

# Determinants of Life Insurance Awareness and Purchase Intention amongst Media Practitioners in General Santos City

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**Abstract:** *This study explores the determinants of life insurance awareness and purchase intention among media practitioners in General Santos City. Amid low insurance penetration in the Philippines and increasing economic uncertainty, the research examines how financial literacy, insurance literacy, perceived product risk, and saving motives influence insurance-related decisions. Guided by the Health Belief Model and the Theory of Planned Behavior, the study utilized a quantitative descriptive-correlational design, surveying 130 media practitioners aged 18–60 through a validated questionnaire. Results reveal that saving motives had the highest influence on insurance awareness, followed by financial literacy, insurance literacy, and perceived product risk. A significant positive relationship was found between insurance awareness and the intention to purchase life insurance. The findings underscore the need for targeted awareness campaigns and personalized insurance marketing strategies aimed at media professionals. The study offers insights for insurance providers, employers, and policymakers to foster better financial preparedness among workers, and serves as a foundation for further research in other sectors and geographic regions.*

**Keywords:** Health Insurance, Insurance Awareness, Life Insurance, Media Practitioners

## I. Introduction

In recent years, the life insurance industry has undergone notable transformations, and it is poised to continue evolving due to the combined influence of global market trends and regulatory pressures. What is particularly noteworthy is that the predominant catalysts for these changes are universally applicable, affecting the industry on a global scale (Hallay, 2021).

Life insurance becomes more important than just a way to reduce risk as people negotiate the challenges of contemporary living. It is now an essential instrument for safeguarding the stability and well-being of households. As Kilroy (2023) noted, Life Insurance is defined as a contractual agreement between an insurance policy holder and an insurance company. In this arrangement, the insurer commits to disbursing a specified sum of money in return for a premium, either upon the death of the insured person or at the conclusion of a predetermined period. Certain life insurance policies offer benefits beyond providing financial assistance solely in the event of the insured's death. These policies serve a multifaceted role by assisting in debt settlement, covering living expenses, and addressing medical or final expenses, providing a comprehensive financial support system (Life, 2023).

Although there are numerous advantages associated with purchasing life insurance (Board, 2023), a significant number of individuals either resist the idea of obtaining coverage or discontinue payments after a few months or years of being insured. As per Bieber (2024), delaying the acquisition of a life insurance policy might result in profound regret.

As highlighted by Janis (2019), insurance remains a topic that fails to elicit enthusiasm or even consideration from most individuals. While nobody enjoys the prospect of paying for coverage, the desire for protection in the event of an accident or other significant life-altering occurrence is universal (Janis, 2019). This is supported by Bieber (2024), who mentioned in her blog that such pessimistic perceptions about life are particularly applicable to young and healthy individuals who currently have no substantial dependents relying on their income or services.

In the year 2022, the National Bureau of Economic Research (NBER) released the results of a study examining financial regret among individuals in their later years. The study involved 1,764 participants aged 50 and above who disclosed seven financial choices they regretted not making to enhance their future preparedness (Rizzuto,

2023). Experiencing a lifespan that surpasses the average figures of 73.5 years for men and 79.3 years for women recorded at the close of 2021, it becomes crucial to contemplate the tangible possibility that one might spend a more extended period in retirement than initially anticipated and to make financial preparations accordingly (Rizzuto, 2023).

According to the research conducted by Hurwitz and Mitchell (2022), more than half of the participants (52%) indicated remorse for not saving enough, while approximately one-third lamented their decision of not acquiring Lifetime Care Insurance. As per the findings of the 2023 Insurance Barometer Study, over 100 million uninsured and underinsured Americans express the necessity for additional life insurance coverage or an increase in their existing coverage.

Life insurance policies in the Philippines are commonly cost-effective and can be personalized to meet individual needs and situations (Marbida, 2023). But despite this offering, Filipinos are still reluctant to buy an insurance policy as most think of it as an impractical expense since when it comes to health insurance, 98 percent of the population has protection from the national health insurance program administered by Philhealth to cover all Filipinos with affordable and quality health benefits (Reyes, 2021). Insurance Commissioner Reynaldo Regalado reports that insurance penetration in the Philippines is notably low, standing at 1.75%. As noted in Manila Standard, the average spending on insurance per Filipino, known as insurance density, was recorded at P872.56, with insurance penetration standing at 1.75 percent. Insurance density represents the average expenditure of each individual on insurance, while insurance penetration signifies the contribution of the insurance sector to the gross domestic product (Rada, 2023). The Deputy Commissioner of the Insurance Commission (IC), Ferdinand George Florendo, referred to a World Bank report indicating that the financial literacy rating of the Philippines is 25%, significantly lower than that of its neighboring countries such as Singapore (59%) and Malaysia (39%) (Olano, 2022).

