consumer behavior and culture is a two-way street. On the one hand, consumers are more likely to embrace products and services that resonate with a culture’s priorities at any given time. On the other hand, it’s worth-while for us to understand which products do get accepted because this knowledge provides a window into the dominant cultural ideals of that period (Solomon, 2009).

Culture is not static. It is continually evolving, synthesizing old ideas with new ones. A cultural system consists of these functional areas (Solomon, 2009):

- **Ecology** the way a system adapts to its habitat. The technology a culture uses to obtain and distribute resources shapes its ecology. The Japanese, for example, greatly value products that make efficient use of space because of the cramped conditions in their urban centers.
- **Social Structure:** the way people maintain an orderly social life. This includes the domestic and political groups’ dominant within the culture (e.g., the nuclear family versus the extended family; representative government versus dictatorship).
- **Ideology:** the mental characteristics of a people and the way they relate to their environment and social groups. This relates to the idea of a common worldview. Members of a culture tend to share ideas about principles of order and fairness. They also share an ethos, or a set of moral and aesthetic principles.

Cultural Dimensions:

Although every culture is different, four dimensions account for much of this variability as Solomon cited the work of Hofstede (1980). These are:

- **Power distance:** the way members perceive differences in power when they form interpersonal relationships. Some cultures emphasize strict, vertical relationships (e.g., Japan), whereas others, such as the United States, stress a greater degree of equality and informality.
- **Uncertainty avoidance:** the degree to which people feel threatened by ambiguous situations and have beliefs and institutions that help them to avoid this uncertainty (e.g., organized religion).
- **Individualism:** the extent to which the culture values the welfare of the individual versus the group. Cultures differ in their emphasis on individualism versus collectivism. In collectivist cultures, people subordinate their personal goals to those of a stable in-group. In contrast, consumers in individualist cultures attach more importance to personal goals, and people are more likely to change memberships when the demands of the group (workplace, church, etc.) become too costly. Whereas a collectivist society will stress values such as self-discipline and accepting one's position in life, people in individualist cultures emphasize personal enjoyment, excitement, equality, and freedom. Some strongly individualist cultures include the United States, Australia, GB, Canada, and the Netherlands. Venezuela, Pakistan, Ethiopia, Taiwan, Thailand, Turkey, Greece, and Portugal are some examples of strongly collectivist cultures.
- **Masculinity/Femininity:** the degree to which a culture clearly defines sex roles. Traditional societies are more likely to possess very explicit rules about the acceptable behaviors of men and women, such as who is responsible for certain tasks within the family unit.

2.1.9. Insurance and Legal Liability

A variety of institutional mechanisms are used by society to control the risks generated by hazardous activities. Liability is a legal requirement to compensate another because of an unlawful injury to their person or property. Liability regimes, which attempt to ensure that firms have appropriate incentives to avoid accidents by requiring them to compensate victims of their activity. Liability laws are sometimes combined with obligatory insurance to ensure that compensation is available even for firms whose activities may lead to damages which exceed their ability to pay (Marsden, 2014).

The ability of insurance companies to put a financial price on certain facets of industrial risks (making it easier to integrate in firms' decision making), combined with insurers' safety management expertise, tend to offset the moral hazard associated with insurance, in which firms' incentive to take care is reduced by the provision of coverage (Marsden, 2014).

Besides, Legal stability is important for a vibrant and growing non-life insurance market. The more stable is the legal system in the country the higher is the willingness of contracting parties to initiate the business relationships (Petkovski and Jordan, 2014).

The kernel of the explanation is (a) that liability insurance protects risk-averse parties against the risk of liability, and, at the same time, (b) that liability insurance policies tend to contain terms that lead policy holders to reduce risk and thus do not unduly interfere with liability-associated incentives. The specifics of the argument leading to this conclusion depend importantly on the ability of insurers to monitor the behavior of insureds. But whether or not insurers have good information about insureds' behavior, the important conclusion holds that liability coverage is socially desirable, and thus provides support for the general sale of coverage (Shavell, 2000).

2.2. Empirical Review

2.2.1. The influence of Attitude on Insurance Buying Behavior

Consumers' attitudes are both an obstacle and an advantage in the decision process. Choosing to discount or ignore consumers' attitudes of a particular product or service, while developing a marketing strategy, guarantees limited success of a campaign (Mihaela and Iliescu, 2013). Even though it is difficult for insurance companies to understand consumers' attitudes, evidences show that it might be worthwhile to know more about consumers' attitudes since they significantly influence product perceptions and finally consumers' purchase intention (Huber and Schlager, 2011).

2.2.2. The influence of Perception on Insurance Buying Behavior

Perception is another lead factor in the consumer insurance decision. It is common known that the influence of society, of culture, of family and friends are not the only factors that drives a consumer in making a market decision. The subliminal factors like psychological ones and cognitive dissonance play a main role in what consumer perceive and decide in the insurance world (Mihaela

and Iliescu, 2013). Knowing about the influence of perceptions on purchase intention, purchase intention can be influenced by decreasing consumers' perception of risk and enhancing consumers' perceived transparency and perceived protection. The ultimate level beside the real utility of the insurance product in the decision process, is played by the perception of the insurance product. (ibid)

Evidences showed that this can be done by enhancing consumers' trust in the insurance agent, e.g., through a harmonized customer relationship management, or in the company, e.g., through a sound risk management and a transparent communication (Huber and Schlager, 2011).

Most insurance relates to events with a low probability of occurrence that by definition is not a usual part of the human experience. Hence, there are likely to be misperceptions associated with the risk that may lead individuals to purchase non-optimal insurance or no insurance at all (Kunreuther and Pauly, 2005).

2.2.3. The influence of Income on Insurance Buying Behavior

Among all the factors of influence, income is essential in all the models of insurance demand (Dragos, 2014). Income is the most important factor affecting purchasing decisions. Obviously, increased income allows for higher consumption in general, makes insurance more affordable, and creates a greater demand for non-life insurance to safeguard acquired property (Treerattanapun, 2011).

According to Petkovski and Jordan (2014) said that larger the level of income is the higher is the demand for non-life insurance to safeguard acquired property.

The World Bank confirms these findings and states that non-life insurance can be regarded as a normal good, implying that insurance demand rises as income increases (Petkovski and Jordan, 2014).

Beenstock, Dickinson, and Khajuria (1988), Browne, Chung, and Frees (2000) and Esho, Kirievsky, Ward, and Zurbruegg (2004) similarly discovered a positive relationship between income and expenses for property liability insurance as cited by (Dragos, 2014).

Treerattanapun (2011) also considered that for higher levels of GDP/capita, non-life insurance becomes more affordable. As a result, the demand for insurance products rises.

2.2.4. The influence of Price on Insurance Buying Behavior

According to research made by BCG (2010) in France, Japan, and Consumers say that their decision-making process when buying insurance is rational and disciplined. They genuinely want to compare **products and prices**, draw on objective sources to make an informed choice, and arrive at a product that delivers the best value.

According to the survey made by Ernst and Young (2012), price is undoubtedly an important factor when considering an insurance purchase, but so are service and brand.

2.2.5. The influence of Culture on Insurance Buying Behavior

Nations with a low degree of Power Distance, a high level of Individualism, and a high degree of Uncertainty Avoidance tend to have a high level of non-life insurance consumption. Empirical results suggest that consumers may respond to insurance solicitations according to their cultural belief, not only economic rationality (Treerattanapun, 2011).

Douglas and Wildavsky (1982, cited in Outreville, 2014) also show that the demand for insurance in a country may be affected by the unique culture of the country.

2.2.6. The influence of Legal Regulation on Insurance Buying Behavior

Sometimes the law mandates to have an insurance coverage for properties and liabilities. The concept of strict liability was developed to ensure compensation for harms caused by certain activities that are useful and necessary but that create significant risks for society and this can be done by transferring the risk to insurers. In several common law jurisdictions, the doctrine of strict liability is available to the plaintiff. It makes a person legally responsible for the damage and loss caused by his or her acts and omissions, regardless of culpability (without a finding of fault, such as negligence or intent to harm). The claimant need only prove that the harm occurred and was caused by the defendant. As a general rule, the law imputes strict liability to situations that it considers to be inherently dangerous. It discourages reckless behavior and unnecessary losses by

forcing potential defendants to take every possible precaution. It also has the effect of simplifying and expediting court decisions in these cases (Marsden, 2014).

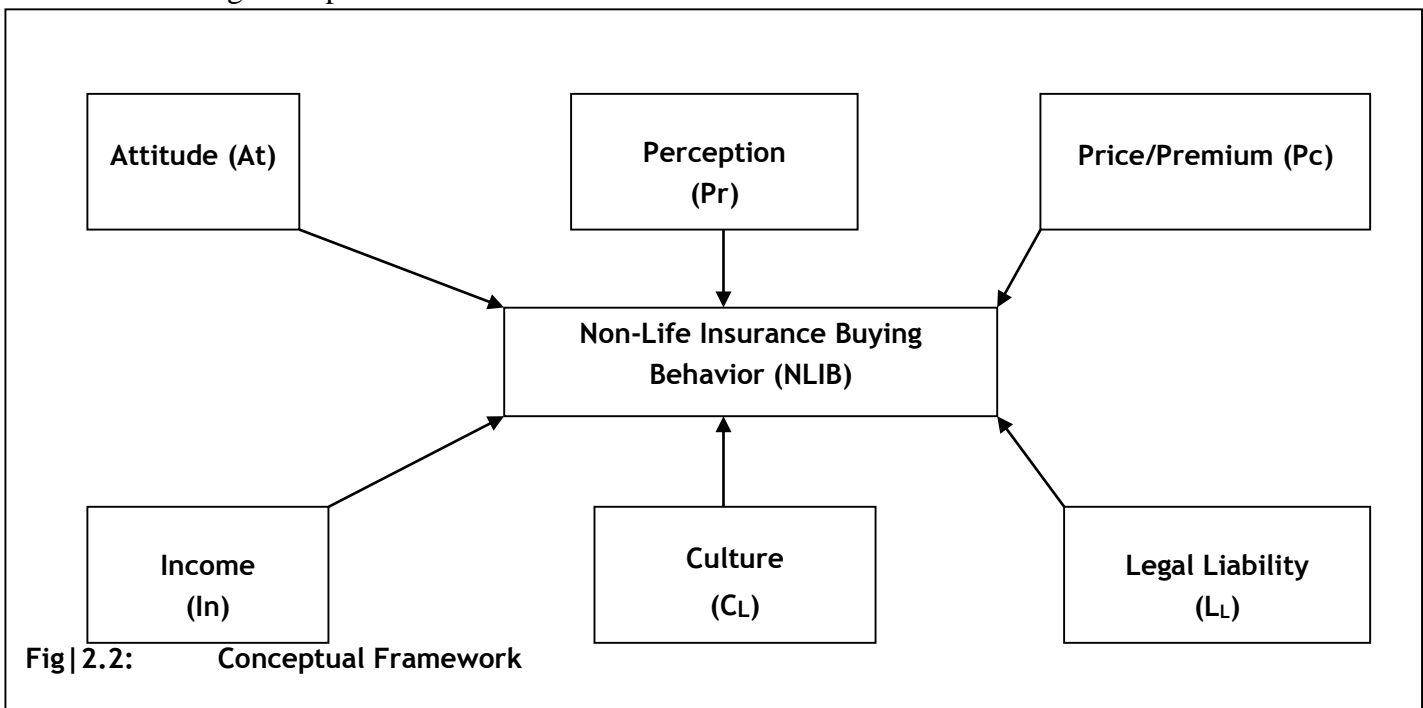
According to Petkovski and Jordan (2014), because most countries require at least third party liability insurance, rules and regulation plays important role in pushing consumers to purchase insurance. This idea can also be revealed in our country after the proclamation no 577/2008 for vehicle insurance against third party risks which makes mandatory to have at least third party liability insurance to drive a car in Ethiopia. Evidences show in our country that the demand and purchase behavior of insurance consumer has changed after the proclamation.

Thus, the rule of law has also positive sign, and has statistically significant influence on nonlife insurance consumption. The positive estimated coefficient on the rule of law is consistent with the idea that these variables provide individuals and firms with the right to own and sell assets, and protection against damage or devaluation of such assets by third parties (Petkovski & Jordan, 2014).

2.3. Research Hypothesis and Conceptual Framework

2.3.1. Conceptual Framework

Based on the above theoretical background and empirical review the researcher developed the following conceptual framework.



Fig| 2.2: Conceptual Framework

2.3.2. Research Hypothesis

Attitude

- Even though it is difficult for insurance companies to understand consumers' attitudes, evidences show that it might be worthwhile to know more about consumers' attitudes since they significantly influence product perceptions and finally consumers' purchase intention (Huber and Schlager, 2011).
- Based on this the following hypotheses is developed:

H1: Attitude towards risk and uncertainty affects non-life insurance purchasing behavior

Perception

- Knowing about the influence of perceptions on purchase intention, purchase intention can be influenced by decreasing consumers' perception of risk and enhancing consumers' perceived transparency and perceived protection. Evidences showed that this can be done by enhancing consumers' trust in the insurance agent, e.g., through a harmonized customer relationship management, or in the company, e.g., through a sound risk management and a transparent communication (Huber and Schlager, 2011).
- Most insurance relates to events with a low probability of occurrence that by definition is not a usual part of the human experience. Hence, there are likely to be misperceptions associated with the risk that may lead individuals to purchase non-optimal insurance or no insurance at all (Kunreuther and Pauly, 2005).
- Based on this the following hypotheses is developed:

H2: Perception towards risk and insurance affects non-life insurance purchasing behavior

Income

- Income is the most important factor affecting purchasing decisions. Obviously, increased income allows for higher consumption in general, makes insurance more

affordable, and creates a greater demand for non-life insurance to safeguard acquired property (Treerattanapun, 2011).

- Therefore, the researcher expected and developed the following hypotheses:

H3: Consumer Income level affects non-life insurance purchasing behavior

Price

- The demand for insurance arises from risk aversion on the part of insureds. (Baker & Siegelman, 2011). The assumption of risk averse individuals implies that if the premium is below the actuarially fair value, rational people definitely should buy insurance. On the other hand, a rational person should not pay a premium greater than the maximum claim that could be received from the insured event (Kunreuther and Pauly, 2005). Hence, price is undoubtedly an important factor when considering an insurance purchase (Ernst & Young, 2012).
- Considering this, the researcher developed the following hypotheses:

H4: Price (Premium) affects non-life insurance purchasing behavior

Culture

- Nations with a low degree of Power Distance, a high level of Individualism, and a high degree of Uncertainty Avoidance tend to have a high level of non-life insurance consumption. Empirical results suggest that consumers may respond to insurance solicitations according to their cultural belief, not only economic rationality (Treerattanapun, 2011).
- Considering this, the researcher developed the following hypotheses:

H5: Culture can affect non-life insurance purchasing behavior

Legal Liability

- Sometimes the law mandates to have an insurance coverage for properties and liabilities. The concept of strict liability was developed to ensure compensation for harms caused by certain activities that are useful and necessary but that create significant risks for

society and this can be done by transferring the risk to insurers. In several common law jurisdictions, the doctrine of strict liability is available to the plaintiff. It makes a person legally responsible for the damage and loss caused by his or her acts and omissions, regardless of culpability (without a finding of fault, such as negligence or intent to harm). The claimant need only prove that the harm occurred and was caused by the defendant. As a general rule, the law imputes strict liability to situations that it considers to be inherently dangerous. It discourages reckless behavior and unnecessary losses by forcing potential defendants to take every possible precaution. It also has the effect of simplifying and expediting court decisions in these cases (Marsden, 2014).

- Hence, by understanding this the researcher assumed that people will have a willingness (whether they are risk averse or not) to buy insurance products as a result of the force of strict liability imposed by rules and regulation of a country.
- Thus, the researcher developed the following hypotheses:

H6: Legal Liability can affect non-life insurance purchasing behavior

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

In this section, the researcher specified the design and methodology of the research work. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them (Kothari, 2004). Kothari (2004), also stated about research design which is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Thus, by considering this the researcher describes in this section the design and approaches of the research, sources of data, the type of research instrument applied, methods and procedures in collecting data, data analysis methods, validity & reliability issues and ethical considerations.

3.1. Research Approach

There are two basic approaches to research, viz., quantitative approach and the qualitative approach (Kothari, 2004). Qualitative approach to research is concerned with subjective assessment of attitudes, opinions and behavior. Research in such a situation is a function of researcher's insights and impressions. Such an approach to research generates results either in non-quantitative form or in the form which are not subjected to rigorous quantitative analysis. Generally, the techniques of focus group interviews, projective techniques and depth interviews are used.

Quantitative research approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. This approach can be further sub-classified into inferential, experimental and simulation approaches to research. Inferential approach usually means survey research where a sample of population is studied (questioned or observed) to determine its characteristics, and it is then inferred that the population has the same characteristics. The purpose of inferential approach to research is to form a data base from which to infer characteristics or relationships of population (Kothari, 2004).

Thus, the research approach of this study was inferential type of quantitative approach because as mentioned earlier the purpose of this study was to determine the factors affecting non-life insurance buying behavior by observing appropriate samples and to do this a multiple regression model have been adopted which need a generation of numerical data in order to show the effect of the independent variables on the dependent variable and then inferred to the population. For this reason, quantitative approach is the appropriate one.

3.2. Research Design

The research type of the study was causal research design. According to Mooi and Sarstedt (2011), Causal research is important to understand the delicate relationships between variables that are important to marketing. Causal research is used to understand how changes in one variable (e.g., premium) affect another variable (e.g., purchasing of non-life insurance). The key usage of causal research is to uncover causality. Causality is the relationship between an event (the cause) and a second event (the effect), when the second event is a consequence of the first (Mooi and Sarstedt, 2011).

As it was described until now, the purpose of this study was to show whether the stated factors determine non-life insurance purchasing behavior of consumers found in Addis Ababa. So that the research made casual research design as it tried to investigate whether the independent variables (attitude, perception, price, income, culture and legal liability) have relationship with and impact on the dependent variable (purchasing behavior of non-life insurance).

3.3. Population and Sampling Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample i.e., the size of the Sample (Kothari, 2004).

