



Electronic Theses and Dissertations

2023

Factors influencing insurance uptake among the youth in Nairobi County, Kenya.

Aketch, Nancy Auma
Strathmore Business School
Strathmore University

Recommended Citation

Aketch, N. A. (2023). *Factors influencing insurance uptake among the youth in Nairobi County, Kenya* [Strathmore University]. <http://hdl.handle.net/11071/13363>

Follow this and additional works at: <http://hdl.handle.net/11071/13363>

**FACTORS INFLUENCING INSURANCE UPTAKE AMONG THE YOUTH IN
NAIROBI COUNTY, KENYA**

NANCY AUMA AKETCH

**A Research Project Submitted in Partial Fulfilment of the Requirements for the Degree
of Master of Business Administration at Strathmore Business School**

Strathmore University Business School

Nairobi, Kenya

DECLARATION

This project is my original work and has not been submitted for examination in any other institution. Where previously published or written material by another person has been used due reference was made.

© No part of this project may be reproduced without the permission of the author and Strathmore University

NANCY AKETCH

Sign: 

Date: 6th June 2023

Approval

This research project has been submitted for examination with my approval as the university supervisor

Dr. Hellen Otieno

SENIOR LECTURER,

STRATHMORE UNIVERSITY BUSINESS SCHOOL

Sign:  **Date: ...6th June 2023.....**

TABLE OF CONTENTS

DECLARATION.....	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
DEFINITION OF TERMS.....	viii
LIST OF ABBREVIATIONS	ix
ABSTRACT.....	x
CHAPTER ONE	1
INTRODUCTION.....	1
1.1 Background to the Study.....	1
1.2 Statement of the Problem.....	10
1.3 Objective of the Study	12
1.4 Research Questions.....	12
1.5 Scope of the Study	12
1.6 Significance of the Study	13
1.7 Chapter Summary	14
CHAPTER TWO.....	15
LITERATURE REVIEW	15
2.1 Introduction.....	15
2.2 Theoretical Framework.....	15
2.3 Empirical Review.....	17
2.4 Summary of Research Gaps.....	26
2.5 Conceptual Framework.....	27
2.6 Chapter Summary	29
CHAPTER THREE.....	30
RESEARCH METHODOLOGY	30

3.1 Introduction.....	30
3.2 Research Philosophy.....	30
3.3 Research Design.....	31
3.4 Target Population.....	31
3.5 Sampling Design and Sample Size	32
3.6 Data Collection Instrument.....	32
3.7 Data Collection Procedures.....	33
3.8 Pilot Test.....	33
3.9 Data Analysis and Presentation	34
3.10 Ethical Considerations	35
CHAPTER FOUR.....	37
DATA ANALYSIS AND FINDINGS.....	37
4.1 Introduction.....	37
4.2. Response Rate.....	37
4.3 Background Information.....	37
4.4 Descriptive Analysis.....	38
4.5 Inferential Analysis.....	44
4.6 Chapter Summary	52
CHAPTER FIVE	54
DISCUSSION, CONCLUSION AND RECOMMENDATION.....	54
5.1 Introduction.....	54
5.2 Summary	54
5.3 Discussion.....	55
5.4 Conclusion	57
5.5 Recommendations.....	57
5.6 Recommendation for Future Research.....	58
5.7 Limitation.....	58

REFERENCES.....59

APPENDICES.....72

APPENDIX I: INTRODUCTION LETTER72

APPENDIX II: RESEARCH QUESTIONNAIRE.....73

APPENDIX III: RESEARCH WORKPLAN77

APPENDIX IV: RESEARCH BUDGET78



LIST OF TABLES

Table 3.2: Reliability Statistics.....	34
Table 4.1: Highest Level of Education.....	38
Table 4.2: Current Employment Status	38
Table 4.3: Product-related Factors	40
Table 4.4: Service-related Factors	42
Table 4.5: Demographic Factors	43
Table 4.6: Insurance Uptake.....	44
Table 4. 7: Correlational between Product-Related Factors and Insurance Uptake.....	45
Table 4. 8: Model Summary Product-Related Factors and Insurance Uptake	46
Table 4. 9: ANOVA on Product-Related Factors and Insurance Uptake.....	46
Table 4.10: Coefficients on Product-Related Factors and Insurance Uptake.....	47
Table 4.11: Correlational between Service-Related Factors and Uptake of Insurance Products.....	48
Table 4. 12: Model Summary on Service-Related Factors and Insurance Uptake.....	49
Table 4. 13: ANOVA on Service-Related Factors and Insurance Uptake	49
Table 4. 14: Coefficients on Service-Related Factors and Insurance Uptake	50
Table 4.15: Correlation between Demographics Factors and Uptake of Insurance Products.....	51
Table 4. 16: Model Summary on Demographics Factors and Insurance Uptake.....	51
Table 4.17: Hosmer and Lemeshow Test.....	52
Table 4.18: Variables in the Equation	52

LIST OF FIGURES

Figure 2.1 Conceptual Framework28



DEFINITION OF TERMS

Insurance	Arrangement by which a company or government agency provides a guarantee of compensation for specified loss, damage, illness, or death in return for payment of a premium (Association of Kenya Insurers, 2015).
Insurance Penetration	This refers to the ratio of total premiums from insurance products to the GDP of the country. It is used to measure the national average uptake of insurance services (Kovacevic & Hodzic, 2021)
Insurance Uptake	Action of taking up or making use of something that is available (Association of Kenya Insurers, 2015). In this study, it is the number of people who use a service or accept an intervention that is offered in the insurance industry
Product	An insurance product refers to any product that an insurer provides by promising to pay or indemnify another for losses (risks) incurred (Park, Lee, Park, Jung, & Kim, 2021).
Service-related factors	Service-related factors refer to the factors that determine a users' level of satisfaction with a received product or service (Panigrahi, Azizan, & Waris, 2018).

LIST OF ABBREVIATIONS

AKI	Association of Kenyan Insurers
CBHI	Community-Based Health Insurance
G7	Group of Seven nations
GDP	Gross Domestic Product
ILO	International Labour Organization
IRA	Insurance Regulatory Authority
LMIC	Low- and Middle-Income Countries
NHIF	National Hospital Insurance Fund
NHIS	National Health Insurance Survey
IRA	Insurance Regulatory Authority
TRA	Theory of Reasoned Action
USIU	United States International University

ABSTRACT

The study general objective was to examine factors influencing insurance uptake among the youth in Nairobi County, Kenya. It was guided by the following objectives: to establish the influence of product-related factors on the uptake of insurance products among the youth, to determine the effect of service-related factors on the uptake of insurance products among the youth and to examine the effect of demographic factors on service-related factors, and product-related factors on the uptake of insurance products among the youth. The study adopted a descriptive cross-sectional research design which targeted 1,791,550 youths aged between 18-34 years within the 17 sub-counties of Nairobi County. Stratified random sampling technique was used to select the sample. The sample size of this study was 400 respondents. Questionnaires were used to collect data. The data was analyzed using both inferential and descriptive statistics. Findings on the influence of product-related factors on the uptake of insurance products among the youth showed that uptake of insurance products had a statistically significant relationship with product related factors ($r=.725$, $p<.01$). It was determined that product-related factors account for 52.6% uptake of insurance product among youths in Nairobi County ($R^2=0.526$; $F=330.075$; $p<.01$). Findings on the effect of service-related factors on the uptake of insurance products among the youth showed that uptake of insurance products had a statistically significant relationship with service-related factors, ($r=.708$, $p<.01$). Service related factors accounts for 50.1% uptake of insurance product among youths in Nairobi County ($R^2=0.501$; $F=298.826$, $p<.01$). Findings on the effect of demographic factors on the uptake of insurance products among the youth the uptake of insurance products was also positively related to demographic factors including gender ($\chi^2=88.646$; $p<0.01$), marital status, ($\chi^2=43.279$; $p<0.01$), and employment ($\chi^2=20.032$; $p<0.01$). Key Words: Insurance Uptake; Youths, Product-Related Factors, Service-Related Factors, Demographic Factors.



CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Kenyans only have a basic understanding of insurance products and services. Lack of insurance product and services knowledge is cited as one of the leading constraints to insurance uptake. There is also a public misconception that insurance is very expensive and hence a luxury for the rich, low trust in insurers and insurance subscription invites bad luck (Association of Kenya Insurers, 2021). Against these negative perception of insurance product and services, insurance firms are faced hard task of convincing clients to take up insurance. This study argues that insurance firms will be able to drive up insurance uptake if they have better product features and services. Still the client's demographic characteristics plays a part in insurance uptake. Demographic characteristics such as age, personality, lifestyle, and life-cycle stage have a significant influence on consumer's intention to purchase insurance products (Dror, Hossain, Majumdar, Pérez Koehlmoos, John, & Panda, 2016). Product-related factors describe factors that influence a consumer purchase decision and are directly related to the product itself (Alton, 2016). Service-related factors refer to the factors that determine a users' level of satisfaction with a received product or service (Panigrahi, Azizan, & Waris, 2018). Demographic factors describe factors that are used to define the characteristics of a person or a population (Velliari, 2016).

The insurance sub-sector plays a significant role in the growth and development of the financial services sector and a healthy insurance sector is crucial for the functioning of the economy (Hodula, Janků, Časta, & Kučera, 2021). The worldwide insurance growth is expected to significantly drop from \$5939.5 billion in 2020 to \$5807.3 billion in 2021 due to a decrease in demand for insurance premiums owing to the pandemic (Swiss Re, 2020). Further, the global insurance market is expected to contract at an average of 1.5% in the global life premiums over the two years, stemming mostly from advanced markets. The insurance industry is experiencing challenges relating to low-interest rates and policy regulation challenges (Panda, et al., 2021). Although significant efforts have been made to increase uptake of insurance products, many developing economies are struggling to increase uptake of insurance products (Meessen, 2018). Most health

coverage schemes, for instance have failed to cover more than 10% of the population (Umeh & Feeley, 2017), and the youth are mostly excluded.

Statista (2019) reports that despite Africa being home to 17% of the global population, less than 1% of the households have insurance coverage as a result of poorly developed insurance industries, low income, lack of knowledge about insurance products and their importance, poor regulatory environment, lack of a supportive culture and demographic characteristics of the households. The Report notes that on average the micro-insurance coverage ratio in the continent stands at 5.4% with South Africa having the highest insurance uptake in the continent (16.99%). The African Insurance Organization (2021) reports that the insurance penetration stood at 2.78% as compared to a global average of 7.23%. Deloitte (2021) reported that in East Africa, Tanzania had the lowest insurance penetration rate at 0.5%, Uganda at 1% with the Kenyan market having the highest uptake rate of 2.34% as compared to peers in the region-despite having included the sector in the country's Vision 2030 development agenda of ensuring increased access of insurance. However, the Insurance Outlook Report (2020) shows that Kenya has a low insurance penetration rate, with the sector reporting a meagre 2.17% penetration rate in 2021 compared to a global average of 7%.

The insurance industry in Kenya consists of a number of players namely; 49 insurance companies (including foreign reinsurance companies' operating liaison offices in Kenya) and 3 reinsurance companies, 4,847 intermediaries (insurance brokers including foreign reinsurance brokers authorized to run liaison offices, medical insurance providers, and insurance agents) and 298 other service providers (insurance investigators, motor assessors, insurance surveyors, loss adjusters, claims settling agents and risk managers) (IRA, 2013).

Insurance sector players provide services that shield consumers from potential specified losses, thus contributing significantly to the wellbeing of the financial system (Shawar & Siddiqui, 2019). According to Zeng, et al., (2017), in order to be able to withstand any distress, make profits and contribute to the stability of an economy, the insurance sector has to attract users to its services and products. The National Hospital Insurance Fund (NHIF) (2018), the country's main vehicle for Universal Health Coverage reports a lot of disparities when it comes to insurance coverage, with those in the informal sector, women and the youth being the least covered. Umeh (2018) affirms that in

Kenya, more than 80% of the youth remain uncovered by any form of insurance, leaving them exposed to associated risks. The International Labor Organization (ILO) (2020) noted that the youth are characterized by high rates of unemployment, irregular income flows and lower levels of financial literacy which impact their ability to make consistent insurance payments.

This study will examine the factors that influence the youth's decision to purchase insurance products and services owing to the low uptake of insurance. The research is premised on consumer theory which asserts that individuals spend their money on things that they like and can easily afford and meet their desired product features (Panda, et al., 2016).

1.1.1 Insurance Uptake Among the Youth

The Government of Kenya defines youth as referring to the age bracket of 18 – 34 years (Aberi & Jagongo, 2018). The youth are important to Kenya's economic development as their inclusion in the financial market can spur economic growth and development of the nation (Nyaronga, 2018). Globally, the Group of Seven nations (G7) represent 65% of the world's protection premiums, while accounting for less than 10% of the total populace. In 2019, South Africa, Egypt, Kenya, Nigeria, Algeria, Angola, and Tunisia made up 83% of all African premiums (Swiss Re, 2020). Although a variety of insurance products exist in the Kenyan market, the country's insurance penetration rate stands at 2.17 percent as of 2020, lower than the African average penetration rate of 3.5 percent (Dipolelo, 2016). The Association of Kenya Insurers (2016) and Swiss Re (2020), report that although the youth make up a significant majority of the population, they are the least covered. The last few years have witnessed a series of developments in Kenya's insurance industry in terms of information and communication technology advancement, product development, application of new service solutions and regulatory control (Association of Kenya Insurers, 2020), resulting in a radical change in the market structure, product and service offering, efficiency, and performance of insurance firms. Increased competition and the mandate of inclusivity have seen insurance firms having to develop alternative means of generating sustainable market outreach and penetration (Association of Kenyan Insurers, 2019). These developments have seen the sector realizing a 12.6% revenue growth in 2017 compared to the previous year, while the general segment grew by 2.5%.

However, insurance penetration in Kenya is still low, standing at 2.68% in 2017, down from 2.71% in 2016 (Insurance Industry Survey, 2019). Further, women, children and the youth are the most uninsured population segments in the country (Mbau, Kabia, Honda, Hanson, & Barasa, 2020). This trend has been recorded since 2010, showing poor performance of insurance coverage in terms of uptake of insurance premiums. The Insurance Industry Survey (2019) further revealed that the majority of the insured were drawn from the formal sector, which accounts for about 5% of the total population. The insurance market is currently under significant transformation, and there is a significant shift in preferences among its clients (Olawajaju & Msomi, 2021). The Africa Insurance Organisation (AIO) reports that insurance access rate dropped from 2.78 per cent in 2019 to two per cent in 2020. This low penetration has been attributed to failure of to embrace digital technologies, low awareness level, low income, high level of financial exclusion, lack of infrastructural and distribution channels, limited domestic skills and data shortage.

Insurance firms have been struggling to attract young adults (Ji, et al., 2021). In the United States, for instance, the uninsured rate has increased since 2016 and this has been attributed to new policy changes to coverage options which made it harder to enroll, renew and maintain insurance coverage (Chipollini, et al., 2019). Sofer (2019) reports that young people are least insured, with their rate rising to 21 per cent, a 4.8 per cent upsurge. Writers (2019) reports that uninsured rates increased significantly among women and young adults in the lower income bracket. In China, Shi, et al. (2021) avers that health insurance uptake among young migrants was associated with their income and knowledge regarding insurance products, with low income limiting their capacity to afford insurance premiums. Malaysia's Chung (2020) reported low uptake of insurance among the country's youth, identifying significant differences in age groups, gender, income, and education level and demand for life insurance products. Furthermore, knowledge of life insurance, risk attitude, and income protection also predict the demand for life insurance.