The cost of living has gone up quickly nowadays, and many people are finding it challenging to manage because of these increasing expenses (Masud et al., 2020). For breadwinners' in General Santos City who are earning minimum pay or just enough to sustain the everyday needs of the family, buying an insurance is considered as additional cost and burden. In General Santos City, a substantial number of individuals rely on compulsory health insurance offered by their employers. However, this coverage has limitations, primarily focusing on hospital expenses and not encompassing costs that would provide financial protection for the family in the event of a significant incident involving the primary breadwinner. Consequently, a considerable portion of employees in General Santos City depends on their company-provided health insurance, either due to its complimentary nature or as a mandatory provision. This also implies that a significant number of employed individuals remain inadequately insured. Consequently, this study will explore the insurance awareness among employed individuals across General Santos City.

Aluodi et al. (2017) recommended replicating their study about the intention to buy life insurance and expand the study to include another demographic sector. Hence, this study focused on understanding intention to buy life insurance of media practitioners in General Santos City.

## **II. Objectives of the Study**

Based on the background of the research, this study aims to determine the following:

1. The level of insurance awareness in terms of financial literacy
2. The level of insurance awareness in terms of insurance literacy
3. The level of insurance awareness in terms of perceived product risk
4. The level of insurance awareness in terms of saving motives
5. The level of intention to purchase life insurance

## **III. Review of Related Literature**

Life insurance continues to play a critical role in financial planning and risk management across the globe (Bugen, 2024). The insurance business provides financial protection by estimating risk, charging premiums, and issuing standardized policies to individuals and businesses exposed to risks of loss (Beers, 2023). As per Breed (2024), as long as life insurance is owned and structured correctly, it becomes an estate-planning tool that guarantees legacy protection for the insured and financial protection for their beneficiaries. But challenges remain, including low penetration in emerging markets, lack of trust and low levels of financial literacy.

Low et al. (2021) observed that life insurance density and penetration levels are generally low in developing countries such as Malaysia as opposed to developed Asian nations thus underscoring the immediate necessity to increase protection levels during health pandemic crises. Although issues in policy retention persist, behavioural economics elements such as loss aversion—the stronger preference for avoiding losses than gaining—and present bias—

preference for immediate versus future benefits – as well as financial literacy exert a substantial impact on life insurance policy lapses, indicating the importance of targeted education and communication to enhance policy retention (Christopher, 2024).

In the Philippines, as reported in the Insurance Asia, the life insurance sector is anticipated to continue to expand due to economic recovery, an aging population driving the need for insurance products, interest in foreign currency-denominated policies, and regulatory developments to make them more accessible and attractive to consumers. However, insurance players in the Philippines faced challenges such as the low penetration, which is mainly attributed to the low level of awareness and understanding among Filipinos. A lot of people still regard life insurance as an added cost and something that is for the rich only leading to myths hindering its greater use (M, 2023).

In addition, Filipinos have a lot of dependence on PhilHealth and HMO coverage, but it does not cover the whole cost of high medical expenses even if they pay for their health plans (Maulion, 2020). This discrepancy underscores the importance of critical education on the additional advantages provided by independent health insurance plans and cash payments with the option of life insurance protection to provide families more holistic protection against financial hardship.

These persistent gaps in awareness, financial literacy, and insufficient coverage underscore the need to study life insurance uptake and its constraints in particular subgroups, including media practitioners in General Santos City.

## **IV. Methodology**

### **4.1 Research Design**

This study employs a quantitative approach using a descriptive-correlational research design. The purpose of this method is to measure and estimate factors influencing insurance awareness and the intention to purchase insurance. It enables the systematic collection and analysis of numerical data, providing a clearer and more structured understanding of the phenomenon under investigation. Descriptive research design is used to gather information about the behaviors and characteristics of a particular group or activity, offering a comprehensive and accurate representation of the target population. Through the observation and collection of data on specific themes such as financial literacy, insurance literacy, perceived product risk, and saving motivation, researchers gain deeper insights into their effects on the intention to insure. To further explore possible associations between insurance awareness and purchase intention, a correlational design is applied, allowing the study to examine the strength and nature of these relationships and to understand the interaction of different variables within the General Santos City context.