3.3.1. Target Population

Currently there are 17 insurance companies operating in Ethiopia (National Bank of Ethiopia, 2015). However, the study tried to address individual insurance customer/policyholder responses

found in Addis Ababa. The researcher have made the study on customers of Nile, NICE, Ethio Life and General, Bunna and Abay Insurance Companies. However, the researcher could not make a complete enumeration of the total population because of the researcher faced difficulties in collecting customer data by the following reason that most of the insurers do not record accurately their number of customers (E.g. from the above stated companies, it is only Nile insurance have a record of its number of customers). Besides, the researcher could not find how much insurance consumers available in Addis Ababa even in Ethiopia from the controlling body i.e., National Bank of Ethiopia. Keeping view of the above reason, the researcher considered an infinite population confined by the above insurers' customers meaning that even though the researcher could not disclosed how much customers available for the investigation, he considered the customers of the above insurers as a total population of the study. The researcher could use estimated amount of population but scared of a higher sampling error and misuse of data.

3.3.2. Sampling Frame

It is also known as 'source list' from which sample is to be drawn. In case of finite universe, it contains the names of all items of a universe (Kothari, 2004). However, because of the reasons stated above, the research proposer could not prepare a sampling frame so that the researcher have drawn the sample from the unknown population.

3.3.3. Sampling technique

The researcher used a stratified probability sampling technique. According to Leary (2012), Stratified sampling is a variation of simple random sampling. Rather than selecting cases directly from the population, we first divide the population into two or more subgroups or strata. A stratum is a subset of the population that shares a particular characteristic (Leary, 2012).

The researcher adopted this sampling approach because stratification ensures that researchers have adequate numbers of participants from each stratum so that they can examine differences in responses among the various strata (Leary, 2012). In our case, the research addressed the above five randomly selected insurance companies so that by using this sampling technique responses can be examined from all companies proportionally. Kothari (2004), also justifies that since each stratum is more homogeneous than the total population, we are able to get more precise estimates for each

stratum and by estimating more accurately each of the component parts, we get a better estimate of the whole. In brief, stratified sampling results in more reliable and detailed information (Kothari, 2004).

3.3.4. Sample size

According to Kothari (2004), sample size refers to the number of items to be selected from the universe to constitute a sample and state that size of sample should neither be excessively large, nor too small. It should be optimum. An optimum sample is one which fulfills the requirements of efficiency, representativeness, reliability and flexibility.

While deciding the size of sample, researcher must determine the desired precision as also an acceptable confidence level for the estimate. The size of population variance needs to be considered as in case of larger variance usually a bigger sample is needed. The size of population must be kept in view for this also limits the sample size. The parameters of interest in a research study must be kept in view, while deciding the size of the sample (Kothari, 2004).

Costs too dictate the size of sample that we can draw. As such, budgetary constraint must invariably be taken into consideration when we decide the sample size (Kothari, 2004).

In view of the above, the researcher determined 400 samples by using the following formula. The formula gives the size of the sample in case of *infinite population* when we are to estimate the proportion in the universe (Kothari, 2004).

$$n = \frac{z^2 \cdot p \cdot q}{e^2}$$

Where,

n = size of sample

e = acceptable error (the precision) in which the researcher takes 0.05

p = sample proportion in which the researcher assumes 0.5

$q = 1 - p$

$z = 1.96$ as per the table of area under normal curve for the given confidence level of 95%

Thus, by the above formula, we can determine the sample size as:

$$n = \frac{z^2 \cdot p \cdot q}{e^2}$$

$$n = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2}$$

$n = 384.16$ but in order to get a better response the researcher rounded up it to **400**.

3.3.5. Sampling procedure

As previously stated, the research have used stratified sampling technique and divide the total population in two five strata (groups). These strata expressed as H and the number of units that should be selected for each stratum (i.e, the number of customers selected) will vary. So in the following steps the researcher explained the sampling procedure:

- Step1: Forming the strata. According to Kothari (2004) the strata be formed on the basis of common characteristic(s) of the items to be put in each stratum. This means that various strata be formed in such a way as to ensure elements being most homogeneous within each stratum and most heterogeneous between the different strata. Thus, the researcher have made market share of each insurers as a basis to form each stratum. The researcher considered this method by assuming that the higher the market share the insurer have, the higher the customer it constitutes so that the stratification method be more representative. The market share of the insurers is stipulated as follows:

Table 3.1. Basis of Strata

No	Name of Insurer	Industry Market Share	Percentage for the sampling)	No of samples in the in the strata (H)
1	Abay Insurance S.C	2.90%	20%	80
2	Bunna Insurance S.C	1.00%	7%	28
3	Ethio-Life and General Insurance S.C	1.10%	8%	32
4	National Insurance Co. of Ethiopia (S.C)	3.10%	21%	84
5	Nile Insurance Co. S.C	6.60%	44%	176
Total		14.70%*	100.00%	

* (Source: data collected among different insurers for the 2013/2014 gross written premium)

Step2: How many items be selected from each stratum or how to allocate the sample size of each stratum? The researcher follows the method of proportional allocation under which the sizes of the samples from the different strata are kept proportional to the sizes of the strata (Kothari, 2004).

Step3: Selecting samples from each stratum: Systematic sampling can be used if it is considered more appropriate in certain situations (Kothari, 2004). Considering this the researcher selected every third customers as a sample after selecting the first randomly.

3.4. Sources of Data and Collection Instrument

3.4.1. Source of Data

The research have made individual customer/policyholder responses of five insurance companies. Thus, primary source of data have been used in this research paper for data analysis. According to Kothari (2004), the *primary data* are those which are collected afresh and for the first time, and thus happen to be original in character. Data that have been observed, experienced or recorded close to the event are the nearest one can get to the truth, and are called primary data (Nicholas & Bousmaha, 2011).

3.4.2. Data Collection Instrument

The researcher used questionnaire survey instrument for collecting the primary data. As suggested by (Kothari, 2004), administering questionnaires allows the researcher to collect data with low cost even when the universe is large and is widely spread geographically, it is free from the bias of the interviewer; answers are in respondents' own words, respondents have adequate time to give well thought out answers, respondents who are not easily approachable can also be reached conveniently and large samples can be made use of and thus the results can be made more dependable and reliable (Kothari, 2004).

The questionnaire consists of two sections: Section I deals with the demographic profile of the respondent and Section II is concerned with those factors/ components that determine non-life insurance buying/ purchasing behaviors (see appendix I and II). The questions have been developed into ways: self-developed and adoption from literature. For the factor dimensions Attitude Perception, Income and Price some statements were taken from (Mihaela & Iliescu, 2013), (Huber and Schlager, 2011) and (Ulbinaitė et al, 2013); and for some cultural dimension statements from Yakup et al (2011) was adopted.

3.4.3. Method of Data Collection

According to Mooi and Sarstedt (2011), there are four different ways to administer a survey: face-to-face surveys, telephone interviews, Web surveys, and mail surveys. However, the research adopted self-administer questionnaire because personal administration can obtain high response rates, since engagement with the respondents are maximized, thereby collecting rich information (visual expressions, etc.).

Moreover, it is possible to collect answers to a reasonably lengthy set of questions. For this reason, personal administration can support long surveys. In situations where the respondent is initially unknown, this may be the only feasible data collection type. Consequently, it seem highly preferable (Mooi and Sarstedt, 2011).

3.5. Data Analysis Methods

As per collection of questionnaire result, the researcher analyzed the data by using Pearson correlation and multiple linear regression analysis method aided by the IBM SPSS Version 20.0 software. The researcher used the Pearson correlation coefficient, r , in order to express the direction and strength of the relationship between the independent and dependent variables (Leary, 2012).

Once we know that certain variables are correlated with a particular psychological response or trait, regression analysis allows us to develop equations that describe precisely how those variables relate to that response. These regression equations both provide us with a mathematical description of how the variables are related and allow us to predict one variable from the others (Leary, 2012). The researcher will make analysis through multiple linear regression because this analysis method help us to develop a regression equation from which we can predict scores on one variable on the basis of scores on one or more other variables (Leary, 2012). So that the following multiple regression equation was modeled:

$$\text{NLIB} = a + b_1A_t + b_2P_r + b_3P_c + b_4I_n + b_5C_L + b_6L_L + e$$

Where,

NLIB= the dependent variable non-life insurance buying behavior

a= the “Y intercept”

A_t= the independent variable attitude

b₁= the regression coefficient that measures the change in non-life insurance buying behavior (Y) for each 1 increment change in Attitude

P_r= the independent variable Perception

b₂= the regression coefficient that measures the change in non-life insurance buying behavior (Y) for each 1 increment change in Perception

P_c= the independent variable Price

b₃= the regression coefficient that measures the change in non-life insurance buying behavior (Y) for each 1 increment change in Price

- I_n=** the independent variable **Income**
- b₄=** the regression coefficient that measures the change in non-life insurance buying behavior (Y) for each 1 increment change in **Income**
- C_L=** the independent variable **Culture**
- b₅=** the regression coefficient that measures the change in non-life insurance buying behavior (Y) for each 1 increment change in **Culture**
- L_L=** the independent variable **Legal Liability**
- b₆=** the regression coefficient that measures the change in non-life insurance buying behavior (Y) for each 1 increment change in **Legal Liability**
- e=** the error in predicting the value the dependent variable **Y**

The researcher have also discussed the descriptive analysis of data for the dependent variable (non-life insurance buying behavior) and for all independent variables in the study (attitude, perception, price, income, culture and legal liability). This analysis indicate the means, standard deviations, and range of scores for these variables.

3.6. Validity and Reliability

3.6.1. Validity

According to Marczyk et al (2005), validity refers to *what* the test or measurement strategy measures and *how well* it does so and conceptually, validity seeks to answer the following question: “Does the instrument or measurement approach measure what it is supposed to measure?”

According to Creswell (2009), the three traditional forms of validity to look for are: *content validity* (do the items measure the content they were intended to measure?), *predictive or concurrent validity* (do scores predict a criterion measure? Do results correlate with other results?), and *construct validity* (do items measure hypothetical constructs or concepts?).

In view of the above, researcher adopted a five point Likert scale questioner and took a pilot test since this type of data gathering instrument helps to collect data with maximal validity and reliability. Besides, the research have looked up different literatures to construct concepts and theories.

3.6.2. Reliability

According to Marczyk et al (2005), *Reliability* refers to the consistency or dependability of a measurement technique, and it is concerned with the consistency or stability of the score obtained from a measure or assessment over time and across settings or conditions. If the measurement is reliable, then there is less chance that the obtained score is due to random factors and measurement error. Accordingly, reliability is usually expressed as a correlation coefficient, which is a statistical analysis that tells us something about the relationship between two sets of scores or variables (Marczyk et al., 2005).

So to increase the reliability and to minimize the measurement error, the researcher adopted a standardized questionnaire in a consistent manner across all of the participants took part in the study. Second, the researcher disposed the participants to understand clearly the instructions and content of the research instrument when they faced difficulty in understanding the purpose or directions of the measure because they might not answer in an accurate fashion, which has the potential to bias the data (Marczyk et al., 2005). Third, every effort have been made to ensure that data are recorded, compiled, and analyzed accurately. As Leary (2004) stated (cited by Marczyk et al., 2005) that data entry should be closely monitored and audits should be conducted on a regular basis. For this manner, the researcher used SPSS software to make the data entry, analyzation and reliability testing easy and keeping accuracy.

Finally, scale reliability test is also done to check whether a scale applied in the research consistently reflect the subset it measures. The reliability in this study as assessed by cronbach's alpha, which is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees (Creswell 2009). The accepted limit of Cronbach's α is 0.70 (ibid). In this paper, the overall Cronbach's α was found to be equal to 0.869. The maximum and the minimum α level among the scale factors were 0.847 and 0.703 respectively. Therefore, the data obtained (as shown in the Table 3.2) using these scales are acceptable and reliable to do further analysis.

Table 3.2. Reliability Statistics

Variables	Cronbach's Alpha	N of Items
Attitude	.767	10
Perception	.768	10
Income	.740	6
Premium (Price)	.750	9
Culture	.847	5
Legal Liability	.760	4
Non-Life Insurance Buying Behavior	.703	6
All Variables	.869	50

Source: Survey Data (2016)

3.7. Ethical Considerations

As Punch (2000) stated it is wise to consider these questions of access and ethics in the research planning process. They are: Informed consent, privacy, confidentiality, anonymity and use and misuse of results.

- Informed consent – the researcher let the respondents to have full information about the research, including why and how they have been chosen to participate.
- Privacy, confidentiality and anonymity – the information collected have been safeguarded and the identity of peoples were protected. The researcher did not ask their name, address or any sensitive personal data so anonymity was preserved. The researcher also informed respondents that the information collected was solely been used other than academic purpose and kept confidentiality.
- Use and misuse of results – the researcher have also well-thought-out his obligation of findings have been used appropriately, and not to be misused.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND PRESENTATION

Chapter four describes the data analysis and interpretation part. The section tried to make analysis, interpretation and presentation on the response rate of the research instrument, the scale reliability test, and the descriptive and inferential statistics of non-life insurance consumers aided by IBM SPSS Statistics Version 20.0.

4.1. Response rate

A total of 400 questionnaires were distributed for five insurance company's customers found in Addis Ababa. However, out of these a total of 48 questionnaires could not be returned and a total of returned 21 responses were excluded from analysis due to irrelevant information and not correctly filling the questionnaires. Thus, the study analyzed the data on only 331 responses of insurance consumers which resulted a sufficient percentage (82.75%) response rate.

4.2. Demographic Profile of Respondents

4.2.1. Gender

The study covers a total of 331 respondents. Out of which 154 were females, 176 were males and there was one respondent who doesn't specify its gender. It indicates that male respondents have a highest proportion (53.3%) as far as gender is concerned and female respondents cover 46.7 % of the total respondents of the survey. Table 4.3 below shows the frequency and percentage distribution of each respondents' gender.

Table 4.1. Gender of Respondent

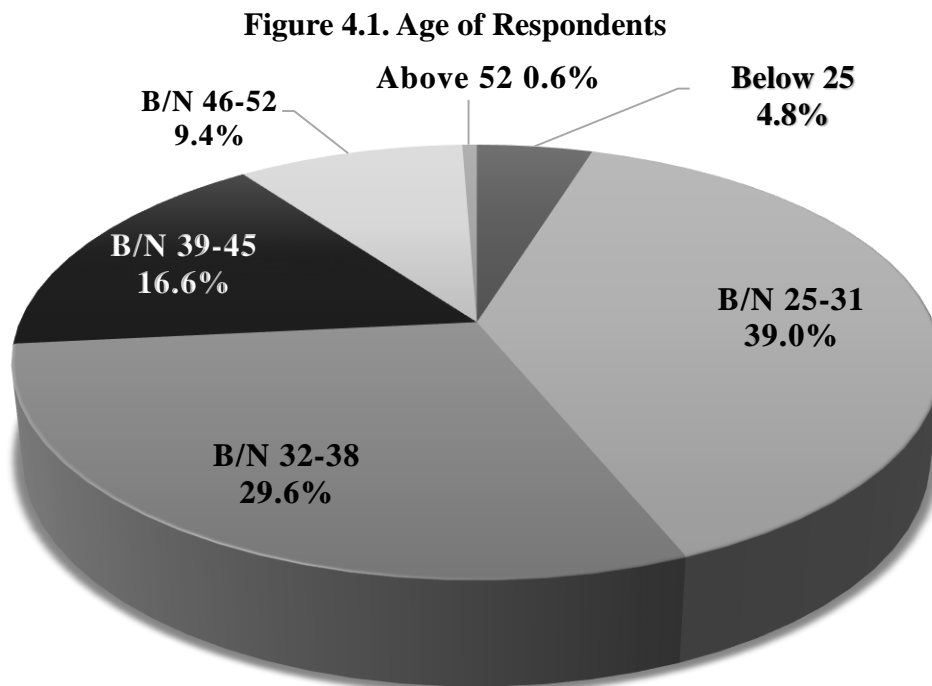
	Frequency	Percent	Valid Percent
FEMALE	154	46.5	46.7
MALE	176	53.2	53.3
Total	330	99.7	100.0
Missing	1	.3	
Total	331	100.0	

Source: Survey Data (2016)

Thus, from the above table it can be concluded that the research study composed almost both gender groups even though male the non-life insurance policyholders (respondents) exhibit a slightly higher percentage margin.

4.2.2. Age

The research data revealed that 16 respondents were below of the age of 25, 129 were between the age of 25-31, 98 were between the age of 32-38, 55 were between age of 39-45, 31 were between the age 46 and 52, and 2 respondents were above the age 52 years. It can be said that majority of the respondents (68.6%)



Source: Survey Data (2016)

fall in the between the age group 25 and 38 which implies that most of the respondents are youth and productive age group. 26 % were those respondents who are in the age category of 39 and 52 which also shows a higher rate of age composition compared to other age groups and it implies that the study also comprises respondents who are in middle age. Those respondents who are below the age 25 and above 52 have the smallest percentage which is only 5.4%. In general, the study touches

in its survey all age groups. The chart in Figure 4.1. above shows this age composition of the respondents.

4.2.3. Educational Background

When we see respondents' educational level composition, those who are have learned up to high school are 37. Respondents with diploma holder are 67. 183 respondents are degree holder, 43 of 331 respondents have Masters and above educational level and there was one respondent who did not fill his/her educational level. Table 4.5 below stipulated this educational background distribution of the total respondents.

Table 4.2. Educational Background

	Frequency	Percent	Valid Percent
High School and Below	37	11.2	11.2
Diploma	67	20.2	20.3
Degree	183	55.3	55.5
Masters and Above	43	13.0	13.0
Total	330	99.7	100.0
Missing	1	.3	
Total	331	100.0	

Source: Survey Data (2016)

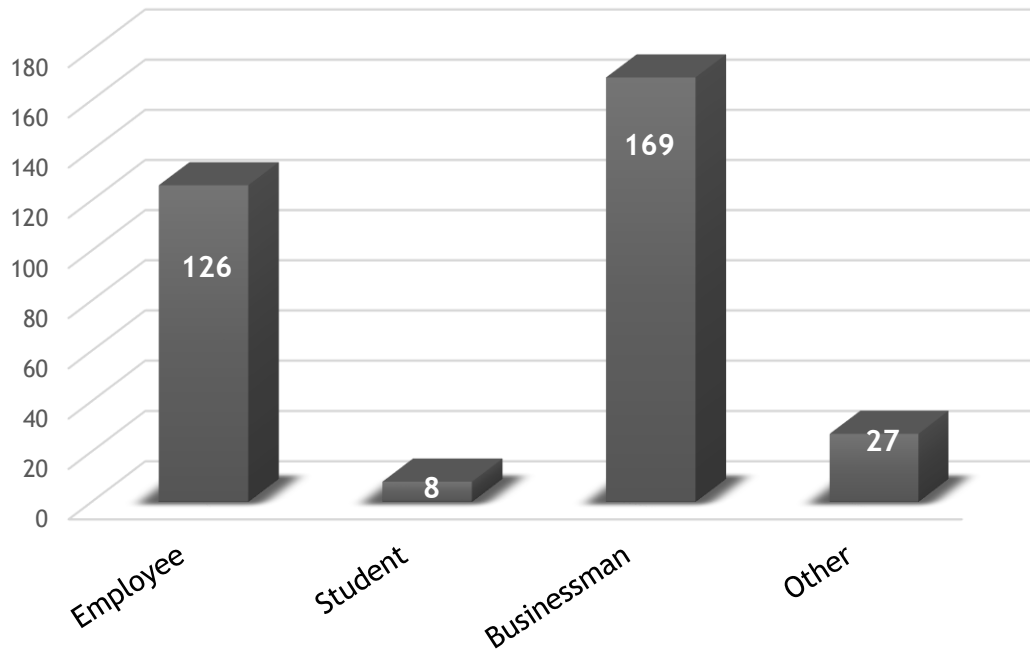
Thus, the data above indicates that majority of the respondents are degree holder (55.5%) followed by diploma holders (67%). Those who have Masters and above degree have got a 13% composition and those who have completed high school are 11.2 % compared to the total respondents. Hence, generally speaking it might be implied that from the data most of respondents have a knowledge of insurance services because 88.8% of the respondents are above high school level education.