South Africa's Musakwa, et al. (2021) report that long waiting time, attitude of health workers, and lack of sufficient information/poor health literacy are among the factors impacting young people's access to appropriate health care services. Less than 15 percent of young adults were able to access insurance services. In Tanzania, Lutinah

(2020) found evidence that factors such as age, marital status, education level, occupation and media exposure have a significant association with uptake of health insurance. This research seeks to examine the market factors that have affected the insurance uptake within the youth population in Kenya.

The Insurance Industry Survey (2019) revealed that the rate of insurance penetration was less than 3% of GDP, with only 7% of the Kenyan population having any form of insurance. The Kenya Population and Housing Census (2019) report showed that Kenya is a country of the youth as they account for 75% of the 47.6 million population being under the age of 35. The report notes that Nairobi County has a population of roughly 4.4 million people. According to the Census survey, there are 1,791,550 youths aged between 18-34 years within the 17 sub-counties of Nairobi County. Of this, 844,071 are male and 944,479 are female and most of these are uninsured (Kenya National Bureau of Statistics, 2020).

The Association of Kenya Insurers (2018) asserts that majority of the 12 million Kenyans aged between 20-34 years are unemployed, have little or no money, and are the most uninsured. AKI (2018) asserts that insurers' future success is heavily dependent on their ability to attract millennials. According to Ayishashe (2015), understanding the characteristics of the youth is key to delivering appropriate products and services. The youth are tech-savvy, interactive through social media, informed, price conscious and deal savvy, and their consumption behaviour is increasingly being oriented towards brands that can offer maximum convenience at the lowest cost. However, Michael, et al. (2020) states that despite being price conscious, the youth are unwilling to sacrifice quality, and will pay more for quality products. According to Odenyo (2018) inadequate market research has contributed to the development of products that do not meet customer needs, uncompetitive pricing and inadequate distribution channels, limiting their access to the youth. This group will form the population of the current research which will investigate whether service factors, product factors have a direct influence on their decisions to purchase insurance products, and whether demographic factors moderate the relationships between product factors and insurance products' uptake.

1.1.2 Factors Influencing Insurance Uptake

Insurance is the promise of compensation for specific potential future losses in exchange for a periodic payment (Satish, 2019). Insurance service providers assure their customers that they will protect them from specified unexpected losses (Masara & Dube, 2017). The mandate of the Insurance Regulatory Authority (IRA) is to promote the development of the insurance industry in Kenya. Currently, Kenya's insurance industry comprises several players including insurance companies, reinsurance companies, intermediaries such as insurance brokers and insurance agents, risk managers or loss adjusters, and other service providers (Deloitte, 2021).

Insurance uptake is the rate of purchase of insurance premiums in a country and is measured as a percentage of insurance premiums to a country's gross domestic product (Mutinda, 2015). Researchers investigate the depth of a country's health insurance market using the insurance penetration ratio which measures the gross value of insurance premiums as a percentage of the Gross Domestic Product (GDP) (Swiss Re, 2012). The insurance uptake ratio represents a population's ability to purchase insurance premiums (Ngoima, 2013). At individual level, this is determined by the level of involvement or purchase of insurance cover (Lagat & Isaac, 2017). The insurance penetration ratio helps investors monitor trends in the insurance sector (Christmals & Aidam, 2020).

Companies strive to create products and services that will meet the expectations of consumers and address their needs making it necessary to have an understanding of the factors that ignite consumer purchase intentions (Kurylo, Kurylo, Zhovnrchyk, Kartashov, & Sokol, 2017). Various researchers have sought after the factors that influence insurance uptake. Born and Bujakowski (2019) found factors such as product availability, affordability, and consumer's comprehension of insurance products, trust of insurers, and the need for coverage influence insurance uptake of insurance products.

Mukangendo et al. (2018) noted that long wait times and unstable income contribute to the low intake of community-based insurance. Muiya (2017) argues that being aware of the different insurance products has no impact on their rate of purchase, affirming that the products have to be tailored to meet specific users' needs. These observations are supported by Masengeli et al (2017) who determined that it is necessary to make

the population aware of the benefits of insurance products and for the designers to make the products affordable to increase their purchase. Cheruiyot (2020) is also of this opinion, arguing that the constant changes to premium prices was impacting poor populations' ability to make consistent payments. Githinji (2017) called for the design of products that would meet specific consumers' needs, arguing that situational factors such as pregnancy, income, education level, information access and household size all determine women's intention to purchase insurance products. Chan (2016) further reports that the rush to meet universal health coverage goals has resulted in the development of some insurance products that did not generate significant interest from insurance consumers.

It is evident that key themes emerge from these studies, including that insurance uptake is influenced by the cost of the products, how they are designed and made available, users previous experiences and knowledge regarding the products and their benefits, the density of insurance providers, the existence of dependents and the perception of people regarding insurance products (Shi, et al., 2021; Ayishashe, 2015). These factors can be grouped into service-related, product-related and demographic factors. Service-related factors influence users' perception regarding insurance products, product related factors relate to the characteristics of insurance products that determine their usability and suitability, while demographic factors explain individual's personal characteristics such as their age, level of education or marital status.

An insurance product refers to any product that an insurer provides by promising to pay or indemnify another for losses (risks) incurred (Park, Lee, Park, Jung, & Kim, 2021). They include reinsurance agreements, reinsurance treaties, reinsurance pools, accident and health insurance products, property and casualty insurance products, warranty programs, life insurance products and any other product that one accepts to reimburse another for specific types of losses (Panigrahi, Azizan, & Waris, 2018). Insurance product factors include product price, product size, new verses existing products and the technical aspects of the products. Insurance product teams are required to design products in a manner that promotes fair treatment of customers, achieve the intended goal, fulfil specific customer needs, provide customers with accurate and relevant information regarding the insurance product, and comply with the Insurance Act and financial laws of the state (Luca, 2018). Panigrahi, Azizan and Waris (2018) argue that

insurers have to provide adequate information about a product's importance to influence repurchase intention. Fenny, Kusi, Arhinful and Asante (2016) showed that a lack of unique insurance products was reducing their attractiveness.

The above studies show that various factors influence insurance products' uptake. However, the studies have been conducted across various regions, on different demographics and using factors that may not have been included in the current study. The youth form the largest population demography in developing economies yet they are the least insured. According to the consumer theory, consumers will make purchases depending on personal preferences and budgetary constraints. Understanding the factors that influence the youth to purchase insurance products is key to increasing the attractiveness of insurance products and improving the penetration rate in developing countries (Abaidoo, 2015)

Service-related factors in insurance refer to the factors that determine a users' level of satisfaction with a received insurance product or service (Panigrahi, Azizan, & Waris, 2018). These factors include accessibility, appropriateness of insurance products and the ease of use of the various insurance platforms. The quality of a service measures the ability of a service to meet customers' expectations. According to Ramya, Kowsalya and Dharanipriya (2019), a service is said to be of high-quality when it conforms to or exceeds the users' expectations on a consistent basis. Yeo, Goh and Rezaei (2017) avers that service factors sum up an individual's past transactions or experiences with a service. High incidences of satisfaction with a service form a users' perceptions regarding the quality of the service, and according to Ismoyo, Hadiwidjojo, Rahman and Rahayu (2017), meeting customer expectations on a consistent basis result in high rates of customer satisfaction and repurchase decisions.