### **4.2 Data Gathering Procedure**

This section outlines the data collection methodology utilized in the research. Secondary data sources for this study were obtained through online searches, journals, and articles. Pertinent information and data were gathered to bolster the study and serve as points of reference.

Regarding primary data sources, the researcher intends to craft a letter aimed at the institution and potential respondents to solicit data. The letter will apprise recipients of the research study and seek their participation as suitable individuals aligned with its objectives. The authorization letter serves as a mechanism to secure consent and cooperation from the respondents.

The researcher plans to undertake a face-to-face survey involving the chosen respondents. Before initiating the survey, the researcher will develop and validate both the consent letter and the survey questions. These measures are taken to ensure that the research process aligns with ethical guidelines and that the survey questions are suitable for capturing the intended data. In preparation for the formal launch of the study, the researcher carried out a pilot test involving 30 respondents. The gathered data will be subjected to analysis using Cronbach's alpha to assess the internal consistency of the data.

The primary data collection phase will be carried-out at Koronadal, General Santos City, and Sarangani Province. Upon approaching them, a warm greeting precedes an inquiry about their familiarity with insurance. Those meeting the criteria receive assurance that their participation is valued and confidential. Emphasis is placed on maintaining the strict confidentiality of the information provided, ensuring the privacy of participants throughout the research process. In order to gather more respondents, the researcher will ask for a referral from colleagues and friends of who can be the possible respondents. Those who are done with the survey will be asked if they could refer potential respondents for the study.

The collected data will be documented in a suitable format for further analysis. The researcher will emphasize the accuracy and error-free nature of the collected data. This implies that steps will be taken to maintain data quality throughout the process. Lastly, quantitative data in the use of Seven-likert scale will be used. It can allow respondents various options, or levels of agreement/disagreement, thus allowing the researcher to measure quantitatively. The precision desired by the researcher is expected to be attained by using 7-point Likert scale. Having more response options, the 7-point scale can provide a deeper level of understanding, which can lead to better-informed-decision making as well as improved research output and development of products (Jotform, 2023).

#### **4.3 Research Instrument**

The researcher adapted a survey questionnaire design. Section aims to determine the demographic characteristic of the respondents. As recommended by Omar and Owusu-Frimpong (2007), the first part of the questionnaire contains information on the education attainment of respondents and the number of dependents. This variable is intended to determine if such census demographics do in fact play a role in the consumer purchase intention of the respondents.

The second section of the instrument was modified version from the study of Dalkılıç and Kırkbeşoğlu (2014) called "The Role of Financial Literacy on the Development of Insurance Awareness", Weedige, et al. (2019) with the title-head "Decision making in Personal Insurance: Impact of insurance Literacy at Nomi and Sabbir (2020) with the title-head "Investigating the Factors of Consumers' Purchase Intention Towards Life Insurance in Bangladesh: An Application of the Theory of Reasoned Action". The second section of the instruments measures insurance literacy with items like financial literacy, insurance literacy, perceived product risk and saving motives.

Part three of the questionnaire intended to measure the purchase intention towards life insurance by the respondents, Part three of questionnaire was adapted from study conducted by Weedige et al. (2019) titled "Decision making in Personal Insurance: Impact of insurance Literacy" and Nomi and Sabbir (2020) titled "Investigating the Factors of Consumers' Purchase Intention Towards Life Insurance in Bangladesh: An Application of the Theory of Reasoned Action".

The format of the questionnaire was divided into three parts. The first section would include questions on the respondents demographic characteristics like age, gender, occupation status, marital status, educational level, number of dependents. The second part would tap insurance awareness, whilst the third part would examine intent to purchase life insurance. The respondents will be asked to complete their profiles on the first part of the questionnaire. The second part of the instrument presents 33 statements of awareness about insurance, and the third part of the instrument presents 8 statements of purchase intention by using 7-point likert-type scale.

### **V. Results and Discussion**

This section presents the result for the data collected and analyzed. The presentation is based on the order in which the problem is presented.

The research seeks to understand what makes media practitioners in General Santos City become aware and intend to buy insurance. The research was conducted with 130 media personnel, from which knowledge and attitude towards insurance was explored.