4.2.4. Occupation

When we look at distribution of respondents by their occupation or career 169 were those who are engaged in business followed by public employees (126). Students accounted to 8 and 27

respondents were engaged in occupation other than above. Finally, there was one respondent who does not reply to this profile category.

Figure 4.2. Occupation of Respondents



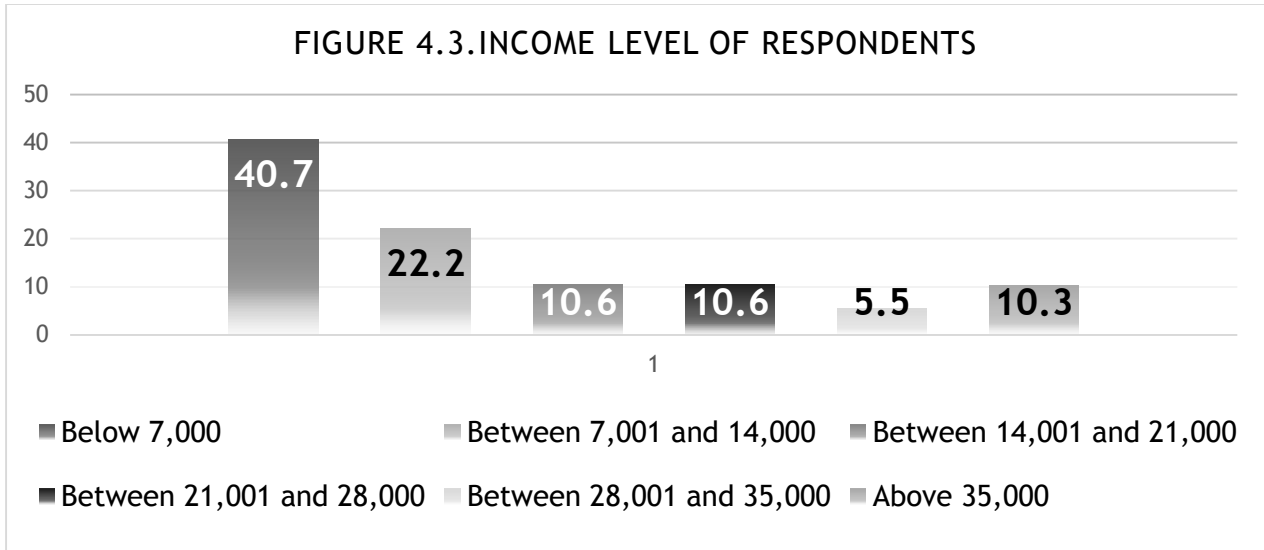
Source: Survey Data (2016)

From the above figure it can be shown that majority of the respondents (51.2%) are engaged in their own business which indicates that most of the customers are those who buy or decided to buy non-life insurance services. Public employees are the second largest buyers of non-life insurance services that accounted to 38.2% of the total respondents.

4.2.5. Income

The data in the figure 4.3 below shows the distribution of respondents by their income level. The data shows 134 respondents earn below Birr 7,000 per month which indicates most of (40.5 %) the respondents have low income level. Next, respondents said that they earn per month greater than Birr 7, 000 but less than Birr 14,000 which accounts about 22.1% out of the total respondents. Those who earn Birr 14,001 and 28, 000 per month were 70 respondents which covers 21.2 %. Only 5.4 % (18) responds that they earn per month between Birr 28,001 and 35,000. About 10.3%

respondents said they earn above Birr 35,000 per month. Lastly, there were two respondents who did not willing to mention their income level. Thus, from the data gathered it can be concluded that income is dispersed among almost all customers of non-life insurance buyers.



Source: Survey Data (2016)

4.3. Descriptive Analysis on Determinants of Non-Life Insurance Buying Behavior

4.3.1. Central Tendency and Dispersion Measurement

Mean is the simplest measurement of central tendency and is a widely used measure. Its chief use consists in summarizing the essential features of a series and in enabling data to be compared. It is amenable to algebraic treatment and is used in further statistical calculations. It is a relatively stable measure of central tendency (Kothari, 2004). Accordingly, the mean of each factor is calculated as shown Table 4.3 below.

When we look at in detail the variables Attitude and Perception exhibit a mean of 3.85 and 3.81 which indicates that on average most respondents agree on these variables. However, for the variables Income (mean=3.36), Premium (mean=3.10), Culture (mean=2.85), Legal Liability (mean=3.00) and Non-Life Insurance Buying Behavior (mean=3.45) on average most responses are close to neutral.

Table 4.3. Descriptive Statistics

	N	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Attitude	331	2	5	3.85	.032	.578
Perception	331	2	5	3.81	.031	.563
Income	331	2	5	3.36	.039	.702
Premium	331	2	5	3.10	.037	.678
Culture	331	1	5	2.85	.052	.952
Legal Liability	331	1	5	3.00	.050	.914
Consumers' Non-Life						
Insurance Buying	331	1	5	3.45	.036	.660
Behavior						
Valid N (listwise)	331					

Source: Survey Data (2016)

Looking at the mean alone tells only part of the story so that the researcher look at on dispersion measurement. Why? Because a mean can represent a series only as best as a single figure can, but it certainly cannot reveal the entire story of any phenomenon under study. Especially it fails to give any idea about the scatter of the values of items of a variable in the series around the true value of average (Kothari 2004). For this matter, the study used Standard Deviation (SD) and Standard Error (Std. Error) as a measurement of dispersion. SD tells us about the shape of our distribution, how close the individual data values are from the mean value. Standard Error tells us how close our sample mean is to the true mean of the overall population (DataStar, Inc., 2013).

When we look at Table 4.3 above, the individual responses to the variable Attitude vary or deviate from the mean by 0.578 which indicates that 95% of all observations likely fall between 2.7 and 5.00 from the mean and it has a Standard Error of 0.032 which indicates that the mean is relatively close to the true mean of our overall population.

Perception has a SD of 0.563 which indicates that 95% of all observations likely fall between 2.7 and 4.93 from the mean and a Standard Error of 0.031 which indicates that the mean is relatively close to the true mean of our overall population.

Income exhibits a SD of 0.702 which indicates that 95% of all observations likely fall between 1.96 and 4.76 from the mean and a Standard Error of 0.039 which indicates that the mean is relatively close to the true mean of our overall population.

Premium vary by a SD of 0.678 which indicates that 95% of all observations likely fall between 1.74 and 4.46 from the mean and a Standard Error of 0.037 which indicates that the mean is relatively close to the true mean of our overall population.

Culture deviates from the mean by 0.952 which indicates that 95% of all observations will likely fall between 0.95 and 4.75 from the mean. Its Standard Error is 0.052 which indicates that the mean is relatively close to the true mean of our overall population.

Legal Liability has a SD of 0.914 which indicates that 95% of all observations likely fall between 1.17 and 4.83 from the mean. The Standard Error of this variable is 0.050 which indicates that the mean is relatively close to the true mean of our overall population.

When we look at Non-life Insurance Buying Behavior, the individual response to this variable is deviated by 0.66 which indicates that 95% of all observations will likely fall between 2.13 and 4.77 from the mean. Its Standard Error is 0.036 which indicates that the mean is relatively close to the true mean of our overall population.

4.4. Measure of Relationships

A correlation coefficient is a statistic that indicates degree to which two variables are related to one another in a linear fashion (Leary, 2012). The **Pearson correlation coefficient**, designated by the letter r , is the most commonly used measure of correlation. The numerical value of a correlation coefficient always ranges between -1.00 and +1.00 (Leary, 2012).

Accordingly, the relationship between the independent variables with the dependent variable is analyzed in this study. As shown in Table 4.4 below all the dependent variables (Attitude, Perception, Income, Premium, Culture and Legal Liability) exhibit statistically significant positive relationship with the dependent variable Non-Life Insurance Buying Behavior at p value < 0.05 .

Table 4.4. Correlations

	Attitude	Perception	Income	Premium	Culture	Legal Liability	Consumers Non-Life Insurance Buying Behavior
Attitude	1						
	331						
Perception	.554**	1					
	0.000						
	331	331					
Income	0.061	-0.022	1				
	0.269	0.688					
	331	331	331				
Premium	.193**	.121*	.272**	1			
	0.000	0.027	0.000				
	331	331	331	331			
Culture	-0.023	-0.002	.176**	0.072	1		
	0.68	0.974	0.001	0.191			
	331	331	331	331	331		
Legal Liability	.218**	.189**	.225**	.489**	.149**	1	
	0.000	0.001	0.000	0.000	0.007		
	331	331	331	331	331	331	
Consumers' Non-Life Insurance Buying Behavior	.399**	.472**	.241**	.313**	.340**	.450**	1
	0.000	0.000	0.000	0.000	0.000	0.000	
	331	331	331	331	331	331	331

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Survey Data (2016)

4.5. Regression Analysis

4.5.1. Assumptions of Multiple Regression Analysis

According to Mooi and Sarstedt (2011), several data requirements have to be considered before we undertake a regression analysis. The first data requirement is that we need a sufficiently large sample size. Acceptable sample sizes relate to a minimum sample size where you have a good

chance of finding significant results if they are actually present, and not finding significant results if these are not present.

Green (1991, cited by Mooi and Sarstedt, 2011) proposes a rule of thumb for sample sizes in regression analysis. Specifically, he proposes that if you want to test the overall relationships between the independent and dependent variable, the number of observations is at least $50 + 8 * k$ (where k are the number of independent variables). Thus, our regression model has six independent variables, the study need $50 + (8*6)$ which is equal to 98 observations, or more. Fortunately this study had 331 observations.

The second data requirement is that no or little collinearity is present. Collinearity is relatively easy to detect by calculating the tolerance or VIF (Variance Inflation Factor). A tolerance of below 0.10 indicates that (multi) collinearity is a problem. The VIF is just the reciprocal value of the tolerance. Thus, VIF values above ten indicate collinearity issues (Mooi and Sarstedt, 2011). Accordingly, the tolerance and VIF of this study was diagnosed (as shown in Table 4.5.) whether there existed multi-collinearity existed between the independent variables and the data shows there are weak or acceptable level of collinearity with a tolerance of above 0.1 and a VIF of below 10.

Table 4.5. Multi-Collinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant ^a)		
Attitude	.670	1.493
Perception	.682	1.465
Income	.887	1.127
Premium	.726	1.378
Culture	.952	1.050
Legal Liability	.719	1.391

a. Dependent Variable: Consumers Non-Life Insurance Buying Behavior

Source: Survey Data (2016)

The third assumption is for multiple regression validity is assessing the normality. According to Pallant (2005), Normal is used to describe a symmetrical, bell-shaped curve (as shown in the

histogram in the appendix III), which has the greatest frequency of scores in the middle, with smaller frequencies towards the extremes.

Normality can also be assessed to some extent by obtaining skewness and kurtosis values. Many scales and measures used in the social sciences, however, have scores that are skewed either positively or negatively and/or slightly high or low tailed distribution. This does not necessarily indicate a problem with the scale, but rather reflects the underlying nature of the construct being measured (Pallant, 2005).

According to Garson (2012), skew and kurtosis should be within the +2 to -2 range when data are normally distributed. When we look at our research finding (See appendix III), the distribution scores of the sample data are normally distributed with skewness and kurtosis values close to zero.

Another assumption is the regression model should be expressed in a linear way which means that we can write the regression model as $y = \alpha + \beta_1 \chi_1 + \dots + \beta_n \chi_n + \varepsilon$ (Mooi and Sarstedt, 2011). Garson (2012), also suggested that a plot of standardized residuals against standardized estimates (fitted values) of the dependent variable show a random pattern when nonlinearity is absent. SPSS output of such a plot can be found in appendix III.

The Last assumption to be considered before we run multiple regression are Homoscedasticity and Outliers. Homoscedasticity is that the errors' variance is constant (Mooi and Sarstedt, 2011). Homoscedasticity is the variance of the residuals about predicted dependent variable (DV) scores should be the same for all predicted scores (Pallant, 2005).

In the Scatterplot of the standardized residuals (see appendix III), the residuals been roughly rectangularly distributed, with most of the scores concentrated in the center (along the 0 point) as suggested by J. Pallant (2005). Thus, there is a little heteroscedasticity in the data of this research.

The presence of outliers can also be detected from the Scatterplot (Pallant, 2005). Tabachnick and Fidell (2001) define outliers as cases that have a standardized residual (as displayed in the scatterplot) of more than 3.3 or less than -3.3. In our cases, there is one only case that is beyond this margin. In a normally distributed sample, it can be expected up to 1 percent of cases to fall outside this range (Pallant, 2005).

4.5.2. Regression Result

Until now we have been testing the assumptions for running multiple linear regression and we have got a satisfied margin. Then, let see the whether the research hypothesis are accepted or rejected using multiple regression.

Evaluating the model

Table 4.7 below shows us the Model Summary box and tells us how much of the variance in the dependent variable (*Consumers Non-Life Insurance Buying Behavior*) is explained by the model (which includes the variables of *Legal Liability, Culture, Perception, Income, Premium and Attitude*). In this case, the **R Square** value is .476, this means that the model applied in the study (which includes Legal Liability, Culture, Perception, Income, Premium and Attitude) explains 47.6% of the variance in Consumers Non-Life Insurance Buying Behavior at statistical significance level of $p < .0005$ (See the ANOVA Table 4.7 below).

Table 4.6. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.690 ^a	.476	.466	.482

a. Predictors: (Constant), Legal Liability, Culture, Perception, Income, Premium, Attitude

b. Dependent Variable: Consumers' Non-Life Insurance Buying Behavior

Table 4.7. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.503	6	11.417	49.068	.000 ^b
	Residual	75.390	324	.233		
	Total	143.893	330			

a. Dependent Variable: Consumers' Non-Life Insurance Buying Behavior

b. Predictors: (Constant), Legal Liability, Culture, Perception, Income, Premium, Attitude

Source: Survey Data (2016)

Evaluating each of the independent variables

The next thing we want to know is which of the variables included in the model contributed to the prediction of the dependent variable and to check the stated hypothesis be accepted or rejected. This information is stipulated in the Table 4.8 labeled below coefficients.

According to Field (2009), the essence of regression analysis is we fit a model to our data and use it to predict values of the dependent variable from one or more independent variables and we can predict any data using the following general equation:

$$NLIB = a + b_1A_t + b_2P_r + b_3P_c + b_4I_n + b_5C_L + b_6L_L + e$$

According to Pallant (2005), if you are interested in constructing a regression equation, then you use can the unstandardized coefficient values listed as β . Thus, we can get our β from the in Table 4.8 below and our regression equation looks like:

$$\begin{aligned} \text{Non-Life Insurance Buying} &= -0.368 + 0.161(\text{Attitude}) + 0.399(\text{Perception}) + 0.108(\text{Income}) + 0.067(\text{Premium}) + \\ \text{Behavior} &= 0.195(\text{Culture}) + 0.184(\text{Legal Liability}) \end{aligned}$$

Table 4.8. Regression Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.368	.253		-1.457	.146
Attitude	.161	.056	.141	2.874	.004
Perception	.399	.057	.340	6.986	.000
Income	.108	.040	.115	2.689	.008
Premium	.067	.046	.069	1.463	.144
Culture	.195	.029	.281	6.819	.000
Legal Liability	.184	.034	.254	5.356	.000

a. Dependent Variable: Consumer Non-Life Insurance Buying Behavior
Source: Survey Data (2016)

Hypothesis Testing

Table 4.9. Hypothesis Testing Summary

Hypothesis	Analysis Used	Result
H1: Attitude towards risk and uncertainty affects non-life insurance purchasing behavior.	Multiple Linear Regression	Accepted
H2: Perception towards risk and insurance affects non-life insurance purchasing behavior.	Multiple Linear Regression	Accepted
H3: Consumer Income level affects non-life insurance purchasing behavior.	Multiple Linear Regression	Accepted
H4: Premium (Price) affects non-life insurance purchasing behavior.	Multiple Linear Regression	Rejected
H5: Culture affects non-life insurance purchasing behavior.	Multiple Linear Regression	Accepted
H6: Legal Liability can affects non-life insurance purchasing behavior.	Multiple Linear Regression	Accepted

As shown in the Table 4.8 and 4.9 data, the variable *Attitude* significantly influences consumers' non-life insurance buying behavior with p value $< .004$. Thus, H1 is accepted. Its beta coefficient ($\beta=.161$) shows that when Attitude is increased by one unit, non-life insurance purchase will be increased by 0.161 by assuming other things being constant. The variable *Perception* also significantly influences consumers' non-life insurance buying behavior with p value $< .000$. Thus, H2 is accepted. Among other variables, *Perception* have the largest beta coefficient which is 0.399. This means that this variable makes the strongest unique contribution to explaining the dependent variable (*Consumers Non-Life Insurance Buying Behavior*), when the variance explained by all other variables in the model is controlled for. The implication is that the more insurance companies work on perception the more customers' non-life insurance buying decision will be affected. In other words, when perception is increased by one unit, non-life insurance purchase will be increased by 0.399 by assuming other things being constant. The variable *Income* also significantly influences

consumers' non-life insurance buying behavior with p value $< .008$, ($\beta=.108$). Thus, H3 is accepted. The implication is that when income is increased by one unit, customers purchasing decision is affected by 0.10 unit.

Contrary to other variables, the variable *Premium* do not significantly influences consumers' non-life insurance buying behavior with p value $< .144$. Thus, H4 is rejected. Its beta coefficient was .067 which had a smallest amount compared to other factors and the implication is that price (premium) makes only 6.7% of unique contribution to explain the dependent variable (*Consumers Non-Life Insurance Buying Behavior*), when the variance explained by all other variables in the model is controlled for.