Vladimirovich (2019) showed that consumers will purchase insurance products if they receive professional, truthful, knowledgeable, and reliable service delivery. Ganeshan and Nagarajan (2017) aver that the distribution network density, server responsiveness, reliability, empathy, and customer relationship management ability influence satisfaction with service delivery. Pakurár, Haddad, Nagy, Popp and Oláh (2019) carried out a multi-sector study and determined that factors in the servequol model such as competence, responsiveness, reliability, courtesy, access, customer understanding, communication, credibility, security, and tangibles all influence customer satisfaction

and purchase intention. Nurqamarani, Jonathan, Gaffar and Indrawati (2020) affirm that firms can increase consumer loyalty and repurchase/reuse intention by improving the quality of services and improving a population's knowledge regarding the importance of their services.

The uptake of insurance has been demonstrated by the various studies to be a function of various demographic attributes such as age, gender, education and level of income (Ng'ang'a, 2021; Pascal, 2019). These studies show that disparities in the consumers demographic factors influence their spending decisions. According to Panda, Dror, Koehlmoos, Hossain, John and Khan (2016), older populations are more subscribed to insurance services than younger populations, while (Lutinah, Determinants of health insurance uptake in Tanzania, 2020) found marital status and level of education to drive individual's intentions to purchase insurance products. These findings are echoed in the study by Aregbeshola and Khan (2018) which determined that highly educated populations took up insurance products at a faster rate than populations with lower levels of education. Mburu (2017) determined that child-bearing women are more likely to subscribe to health insurance and the study by Badu, Agyei-Baffour, Acheampong, Opoku and Addai-Donkor (2018) showed property ownership influences insurance purchases. In the study by Mahdjour and Benhabib (2017) people with a stable source of income and longer work experience are more willing to purchase insurance products.

Clearly, different segments of the population have different inclination towards insurance services. Most of the studies show increased uptake of insurance services within older populations with much longer work experience and more demanding family expectations (Masengeli, Mwaura-Tenambergen, Mutai, & Simiyu, 2017). Evidence shows that both young male and female adults tend to subscribe to less insurance products (Ali & Anwar, 2021; Githinji, 2017), with Yang (2016) arguing that young adults' attitude significantly influences their insurance purchase intentions. The youth are mostly unemployed and face little social pressures to ascribe to insurance services. Further, although insurance firms have tried to create youth-accessible products and services, Yego, Kasozi and Nkurunziza (2021) shows insurance firms are still struggling to attract the youth. However, the study by Asindua, Kerochi and Gitau (2021) concluded age does not impact insurance uptake since health insurance schemes had failed to attract a large section of the population. This study will target the youth to

investigate whether any other personal factors such as their level of education, gender, and marital status also have an impact on their decisions to purchase insurance products. These factors have been determined to influence insurance purchase decisions in multiple studies (Ng'ang'a, 2021; Pascal, 2019).

1.1.3 Youths in Nairobi County

Nairobi county is the capital city of Kenya. The county covers an area of 69,491 Km². It has the highest number of constituencies and wards in the country and one of the most populated cities in Kenya. The Kenya Population and Housing Census (2019) report showed that Kenya is a country of the youth as they account for 75% of the 47.6 million population being under the age of 35. The report notes that Nairobi County has a population of roughly 4.4 million people. According to the Census survey, there are 1,791,550 youths aged between 18-34 years within the 17 sub-counties of Nairobi County (KNBS, 2019). The youths in Nairobi are characterized by low and non-regular, non- taxed incomes, insecure employment and self-employment without social security (Mukhwana, 2015). It is therefore, hard to evaluate the income of this group on the basis which social security contributions can be subtracted (Kimani et al., 2014).

1.2 Statement of the Problem

Insurance industry plays a critical role in stabilizing national economies by providing financial solutions and shielding businesses and individuals from unexpected losses (Peleckienė, Peleckis, Dudzevičiūtė, & Peleckis, 2019). Kenya's insurance industry ranked fourth highest in Africa in terms of penetration after South Africa, Namibia and Mauritius. The insurance industry has been able to shield businesses and individuals from circumstances ranging from losses, disasters and even health outcomes.

Understanding the factors that influence insurance products' purchase behaviour would improve integration efforts (Guan, Yusuf, & Ghani, 2020). Van Hees, O'Fallon, Hofker, Dekker, Polack, and Banks (2019) reported that insurance sector growth is dependent on product factors such as product awareness and personal factors such as the level of prosperity. Zeng, Kim, Archer, Sayedi, Jabarkhil, Sears (2017) report that poor design of insurance products, and financial incapacity within a population limit its potential to subscribe to a national health insurance scheme that would target several population segments in Afghanistan.

Regionally, the insurance sector continues to face various challenges from service quality, lack of insurance education as well as lack of insurance among the youth. In Ghana, Christmals and Aidam (2020) noted that service factors such as quality of care, customer relationship management practices and accessibility induce subscription intentions. Masara and Dube (2017) show that agricultural insurance uptake in Zimbabwe is positively influenced by household age, financial literacy offered to farmers, and source of extension information from government sources. These results are in line with Mupwanyiwa, Chundu, Mavesere, and Dengeza (2020) who found that proximity to insurance facilities, education level, employment status, household income, age, and the number of children impact maternal insurance uptake among women in Zimbabwe. Studies such as Zeng et al., (2017) who investigated health insurance uptake, Masara and Dube (2017) who investigated agricultural insurance uptake, while Mupwanyiwa (2020) investigated women's insurance uptake. All these studies show lack of research on the youth in insurance uptake.

In Kenya, economic factors such as unemployment, economic growth, demographics such as gender, age and education product awareness were established by Lagat and Isaac (2017) as factors influencing health insurance uptake. Mburu (2017) affirmed that uptake is impacted by poor claims recovery perception, lack of credible policy information and poor financial literacy. Deloitte (2021) report says that most insurers were struggling to make payments during the Covid-19 crisis which is impacting their public image and reducing the products' demand. According to Bank (2018), complaints relating to customer service were highest in the insurance industry compared to the quality of products and this discourages participation among the youth who are highly quality and price conscious in Europe. Lack of growth in penetration rate (IRA, 2019; AKI, 2020) among the youth presents an apparent problem for insurance industry players. Despite the critical role played by the insurance sector, there is a concern in the low levels of insurance uptake in Kenya (Deloitte, 2021). Kenya has been characterized by low insurance penetration and the rate only grew above 1 percent since 2010 (Deloitte, 2021). Despite growth in the sector, the insurance sector is struggling to attract younger populations who are the biggest spenders of the future (Githinji, 2017). Less than three percent of the youth are covered by insurance service providers (Association of Kenya Insurers, 2020). Despite poor insurance penetration rate having attracted interest among policymakers and scholars, there is a lack of

conclusive evidence on the effect product, service and demographic factors on insurance uptake among Kenyan youth (Deloitte, 2021). Thus, this study was critical in filling the gaps above by examining the various factors that have an influence on the uptake of insurance products among the youth population in Kenya.

1.3 Objective of the Study

The main objective of this research was to examine the antecedents of insurance uptake among the youth in Nairobi County, Kenya.

1.3.1 Specific Objectives

The study sought to address the following specific objectives;

- i. To establish the influence of product-related factors on the uptake of insurance products among the youth.
- ii. To determine the effect of service-related factors on the uptake of insurance products among the youth.
- iii. To examine the effect of demographic factors on the uptake of insurance products among the youth.

1.4 Research Questions

The research aimed to respond to the following research questions;

- i. What is the influence of product-related factors on the uptake of insurance products among the youth in Nairobi City County, Kenya?
- ii. What is the effect of service-related factors on the uptake of insurance products among the youth in Nairobi City County, Kenya?
- iii. What is the influence of demographic factors on the uptake of insurance products among the youth in Nairobi City County, Kenya?