**Table 1. Level of Insurance Awareness in Terms of Financial Literacy**

<b>Indicator</b>	<b>Mean</b>	<b>Description</b>
<b>FINANCIAL LITERACY</b>		
1. I believe that insurance system is useful.	6.22	Strongly Agree
2. I believe that insurance system is necessary.	6.28	Strongly Agree
3. I believe that insurance is a wise investment.	6.18	Strongly Agree
4. I believe that insurance is reliable system.	6.13	Agree
5. Insurance provides stability for wealth planning.	6.18	Strongly Agree
6. Insurance serves as capital or wealth accumulation.	6.08	Agree
7. Insurance provides financial relief to society.	6.07	Agree
8. The insurance policy assists me to plan my personal financial management.	6.12	Agree

	Mean	6.16	Strongly Agree
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The greatest mean value 6.28 is related to the item "I believe that insurance system is necessary," which means that respondents agree very much on the need of insurance system. This high value reflects that insurance ranks among the core elements with respect to financial planning and that there is a high agreement regarding its societal importance, in especially individual but also societal financial security. Meanwhile the lowest mean (6.07) is for "Insurance provides financial relief to society." Whilst still in the "Agree" category, this score is less than the other scales, suggesting that although society in general believes that insurance provides financial relief to society, there is less certainty or agreement on the broader social implications of insurance schemes. This indicates that people are aware of the individual benefits of insurance, but may not fully appreciate the broader social value of insurance. On the whole, the average scores show a positive attitude towards insurance, with respondents expressing agreement with the usefulness, necessity and dependability of insurance systems, and recognizing their part in wealth creation, capitalization and personal finance. The modestly weaker result for the societal relief component suggests a more modest conception of insurance's social consequences.

The results imply that the majority of respondents have a strong awareness of the importance and utility of insurance systems, which can be a strong basis for marketing insurance products. The somewhat lower score for insurance's contribution to society's financial resilience might suggest an opportunity for insurers to continue to communicate more effectively how insurance makes individuals and society as a whole more resilient. This may help improve public understanding of insurance's role in the public good in order to make the case for more comprehensive coverage.

The results indicate that there is a strong consensus among respondents with respect to the importance and utility of the insurance system, and they have a strong sense of the concept of insurance as a central part of individual financial planning and security. This is consistent with prior research that has highlighted financial literacy as a significant factor in determining positive attitudes towards insurance and its relevance to wealth building and financial planning (Ardhiani and Panjaitan, 2023; Huong et al., 2020).

The somewhat lower consensus on insurance's role in societal financial support is indicative of a narrow understanding of its social benefits, which is also corroborated by the work by Weedige et al. (2019) and Nomi and Sabbir (2020) which call for better communication to raise awareness among the people about the role of insurance in reinforcing financial resilience at the individual and societal level.

**Table 2. Level of Insurance Awareness in Terms of Insurance Literacy**

Indicator	Mean	Description
<b>INSURANCE LITERACY</b>		
9.The main purpose of insurance is to reduce the financial burden of risk faced by the consumer.	6.20	Strongly Agree
10. Insurance is a suitable risk management tool when the chance of loss is high and the potential for significant financial impact is high.	6.10	Agree
11. Life insurance provides important financial security to couples with children.	6.21	Strongly Agree
12. Consumers are protected against insurance company bankruptcies by state funds that pay some of the claims.	6.05	Agree
13. Insurance helps protect against financial losses caused by uncertainty.	6.09	Agree
14. A life insurance policy will often pay the medical expenses of the insured customer.	6.18	Strongly Agree
15. Insurance reduces or eliminates losses hidden in life's uncertainty.	6.10	Agree
16. With the insurance policy, I obtain a sense of security.	6.15	Strongly Agree
	<b>Mean</b>	<b>6.14</b>
		<b>Agree</b>

As shown in Table 2, the insurance literacy data has mean scores ranging from 6.05 to 6.21, which indicate a significantly high level of agreement on the values and functions of insurance. The highest mean score, at 6.21, is for "Life insurance provides important financial security to couples with children." This reflects that the value of life insurance as a core financial security tool for families, particularly those with children, still resonates with respondents. And that plays a larger role in how we think about insurance in general as a means to protect our financial well-being.