The variable *Culture* significantly influences consumers' non-life insurance buying behavior with p value $< .000$. Thus, H5 is accepted. The second highest beta value ($\beta=.195$) is for Culture which means that while other variables being held constant and when Culture influence increased by one unit, then non-life insurance purchase increases by 0.195. The variable also *Legal Liability* significantly influences consumers' non-life insurance buying behavior with p value $< .000$, ($\beta=.184$). Thus, H6 is accepted. This means that Legal Liability can positively influence the purchasing behavior of customer's non-life insurance purchasing behavior by 18.4%.

In general, this study reveals that except H4, all the above stated hypothesis are accepted and thus within the scope and measurement of the study, except Premium all the independent variables statistically influences non-life insurance purchasing behavior of consumers.

4.6. Independent Samples t-test and ANOVA

According to Mooi and Sarstedt (2011), statistically significant results depends on several factors, including variation in the sample data and the number of observations. Two means drawn from different samples are almost always different (in a mathematical sense), but are these differences also statistically significant?

As Pallant (2002) suggested, there is another family of statistics that can be used when you want to find out whether there is a statistically significant difference among a number of groups, called t-test and analysis of variance. Most of these analyses involve comparing the mean score for each group on one or more dependent variables. There are a number of different but related statistics in

this group. However, in this study the researcher used Independent Samples T-test and ANOVA to test the hypothesis claim bears statistically significant difference between demographics characteristics of respondents.

4.6.1. Independent-samples t-test

An independent-samples t-test is used when you want to compare the mean score, on some *continuous* variable, for *two* different groups of subjects (Pallant 2005). Independent samples t-tests consider two unrelated groups, such as males vs. females or users vs. non-users (Mooi and Sarstedt 2011). Accordingly, an independent-samples t-test was conducted to compare the non-life insurance purchasing behavior of policyholder (consumer) scores for males and females. There was no significant difference in scores for females ($M=3.45$, $SD=.706$) and males $M=3.45$, $SD=.621$; $t(328) = .011$, $p=.99$]. The magnitude of the differences in the means as calculated by using Eta squared statistics (Pallant 2005) was too small which is closed to 0 (eta squared=0.00000037). This means only 0.000037 % of the variance is in non-life insurance purchasing behavior of policyholders (consumers) is explained by Gender.

The independent-samples t-test was also conducted to compare the scores of the variables attitude, perception, income, premium, culture and legal liability among females and males. As a result, only the variables perception and premium exhibit a statistical significance difference in scores for females and males. Perception resulted a mean score of 3.88 and $SD= 0.544$ for females and $M=3.75$ and $SD= 0.574$ for males; $t(328) = 2.209$, $p=.028$ and eta squared = 0.005 which means only 0.5 % of the variance in perception is explained by Gender. On the other hand, Perception resulted a mean score of 2.97 and $SD= 0.632$ for females and $M=3.23$ and $SD= 0.697$ for males; $t(328) = -3.546$, $p=.000$ and eta squared = 0.03 which means about 3% of the variance in premium is explained by Gender. This statistically significance difference for premium might be the main cause for this research hypothesis 4 have been rejected.

4.6.2. One-Way Analysis of Variance

In many research situations, we are interested in comparing the mean scores of more than two groups. In this situation we would use analysis of variance (ANOVA). One-way analysis of variance involves one independent variable (referred to as a factor), which has a number of different levels. These levels correspond to the different groups or conditions (Pallant 2005).

Analysis of variance is so called because it compares the variance (variability in scores) *between* the different groups (believed to be due to the independent variable) with the variability *within* each of the groups (believed to be due to chance). An F ratio is calculated which represents the variance between the groups, divided by the variance within the groups. A large F ratio indicates that there is more variability between the groups (caused by the independent variable) than there is within each group (referred to as the error term) (Pallant 2005). Accordingly, the study made One-way ANOVA for scores of respondents based on their age, educational background, occupation and income level.

1. One-way ANOVA between Age of Respondents

A one-way between-groups analysis of variance was conducted to examine the effect of age of respondents on the non-life insurance purchasing behavior of consumers. There were six age groups (age below 25 years, 25-31, 32-38, 39-45, 46-52 and above 52 years). There was no statistically significant difference at the $p < .05$ level in consumers non-life insurance purchasing behavior scores for the six age groups [$F(5, 325) = 1.79, p = .114$].

A One-way analysis of variance was also done for the variables Attitude, Perception, Income, Premium, Culture and Legal Liability to examine the effect of age on these variables. Thus, the ANOVA scores showed that there was a statistically significant difference at the $p < .05$ level in the perception [$F(5, 325) = 6.142, p = .000$], premium [$F(5, 325) = 7.583, p = .000$], culture [$F(5, 325) = 4.789, p = .000$] and legal liability [$F(5, 325) = 6.605, p = .000$] scores for the six age groups. The effect size calculated using eta squared was .08 for perception, .1 for premium, .06 for culture, and .09 for legal liability (Cohen 1988, cited in Pallant 2005). This means that 8 % of the variance in perception, 10% of the variance in premium, 6% of the variance in culture and 9% of the variance in legal liability is explained by Age .However, there was no statistically significant difference at the $p < .05$ level in attitude [$F(5, 325) = 2.22, p = .052$] and income [$F(5, 325) = 1.00, p = .417$] scores for the six age groups.

Table 4.10. ANOVA between Age of Respondents

		Sum of Squares	df	Mean Square	F	Sig.
Attitude	Between Groups	3.641	5	.728	2.219	.052
	Within Groups	106.645	325	.328		
	Total	110.286	330			
Perception	Between Groups	9.015	5	1.803	6.142	.000
	Within Groups	95.411	325	.294		
	Total	104.426	330			
Income	Between Groups	2.470	5	.494	1.001	.417
	Within Groups	160.372	325	.493		
	Total	162.842	330			
Premium	Between Groups	15.863	5	3.173	7.583	.000
	Within Groups	135.974	325	.418		
	Total	151.837	330			
Culture	Between Groups	20.503	5	4.101	4.789	.000
	Within Groups	278.302	325	.856		
	Total	298.805	330			
Legal Liability	Between Groups	25.412	5	5.082	6.605	.000
	Within Groups	250.087	325	.769		
	Total	275.499	330			
Consumers' Non-Life Insurance Buying Behavior	Between Groups	3.860	5	.772	1.792	.114
	Within Groups	140.034	325	.431		
	Total	143.893	330			

Source: Survey 2016

2. One-way ANOVA between Educational Background of Respondents

A one-way between-groups analysis of variance was conducted to explore the impact of educational background on non-life insurance purchasing behavior of consumers. Subjects were divided into four groups according to their educational level (High School and below, Degree, Diploma and Masters & above). There was no statistically significant difference at the $p < .05$ level in non-life insurance purchasing behavior of consumers scores for the four educational background groups [$F(3, 326) = 1.8, p = .14$].

On the other hand, the one-way ANOVA for the variables Attitude, Perception, Income, Premium, Culture and Legal Liability shows that there was a statistically significant difference at the $p < .05$ level in the attitude [$F(5, 326) = 7.793, p = .000$] and perception [$F(5, 326) = 7.364, p = .000$] scores

for the four educational background categories, and there was no a statistically significant difference at the $p < .05$ for the remaining variables (see Table 4.12. below).

Table 4.11. ANOVA between Educational Background of Respondents

		Sum of Squares	df	Mean Square	F	Sig.
Attitude	Between Groups	7.380	3	2.460	7.793	.000
	Within Groups	102.904	326	.316		
	Total	110.283	329			
Perception	Between Groups	6.626	3	2.209	7.364	.000
	Within Groups	97.765	326	.300		
	Total	104.390	329			
Income	Between Groups	1.237	3	.412	.832	.477
	Within Groups	161.586	326	.496		
	Total	162.823	329			
Premium	Between Groups	2.358	3	.786	1.719	.163
	Within Groups	149.024	326	.457		
	Total	151.382	329			
Culture	Between Groups	6.057	3	2.019	2.249	.082
	Within Groups	292.627	326	.898		
	Total	298.684	329			
Legal Liability	Between Groups	1.615	3	.538	.641	.589
	Within Groups	273.632	326	.839		
	Total	275.247	329			
Cosumers' Non-Life Insurance Buying Behavior	Between Groups	2.376	3	.792	1.825	.142
	Within Groups	141.515	326	.434		
	Total	143.891	329			

Source: Survey 2016

3. One-way ANOVA between Occupation of Respondents

A one-way between-groups analysis of variance was also conducted to explore the impact of occupation on the non-life insurance purchasing behavior of consumers. Questions were divided into four groups: Employee, Businessman, Student and Other. There was no statistically significant difference at the $p < .05$ level in consumers non-life insurance purchasing behavior scores for the four occupational groups [$F(3, 326) = .28, p = .837$].

Table 4.12. ANOVA between Occupation of Respondents

		Sum of Squares	df	Mean Square	F	Sig.
Attitude	Between Groups	1.086	3	.362	1.096	.351
	Within Groups	107.634	326	.330		
	Total	108.720	329			
Perception	Between Groups	1.132	3	.377	1.203	.309
	Within Groups	102.271	326	.314		
	Total	103.403	329			
Income	Between Groups	5.519	3	1.840	3.830	.010
	Within Groups	156.579	326	.480		
	Total	162.098	329			
Premium	Between Groups	4.969	3	1.656	3.688	.012
	Within Groups	146.431	326	.449		
	Total	151.400	329			
Culture	Between Groups	13.466	3	4.489	5.132	.002
	Within Groups	285.133	326	.875		
	Total	298.599	329			
Legal Liability	Between Groups	13.017	3	4.339	5.394	.001
	Within Groups	262.230	326	.804		
	Total	275.247	329			
Consumers' Non-Life Insurance Buying Behavior	Between Groups	.372	3	.124	.284	.837
	Within Groups	142.267	326	.436		
	Total	142.639	329			

Source: Survey 2016

The one-way ANOVA for the variables Attitude, Perception, Income, Premium, Culture and Legal Liability as shown in Table 4.13 above, there was a statistically significant difference at the $p < .05$ level in the income [$F(3, 326) = 3.83, p = .01, \eta^2 = .03$], premium [$F(3, 326) = 3.69, p = .012, \eta^2 = .03$], culture [$F(3, 326) = 5.132, p = .002, \eta^2 = .04$] and legal liability [$F(3, 326) = 5.394, p = .001, \eta^2 = .04$] scores for the four occupational groups. This means that 3 % of the variance in income, 3% of the variance in premium, 4% of the variance in culture and 4% of the variance in legal liability is explained by Occupation. The variable attitude and perception scores exhibit no statistically significant difference at the $p < .05$.

4. One-way ANOVA between Income level of Respondents

A one-way between-groups analysis of variance was also conducted to examine the effect of income on the non-life insurance purchasing behavior of consumers. Consequently, there were six

income level categories (income level below Br. 7,000, 7001-14000, 14001-21,000, 21,001-28,000, 28,001-35,000 and above Br.35, 000). There was a statistically significant difference at the $p < .05$ level in consumers non-life insurance purchasing behavior scores for the six income level categories [$F(5, 326) = 5.55, p = .000$]. Despite reaching statistical significance, the actual difference in mean scores between the groups exhibited moderate effect. The effect size, calculated using eta squared, was .07 (Cohen 1988, cited in Pallant 2005). This means that 7 % of the variance in non-life insurance purchasing is explained by income.

Post-hoc comparisons using the Tukey HSD test indicated that the mean score for income level below Br. 7,000 ($M = 3.29, SD = .662$) was significantly different from those who earn in the range Br. 21,001- 28,000 ($M = 3.86, SD = .552$) and from who earn above Br. (35,000). The Tukey multiple comparison also indicated that the mean score for income level ranged between Br. 7,001 and 14, 000 ($M = 3.45, SD = .485$) was significantly different from those groups earning income the range Br. 21,001- 28,000. Those who are in income level category other than the above mention did not differ significantly from all of the income level category (See appendix III).

The one-way ANOVA for the variables Attitude, Perception, Premium, Culture and Legal Liability also resulted (Table 4.13 below) a statistically significant difference at the $p < .05$ level scores for income level ranges. The eta squared result revealed that 6 % of the variance in attitude, 10 % of the variance in perception, 15% of the variance in premium, 3% of the variance in culture and 18% of the variance in legal liability is explained by Income.

Table 4.13. ANOVA between Income level of Respondents

		Sum of Squares	df	Mean Square	F	Sig.
Attitude	Between Groups	7.226	5	1.445	4.531	.001
	Within Groups	103.035	323	.319		
	Total	110.261	328			
Perception	Between Groups	10.870	5	2.174	7.522	.000
	Within Groups	93.352	323	.289		
	Total	104.222	328			
Income	Between Groups	4.905	5	.981	2.008	.077
	Within Groups	157.787	323	.489		
	Total	162.692	328			
Premium	Between Groups	23.419	5	4.684	12.007	.000
	Within Groups	125.999	323	.390		

	Total	149.418	328			
Culture	Between Groups	11.668	5	2.334	2.635	.024
	Within Groups	286.034	323	.886		
	Total	297.702	328			
Legal Liability	Between Groups	49.693	5	9.939	14.236	.000
	Within Groups	225.494	323	.698		
	Total	275.187	328			
Consumers' Non-Life Insurance Buying Behavior	Between Groups	11.193	5	2.239	5.554	.000
	Within Groups	130.184	323	.403		
	Total	141.377	328			

Source: Survey 2016

Finally, from the independent sample t-test and one-way analysis of variance it can be concluded that individual customer's non-life insurance purchasing behavior might be affected by demographic factors such as gender, age, education and occupational area other than economic, psychological and legal factors in which the investigation is left to other researchers since this was beyond the scope of this study. However, within the scope and objective of the study, it is proved that psychological factors (Attitude and Perception), economical factor (Income) and legal factors determine the non-life buying behavior of policyholder's at a statistically significance level.

4.7. Discussion of the Results

In this section detail discussions are done based on the analysis made. The empirical findings are combined with the theory in order to provide a wider perspective.

From the analysis it can be concluded that the variable *Attitude* significantly influences consumers' non-life insurance buying behavior with p value $< .004$. Thus, H1 is accepted which means Attitude towards risk and uncertainty affects non-life insurance purchasing behavior. This result is supported by the findings of Mihaela and Iliescu (2013) and Huber and Schlager (2011). Huber and Schlager (2011) clearly stated that it is worthwhile to know more about consumers' attitudes since they significantly influence product perceptions and finally consumers' purchase intention.

The variable *Perception* also significantly influences consumers' non-life insurance buying behavior with p value $< .000$. Thus, H2 is accepted so it can be concluded that Perception towards risk and insurance affects non-life insurance purchasing behavior. This result is supported by the findings of Mihaela and Iliescu (2013), Huber and Schlager (2011) and Kunreuther and Pauly (2005). Among other variables, *Perception* have the largest beta coefficient which is 0.399. This means that this

variable makes the strongest unique contribution to explaining the dependent variable (*Consumers Non-Life Insurance Buying Behavior*), when the variance explained by all other variables in the model is controlled for. The implication is that the more insurance companies work on perception the more customers' non-life insurance buying decision will be affected. Mihaela and Iliescu (2013) also supports this fact by stating that "the ultimate level beside the real utility of the insurance product in the decision process is played by the perception of the insurance product". Evidences showed that this can be done by enhancing consumers' trust in the insurance agent, e.g., through a harmonized customer relationship management, or in the company, e.g., through a sound risk management and a transparent communication (Huber and Schlager 2011).

The variable *Income* also significantly influences consumers' non-life insurance buying behavior with p value $< .008$, ($\beta=.108$). Thus, H3 is accepted and it implies Consumer (Individual policyholder) Income level affects non-life insurance purchasing behavior. This result is supported by the findings of Dragos (2014), Treerattanapun (2011), Petkovski and Jordan (2014), Beenstock, Dickinson, and Khajuria (1988), Browne, Chung, and Frees (2000) and Esho, Kirievsky, Ward, and Zurbruegg (2004).

Contrary to other variables, the variable *Premium* do not significantly influences consumers' non-life insurance buying behavior with p value $< .144$. Thus, H4 is rejected meaning that Premium (Price) do not affects significantly non-life insurance purchasing behavior. This result is not in lined with the findings of BCG (2010) and Ernst and Young (2012). However, this is not because price is not an essential factor but because it is influenced by other factors such as gender, age, education, income, brand and services.

The variable *Culture* significantly influences consumers' non-life insurance buying behavior with p value $< .000$. Thus, H5 is accepted. This result is supported by the findings of Treerattanapun (2011), Douglas and Wildavsky (1982) and Outreville 2014).

The variable also *Legal Liability* significantly influences consumers' non-life insurance buying behavior with p value $< .000$, ($\beta=.184$). Thus, H6 is accepted. This means that Legal Liability can positively influence the purchasing behavior of customer's non-life insurance purchasing behavior by 18.4%. This result is supported by the concepts of Marsden (2014) and Petkovski and Jordan (2014).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

In this chapter of the study, the researcher presented summary of major findings, concluding remarks and also highlights some recommendations that might be useful to insurance companies, marketers and other researchers.

5.1. Summary of Findings

The general objective of this study was to examine the determinants of non-life insurance purchasing behavior of consumers in selected insurance companies in Addis Ababa. The specific objectives were to find out whether Attitude, Perception, Income, Premium (Price) and Legal Liability influences purchasing behavior of non-life insurance services. The research have also aimed specifically to identify which of the factors have more influence on purchasing behavior of non-life insurance services. For this matter, six hypothesis were formulated based on the above stated variables, and then data were collected through implementing a five-scale questionnaire instrument. Multiple regression analysis was conducted to test these hypothesis based on the primary data collected from five randomly selected insurance companies. As a result, the major findings of the research are summarized as follows:

According to the descriptive statistics analysis, the highest mean falls to the variable Attitude (Mean=3.85) followed by Perception (Mean=3.81), Income (Mean=3.36), Legal Liability (Mean=3.00), Premium (3.10) and the least mean was exhibited by Culture (2.85). The mean of the dependent variable results to 3.45.