1.5 Scope of the Study

The study scope focused on the examination of the antecedents of insurance uptake among the youth in Nairobi City County, Kenya. The conceptual scope seeks to review how service-related factors, product-related factors, demographic factors, and regulatory factors influence the uptake of insurance. The study will be limited to the

youth within Nairobi City County. Theoretically, the research was informed by the consumer theory and theory of reasoned action. The methodological scope of the study was quantitative research. The study was conducted between January 2023-March 2023.

1.6 Significance of the Study

This study can help regulators better understand how their regulatory policies contribute to the uptake of insurance products. The findings can also help in identifying any gaps in the regulatory environment in Kenya and aid the country towards developing policies that would help it achieve higher and sustainable financial inclusion goals.

The study is also expected to support the insurance firm's management in understanding the factors that influence insurance uptake among the youth. This can help in development of strategies that would enhance the insurance uptake among the youth of the youth population in the insurance market. The findings also help highlight how the various market factors have contributed to the low insurance uptake among the youth. This can be used as a benchmark for reviewing the decision-making within the insurance industry and help firms review their product portfolio and develop products that would be more appealing to the youth. The consumer theory asserts that satisfying consumer needs increases their repurchase intention. The findings can help the management in developing new insurance products and reviewing their service offering to ensure that they meet the expectations of the youth population and address their needs. This can be key in informing the insurance firms marketing teams. The study can also be of importance to insurance agents who can develop a better understanding of the market and enhance their insurance service delivery.

This study expects to be of significant benefit to future scholars. This study expands on knowledge on the antecedents of insurance uptake by providing empirical evidence on the factors that facilitate insurance adoption among Kenyan youth. This study also identify gaps that are yet to receive empirical attention. Future scholars can utilize these suggestions in their future explorations.

1.7 Chapter Summary

Chapter one provides an overview of what the study is about the antecedents of insurance uptake among the youth in Nairobi City County, Kenya, as well as the research goals and objectives. Chapter two looked at the literature review, theoretical review, research gaps and the conceptual framework. Chapter three brought out the research methodology. The data analysis was brought about in chapter four while chapter five highlighted the study findings, recommendations and conclusions.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the literature review that focuses on the study variable which include product related, service related and demographic values. It also reviews the theoretical background, explaining the purchasing decisions of youth with regards to insurance products.

2.2 Theoretical Framework

This study will be guided by the consumer theory and the theory of reasoned action. The consumer theory will inform the product factors that influence purchase intentions.

2.2.1 Consumer Theory

The Consumer Decision Model (also known as the Engel-Blackwell-Miniard Model) was originally developed in 1968 by Engel, Kollat, and Blackwell as a theory to explain individuals' spending decisions (Wang, 2018). The theory posits that consumer spending is influenced by individual preferences and budget constraints. Rooted in microeconomics, this theory explains that people will spend money on a product or service only after considering their financial capability to do so without incurring losses (Tsokanta, 2019). The theory affirms that we can infer people's likes from the choices they make. The consumer theory promises to explain why people like and spend money on things that they like; something that we can't directly measure but must infer.

The theory is hinged on the utility assumption which refers to the level of satisfaction/happiness with a product or service. Put simply, this theory asserts that people will buy things they like as long as they have the spare money to do so (Texeira, 2016). The theory has since undergone numerous revisions. According to Faith (2018) the theory posits that individuals will make calculated decisions when shopping and will purchase products that bring them the greatest benefit. Lin, Zhang and Gursoy (2020) opine that satisfied consumers form face-to-face interactions, will keep returning, will seldom be satisfied, but will keep on purchasing even if they become less satisfied with the services offered. According to Shairp, Veríssimo, Fraser, Challender and MacMillan (2016), price increases results in reduced demand. Hence,

this theory has a big influence on the relationship between the price of a good or service and the quantity demanded for a given period of time. This theory helps us understand the effect of product related factors on the uptake of insurance among the youth.

The consumer theory has been used in economics to predict potential returns from certain products, as it enables economists to understand the overall shape of the economy (Salome, 2016). According to Hutchinson (2017), consumer theory helps us understand the behaviour of individual consumers in a large market. Osei and Abenyin (2016) question human rationality and argue that humans can make irrational decisions. Further, according to Fishbein and Ajzen (1975), behaviour is determined by beliefs, attitudes and norms, showing that peoples' decision-making systems are influenced by their social environment, knowledge, emotional state, immediate need and familiarity of the product and its importance, among other factors.

This theory is essential when trying to understand consumption behaviour as a function of individual tastes and incomes. It explains purchase of luxury items (Teimourpour & Hanzae, 2011). Generally, high quality services are related to higher costs, and higher costs are associated with lower demand and higher exclusivity (Baldwin, Jagadeesan, Klemperer, & Teytelboym, 2021). This theory asserts that how products are designed, delivered and priced influences their purchase decisions. This theory predicts that high income individuals will purchase high quality insurance products, and that if the insurance products are not reasonably priced, or fail to meet customer needs, low-income customers will refrain from purchasing them. Thus, this theory explains the relationship between insurance products' properties, prices and customers' purchase decisions. This theory can also explain variances in product and service demand as it links demand to tastes and budgetary constraints-factors which change consistently. This theory helped in identifying the product related factors (prices, size, new versus existing and product technicality) and service-related factors (quality dependability and, accessibility) that influence individuals to purchase insurance products.

2.3 Empirical Review

This section presents the review of literature on the study variables. The literature will be presented in relation to the effect of product and service-related factors and will also explore the moderating effect of demographic factors on purchase behaviour.

2.3.1 Product-Related Factors and Insurance Uptake

Reshmi, Unnikrishnan, Parsekar, Rajwar, Vijayamma and Venkatesh (2021) carried out a systematic review in India to examine the effect of health insurance awareness on individual's health insurance uptake. The study looked into the interventions undertaken by the Indian government to promote insurance products and the effectiveness of these interventions. The review was based on the Cochrane handbook for systematic reviews of interventions. The studies were sought from peer reviewed publications and government documents and mixed-methods synthesis was employed in analysis of the identified interventions. The analysis determined that although awareness (health insurance literacy) and familiarity with insurance products were important determinants of insurance uptake, underlying factors such as the insurance product's price, methods of payment, race, religion and education level all determined intention to purchase insurance products. The study determined that informative training programs and promotional features have to be coupled with affordable and relevant insurance products to induce insurance uptake. This study reviewed data reported in the Indian economy.

Guan, Yusuf, and Ghani (2020) investigated the drivers of insurance uptake in Malaysia. Data was collected using questionnaires and the Factors-Influencing-Customer-Purchase-Intention-Towards-Insurance PLS-SEM data analysis method applied to the collected data. Analysis revealed that the insurance products' price, features, promotional and distribution channels were the main factors influencing users purchase intention. Further the study determined that customers' attitude mediates the relationship between the 4Ps marketing strategy and purchase intent, implying that insurers have to show customers the importance of insurance products to influence their willingness to purchase the products. This study fails to address the influence of insurance sales agents' competence, the claims process and after-sales services offered on customer repurchase intention, presenting a contextual gap.