The score of 6.05 average cost is associated with "Consumers are protected against insurance company bankruptcies by state funds that pay some of the claims". This falls under the "Agree" category but is at the lower end, which indicates that perhaps respondents do not fully understand the consumer protections that exist in the case of insurance company failures. This might suggest an area where more knowledge and awareness would be helpful to give consumers confidence in the stability and reliability of the insurance industry. On the whole, the respondents have a good knowledge of the fundamental roles of insurance including risk reduction, life uncertainty handling and family security. The marginal lower score of the state protection against bankruptcies points to a knowledge gap that can be filled in subsequent insurance literacy campaigns.

The results indicate that the respondents have a good knowledge on the purpose of insurance having financial security, when considering those with children. Nonetheless, a slightly lower consumer protection score is given in the event of insurance company bankruptcy, which may simply mean that there is a requirement for more education on the safety nets in place to protect policyholders. Insurers may concentrate on increasing public knowledge about the strength and consistency of the industry to increase confidence among consumers.

The results are consistent with Huong et al. (2020) and Ardhiani and Panjaitan (2023), who stated that respondents generally have a good awareness of insurance, and have understood that life insurance plays a very important role as a means of financial protection for families with children. Lower awareness about consumer protections against the bankruptcy of insurance companies, however, is a knowledge gap consistent with Weedige et al. (2019) and Nomi and Sabbir (2020), arguing that better education will ensure the consumer is confident regarding insurance industry.

**Table 3. Level of Insurance Awareness in Terms of Perceived Product Risk**

Indicator	Mean	Description
<b>PERCEIVED PRODUCT RISK</b>		
17.Purchasing an insurance product involves a significant upfront financial commitment.	6.12	Agree
18.I believe that despite the investment, purchasing the insurance product offers worthwhile protection.	6.15	Strongly Agree
19.I am confident that I can get the desired protection from an insurance company.	6.09	Agree
20.I am confident that I can get the desired protection from the insurance policy.	6.09	Agree
21.I believe insurance will provide smooth and hassle-free support when making a claim.	6.02	Agree
22.I trust that insurance will ensure the physical well-being of me and my dependents.	6.05	Agree
23.I believe the financial benefits of life insurance outweigh any concerns.	6.00	Agree
24.I am confident that insurance policies will adequately address my protection needs.	6.20	Strongly Agree
<b>Mean</b>	<b>6.09</b>	<b>Agree</b>

The items in table 3 reflect the degree of insurance awareness to product risk perception with mean scores of 6.02-6.20. The overall mean value of 6.09 represents a moderate level of confidence in the value for money and security assured by insurance by respondents in general.

The highest average of 6.20 is observed for "I am confident that insurance policies will adequately address my protection needs." This indicates that the respondents strongly believe that insurance products provide adequate protection, and therefore signifies how much trust they have in insurance policies to deliver on protection. The lowest average score is at 6.02, "I believe insurance will provide smooth and hassle-free support when making a claim." Though it remains in the "Agree" range, this score is somewhat less, and one could infer that there is a degree of hesitance or lack of confidence in the claims process. This may be an area for insurance companies to concentrate on in terms of improving the customer experience as it is likely considered as the ease of filing claims.

In general, consumers have great confidence in the protection that insurance products offer when it comes to meeting their individual needs. The score for filing claims is slightly lower, suggesting that insurers have a chance to boost customer satisfaction by simplifying and clearly communicating the process for filing claims. This can add confidence and reduce the fear of the unknown when buying insurance.

The results are consistent with previous studies showing a relatively favorable attitude towards the value and protection of insurance products (Jahan & Sabbir, 2019) (Nomi & Sabbir, 2020). The overwhelming confidence of the respondents of insurance policies to offer them protection indicate a high level of trust for insurance coverage, as observed in previous studies. Nonetheless, the somewhat lower confidence in the claims process reflects similar concerns, from the literature, on consumer distrust in claim settlements and transparency in the claims process (Weedige et al., 2019).

The information shown in Table 4 demonstrates the degree of awareness of the insurance motives for saving, with an average value set within the interval from 6.34 to 6.45, expressing a high extent of agreement among the respondents. The mean score was 6.41, indicating that respondents had a strong agreement towards the different items of saving motives for insurance.

I save money because I want to ensure continuity of income upon my death ( $M = 6.45$ ) and I save money for economic uncertainties and unexpected events ( $M = 6.45$ ) have the highest mean scores. This implies that respondents exhibit a high level of recognition of the significance of saving and preparing for their family's financial security and future risks, indicating a high degree of awareness of insurance as a protective and preventive intermediary in their financial planning.