As per the Pearson correlation coefficient result, there is a statistically significant positive relationship between consumers' non-life insurance buying behavior and Attitude ($r=.399$), Perception ($r=.472$), Income ($r=.241$), Premium ($r=.313$), Culture ($r=.340$) and Legal Liability ($r=.450$). The regression coefficient also reveals that these factors are capable of determining consumers non-life insurance buying behavior ($r^2 = .476$) with statistical significance level $p<.000$

As per the multiple regression result the most important factors influencing non-life insurance buying behavior of consumers are Perception ($\beta=.399$), Culture ($\beta=.195$), Legal Liability ($\beta=.184$), Attitude ($\beta=.161$), and Income ($\beta=.108$) with statistical significance level $p<.000$, $p<.000$, $p<.000$, $p<.004$ and $p<.008$ respectively. Price also affects consumers' non-life insurance buying behavior by 6.7% but its impact is not statistically supported because it exhibits a significance level of $p<.144$.

The independent-samples t-test conducted to compare the mean scores of variables by Gender resulted that there is a statistically significant difference in the scores in perception ($p=0.028$) and in premium ($p=0.000$) for male and female. The other variables did not show a significant difference among themselves based on gender.

As per the one-way ANOVA analysis based on gender, there was a statistically significant difference at the $p<.05$ level in the perception [$p=.000$], premium [$p=.000$], culture [$p=.000$] and legal liability [$p=.000$] scores for the six age groups. There was a statistically significant difference at the $p<.05$ level in the attitude [$p=.000$] and perception [$p=.000$] scores for based on educational background. Based on occupation, there was a statistically significant difference at the $p<.05$ level in the income [$p=.01$], premium [$p=.012$, $\eta^2=.03$], culture [$p=.002$] and legal liability [$p=.001$]. Based on Income level of respondents, there was a statistically significant difference at the $p<.05$ level in consumers non-life insurance purchasing behavior scores, Attitude, Perception, Premium, Culture and Legal Liability for the six income level categories.

5.2. Conclusion

From the results of this research, it can be concluded that:

- Attitude towards risk and uncertainty affects non-life insurance purchasing behavior. This result is supported by the findings of Mihaela and Iliescu (2013) and Huber and Schlager (2011).
- Perception towards risk and insurance affects non-life insurance purchasing behavior. This result is supported by the findings of Mihaela and Iliescu (2013), Huber and Schlager (2011) and Kunreuther and Pauly (2005).
- Consumer (Individual policyholder) Income level affects non-life insurance purchasing behavior. This result is supported by the findings of Dragos (2014), Treerattanapun (2011),

Petkovski and Jordan (2014), Beenstock, Dickinson, and Khajuria (1988), Browne, Chung, and Frees (2000) and Esho, Kirievsky, Ward, and Zurbruegg (2004).

- Premium (Price) do not affects significantly non-life insurance purchasing behavior. This result is not in lined with the findings of BCG (2010) and Ernst and Young (2012). However, this is not because price is not an essential factor but because it is influenced by other factors such as gender, age, education, income, brand and services.
- Culture affects non-life insurance purchasing behavior. This result is supported by the findings of Treerattanapun (2011), Douglas and Wildavsky (1982) and Outreville 2014).
- Legal Liability can affects non-life insurance purchasing behavior. This result is supported by the concepts of Marsden (2014) and Petkovski and Jordan (2014)

Generally, from the perspective of these issues it can be concluded that the above stated variables indeed determine the behavior of consumers in relation to the purchase of non-life insurance behavior since the research findings shows that about 47.6 % ($r^2 = .476$) of the variance in Consumers Non-Life Insurance Buying Behavior explained by the factors Attitude, Perception, Income, Premium (Price) and Legal Liability. The leading factor that affect customers' non-life insurance buying decision is Perception ($\beta = .399$).

5.3. Recommendations

The following recommendations are forwarded from the findings and conclusions of this research:

- The findings of this research indicates that Attitude, Perception, Income, Culture and Legal Liability influences the purchasing behavior of non-life insurance customers so insurance marketers and managers should work on these factors to influence positively the purchasing decision of their customers.
- The finding of the research also reveals another managerial implication that insurers will be beneficial if they affect their customer's perception of insurance services because a one percent increment in perception results a 39.9% increment in purchasing behavior of insurances services. Mihaela and Iliescu (2013) also supports this fact by stating that "the ultimate level beside the real utility of the insurance product in the decision process is played by the perception of the insurance product". Evidences showed that this can be done by enhancing consumers' trust in the insurance agent, e.g., through a harmonized customer

relationship management, or in the company, e.g., through a sound risk management and a transparent communication (Huber and Schlager 2011).

- Additionally, price naturally affects the purchasing decision of non-life insurance customers, however, the findings of this research indicates that it cannot affect purchasing behavior in statistically significance level so the recommendation to insurers is they should not mainly concentrate on price discounts rather increasing awareness, building brand image and service enhancement will trade off the price influence (Ernst and Young 2012).
- Finally, the findings of this research will have some contribution to the existing knowledge of insurance industry, consumer behavior marketing and service marketing since it tries to address the gap created between non-life insurance customer behavior and insurance service practices.

5.4. Limitations and Direction for Further Research

This study was conducted on customers of five insurance companies that are found in Addis Ababa so that this industry and regional constraint may affected the findings of the research 1generalizability. The characteristics of research design or methodology, the size and characteristics of the population and sample, and the errors beyond the control of the researcher may also influenced the results and interpretation of the research. Thus, recommendation to other researchers is forwarded to investigate this area in a better way and measurement because the factors determined through this research finding affects non-life insurance consumer behavior about 48%, so that they can uncover other potential factors in which this study did not address. Besides, studying consumer behavior in unsought services like insurance is one of the most under researched area in our country Ethiopia.

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- 2. 7,001 - 14,000
- 3. 14, 001 - 21, 000

- 5. 28, 001 - 35, 000
- 6. Above 35, 000

Section II: Determinants of Non-Life Insurance Buying Behavior

Direction: Please indicate your degree of agreement/disagreement with the following statements by circling the appropriate number. (Where, 1=Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; and 5=strongly agree)

Key: SDA= strongly disagree; DA= Disagree; N=Neutral; A= Agree, SA= strongly agree.

S.NO	Statements	SD	DA	N	A	SA
I	Attitude					
1.	I'm Risk Averter	1	2	3	4	5
2.	I avoid risky things	1	2	3	4	5
3.	I look for guarantees in risky purchases	1	2	3	4	5
4.	I would rather be safe than sorry	1	2	3	4	5
5.	I do not choose risky alternatives	1	2	3	4	5
6.	I only make a decision when I think I can predict the outcomes	1	2	3	4	5
7.	It is important to have instructions spelled out in detail so that I always know what I am expected to do (uncertainty avoidance)	1	2	3	4	5
8.	I decided to have insurance coverage because of the greater fear of an event causing damage to my property.	1	2	3	4	5
9.	I want to buy insurance for consolation (comfort) and peace of mind.	1	2	3	4	5
II	Perception					
10.	I have more awareness about insurance and that's why I prefer to buy the service.	1	2	3	4	5
11.	Insurance products can prevent problems.	1	2	3	4	5
12.	With insurance, I can prevent negative outcomes in my life.	1	2	3	4	5
13.	With insurance, I obtain a sense of security.	1	2	3	4	5
14.	Insurance product is able to protect me	1	2	3	4	5
15.	I feel more protected having an insurance	1	2	3	4	5
16.	Insurance provides a feeling of psychological safety.	1	2	3	4	5
17.	Insurance is a type of savings.	1	2	3	4	5
18.	I have positive opinions to insurance services	1	2	3	4	5
19.	Insurance provides a feeling of financial safety.	1	2	3	4	5
20.	My usage experience of a certain insurance service product determines my decision to continue using it.	1	2	3	4	5
III	Income					

21.	I always consider my income level when I decide to have an insurance policy.	1	2	3	4	5
22.	I prefer lower premium due to income scarcity.	1	2	3	4	5
23.	I possessed a property long time ago but I bought insurance for the property the moment my income increased.	1	2	3	4	5
24.	If my monthly income would be higher, I would use portion of this money for insurance services.	1	2	3	4	5
25.	The expected investment return on the premiums paid for insurance would encourage me to purchase an insurance service.	1	2	3	4	5
26.	I would prefer to periodically spend a certain amount of money for insurance premiums as a guarantee for financial stability in the future.	1	2	3	4	5
IV	Premium (Price)					
27.	When evaluating an insurance service, I pay attention to the consented discounts.	1	2	3	4	5
28.	Before purchasing insurance services, I quote Insurers to select the least premium.	1	2	3	4	5
29.	When purchasing an insurance service I (would) concentrate on the premium than carefully read and analyze the insurance contract and insurance conditions benefits sought.	1	2	3	4	5
30.	When I buy insurance, I merely concentrate on the basic risks covered on the insurance policy and do not go beyond extended perils not to increase my cost on the insurance.	1	2	3	4	5
31.	I buy insurance coverage at existing premiums since I have more affection for the property I possess.	1	2	3	4	5
32.	A lower premium attract and influence me to have an insurance policy.	1	2	3	4	5
33.	I mainly consider a discounted premium than the brand and reputation of the insurer in evaluating insurance purchasing.	1	2	3	4	5
34.	I always choose an insurance company who have lower and cheap premium.	1	2	3	4	5
35.	When evaluating an insurance service, I pay attention to the possibility to get discount on the premium to be paid for insurance by declaring my income.	1	2	3	4	5
V	Culture					
36.	I buy insurance because it does not contradict with the norms and values of the society.	1	2	3	4	5
37.	I buy insurance because it does not contradict with my religion.	1	2	3	4	5
38.	I want to have insurance cover for my property because of the culture of the society in which I grown up.	1	2	3	4	5
39.	When evaluating insurance services, I always consider the society's view about the type of insurance.	1	2	3	4	5

40.	I buy insurance policy because it is useful to the society in a way that it is a mechanism for society to compensate each other through pooling.	1	2	3	4	5
VI	Legal Liability					
41.	I am forced by law to have insurance services which I might not have if it wasn't there.	1	2	3	4	5
42.	I only have insurance services which are compulsory according to law.	1	2	3	4	5
43.	I buy insurance coverage because of contractual liability such as Bank Loans.	1	2	3	4	5
44.	I decided to buy insurance since I need to transfer the liability by law to the insurance company.	1	2	3	4	5
V	Non-Life Insurance Buying behavior					
45.	I buy or intended to buy non-life insurances because I have positive attitude towards insurance services.	1	2	3	4	5
46.	I buy or intended to buy non-life insurances because I perceive the benefit of insurance services.	1	2	3	4	5
47.	I buy or intended to buy non-life insurances because I have enough income to afford insurance services.	1	2	3	4	5
48.	I buy or intended to buy non-life insurances from insurers who offer me fair premium.	1	2	3	4	5
49.	I buy or intended to buy non-life insurances because it is a good habit and it does not disrupt my cultural settings.	1	2	3	4	5
50.	I buy or intended to buy non-life insurances because I'm afraid the liability consequences resulted from accidental violation of law.	1	2	3	4	5

End!!

Appendix II: Questionnaire (Amharic)

በአዲስ አበባ ዩኒቨርሲቲ ንግድ ሥራ ትምህርት ቤት

የማርኬቲንግ ሥራ አመራር ድህረ ምረቃ ፕሮግራም

ሕይወት-ነክ ያልሆኑ የመድን አገልግሎት ተጠቃሚዎች የመግዛት ባህሪን ወሳኞች የተመለከተ መጠይቅ

ውድ የመጠይቁ መላሽ:-

መላክ አበባ እባላለሁ።ይህ መጠይቅ የተዘጋጀው በአዲስ አበባ ዩኒቨርሲቲ ንግድ ሥራ ትምህርት ቤት በማርኬቲንግ ሥራ አመራር ለማስተርስ ዲግሪ ማሟያ ጥናት ምርምር ለማካሄድ ነው።የመጠይቁም ዋና ዓላማ ሕይወት-ነክ ያልሆኑ የመድን አገልግሎቶችን በመግዛት ረገድ በተጠቃሚዎች ባህሪ ላይ ተጽዕኖ የሚያሳድሩትን ምክንያቶች መወሰን (መለየት) ነው።

በመሆኑም እርስዎ የሚሰጡት ምላሽ ከላይ እንደተጠቀሰው ለትምህርታዊ ተግባር ብቻ የሚያገለግል ሲሆን ምላሽዎም ጥብቅ ምስጢር ተደርጎም ይያዛል። ስለዚህ ይህን ተረድተው መጠይቁን ይሞሉ ዘንድ በአክብሮት እጠይቃለሁ።

መጠይቁ ሁለት ክፍሎችን የያዘ ነው:-

- **ክፍል ፩** :- የመልስ ሰጪውን የሥነ-ሕዝብ አወቃቀር መረጃን ይመለከታል።
- **ክፍል ፪** :- ሕይወት-ነክ ያልሆኑ የመድን ዋስትና የመግዛት ባህሪያትን በሚወስኑት ምክንያቶች ላይ ያተኩራል።

ውድ የመጠይቁ መላሽ፤ መጠይቁን ሞልቶ ለማጠናቀቅ ውድ ጊዜዎን ሰጥተውና ጠቃሚ ተሞክሮዎን በማካፈልዎ በቅድሚያ ልባዊ ምስጋናዬን ለመግለጽ እወዳለሁ።

ማስታወሻ

- በመጠይቁ ውስጥ ስም መጻፍ አስፈላጊ አይደለም!
- ተጨማሪ መረጃ ከፈለጉ፤ በሞባይል ስልክ 0913-726578 ወይም በ ኢሜይል አድራሻ : Melake2009@gmail.com ማግኘት ይችላሉ።

ክፍል ፩:- የሥነ-ሕዝብ አወቃቀር መረጃ

መመሪያ: ለሚከተሉት ጥያቄዎች እርስዎን በይበልጥ ሊገልጽ በሚችለው ቁጥር ላይ ያክብቡ።

- | | | | | | | |
|-----------------------|-----------------|----------|----------------------|----------|----------|----------------|
| 1. ስጋ: | 1. ሴት | 2. ወንድ | | | | |
| 2. ዕድሜ: | 1. ከ25 ዓመት በታች | 2. 25-31 | 3. 32-38 | 4. 39-45 | 5. 46-52 | 6. ከ52 ዓመት በላይ |
| 3. የትምህርት ዳራ | 1. እስከ ሁለተኛ ደረጃ | | 3. ዲግሪ | | | |
| | 2. ዲፕሎማ | | 4. ማስተርስ እና ከዚያ በላይ | | | |
| 4. የተሰማሩበት መስክ | 1. ተቀጣሪ ሠራተኛ | | 3. ነጋዴ (የግል ሥራ) | | | |
| | 2. ተማሪ | | 4. ሌላ _____ | | | |
| 5. የገቢ ደረጃ (በየወሩ በብር) | 4. ከ 7,000 በታች | | 4. 21, 001 - 28, 000 | | | |

5. 7,001 - 14,000

5. 28, 001 - 35, 000

6. 14, 001 - 21, 000

6. ከ 35, 000 በላይ

ክፍል፪:- ሕይወት-ነክ ያልሆኑ የመድን ዋስትና የመግዛት ባህሪ ወሳኞች

መመሪያ: እባክዎ የመስማማት/ያለመስማማት ደረጃዎን በሚከተሉት መግለጫዎች አማካኝነት ተገቢ የሆውን ቁጥር በማክበብ ያመልክቱ። (ማስረጃ 1= ፈጽሞ አልሰማም፤ 2=አልሰማም፤ 3=ሐሳብ የለኝም 4=እስማማለሁ፤ እና 5=በጣም እስማማለሁ ማለት ናቸው)

ተ. ቁጥር	መግለጫዎች	ፈጽሞ አልሰማም	አልሰማም	ሐሳብ የለኝም	እስማማለሁ	በጣም እስማማለሁ
ሀ	አመለካከት					
1.	የአደጋ ሥጋትን ማስቀረት እችላለሁ	1	2	3	4	5
2.	የአደጋ ሥጋት ከሚያስከትሉ ነገሮች እርቃለሁ	1	2	3	4	5
3.	ስጋት ያዘሉ ግዜዎችን በማከናወንበት ጊዜ ዋስትና እፈልጋለሁ	1	2	3	4	5
4.	ኋላ ከማዘን ይልቅ ደህንነቴን መጠበቅ እመርጣለሁ	1	2	3	4	5
5.	የአደጋ ሥጋት ያላቸውን አማራጮች አልከተልም	1	2	3	4	5
6.	ውጤቱን መተንበይ እችላለሁ ብዬ ሳስብ ብቻ ውሳኔ አሰጣለሁ	1	2	3	4	5
7.	ምን ማድረግ እንዳለብኝ የሚገልጹ ዝርዝር መመሪያዎች በውሳኔ ላይ እርግጠኛ አለመሆንን ስለሚያስቀሩልኝ አስፈላጊ ናቸው	1	2	3	4	5
8.	ንብረቴን ሊያወድም በሚችል ታላቅ ፍርሃት ምክንያት ነው የኢንሹራንስ ሽፋን እንዲኖረኝ የወሰንኩት	1	2	3	4	5
9.	የመድን ዋስትና አገልግሎቶች ጥበቃ ያደርጉልኛል	1	2	3	4	5
10.	የመድን ዋስትና ለመግዛት የምፈልገው የህሊና ሰለም እንዳገኝና ምቹት እንዲሰማኝ ነው	1	2	3	4	5
ለ	ግንዛቤ					
11.	ስለኢንሹራንስ በቂ እውቀት ስላለኝ ነው አገልግሎቱን ለመግዛት የመረጥኩት	1	2	3	4	5
12.	የኢንሹራንስ አገልግሎቶች ባልታሰበ አደጋ የሚመጡን ችግሮች ሊከላከሉ ይችላሉ	1	2	3	4	5
13.	በመድን ዋስትና አማካኝነት በህይወቴ ውስጥ የሚከሰትን አሉታዊ ውጤት መከላከል እችላለሁ	1	2	3	4	5
14.	በመድን ዋስትና አማካኝነት የደህንነት መንፈስ እንናጸፋለሁ	1	2	3	4	5
15.	የመድን ዋስትና ስላለኝ ይበልጥ ጥበቃ እንዳለኝ ይሰማኛል	1	2	3	4	5
16.	የመድን ዋስትና አንዱ የቁጠባ መንገድ ነው	1	2	3	4	5
17.	ለመድን አገልግሎቶች አዎንታዊ አመለካከት አለኝ	1	2	3	4	5
18.	በመድን ዋስትና የፋይናንስ ደህንነቴ እንደተጠበቀልኝ ይሰማኛል	1	2	3	4	5
19.	የመድን ዋስትና የሥነ-ልቦናዊ ደህንነት ስሜትን ያጎናጸፋል	1	2	3	4	5
20.	ከዚህ ቀደም ያለኝ የኢንሹራንስ አገልግሎት ልምድ የመድን ሽፋን ግዢዬን ለመቀጠል ወሳኝ ነው	1	2	3	4	5
ሐ	ገቢ					
21.	የመድን ፖሊሲ እንዲኖረኝ ስወስን ምንግዜም የገቢ ደረጃዬን ከግምት አስገባለሁ	1	2	3	4	5