Nshakira-Rukundo, Kamau and Baumüller (2021) sought the reasons for low uptake of Agricultural insurance among smallholder farmers in sub-Saharan Africa. The researchers carried out a literature review in relation to the study objectives. The study used articles published between 2016 and 2020. The study determined that product quality (the probability of being recompensed after actual risk), product and contract design (the timing of index triggers, product item coverage, and complementary services (bundling), income and affordability (flexibility of payment mechanisms and discounts and demand subsidies), and education level and information regarding insurance products. Behavioural and socio-cultural factors such as the farmers' risk perception, level of trust in insurance products, cultural perceptions, social pressure and availability of group products all influenced farmers' purchase of agriculture insurance. The study concluded that ultimately, sub-Sahara African farmers will benefit from insurance products and services that are well-designed to meet their needs. This study addressed agricultural insurance services' intake while the current will investigate all types of insurance products' uptake.

Munkombwe, Phiri and Siankwilimba carried out a mixed-methods study that purposively targeted 252 small-scale farmers in Zambia to investigate the factors that influence farmer's intention to prescribe to the weather insurance index and financial edging technology which facilitate agricultural insurance innovation delivery. Analysis revealed that majority of the farmers who had prescribed to the insurance products were aged between 36 and 50 years. Further, adoption was down to awareness, marketing, training received through extension services and observability of insurance products facilitated adoption. The study thus concluded that insurance products have to be marketed extensively, designed to meet specific needs and accompanied by extension services training. The study also determined that insurance agents have to demonstrate the workability of the initiative to convince farmers to adopt complex insurance innovations. This study focused on uptake of agricultural products; the current will assess multiple insurance products.

In the Kenyan market, Ndiritu (2017) sought after the antecedents of uptake of insurance products offered through mobile and web-based technologies. The descriptive study used simple random sampling techniques to select 267 MBA students at the United States International University (USIU)-Africa. Analysis determined that

majority of the respondents were not aware that there were insurance products available on digital platforms. It was also determined that availability of necessary infrastructure and resources does not stimulate insurance uptake if the products are not marketed well and designed to address the specific needs of the target population. Further, users of the mobile and web-based technologies were left unsatisfied with the services received and that the claims process and the insurance providers' reputation were the greatest concern. The study recommended insurance firms expand their marketing channels, assure quality delivery to boost reputation and design relevant products to encourage adoption of insurance products. This study was limited in its examination as it examined mobile and web-based insurance products.

Ntukamazina, Onwonga, Sommer, Rubyogo, Mukankusi, Mburu and Kariuki (2017) reviewed recent literature to assess the insurance products available to farmers, factors that push farmers towards purchasing insurance products, the barriers to assessing insurance products and possible opportunities that exist in the continent of Africa. The review identified three categories of innovative index-based farmers insurance products that pay out benefits on the basis of a predetermined index which include area yield index insurance (AYII), index-based crop insurance (IBCI) and index-based livestock insurance (IBLI). Factors influencing uptake of index-based insurance products were socio-demographic factors (farm income, savings, education level, and family size inspired uptake, while premium rates, farmers' age, land tenure and farm size negatively influence uptake of insurance products. Challenges include low income, poor regulatory environment, basis risk, poor quality of data, and poorly developed insurance products. The study called for farmer-driven product design, improved access to quality weather data, and development of strong public-private partnerships (agro-dealers, microfinance banks, meteorologists, researchers, and farmers' organizations).

The studies above pointed to how product-related factors are critical to the uptake of different insurance products. There are also the inconsistencies in the findings and in the way different studies have defined the variables (Ntukamazina, Onwonga, Sommer, Rubyogo, Mukankusi, Mburu and Kariuki, 2017). For instance, product related factors are a multifaceted construct with different factors such as price, quality, technical aspect as well as product size. The different studies conceptualized these variables differently. For instance, Guan, Yusuf, and Ghani (2020) fails to address the influence of insurance

sales agents' competence, the claims process and after-sales services offered on customer repurchase intention, presenting a contextual gap.

2.3.2 Service-Related Factors and Insurance Uptake

Gowanit, Thawesaengs, kulthai, Sophatsathit and Chaiyawat (2016) explored the drivers of adoption of mobile insurance claim system (M-Insurance) in Thailand. The exploratory research collected data through in-depth interviews with executive experts. Qualitative analyses revealed that service factors determining uptake of smartphone insurance services include preference for face-to-face service, the confidence that the claims channel will accept claims and knowledge regarding possible legal options for defaulted claims influenced the rate of adoption of m-insurance. This study focused on mobile claim management for motor insurance, making its findings limited in the current context.

Abaidoo (2015) carried out a qualitative multiple case study exploring the impact of customer service satisfaction factors on continued payment of life insurance in Ghana. The study targeted life insurance business leaders responsible for facilitating business strategy formulation and implementation. Methodological triangulation revealed that satisfied customers were likely to repay for life insurance. The business leaders hail the positive impact of an effective feedback system on customer satisfaction and on the improvement of their service offering. Further, customers who were aware and understood life insurance function and benefits perceived it to be beneficial, thus purchased insurance products. The leaders also highlighted the impact of service differentiation and noted the importance of consistent product and service innovation to develop products that meet customers' life insurance needs and expectations. This study sought after insurance leader's opinions about insurance uptake while the current study will carry out the same by focusing on the insurance customers.

Bwire (2021) focused on investigating the effect of competitive strategies on uptake of insurance products in Kampala, Uganda. Specific objectives were to determine the effect of differentiation strategies, cost leadership strategies and distribution channels

on life insurance uptake, upon which a cross-sectional design utilizing a mixed research approach was employed. Regression analyses were applied revealing that the extent of differentiation in regards to product diversity, the leadership strategy and distribution channels used to market and provide access to insurance products was influential in determining whether people will take up life insurance products. The variables above were determined to increase the volume of premium payment, increase customer capture and increase profits within insurance firms. Further, the products had to be delivered through reliable and accessible channels to influence their uptake. The study focused on uptake of life insurance in Uganda. The current will focus on all insurance products available to the youth.

Kagucia (2016) investigated the drivers of insurance uptake among millennials by examining the effect of access points, information access and the participant's decision-making systems regarding insurance purchases. A descriptive style was adopted and stratified and simple random sampling techniques to select 384 respondents aged between 20 and 34 years old. Analysis revealed that millennial insurance purchase was influenced by the channel of promotion, with direct channels being the most preferred. Further, millennials were more likely to purchase insurance products with digital payment systems and a large online presence where online word of mouth was a significant predictor of intent to purchase. However, older segments of millennials preferred to get insurance services from direct agents and more established insurance firms, highlighting the importance of maintaining high quality of service delivery as a means of promoting loyalty. This study focused on millennials which is a smaller sample of respondents. The findings from this study may not be representative of all categories of youth.

Mutai (2021) specified on investigating the factors that influence uptake of the daily payment strategy among motorcyclists in Eldoret town, Kenya. The study was guided by a cross-sectional descriptive design and employed a survey and a focus group discourse layout. The study reported that demographic characteristics had no influence on uptake of welfare insurance products. Instead, the riders' income level, awareness,

appropriateness and accessibility of insurance payment structures were identified as the drivers of the day-to-day payment strategy. Recommendations were for insurance firms to continually adopt new methods of reaching to specific populations who have a steady, but limited sources of income such as the motorcycle taxi riders and to design relevant, transparent and easy to access (visible) products. Further the study found that increasing education campaigns would change the attitudes of informal sector workers towards insurance products and encourage their uptake. This study specified motor insurance uptake and this limits its findings to within those insurance providers and not on the service-related factors on the uptake of insurance among the youths.