The lowest average score is 6.34 for the statement "I save money to achieve my financial goals." This is still "Strongly Agree" territory, but it's slightly less than the other responses, suggesting that while financial goals are significant, most are concerned not only with securing their retirement but also that they have resources to live once they pass away and providing for loved ones in case of the unforeseen.

**Table 4. Level of Insurance Awareness in Terms of Saving Motives**

Indicator	Mean	Description
<b>SAVING MOTIVES</b>		
25.I save money for securing my retirement period.	6.41	Strongly Agree
26.I save money for emergency purposes.	6.44	Strongly Agree
27.I save money because I want to ensure continuity of income upon my death.	6.45	Strongly Agree
28.I save money to ensure the continuity of income for my loved ones after my death.	6.43	Strongly Agree
29.I save money for long-term financial security.	6.41	Strongly Agree
30.I save money to provide financial protection for my family members.	6.38	Strongly Agree
31.I save money to achieve my financial goals.	6.34	Strongly Agree
32.I save money for economic uncertainties and unexpected events.	6.45	Strongly Agree
<b>Mean</b>	<b>6.41</b>	<b>Strongly Agree</b>

Overall, the data indicate that respondents attach great value to insurance when it comes to safeguarding their financial stability, especially in order to provide for their dependents in case of financial uncertainty and to maintain long-term financial security. The scores differ only a little, indicating that while meeting financial needs is essential, insurance policies are more regarded as a grounding presence in the case of future and emergency needs.

The results are consistent with previous research which highlights saving motives as a significant determinant of the intention to purchase life insurance (Nomi & Sabbir, 2020; Jahan & Sabbir, 2019). Respondents highly value saving to maintain income for themselves and their family members and prepare for economic risk. This indicates broad recognition of insurance as an important finance tool that could shield the family and mitigate future risks. A slightly lesser agreement of the respondents on the financial aspects indicates that even though they do long-term planning, the respondents mainly see insurance as a protective tool against the unexpected, in line with the protective role as emphasized in the literature (Bennett, 2023; Lagerberg, 2023).

**Table 5. Overall Result for Insurance Awareness**

Indicator	Mean	Description
Financial Literacy	6.16	Strongly Agree

Insurance Literacy	6.14	Agree
Perceived Product Risk	6.09	Agree
Saving Motives	6.41	Strongly Agree
<b>Overall Mean</b>	<b>6.20</b>	<b>Strongly Agree</b>

The insurance awareness scores in general demonstrate a good level of knowledge on the part of the respondents on many aspects of insurance. The average values vary between 6.09 and 6.41 factor mean score, with an overall average rating of 6.20 factor mean score that is within the "Strongly Agree" range.

The highest mean rating of 6.41 is observed for Saving Motives, indicating that respondents shown strong perception about the need of saving for future needs, for retirement stream, for sustaining emergency expenses, and maintaining income for respondents and their families. This is a testament to a sound appreciation of the financial benefit and protective nature of insurance.

The results reveal a good level of understanding regarding the importance of insurance in financial planning, but some concern regarding product risks. There are opportunities for insurance companies to do better in consumer education, especially on the risks and benefits about insurance to create trust and encourage more interest, emphasizing insurance as a tool for financial security may be able to drive demand.

The strong agreement in overall between financial literacy, insurance literacy, perceived product risk, and saving motives indicates a comprehensive insurance literacy among the respondents, consistent with the results of Ardiani and Panjaitan (2023) and Nomi and Sabbir (2020) that explain the contribution of these elements to positive insurance perception. The greatest importance for saving motives indicates that insurance serves as financial protection in line with Bennett (2023). Nevertheless, the lesser confidence in product risk indicates persistent insurance risk concerns, providing an opportunity for insurers to focus on more education and trust building with consumers (Weedige et al., 2019).

**Table 6. Level of the Intention to Purchase Life Insurance**

Indicator	Mean	Description
1. I am confident that I will purchase personal insurance plans (life, income protection, critical illness, and accidental insurance) in the future.	6.13	Agree
2. I would like to know how a personal insurance plan is better than a savings account or other safety property.	6.01	Agree
3. I know the value of personal insurance and want to purchase as soon as possible.	5.92	Agree
4. Purchasing a life insurance policy will provide me future surety which I need most for my inheritance.	5.97	Agree
5. I believe that purchasing a life insurance policy will provide me with the security I need for my inheritance.	6.03	Agree
6. I plan to purchase a life insurance policy in the future.	5.97	Agree
7. I will make an effort to purchase a life insurance policy.	5.98	Agree
<b>Mean</b>	<b>6.00</b>	<b>Agree</b>

The data on life insurance purchase intention indicate that, in general, the respondents agree with statements referring to the intention to buy insurance, mean scores from 5.92 to 6.13. The average score is 6.00, suggesting that respondents are adopting a moderate to strong purchasing intention in relation to life insurance, but not the full "strongly agree".