22.	በገቢ ዝቅተኛነት ምክንያት ዝቅተኛ ኣረቦንን ኣመርጣሊሁ	1	2	3	4	5
23.	ከረጅም ጊዜ ጀምሮ የንብረት ባለቤት ብሆንም ለንብረቱ ዋስትና የገዛሁት ግን ገቢዬ እንዳይገኝ ነው	1	2	3	4	5
24.	ወርሓዊ ገቢዬ ከፍተኛ ቢሆን ኖሮ ከገቢዬ የተወሰነውን የመድን ዋስትና ለመግዛት አውለው ነበር	1	2	3	4	5
25.	ለመድን ዋስትና የሚከፈለው ኣረቦን የሚያሰገኘው ጥቅም ኢንሹራስ እንድንዝ ያበረታታኛል	1	2	3	4	5
26.	ገቢዬ የትኛውም ደረጃ ላይ ቢሆንም እንኳ፤ የፋይናንስ ቀውስ እንዳይገጥመኝ የተወሰነ ገንዘብ ለመድን ዋስትና ለመግዛት ማዋልን እመርጣሊሁ	1	2	3	4	5
መ	ኣረቦን (ዋጋ)					
27.	የመድን ኣገልግሎቶችን ስገመግም፤ ስምምነት በሚደረግበት የዋጋ ቅናሽ ላይ ኣተኩራሊሁ	1	2	3	4	5
28.	የመድን ኣገልግሎቶችን ከመግዛቴ በፊት ዝቅተኛውን ኣረቦን ለማግኘት የመድን ዋስትና ሰጪዎቻን ሁሉ አወዳድራሊሁ	1	2	3	4	5
29.	የመድን ኣገልግሎቶችን ለመግዛት ስወስን የመድን ውሉን ሁኔታዎችንና የማገኛቸውን ጥቅሞች ላይ ከማተኮር ይልቅ ለኣረቦኑ (ለዋጋው) ትልቅ ትኩረት እሰጣሊሁ	1	2	3	4	5
30.	የመድን ዋስትና ስገዛ በመድን ውሉ ውስጥ ሽፋን በሚያገኙት መሠረታዊ የኣደጋ ስጋቶች ላይ ብቻ ኣተኩራሊሁ እንጂ የኣረቦን ዋጋ እንዳይጨምርብኝ ስል ተቀፅላ የኣደጋ ሥጋቶችን አልገዛም	1	2	3	4	5
31.	በኣጅ ለሚገኘው ንብረት ይበልጥ ውዴታ ስላለኝ በወቅታዊ ኣረቦን የመድን ሽፋን እገዛሊሁ	1	2	3	4	5
32.	ዝቅተኛ ኣረቦን የመድን ፖሊሲ ይኖረኝ ዘንድ ትኩረቴን ይስበዋል፤ ተጽዕኖም ያሳድርብኛል	1	2	3	4	5
33.	የመድን ዋስትና ግጥን ስገመግም ከመድን ሰጪው መልካም ስምና ዝና ይልቅ የኣረቦን ቅናሽን በዋናነት ከግምት አስገባሊሁ	1	2	3	4	5
34.	ዝቅተኛ ኣረቦን የሚያቀርብ የኢንሹራንስ ኩባንያ ምንግዜም ምርጫዬ ነው	1	2	3	4	5
35.	የመድን ኣገልግሎትን በምገመግምበት ጊዜ ገቢዬን በማሳወቅ ለመድን ዋስትናው በምከፍለው ኣረቦን ላይ ቅናሽ ስለማገኝበት ሁኔታ ትኩረት እሰጣሊሁ	1	2	3	4	5
ሠ	ባህል					
36.	የመድን ዋስትና የምገዛው ከሕብተሰቡ ወግና ልማድ ጋር ስለማይጋጭ ነው	1	2	3	4	5
37.	የመድን ዋስትና የምገዛው ከኃይማኖቴ ጋር ስለማይቃረን ነው	1	2	3	4	5
38.	ያደግሁበት ወይም የኖርሁበት ማህበረሰብ አስተሳሰብ የመድን ዋስትናዎች እንዲኖረኝ አግዞኛል	1	2	3	4	5
39.	የመድን ዋስትና በምገመግምበት ጊዜ የመድን ዋስትናው ዓይነት ከሕብተሰቡ ወግና ልማድ ጋር አለመጋጨቱን አያሊሁ	1	2	3	4	5
40.	የመድን ፖሊሲ የምገዛው የኣደጋ ስጋቶችን ወደ አንድ አካል በማምጣት ሕብረተሰቡ አንዱ የሌላውን ጉድለት በማካካስ ተጠቃሚ የሚሆንበት ዘዴ ስለሆነ ነው	1	2	3	4	5
ረ	ሕጋዊ ኃላፊነት					
41.	የመድን ኣገልግሎቶችን የምገዛው በሕግ ስለተገደድኩ ብቻ ነው	1	2	3	4	5
42.	በሕግ አስገዳጅ የሆኑ የመድን ኣገልግሎቶችን ብቻ ነው የምጠቀመው	1	2	3	4	5
43.	የባንክ ብድርን በመሳሰሉ የውል ኃላፊነቶች ምክንያት የመድን ሽፋን እገዛሊሁ	1	2	3	4	5
44.	ባልታሰብ አደጋ በሚመጣ የሕግ ተጠያቂነቴንና ኃላፊነቴን ወደ መድን ኩባንያ ማስተላለፍ ስለፈለግኩ፤ የመድን ዋስትና ለመግዛት ወስኛሊሁ	1	2	3	4	5
ሰ	ሕይወት-ነክ ያልሆነ የመድን ዋስትና የመግዛት ባህሪ					
45.	የመድን ዋስትና የምገዛው ወይም ለመግዛት የማሰበው ስለ ኢንሹራንስ ኣገልግሎት ጥሩ አመለካከት ስላለኝ ነው	1	2	3	4	5

46.	የመድን ዋስትና የምግዛው ወይም ለመግዛት የሚሰጠው ስለ ኢንሹራንስ አገልግሎት በቂ ግንዛቤ ስላለኝ ነው	1	2	3	4	5
47.	የመድን ዋስትና የምግዛው ወይም ለመግዛት የሚሰጠው በቂ የገቢ አቅም ስላለኝ ነው	1	2	3	4	5
48.	የመድን ዋስትና የምግዛው ወይም ለመግዛት የሚሰጠው ለኔ ተመጣጣኝ አረብን (ዋጋ) የሚያቀርብልኝ ኩባንያ ሳገኝ ነው	1	2	3	4	5
49.	የመድን ዋስትና የምግዛው ወይም ለመግዛት የሚሰጠው የመድን አገልግሎት በምኖርበት ማህበረሰብ ጠቃሚ ልማድ ተደርጎ ስለሚወሰድ ነው	1	2	3	4	5
50.	የመድን ዋስትና የምግዛው ወይም ለመግዛት የሚሰጠው ሕጋዊ ሓላፊነቴን ለመወጣት ስል ነው	1	2	3	4	5

መጨረሻ!!

Appendix III: SPSS Output Reliability

Scale: Attitude

Case Processing Summary

		N	%
Cases	Valid	328	99.1
	Excluded ^a	3	.9
	Total	331	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.767	10

Scale: Perception

Case Processing Summary

		N	%
Cases	Valid	327	98.8
	Excluded ^a	4	1.2
	Total	331	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.768	10

Scale: Income

Case Processing Summary

		N	%
Cases	Valid	329	99.4
	Excluded ^a	2	.6
	Total	331	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.740	6

Scale: Premium

Case Processing Summary

		N	%
Cases	Valid	330	99.7
	Excluded ^a	1	.3
	Total	331	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.750	9

Scale: Culture

Case Processing Summary

		N	%
Cases	Valid	328	99.1
	Excluded ^a	3	.9
	Total	331	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.847	5

Scale: Legal Liability

Case Processing Summary

		N	%
Cases	Valid	331	100.0
	Excluded ^a	0	.0
	Total	331	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.760	4

Scale: Non-Life Insurance Buying Behavior

		N	%
Cases	Valid	331	100.0
	Excluded ^a	0	.0
	Total	331	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.703	6

Scale: All Variables

Case Processing Summary

		N	%
Cases	Valid	321	97.0
	Excluded ^a	10	3.0
	Total	331	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.869	50

Frequencies

Statistics

		Gender of Respondent	Age of Respondent	Educational Background	Occupation of Respondent
N	Valid	330	331	330	330
	Missing	1	0	1	1
Mean			2.89	2.7	2.29
Std. Error of Mean			0.059	0.046	0.059
Std. Deviation			1.081	0.834	1.067
Skewness			0.563	-0.566	-0.2
Std. Error of Skewness			0.134	0.134	0.134
Kurtosis			-0.373	-0.145	-1.537
Std. Error of Kurtosis			0.267	0.268	0.268
Minimum			1	1	1
Maximum			6	4	4

Frequency Table

Gender of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FEMALE	154	46.5	46.7	46.7
	MALE	176	53.2	53.3	100
	Total	330	99.7	100	
Missing	99	1	0.3		
Total		331	100		

Age of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25	16	4.8	4.8	4.8
25-31	129	39	39	43.8
32-38	98	29.6	29.6	73.4
39-45	55	16.6	16.6	90
46-52	31	9.4	9.4	99.4
Above 52	2	0.6	0.6	100
Total	331	100	100	

Educational Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School and Below	37	11.2	11.2	11.2
	Diploma	67	20.2	20.3	31.5
	Degree	183	55.3	55.5	87
	Masters and Above	43	13	13	100
	Total	330	99.7	100	
Missing	99	1	0.3		
Total		331	100		

Occupation of Respondent			
	Frequency	Percent	Valid Percent
Employee	126	38.1	38.2
Student	8	2.4	2.4
Buisnessman	169	51.1	51.2
Other	27	8.2	8.2
Total	330	99.7	100
Missing	99	1	0.3
	331	100	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Attitude	331	2	5	3.85	0.032	0.578
Perception	331	2	5	3.81	0.031	0.563
Income	331	2	5	3.36	0.039	0.702
Premium	331	2	5	3.1	0.037	0.678
Culture	331	1	5	2.85	0.052	0.952
Legal Liability	331	1	5	3	0.05	0.914
Cosumers' Non-Life Insurance Buying Behavior	331	1	5	3.45	0.036	0.66
Valid N (listwise)	331					

Correlations

Correlations

		Attitude	Perception	Income	Premium	Culture	Legal Liability	Cosumers' Non-Life Insurance Buying Behavior
Attitude	Pearson Correlation	1	.554**	.061	.193**	-.023	.218**	.399**
	Sig. (2-tailed)		.000	.269	.000	.680	.000	.000
	N	331	331	331	331	331	331	331
Perception	Pearson Correlation	.554**	1	-.022	.121*	-.002	.189**	.472**
	Sig. (2-tailed)	.000		.688	.027	.974	.001	.000
	N	331	331	331	331	331	331	331
Income	Pearson Correlation	.061	-.022	1	.272**	.176**	.225**	.241**
	Sig. (2-tailed)	.269	.688		.000	.001	.000	.000
	N	331	331	331	331	331	331	331
Premium	Pearson Correlation	.193**	.121*	.272**	1	.072	.489**	.313**
	Sig. (2-tailed)	.000	.027	.000		.191	.000	.000
	N	331	331	331	331	331	331	331
Culture	Pearson Correlation	-.023	-.002	.176**	.072	1	.149**	.340**
	Sig. (2-tailed)	.680	.974	.001	.191		.007	.000
	N	331	331	331	331	331	331	331

Legal Liability	Pearson Correlation	.218**	.189**	.225**	.489**	.149**	1	.450**
	Sig. (2-tailed)	.000	.001	.000	.000	.007		.000
	N	331	331	331	331	331	331	331
Cosumers' Non-Life Insurance Buying Behavior	Pearson Correlation	.399**	.472**	.241**	.313**	.340**	.450**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	331	331	331	331	331	331	331

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Cosumers' Non-Life Insurance Buying Behavior	3.45	0.66	331
Attitude	3.85	0.578	331
Perception	3.81	0.563	331
Income	3.36	0.702	331
Premium	3.1	0.678	331
Culture	2.85	0.952	331
Legal Liability	3	0.914	331

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Legal Liability, Culture, Perception, Income, Premium, Attitude ^b		Enter

a. Dependent Variable: Cosumers' Non-Life Insurance Buying Behavior

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.690 ^a	0.476	0.466	0.482	2.218

a. Predictors: (Constant), Legal Liability, Culture, Perception, Income, Premium, Attitude

b. Dependent Variable: Cosumers' Non-Life Insurance Buying Behavior

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.503	6	11.417	49.068	.000 ^b
	Residual	75.39	324	0.233		
	Total	143.893	330			

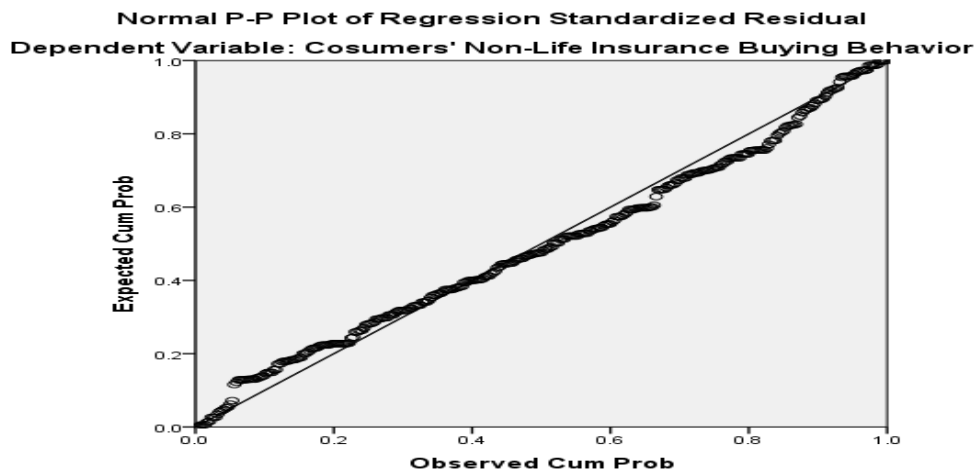
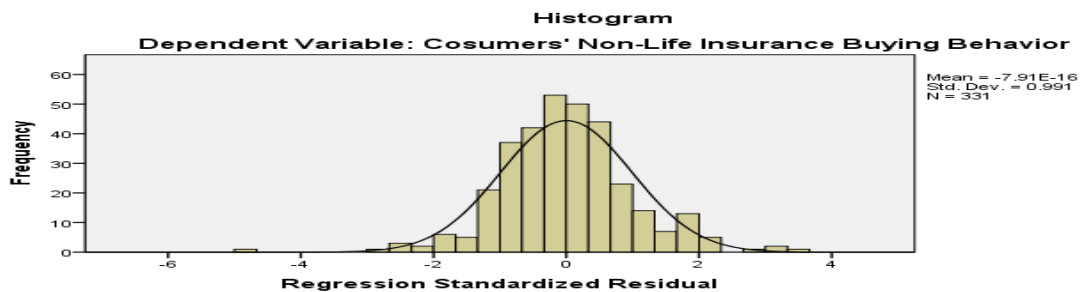
a. Dependent Variable: Cosumers' Non-Life Insurance Buying Behavior

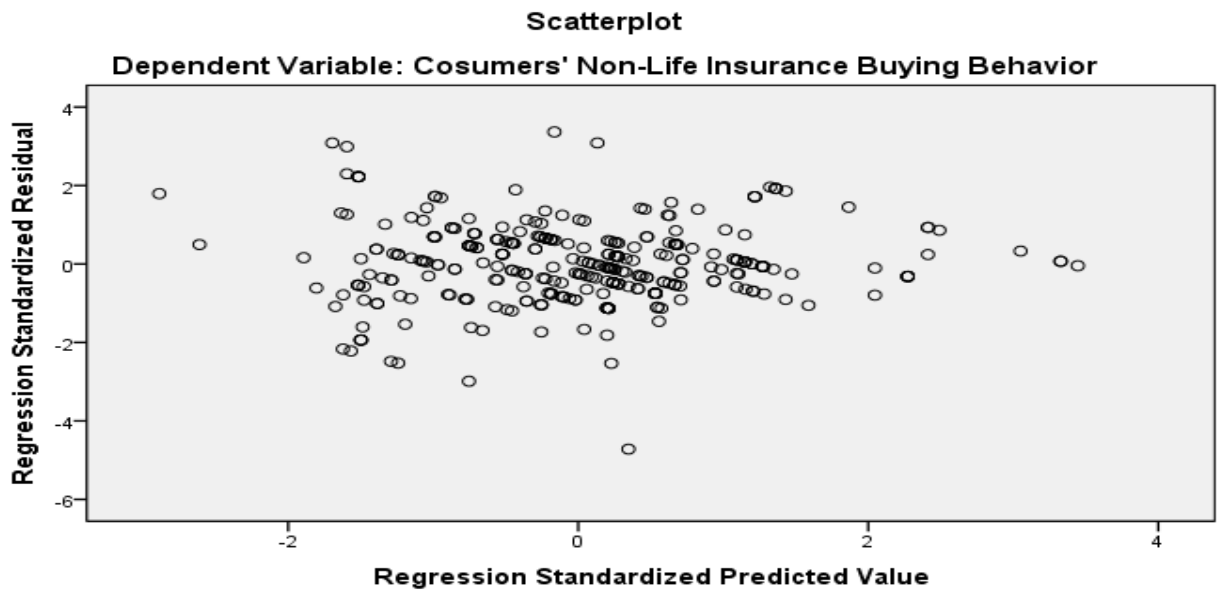
b. Predictors: (Constant), Legal Liability, Culture, Perception, Income, Premium, Attitude

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.368	0.253		-1.457	0.146
Attitude	0.161	0.056	0.141	2.874	0.004
Perception	0.399	0.057	0.34	6.986	0
Income	0.108	0.04	0.115	2.689	0.008
Premium	0.067	0.046	0.069	1.463	0.144
Culture	0.195	0.029	0.281	6.819	0
Legal Liability	0.184	0.034	0.254	5.356	0