Insurance firms in developing economies are plagued by negative perceptions regarding transparency of payment future claims and premiums. Abu-Salim, Onyia, Harrison and Lindsay (2017) assert that coupled with high premium costs, superstitious beliefs, and perceived irrelevance of insurance products are impacting the industries' growth. Panigrahi, Azizan and Waris (2018) opine that insurers have to adopt customer-centric strategies to enhance employee retention, while Chawla and Sharma (2017) concluded that redesigning service processes to deliver the best experience to customers would increase repurchase intention. Chimetseren and Safari (2016) argue for the adoption of a continuous improvement mentality to keep customers satisfied with the quality of service received at the firms. These studies show that focusing on the competitive customer-centric strategies would increase insurance adoption. However, the youth are mostly first-time users and according to Langat, Naibei and Getare (2017), the aspect of service quality modelling in insurance services provision is not adequately investigated. Stevens, Gomez-Lobo and Pine-Twaddell (2015) determined that appropriate medical intervention along with an affirming environment have been shown to improve the youths' health outcomes.

Firms in the insurance industry have adopted customer-centric strategies to increase customer satisfaction in the industry, and studies show that it is a source of competitive advantage (Sweis, Elian, Alawneh, & Sweis, 2018). Given that the youth are highly exposed and aware of high standards of service delivery, and with all institutions striving to improve their quality-of-service delivery, understanding the factors that lead to satisfaction with insurance services among the youth would be key to increasing this populations' satisfaction. However, although studies show that the youth are not taking

up insurance products, there is little empirical evidence on the effect of satisfaction factors on insurance premiums uptake among the youth. This study will address this by examining the effect of factors on insurance uptake among the youth.

Kamiru (2016) sought after the relationship between insurance products' distribution channels and insurance penetration in Kenya by focusing on determining the effects of intermediary channels, direct distribution channels and internet-based channels on insurance uptake. The descriptive study targeted 51 underwriting managers. Inferential analysis found a strong positive effect of the study variables on insurance penetration in Kenya. Direct distribution channels made use of in-house agents, freelance sales agents and branch agents resulting in increased opportunity to personalize services for sophisticated customers and was associated with increased confidence in the quality of insurance products. The infiltration of mobile devices also promoted the use of internet-based channels which facilitated differentiation thus attracting customers, improving gross premiums underwritten, operational flexibility and customer relationship management. This study focused on distribution channels and did not investigate the service-related factors and how they influence insurance uptake among the youth.

2.3.3 Demographic Factors and Insurance Uptake

Knipper, Knipper and Goodman (2019) investigated the relationship between ethnicity, household language and citizenship status on health insurance coverage among Latino adolescents in the United States. The study collected data from the 2007-2016 National Health Insurance Survey (NHIS) report and used multivariable logistic regression analyses and post estimation marginal effects to identify trends and calculate adjusted outcome probabilities for each year. The analysis determined that there was significant decline in insurance among non-English speaking 12- to 17-year-olds during the time period. The study determined that factors such as ethnicity, citizen status and legal implications were significant determinants of intention to uptake public health insurance products. The study suggests policy redevelopment to increase eligibility and outreach of insurance products to marginalised populations. This study specified health insurance uptake among adolescents; the current will include all youth.

Xu, Liu, Wang, Tang and Liu (2018) investigated rural Chinese populations to determine the factors that drive purchase of earthquake insurance. The study adopted a cross-sectional survey style and collected data from households in counties with frequent severe disasters and the researcher specified on determining how households' livelihood capital and their disaster risk perception influence their willingness to purchase earthquake disaster insurance. Ordinal logistic regression analysis revealed that only a few of the respondents were willing to purchase earthquake insurance. Households with stable income, high education level and physical valuables were more willing. Further, it was determined that high chances of risks occurring did not influence willingness to purchase insurance. This study focused on Chinese rural areas which are prone to frequent natural disasters and well-developed insurance policies and products to shield against these events.

Ortega et al., (2020) report increased coverage among the youth since USA implemented the Affordable Care Act in 2014, with parent eligibility playing a key role in facilitating coverage. Accordingly, Close, et al., (2019) reported low insurance among young adults in America, with the reported rate being as high as 15%. In Malta, Saliba, Cortis and Madhloom (2021) showed how designing insurance products targeting youth academies improved coverage among Maltese youth. Dror, et al. (2016) opines that personal factor such as age, personality, lifestyle and life- cycle stage have a significant influence on consumer's intention to purchase insurance products. Kotler (2008) affirms that psychological factors such as awareness, perception and beliefs stimulate motivation to make repeated purchases among consumers, and marketers will try to design products that will motivate consumers to make repeated purchases. Satish (2019) reviewed the dynamics of general insurance uptake in India and revealed that improving innovation policies, discounting insurance products, price undercutting, improving distribution strategies, and improving settlement policies are integral to increasing the number of insurance subscriptions.

Dror et al., (2016) investigated drivers of participation in community-based health insurance programmes in low- and middle- income countries and determined that cultural beliefs, legal and policy frameworks, benefits package, and occupation influence individual's intentions to purchase insurance products. Among low-income slum populations, Mutinda (2015) reported uptake to be a factor of cost, access, and

product complexity as well as their social status, age, gender, level of education, and religion. Fadlallah, El-Jardali, Hemadi, Morsi, Samra, and Ahmad (2018) determined that older, married couples with children were more likely to enrol to the community insurance programs than single younger people. In Ghana, Salari, Akweongo, Aikins and Tediosi (2019) determined that apart from age, the level of education and size of the family influence insurance uptake while Fenny, Kusi, Arhinful, and Asante (2016) argue that low insurance penetration is a result of poor social infrastructure, weak administrative policies, and poor service delivery in insurance firms.

Dror, Hossain, Majumdar, Pérez Koehlmoos, John and Panda (2016) sought after the demand side and supply side factors that influence voluntary uptake of community-based health insurance (CBHI) schemes in low- and middle-income countries (LMIC), and intentions to renew. The researchers followed the PRISMA protocol in carrying out a meta-analysis of related literature. Enrolment into CBHI was influenced by households' income, age, size, marital status, education and health risk exposure. Thematic synthesis determined that enrolment was enabled by knowledge and understanding of insurance products, the quality of healthcare and trust in scheme managers. Inappropriate benefits package, cultural beliefs, insurance product price, distance to healthcare facilities and inappropriately developed legal and policy frameworks, and previous claims' outcomes were identified as the main barriers to CBHI enrolment. This was a meta-analysis focusing on all middle- and low-income countries making its findings insufficient for generalizations to the Kenyan context.

Fenny, Kusi, Arhinful and Asante (2016) sought after the factors that contribute to low uptake and renewal of insurance products in Ghana. The qualitative study collected data from interviews with key stakeholders and used inductive and content analysis of the collected data. The study presented findings from sociocultural and system-wide perspectives. Vulnerable individuals such as the sick and old faced challenges accessing the NHIS while cultural and religious beliefs discouraged enrolment into the scheme. Poor distribution of social infrastructure, poor quality of services delivered by the NHIS and weak administrative processes were identified as the systemic facilitators of low insurance uptake. This study collected interview and focus group data; it did not utilize secondary data.

Gitau and Sile (2016) carried out research on the effect of cultural factors on the uptake of insurance products in Nairobi, Kenya. The descriptive study used stratified random sampling and targeted customers from all the insurance firms in Nairobi. Secondary data from publications was collected to supplement the primary data. Analysis revealed that religious beliefs, cultural attitudes, cultural taboos and beliefs all contribute to low insurance uptake. The language used by sales agents and the level of education on insurance products were also identified as key determinants of insurance uptake. The study recommends increased efforts to educate and sensitize the public about the value of insurance products. This study was focused on the effect of subjective norms on insurance uptake. The current study will assess whether such factors have a moderating effect on the relationship between product quality and service delivery factors on uptake of insurance products.