The scale with the highest mean score (6.13) refers to the following item: I am confident that I will purchase personal insurance plans (life, income protection, critical illness, and accidental insurance) in the future. This means that respondents are quite positive regarding the purchase of life insurance and that generally there will be a good attitude to buying insurance products in the future.



The statement with the lowest mean of 5.92 is "I understand the need for personal insurance and want to buy as soon as possible". Whilst still positive this score does indicate that a number of respondents do see the point in personal insurance but perhaps don't quite feel the urgency or motivation to buy now. This could suggest there is a requirement for additional education or incentives to encourage more rapid decision-making.

Overall, these findings imply that although the intention for buying life insurance among respondents is generally favorable, there might be some kind of reluctance or barriers which might hinder the respondents to act upon the intention in the short run. Insurance companies can build on this by reinforcing the benefits of life insurance and overcoming objections like price or difficulty in buying insurance to help move decision making faster.

The results are in line with prior investigation showing the overall positive intent with little caution to buy life insurance among the respondents (Nomi & Sabbir, 2020; Jahan & Sabbir, 2019). Respondents indicate intention to purchase insurance in the future, similar to Huong et al. (2020), although the slightly reduced urgency to buy immediately indicates remaining reluctance or obstacles (e.g., costs or complexity), reflecting concerns raised by Masud et al. (2020) about potential inhibitors of actual buying despite positive attitude.

**Table 7. Relationship between Insurance Awareness and the Intention to purchase Life Insurance**

Variables Correlated	$r^2$	$r$	Degree of Relationship	$p$ -value	Remark
Insurance Awareness					
Intention to Purchase	0.515	0.718	Strong Correlation	0.0000	Significant

**\*Tested at 0.05 level of significance**

Table 7 shows that the relationship between Insurance Awareness and the Intention to Purchase Life Insurance is strong with  $r$  value of 0.718 and  $r$  squared of 0.515. It means that, the purchasing life insurance behaviour would also exert 0.515 variation, 51.5% of the intention can be explained by the level of insurance awareness, and it is in the moderate level or moderate high level. The  $p$ -value of 0.0000 tells us that this relationship is statistically significant at the 0.05 level meaning that the likelihood of the observed correlation occurring by chance is very small.

The results are consistent with that of Ardhiani and Panjaitan (2023) and Nomi and Sabbir (2020) have revealed a positive and significant relationship between insurance awareness and intention to buy life insurance. This reinforces the important role of awareness in determining purchase intention, as more than half of the variation in intention is accounted for by level of awareness.

## VI. Conclusion and Recommendations

The result showed that awareness of insurance products was significantly positively related to the intention to buy life insurance. The higher awareness of insurance products means the stronger intention of buying life insurance. This indicates that efforts to elevate insurance knowledge have the potential to influence people's decisions on the purchase of life insurance.

Based on the result of the research, the recommendation includes,

1. Financial advisor should build trust by discussing common concerns and assisting clients in choosing policies that satisfy their financial goals may help. They can establish a level of trust by tackling common worries, and assisting clients in choosing policies that align with their financial objectives.
2. Media and employers may provide workplace programs that teach financial literacy and emphasize life insurance as a crucial component of long-term financial planning. They can work with employees on appropriate insurance solutions, taking into account their goals and risk tolerance, so that employees can feel empowered in making educated decisions concerning their financial future.
3. Insurance companies may promote insurance literacy through focused marketing and education that connect products with individuals' savings and protection objectives. Clear communication and risk information can foster trust, give consumers confidence in making financial decisions, and support sales.
4. Future research may consider different variables such as socio-economic status, cultural differences, and digital media impact on insurance awareness and purchase decisions. Longitudinal studies also can monitor the impact of variation in financial literacy on purchasing behaviour, and studies across demographic groups may identify differences in intentions to purchase life insurance.
5. Life Insurance Company may approach the media institution to conduct lecture on the importance of life insurance and how does it work.

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