Model		95.0% Confidence Interval for B		Correlations			Collinearity Statistics
		Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance
1	(Constant)	-0.866	0.129				
	Attitude	0.051	0.272	0.399	0.158	0.116	0.67
	Perception	0.287	0.512	0.472	0.362	0.281	0.682
	Income	0.029	0.187	0.241	0.148	0.108	0.887
	Premium	-0.023	0.158	0.313	0.081	0.059	0.726
	Culture	0.139	0.251	0.34	0.354	0.274	0.952
	Legal Liability	0.116	0.251	0.45	0.285	0.215	0.719

Charts





T-Test

Group Statistics

	Gender of Respondent	N	Mean	Std. Deviation	Std. Error Mean
Attitude	FEMALE	154	3.79	.600	.048
	MALE	176	3.90	.556	.042
Perception	FEMALE	154	3.88	.544	.044
	MALE	176	3.75	.574	.043
Income	FEMALE	154	3.31	.721	.058
	MALE	176	3.41	.682	.051
Premium	FEMALE	154	2.97	.632	.051
	MALE	176	3.23	.697	.053
Culture	FEMALE	154	2.76	1.042	.084
	MALE	176	2.93	.863	.065
Legal Liability	FEMALE	154	3.07	.957	.077
	MALE	176	2.93	.875	.066
Cosumers' Non-Life Insurance Buying Behavior	FEMALE	154	3.45	.706	.057
	MALE	176	3.45	.621	.047

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Attitude	Equal variances assumed	1.687	.195	-1.817	328	.070	-.116	.064	-.241	.010
	Equal variances not assumed			-1.807	314.024	.072	-.116	.064	-.242	.010
Perception	Equal variances assumed	.672	.413	2.209	328	.028	.137	.062	.015	.258
	Equal variances not assumed			2.217	325.816	.027	.137	.062	.015	.258
Income	Equal variances assumed	3.456	.064	-1.314	328	.190	-.102	.077	-.254	.051
	Equal variances not assumed			-1.309	316.559	.192	-.102	.078	-.254	.051
Premium	Equal variances assumed	.685	.409	-3.546	328	.000	-.261	.074	-.406	.116
	Equal variances not assumed			-3.570	327.591	.000	-.261	.073	-.405	.117
Culture	Equal variances assumed	10.940	.001	-1.610	328	.108	-.169	.105	-.375	.037
	Equal variances not assumed			-1.590	297.820	.113	-.169	.106	-.378	.040
Legal Liability	Equal variances assumed	3.576	.059	1.356	328	.176	.137	.101	-.062	.335
	Equal variances not assumed			1.348	312.470	.179	.137	.101	-.063	.336
Cosumers' Non-Life Insurance Buying Behavior	Equal variances assumed	2.364	.125	.011	328	.991	.001	.073	-.143	.144
	Equal variances not assumed			.011	307.036	.991	.001	.074	-.144	.146

One Way ANOVA - AGE Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
						Attitude	Below 25		
	25-31	129	3.78	.641	.056	3.67	3.89	2	5
	32-38	98	3.78	.500	.051	3.68	3.88	3	5
	39-45	55	3.99	.631	.085	3.81	4.16	3	5
	46-52	31	4.06	.313	.056	3.94	4.17	4	5
	Above 52	2	4.00	0.000	0.000	4.00	4.00	4	4
	Total	331	3.85	.578	.032	3.79	3.91	2	5
Perception	Below 25	16	3.98	.555	.139	3.69	4.28	3	5

	25-31	129	3.87	.502	.044	3.78	3.96	2	5
	32-38	98	3.60	.657	.066	3.47	3.73	2	5
	39-45	55	3.79	.534	.072	3.65	3.94	3	4
	46-52	31	4.15	.198	.036	4.08	4.23	4	4
	Above 52	2	4.00	0.000	0.000	4.00	4.00	4	4
	Total	331	3.81	.563	.031	3.75	3.87	2	5
Income	Below 25	16	3.26	.621	.155	2.93	3.59	2	5
	25-31	129	3.29	.782	.069	3.15	3.42	2	5
	32-38	98	3.41	.740	.075	3.27	3.56	2	5
	39-45	55	3.45	.492	.066	3.32	3.59	2	5
	46-52	31	3.36	.583	.105	3.14	3.57	2	4
	Above 52	2	4.00	0.000	0.000	4.00	4.00	4	4
	Total	331	3.36	.702	.039	3.29	3.44	2	5
Premium	Below 25	16	3.19	.585	.146	2.88	3.50	2	4
	25-31	129	2.92	.695	.061	2.80	3.04	2	5
	32-38	98	3.22	.706	.071	3.08	3.36	2	5
	39-45	55	3.14	.555	.075	2.99	3.29	2	4
	46-52	31	3.51	.368	.066	3.38	3.65	3	4
	Above 52	2	1.56	0.000	0.000	1.56	1.56	2	2
	Total	331	3.10	.678	.037	3.03	3.18	2	5
Culture	Below 25	16	3.46	.668	.167	3.11	3.82	2	4
	25-31	129	2.76	1.040	.092	2.57	2.94	1	5
	32-38	98	3.09	.874	.088	2.92	3.27	2	5
	39-45	55	2.57	.852	.115	2.34	2.80	1	4
	46-52	31	2.62	.812	.146	2.32	2.92	1	4
	Above 52	2	3.80	0.000	0.000	3.80	3.80	4	4
	Total	331	2.85	.952	.052	2.75	2.96	1	5
Legal Liability	Below 25	16	3.58	.617	.154	3.25	3.91	3	5
	25-31	129	2.74	.769	.068	2.61	2.88	1	4
	32-38	98	3.00	1.017	.103	2.80	3.20	1	5
	39-45	55	3.41	.938	.127	3.16	3.66	1	5
	46-52	31	3.10	.836	.150	2.79	3.40	2	4
	Above 52	2	2.00	0.000	0.000	2.00	2.00	2	2
	Total	331	3.00	.914	.050	2.90	3.10	1	5
Cosumers' Non-Life Insurance	Below 25	16	3.52	.551	.138	3.23	3.81	2	4
Buying Behavior	25-31	129	3.34	.686	.060	3.22	3.46	2	5
	32-38	98	3.48	.691	.070	3.34	3.62	2	5
	39-45	55	3.50	.691	.093	3.32	3.69	1	5
	46-52	31	3.70	.320	.058	3.58	3.82	3	5
	Above 52	2	3.50	0.000	0.000	3.50	3.50	4	4
	Total	331	3.45	.660	.036	3.38	3.52	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude	Between Groups	3.641	5	.728	2.219	.052
	Within Groups	106.645	325	.328		
	Total	110.286	330			

Perception	Between Groups	9.015	5	1.803	6.142	.000
	Within Groups	95.411	325	.294		
	Total	104.426	330			
Income	Between Groups	2.470	5	.494	1.001	.417
	Within Groups	160.372	325	.493		
	Total	162.842	330			
Premium	Between Groups	15.863	5	3.173	7.583	.000
	Within Groups	135.974	325	.418		
	Total	151.837	330			
Culture	Between Groups	20.503	5	4.101	4.789	.000
	Within Groups	278.302	325	.856		
	Total	298.805	330			
Legal Liability	Between Groups	25.412	5	5.082	6.605	.000
	Within Groups	250.087	325	.769		
	Total	275.499	330			
Cosumers' Non-Life Insurance Buying Behavior	Between Groups	3.860	5	.772	1.792	.114
	Within Groups	140.034	325	.431		
	Total	143.893	330			

One-way ANOVA Education Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude	High School and Below Diploma	37	4.09	.495	.081	3.92	4.25	3	5
		67	3.94	.645	.079	3.79	4.10	2	5
	Degree	183	3.72	.578	.043	3.64	3.81	2	5
	Masters and Above	43	4.04	.374	.057	3.93	4.16	3	5
	Total	330	3.85	.579	.032	3.79	3.91	2	5
Perception	High School and Below Diploma	37	3.45	.811	.133	3.18	3.72	2	5
		67	3.80	.572	.070	3.66	3.94	2	5
	Degree	183	3.84	.511	.038	3.77	3.92	2	5
	Masters and Above	43	4.00	.342	.052	3.89	4.10	3	4
	Total	330	3.81	.563	.031	3.75	3.87	2	5
Income	High School and Below Diploma	37	3.50	.704	.116	3.27	3.74	2	5
		67	3.40	.860	.105	3.19	3.61	2	5
	Degree	183	3.34	.659	.049	3.24	3.43	2	5
	Masters and Above	43	3.28	.616	.094	3.09	3.47	2	5
	Total	330	3.36	.703	.039	3.28	3.44	2	5
Premium	High School and Below Diploma	37	2.97	.711	.117	2.73	3.20	2	4
		67	3.04	.704	.086	2.87	3.21	2	4
	Degree	183	3.11	.683	.051	3.01	3.21	2	5
	Masters and Above	43	3.28	.560	.085	3.11	3.46	2	4
	Total	330	3.10	.678	.037	3.03	3.18	2	5
Culture	High School and Below Diploma	37	2.77	.924	.152	2.46	3.08	1	4
		67	2.65	.928	.113	2.42	2.87	1	4
	Degree	183	2.97	.994	.073	2.82	3.11	1	5
	Masters and Above	43	2.74	.773	.118	2.51	2.98	1	4
	Total	330	2.85	.953	.052	2.75	2.95	1	5

Legal Liability	High School and Below Diploma	37	3.19	1.128	.185	2.81	3.57	1	5
		67	3.00	1.122	.137	2.72	3.27	1	5
	Degree	183	2.96	.819	.061	2.84	3.08	1	5
	Masters and Above	43	2.99	.736	.112	2.76	3.21	2	5
	Total	330	3.00	.915	.050	2.90	3.10	1	5
Cosumers' Non-Life Insurance	High School and Below Diploma	37	3.55	.940	.154	3.24	3.87	2	5
		67	3.30	.646	.079	3.14	3.46	2	5
	Degree	183	3.46	.641	.047	3.37	3.56	1	5
	Masters and Above	43	3.55	.422	.064	3.42	3.68	3	5
	Total	330	3.45	.661	.036	3.38	3.52	1	5
Buying Behavior									

One -way ANOVA Occupation Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude	Employee	126	3.91	.582	.052	3.81	4.01	2	5
	Student	8	4.05	.424	.150	3.70	4.40	3	4
	Buisnessman	169	3.80	.611	.047	3.71	3.90	2	5
	Other	27	3.84	.233	.045	3.75	3.94	4	4
	Total	330	3.85	.575	.032	3.79	3.92	2	5
Perception	Employee	126	3.80	.524	.047	3.71	3.90	2	5
	Student	8	4.15	.351	.124	3.86	4.44	4	4
	Buisnessman	169	3.79	.583	.045	3.70	3.88	2	5
	Other	27	3.89	.621	.119	3.64	4.13	3	5
	Total	330	3.81	.561	.031	3.75	3.87	2	5
Income	Employee	126	3.41	.688	.061	3.29	3.53	2	5
	Student	8	3.35	.614	.217	2.84	3.87	3	5
	Buisnessman	169	3.27	.735	.057	3.16	3.38	2	5
	Other	27	3.74	.385	.074	3.59	3.89	3	5
	Total	330	3.36	.702	.039	3.29	3.44	2	5
Premium	Employee	126	3.03	.621	.055	2.92	3.14	2	5
	Student	8	2.94	.297	.105	2.70	3.19	3	3
	Buisnessman	169	3.11	.667	.051	3.01	3.21	2	5
	Other	27	3.49	.937	.180	3.12	3.86	2	5
	Total	330	3.11	.678	.037	3.03	3.18	2	5
Culture	Employee	126	2.81	1.029	.092	2.63	2.99	1	5
	Student	8	3.55	.723	.256	2.95	4.15	2	4
	Buisnessman	169	2.77	.866	.067	2.63	2.90	1	4
	Other	27	3.40	.943	.181	3.03	3.77	1	5
	Total	330	2.85	.953	.052	2.75	2.96	1	5
Legal Liability	Employee	126	2.77	.798	.071	2.63	2.91	1	4
	Student	8	3.38	.231	.082	3.18	3.57	3	4
	Buisnessman	169	3.09	.984	.076	2.94	3.24	1	5
	Other	27	3.36	.867	.167	3.02	3.70	2	5
	Total	330	3.00	.915	.050	2.90	3.10	1	5
Cosumers' Non-Life Insurance	Employee	126	3.42	.585	.052	3.32	3.52	2	5
	Student	8	3.58	.126	.045	3.48	3.69	3	4
	Buisnessman	169	3.48	.688	.053	3.37	3.58	2	5
	Other	27	3.44	.872	.168	3.09	3.78	1	5
	Total	330	3.46	.658	.036	3.38	3.53	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude	Between Groups	1.086	3	.362	1.096	.351
	Within Groups	107.634	326	.330		
	Total	108.720	329			
Perception	Between Groups	1.132	3	.377	1.203	.309
	Within Groups	102.271	326	.314		
	Total	103.403	329			
Income	Between Groups	5.519	3	1.840	3.830	.010
	Within Groups	156.579	326	.480		
	Total	162.098	329			
Premium	Between Groups	4.969	3	1.656	3.688	.012
	Within Groups	146.431	326	.449		
	Total	151.400	329			
Culture	Between Groups	13.466	3	4.489	5.132	.002
	Within Groups	285.133	326	.875		
	Total	298.599	329			
Legal Liability	Between Groups	13.017	3	4.339	5.394	.001
	Within Groups	262.230	326	.804		
	Total	275.247	329			
Cosumers' Non-Life Insurance Buying Behavior	Between Groups	.372	3	.124	.284	.837
	Within Groups	142.267	326	.436		
	Total	142.639	329			

One-way ANOVA Income Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude	Below 7,000	134	3.71	.629	.054	3.60	3.82	2	5
	Between 7,001 and 14,000	73	3.86	.575	.067	3.72	3.99	2	5
	Between 14,001 and 21,000	35	3.94	.373	.063	3.81	4.07	3	5
	Between 21,001 and 28,000	35	3.98	.624	.106	3.77	4.19	3	5
	Between 28,001 and 35,000	18	4.29	.476	.112	4.06	4.53	4	5
	Above 35,000	34	3.92	.376	.065	3.79	4.05	3	5
	Total	329	3.85	.580	.032	3.79	3.91	2	5
Perception	Below 7,000	134	3.63	.650	.056	3.52	3.74	2	5
	Between 7,001 and 14,000	73	3.78	.431	.050	3.68	3.89	3	5
	Between 14,001 and 21,000	35	4.15	.452	.076	3.99	4.30	3	5
	Between 21,001 and 28,000	35	3.97	.525	.089	3.79	4.15	3	5
	Between 28,001 and 35,000	18	4.06	.415	.098	3.85	4.26	3	4
	Above 35,000	34	3.94	.372	.064	3.81	4.07	3	4
	Total	329	3.85	.580	.032	3.79	3.91	2	5

	Total	329	3.81	.564	.031	3.75	3.87	2	5
Income	Below 7,000	134	3.27	.823	.071	3.13	3.41	2	5
	Between 7,001 and 14,000	73	3.47	.554	.065	3.35	3.60	2	5
	Between 14,001 and 21,000	35	3.28	.695	.118	3.04	3.52	2	5
	Between 21,001 and 28,000	35	3.59	.625	.106	3.37	3.80	2	5
	Between 28,001 and 35,000	18	3.52	.457	.108	3.29	3.75	2	4
	Above 35,000	34	3.24	.611	.105	3.03	3.46	2	4
	Total	329	3.36	.704	.039	3.29	3.44	2	5
Premium	Below 7,000	134	2.81	.686	.059	2.69	2.92	2	5
	Between 7,001 and 14,000	73	3.34	.597	.070	3.20	3.48	2	4
	Between 14,001 and 21,000	35	3.41	.705	.119	3.17	3.65	3	5
	Between 21,001 and 28,000	35	3.16	.628	.106	2.95	3.38	2	4
	Between 28,001 and 35,000	18	3.56	.306	.072	3.41	3.71	3	4
	Above 35,000	34	3.19	.421	.072	3.05	3.34	2	4
	Total	329	3.11	.675	.037	3.04	3.18	2	5
Culture	Below 7,000	134	2.82	.932	.081	2.66	2.98	1	4
	Between 7,001 and 14,000	73	2.83	.892	.104	2.62	3.04	2	5
	Between 14,001 and 21,000	35	2.81	1.094	.185	2.44	3.19	1	5
	Between 21,001 and 28,000	35	3.06	1.154	.195	2.67	3.46	2	4
	Between 28,001 and 35,000	18	2.26	.982	.231	1.77	2.74	1	4
	Above 35,000	34	3.17	.570	.098	2.97	3.37	2	4
	Total	329	2.85	.953	.053	2.75	2.95	1	5
Legal Liability	Below 7,000	134	2.61	.912	.079	2.45	2.76	1	5
	Between 7,001 and 14,000	73	3.00	.656	.077	2.85	3.15	1	4
	Between 14,001 and 21,000	35	3.49	.756	.128	3.23	3.75	2	5
	Between 21,001 and 28,000	35	3.69	.886	.150	3.38	3.99	2	5
	Between 28,001 and 35,000	18	3.44	.604	.142	3.14	3.74	3	4
	Above 35,000	34	3.11	.977	.168	2.77	3.45	2	5
Cosumers' Non-Life Insurance Buying Behavior	Total	329	3.00	.916	.050	2.90	3.10	1	5
	Below 7,000	134	3.29	.662	.057	3.18	3.40	2	5
	Between 7,001 and 14,000	73	3.45	.485	.057	3.34	3.56	3	5
	Between 14,001 and 21,000	35	3.51	.808	.137	3.24	3.79	2	5
	Between 21,001 and 28,000	35	3.86	.552	.093	3.67	4.05	3	5

Between 28,001 and 35,000	18	3.44	.543	.128	3.17	3.71	2	4
Above 35,000	34	3.68	.727	.125	3.42	3.93	1	5
Total	329	3.46	.657	.036	3.39	3.53	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Attitude	Between Groups	7.226	5	1.445	4.531	.001
	Within Groups	103.035	323	.319		
	Total	110.261	328			
Perception	Between Groups	10.870	5	2.174	7.522	.000
	Within Groups	93.352	323	.289		
	Total	104.222	328			
Income	Between Groups	4.905	5	.981	2.008	.077
	Within Groups	157.787	323	.489		
	Total	162.692	328			
Premium	Between Groups	23.419	5	4.684	12.007	.000
	Within Groups	125.999	323	.390		
	Total	149.418	328			
Culture	Between Groups	11.668	5	2.334	2.635	.024
	Within Groups	286.034	323	.886		
	Total	297.702	328			
Legal Liability	Between Groups	49.693	5	9.939	14.236	.000
	Within Groups	225.494	323	.698		
	Total	275.187	328			
Cosumers' Non-Life Insurance Buying Behavior	Between Groups	11.193	5	2.239	5.554	.000
	Within Groups	130.184	323	.403		
	Total	141.377	328			

Multiple Comparisons

Tukey HSD

Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
					Lower Bound	Upper Bound	
Attitude	Below 7,000	Between 7,001 and 14,000	-0.148	0.082	0.467	-0.38	0.09
		Between 14,001 and 21,000	-0.228	0.107	0.279	-0.53	0.08
		Between 21,001 and 28,000	-0.27	0.107	0.121	-0.58	0.04
		Between 28,001 and 35,000	-.585*	0.142	0.001	-0.99	-0.18
		Above 35,000	-0.211	0.108	0.377	-0.52	0.1
		Below 7,000	0.148	0.082	0.467	-0.09	0.38
		Between 7,001 and 14,000	-0.08	0.116	0.983	-0.41	0.25
		Between 14,001 and 21,000	-0.122	0.116	0.899	-0.46	0.21
		Between 21,001 and 28,000	-.437*	0.149	0.041	-0.86	-0.01
		Above 35,000	-0.063	0.117	0.995	-0.4	0.27
Attitude	Between 14,001 and 21,000	Between 7,001 and 14,000	0.228	0.107	0.279	-0.08	0.53
		Between 21,001 and 28,000	0.08	0.116	0.983	-0.25	0.41
		Between 28,001 and 35,000	-0.043	0.135	1	-0.43	0.34

		Between 28,001 and 35,000	-0.357	0.164	0.249	-0.83	0.11
		Above 35,000	0.017	0.136	1	-0.37	0.41
		Below 7,000	0.27	0.107	0.121	-0.04	0.58
	Between 21,001 and 28,000	Between 7,001 and 14,000	0.122	0.116	0.899	-0.21	0.46
		Between 14,001 and 21,000	0.043	0.135	1	-0.34	0.43
		Between 28,001 and 35,000	-0.314	0.164	0.392	-0.78	0.16
		Above 35,000	0.059	0.136	0.998	-0.33	0.45
		Below 7,000	.585*	0.142	0.001	0.18	0.99
	Between 28,001 and 35,000	Between 7,001 and 14,000	.437*	0.149	0.041	0.01	0.86
		Between 14,001 and 21,000	0.357	0.164	0.249	-0.11	0.83
		Between 21,001 and 28,000	0.314	0.164	0.392	-0.16	0.78
		Above 35,000	0.374	0.165	0.209	-0.1	0.85
		Below 7,000	0.211	0.108	0.377	-0.1	0.52
	Above 35,000	Between 7,001 and 14,000	0.063	0.117	0.995	-0.27	0.4
		Between 14,001 and 21,000	-0.017	0.136	1	-0.41	0.37
		Between 21,001 and 28,000	-0.059	0.136	0.998	-0.45	0.33
		Between 28,001 and 35,000	-0.374	0.165	0.209	-0.85	0.1
		Below 7,000	-0.155	0.078	0.357	-0.38	0.07
	Below 7,000	Between 14,001 and 21,000	-.515*	0.102	0	-0.81	-0.22
		Between 21,001 and 28,000	-.338*	0.102	0.013	-0.63	-0.05
		Between 28,001 and 35,000	-.425*	0.135	0.022	-0.81	-0.04
		Above 35,000	-.311*	0.103	0.033	-0.61	-0.01
		Below 7,000	0.155	0.078	0.357	-0.07	0.38
	Between 7,001 and 14,000	Between 14,001 and 21,000	-.361*	0.111	0.015	-0.68	-0.04
		Between 21,001 and 28,000	-0.184	0.111	0.558	-0.5	0.13
		Between 28,001 and 35,000	-0.271	0.141	0.396	-0.68	0.13
		Above 35,000	-0.156	0.112	0.727	-0.48	0.16
		Below 7,000	.515*	0.102	0	0.22	0.81
	Between 14,001 and 21,000	Between 7,001 and 14,000	.361*	0.111	0.015	0.04	0.68
		Between 21,001 and 28,000	0.177	0.129	0.74	-0.19	0.55
		Between 28,001 and 35,000	0.09	0.156	0.992	-0.36	0.54
Perception		Above 35,000	0.205	0.129	0.612	-0.17	0.58
		Below 7,000	.338*	0.102	0.013	0.05	0.63
	Between 21,001 and 28,000	Between 7,001 and 14,000	0.184	0.111	0.558	-0.13	0.5
		Between 14,001 and 21,000	-0.177	0.129	0.74	-0.55	0.19
		Between 28,001 and 35,000	-0.087	0.156	0.994	-0.53	0.36
		Above 35,000	0.027	0.129	1	-0.34	0.4
		Below 7,000	.425*	0.135	0.022	0.04	0.81
	Between 28,001 and 35,000	Between 7,001 and 14,000	0.271	0.141	0.396	-0.13	0.68
		Between 14,001 and 21,000	-0.09	0.156	0.992	-0.54	0.36
		Between 21,001 and 28,000	0.087	0.156	0.994	-0.36	0.53
		Above 35,000	0.114	0.157	0.978	-0.33	0.56
		Below 7,000	.311*	0.103	0.033	0.01	0.61
	Above 35,000	Between 7,001 and 14,000	0.156	0.112	0.727	-0.16	0.48
		Between 14,001 and 21,000	-0.205	0.129	0.612	-0.58	0.17
		Between 21,001 and 28,000	-0.027	0.129	1	-0.4	0.34

		Between 28,001 and 35,000	-0.114	0.157	0.978	-0.56	0.33
		Between 7,001 and 14,000	-0.202	0.102	0.352	-0.49	0.09
	Below 7,000	Between 14,001 and 21,000	-0.008	0.133	1	-0.39	0.37
		Between 21,001 and 28,000	-0.313	0.133	0.174	-0.69	0.07
		Between 28,001 and 35,000	-0.246	0.175	0.727	-0.75	0.26
		Above 35,000	0.031	0.134	1	-0.35	0.42
		Below 7,000	0.202	0.102	0.352	-0.09	0.49
	Between 7,001 and 14,000	Between 14,001 and 21,000	0.194	0.144	0.757	-0.22	0.61
	and	Between 21,001 and 28,000	-0.111	0.144	0.972	-0.52	0.3
	14,000	Between 28,001 and 35,000	-0.044	0.184	1	-0.57	0.48
		Above 35,000	0.233	0.145	0.597	-0.18	0.65
		Below 7,000	0.008	0.133	1	-0.37	0.39
	Between 14,001 and 21,000	Between 7,001 and 14,000	-0.194	0.144	0.757	-0.61	0.22
	and	Between 21,001 and 28,000	-0.305	0.167	0.452	-0.78	0.17
	21,000	Between 28,001 and 35,000	-0.238	0.203	0.85	-0.82	0.34
		Above 35,000	0.039	0.168	1	-0.44	0.52
		Below 7,000	0.313	0.133	0.174	-0.07	0.69
	Between 21,001 and 28,000	Between 7,001 and 14,000	0.111	0.144	0.972	-0.3	0.52
	and	Between 14,001 and 21,000	0.305	0.167	0.452	-0.17	0.78
	28,000	Between 28,001 and 35,000	0.067	0.203	0.999	-0.51	0.65
		Above 35,000	0.344	0.168	0.321	-0.14	0.83
		Below 7,000	0.246	0.175	0.727	-0.26	0.75
	Between 28,001 and 35,000	Between 7,001 and 14,000	0.044	0.184	1	-0.48	0.57
	and	Between 14,001 and 21,000	0.238	0.203	0.85	-0.34	0.82
	35,000	Between 21,001 and 28,000	-0.067	0.203	0.999	-0.65	0.51
		Above 35,000	0.276	0.204	0.753	-0.31	0.86
		Below 7,000	-0.031	0.134	1	-0.42	0.35
		Between 7,001 and 14,000	-0.233	0.145	0.597	-0.65	0.18
	Above 35,000	Between 14,001 and 21,000	-0.039	0.168	1	-0.52	0.44
		Between 21,001 and 28,000	-0.344	0.168	0.321	-0.83	0.14
		Between 28,001 and 35,000	-0.276	0.204	0.753	-0.86	0.31
		Between 7,001 and 14,000	-.534*	0.091	0	-0.79	-0.27
		Between 14,001 and 21,000	-.606*	0.119	0	-0.95	-0.27
	Below 7,000	Between 21,001 and 28,000	-.355*	0.119	0.035	-0.7	-0.02
		Between 28,001 and 35,000	-.755*	0.157	0	-1.2	-0.31
		Above 35,000	-.386*	0.12	0.018	-0.73	-0.04
		Below 7,000	.534*	0.091	0	0.27	0.79
	Between 7,001 and 14,000	Between 14,001 and 21,000	-0.072	0.128	0.994	-0.44	0.3
	and	Between 21,001 and 28,000	0.179	0.128	0.731	-0.19	0.55
	14,000	Between 28,001 and 35,000	-0.221	0.164	0.761	-0.69	0.25
		Above 35,000	0.148	0.13	0.863	-0.22	0.52
		Below 7,000	.606*	0.119	0	0.27	0.95
	Between 14,001 and 21,000	Between 7,001 and 14,000	0.072	0.128	0.994	-0.3	0.44
	and	Between 21,001 and 28,000	0.251	0.149	0.546	-0.18	0.68
	21,000	Between 28,001 and 35,000	-0.149	0.181	0.963	-0.67	0.37
		Above 35,000	0.22	0.15	0.689	-0.21	0.65

		Below 7,000	.355*	0.119	0.035	0.02	0.7
	Between 21,001 and 28,000	Between 7,001 and 14,000	-0.179	0.128	0.731	-0.55	0.19
		Between 14,001 and 21,000	-0.251	0.149	0.546	-0.68	0.18
		Between 28,001 and 35,000	-0.4	0.181	0.237	-0.92	0.12
		Above 35,000	-0.031	0.15	1	-0.46	0.4
		Below 7,000	.755*	0.157	0	0.31	1.2
	Between 28,001 and 35,000	Between 7,001 and 14,000	0.221	0.164	0.761	-0.25	0.69
		Between 14,001 and 21,000	0.149	0.181	0.963	-0.37	0.67
		Between 21,001 and 28,000	0.4	0.181	0.237	-0.12	0.92
		Above 35,000	0.369	0.182	0.33	-0.15	0.89
		Below 7,000	.386*	0.12	0.018	0.04	0.73
	Above 35,000	Between 7,001 and 14,000	-0.148	0.13	0.863	-0.52	0.22
		Between 14,001 and 21,000	-0.22	0.15	0.689	-0.65	0.21
		Between 21,001 and 28,000	0.031	0.15	1	-0.4	0.46
		Between 28,001 and 35,000	-0.369	0.182	0.33	-0.89	0.15
		Between 7,001 and 14,000	-0.015	0.137	1	-0.41	0.38
		Between 14,001 and 21,000	0.005	0.179	1	-0.51	0.52
	Below 7,000	Between 21,001 and 28,000	-0.246	0.179	0.739	-0.76	0.27
		Between 28,001 and 35,000	0.561	0.236	0.168	-0.12	1.24
		Above 35,000	-0.354	0.181	0.368	-0.87	0.16
		Below 7,000	0.015	0.137	1	-0.38	0.41
	Between 7,001 and 14,000	Between 14,001 and 21,000	0.02	0.193	1	-0.53	0.57
	and	Between 21,001 and 28,000	-0.231	0.193	0.839	-0.79	0.32
	14,000	Between 28,001 and 35,000	0.576	0.248	0.187	-0.13	1.29
		Above 35,000	-0.339	0.195	0.509	-0.9	0.22
		Below 7,000	-0.005	0.179	1	-0.52	0.51
	Between 14,001 and 21,000	Between 7,001 and 14,000	-0.02	0.193	1	-0.57	0.53
	and	Between 21,001 and 28,000	-0.251	0.225	0.874	-0.9	0.39
	21,000	Between 28,001 and 35,000	0.556	0.273	0.324	-0.23	1.34
		Above 35,000	-0.359	0.227	0.609	-1.01	0.29
Culture		Below 7,000	0.246	0.179	0.739	-0.27	0.76
	Between 21,001 and 28,000	Between 7,001 and 14,000	0.231	0.193	0.839	-0.32	0.79
	and	Between 14,001 and 21,000	0.251	0.225	0.874	-0.39	0.9
	28,000	Between 28,001 and 35,000	.807*	0.273	0.039	0.02	1.59
		Above 35,000	-0.108	0.227	0.997	-0.76	0.54
		Below 7,000	-0.561	0.236	0.168	-1.24	0.12
	Between 28,001 and 35,000	Between 7,001 and 14,000	-0.576	0.248	0.187	-1.29	0.13
	and	Between 14,001 and 21,000	-0.556	0.273	0.324	-1.34	0.23
	28,000	Between 21,001 and 28,000	-.807*	0.273	0.039	-1.59	-0.02
		Above 35,000	-.915*	0.274	0.012	-1.7	-0.13
		Below 7,000	0.354	0.181	0.368	-0.16	0.87
		Between 7,001 and 14,000	0.339	0.195	0.509	-0.22	0.9
	Above 35,000	Between 14,001 and 21,000	0.359	0.227	0.609	-0.29	1.01
		Between 21,001 and 28,000	0.108	0.227	0.997	-0.54	0.76
		Between 28,001 and 35,000	.915*	0.274	0.012	0.13	1.7

		Between 7,001 and 14,000	-.394*	0.122	0.017	-0.74	-0.05
		Between 14,001 and 21,000	-.887*	0.159	0	-1.34	-0.43
	Below 7,000	Between 21,001 and 28,000	-1.079*	0.159	0	-1.53	-0.62
		Between 28,001 and 35,000	-.838*	0.21	0.001	-1.44	-0.24
		Above 35,000	-.504*	0.16	0.022	-0.96	-0.04
		Below 7,000	.394*	0.122	0.017	0.05	0.74
	Between 7,001 and 14,000	Between 14,001 and 21,000	-.493*	0.172	0.05	-0.99	0
		Between 21,001 and 28,000	-.686*	0.172	0.001	-1.18	-0.19
		Between 28,001 and 35,000	-0.444	0.22	0.332	-1.07	0.19
		Above 35,000	-0.11	0.173	0.988	-0.61	0.39
		Below 7,000	.887*	0.159	0	0.43	1.34
	Between 14,001 and 21,000	Between 7,001 and 14,000	.493*	0.172	0.05	0	0.99
		Between 21,001 and 28,000	-0.193	0.2	0.928	-0.77	0.38
		Between 28,001 and 35,000	0.048	0.242	1	-0.65	0.74
		Above 35,000	0.383	0.201	0.403	-0.19	0.96
Legal Liability		Below 7,000	1.079*	0.159	0	0.62	1.53
	Between 21,001 and 28,000	Between 7,001 and 14,000	.686*	0.172	0.001	0.19	1.18
		Between 14,001 and 21,000	0.193	0.2	0.928	-0.38	0.77
		Between 28,001 and 35,000	0.241	0.242	0.919	-0.45	0.94
		Above 35,000	0.575	0.201	0.051	0	1.15
		Below 7,000	.838*	0.21	0.001	0.24	1.44
	Between 28,001 and 35,000	Between 7,001 and 14,000	0.444	0.22	0.332	-0.19	1.07
		Between 14,001 and 21,000	-0.048	0.242	1	-0.74	0.65
		Between 21,001 and 28,000	-0.241	0.242	0.919	-0.94	0.45
		Above 35,000	0.334	0.244	0.744	-0.36	1.03
		Below 7,000	.504*	0.16	0.022	0.04	0.96
		Between 7,001 and 14,000	0.11	0.173	0.988	-0.39	0.61
	Above 35,000	Between 14,001 and 21,000	-0.383	0.201	0.403	-0.96	0.19
		Between 21,001 and 28,000	-0.575	0.201	0.051	-1.15	0
		Between 28,001 and 35,000	-0.334	0.244	0.744	-1.03	0.36
		Between 7,001 and 14,000	-0.159	0.092	0.52	-0.42	0.11
		Between 14,001 and 21,000	-0.223	0.121	0.434	-0.57	0.12
	Below 7,000	Between 21,001 and 28,000	-.571*	0.121	0	-0.92	-0.23
		Between 28,001 and 35,000	-0.144	0.159	0.945	-0.6	0.31
		Above 35,000	-.385*	0.122	0.021	-0.73	-0.04
		Below 7,000	0.159	0.092	0.52	-0.11	0.42
Cosumers' Non-Life Insurance Buying Behavior	Between 7,001 and 14,000	Between 14,001 and 21,000	-0.065	0.131	0.996	-0.44	0.31
		Between 21,001 and 28,000	-.412*	0.131	0.021	-0.79	-0.04
		Between 28,001 and 35,000	0.015	0.167	1	-0.46	0.49
		Above 35,000	-0.227	0.132	0.52	-0.6	0.15
		Below 7,000	0.223	0.121	0.434	-0.12	0.57
	Between 14,001 and 21,000	Between 7,001 and 14,000	0.065	0.131	0.996	-0.31	0.44
		Between 21,001 and 28,000	-0.348	0.152	0.201	-0.78	0.09
		Between 28,001 and 35,000	0.079	0.184	0.998	-0.45	0.61

	Above 35,000	-0.162	0.153	0.896	-0.6	0.28
	Below 7,000	.571*	0.121	0	0.23	0.92
Between 21,001 and 28,000	Between 7,001 and 14,000	.412*	0.131	0.021	0.04	0.79
	Between 14,001 and 21,000	0.348	0.152	0.201	-0.09	0.78
	Between 28,001 and 35,000	0.427	0.184	0.19	-0.1	0.95
	Above 35,000	0.185	0.153	0.83	-0.25	0.62
	Below 7,000	0.144	0.159	0.945	-0.31	0.6
Between 28,001 and 35,000	Between 7,001 and 14,000	-0.015	0.167	1	-0.49	0.46
	Between 14,001 and 21,000	-0.079	0.184	0.998	-0.61	0.45
	Between 21,001 and 28,000	-0.427	0.184	0.19	-0.95	0.1
	Above 35,000	-0.241	0.185	0.783	-0.77	0.29
	Below 7,000	.385*	0.122	0.021	0.04	0.73
Above 35,000	Between 7,001 and 14,000	0.227	0.132	0.52	-0.15	0.6
	Between 14,001 and 21,000	0.162	0.153	0.896	-0.28	0.6
	Between 21,001 and 28,000	-0.185	0.153	0.83	-0.62	0.25
	Between 28,001 and 35,000	0.241	0.185	0.783	-0.29	0.77

*. The mean difference is significant at the 0.05 level.

N.B:- All the above SPSS output results are own survey results of 2016.