Maina, Kithuka and Tororei (2016) sought to determine the factors that influence uptake of insurance products among pregnant women attending antenatal clinics. The cross-sectional study collected data through a pretested interview schedule. Logistic regression analysis revealed that most of the respondents planned to pay for their deliveries through insurance. The respondents' marital status, level of education and knowledge regarding insurance policies all determined intention to pay for medical insurance. However, the monthly income and number of children had no impact on insurance uptake among pregnant women. The study focused on pregnant women's intention to purchase medical insurance cover, while the current examines uptake of insurance by youth. The research further examined how demographic factor such as gender, marital status, education and occupational level can impact the uptake of insurance among the youth as well as service-related, product-related and insurance uptake.

2.4 Summary of Research Gaps

The literature review has gone a long way into explaining different contexts and findings on the different factors that influence insurance uptake. The studies by Reshmi, Unnikrishnan, Parsekar, Rajwar, Vijayamma and Venkatesh (2021), and Ntukamazina, Onwonga, Sommer, Rubyogo, Mukankusi, Mburu and Kariuki (2017) were based on a review of past researchers' literature on determinants of insurance uptake Guan, Yusuf, and Ghani (2020) used a PLS-SEM data method of analysis while the current study

utilized regression analysis. The studies by Nshakira-Rukundo, Kamau and Baumüller (2021), and Nshakira-Rukundo, Kamau and Baumüller (2021) focused on uptake of insurance products designed specifically for farmers, while Munkombwe, Phiri and Siankwilimba carried out a mixed-methods research to assess adoption of weather index insurance products. Ndiritu (2017), on the other hand investigated uptake of mobile and web-based insurance products. The current study addressed this gap by investigating the factors that influence voluntary uptake of all types of insurance products.

The study by Gowanit, Thawesaengskulthai, Sophatsathit and Chaiyawat (2016) collected interview data and applied content and thematic analysis. The current study utilized descriptive analysis methods. Kagucia (2016) was after insurance uptake among millennials, Maina, Kithuka and Tororei (2016) investigated uptake of insurance products offered to pregnant women, while Mutai (2021) specified uptake of daily pay insurance products. This study did not categorize the different insurance products and instead examined uptake factors for all insurance products. Knipper, Knipper and Goodman (2019) sought after data from the United States. Gitau and Sile (2016) on the other hand looked into the relationship between cultural factors and insurance uptake. These studies presented methodological, knowledge, empirical, theoretical, and population gaps that the current study sought to address. Furthermore, most of the studies did not specify on reviewing insurance uptake among the youth. This study addressed these gaps by investigating the effect of product and service-related factors on insurance uptake among the youth in Kenya, with a focus on the moderating effect of demographic variables on insurance uptake in Kenya.

2.5 Conceptual Framework

The study will seek to establish the factors that influence insurance uptake among the youth in Nairobi City County, Kenya. The study will consider three broad factors including, product related factors, service-related factors and demographic factors. The following conceptual framework guided this study;

Independent Variables

Dependent Variable

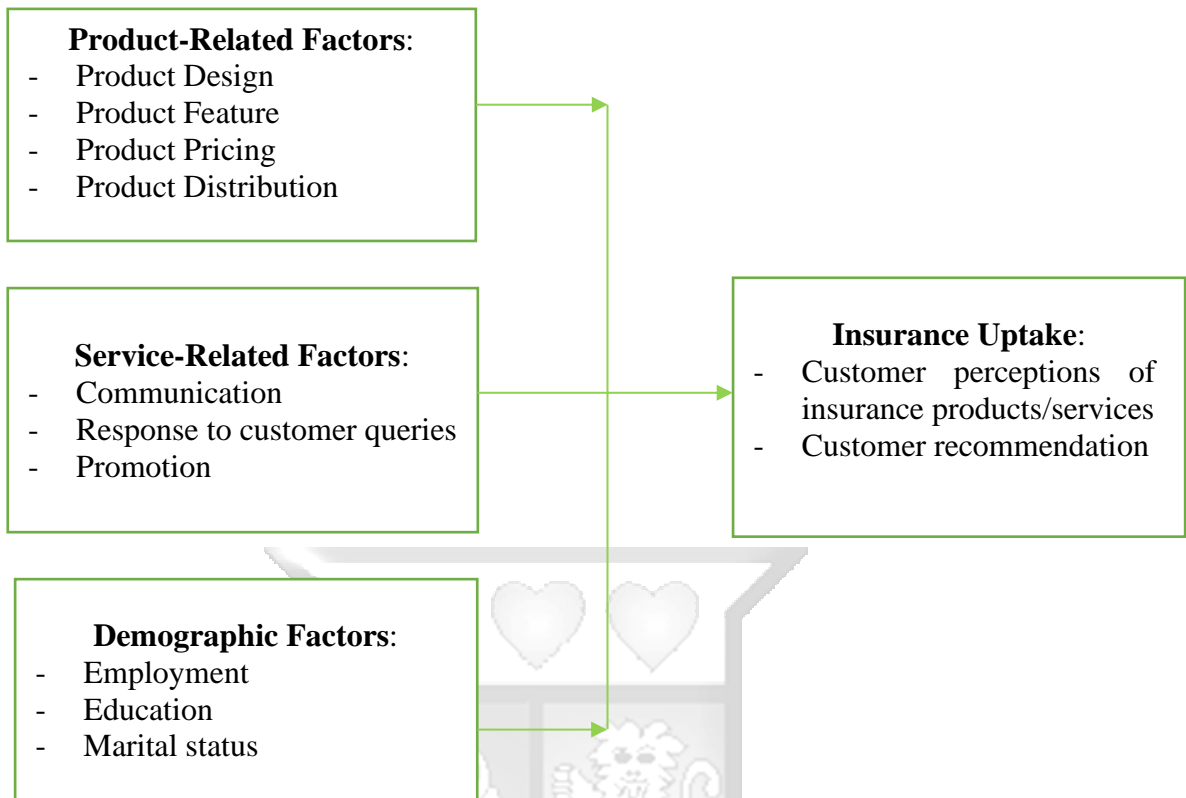


Figure 2.1 Conceptual Framework

2.5.1 Operationalization and Measurement of Variables

The study was operationalized by three independent variables and one dependent variable based on the conceptual framework. Each of the variables was measured sub-variables, as shown in Table 2.1.

Table 2. 1: Operationalization and Measurement of Variables

Variable	Measurement Indicators	Measurement Scale	Supporting Literature
Product-related products	<ul style="list-style-type: none"> - Product Design - Product Feature - Product Pricing - Product Distribution 	Ordinal Likert scale (1-5) - uses labels to classify cases (measurements) into ordered classes.	Chummun (2017); Panigrahi, Azizan and Waris, (2018); Fenny, Kusi, Arhinful and Asante (2016)
Service-related factors	<ul style="list-style-type: none"> - Communication - Response to customer queries - Promotion 	Ordinal Likert scale (1-5) - uses labels to classify cases (measurements) into ordered classes.	Chawla and Sharma, (2017) and Mohammed et.al. (2016)

Demographic factors	<ul style="list-style-type: none"> - Employment - Education - Marital status 	Categorical Variable - data which may be divided into groups	Aregbeshola and Khan, (2018); Badu et.al., (2018); Panda et.al., (2016)
Insurance uptake	<ul style="list-style-type: none"> - Customer perception - Customer recommendation - Customer satisfaction 	Ordinal Likert scale (1-5) - uses labels to classify cases (measurements) into ordered classes.	(Odemba, 2013)

Source, Author, (2023)

2.6 Chapter Summary

Here, the ideas that motivate this research are presented, together with a critical synopsis of the empirical literature on the subject. This study was guided by the consumer theory and the theory of reasoned action. This theory is essential when trying to understand consumption behaviour as a function of individual tastes and incomes. It explains purchase of luxury items (Teimourpour & Hanzae, 2011). Product related factors, service-related factors as well as demographic factors all play a role in the uptake of insurance among the youth in Nairobi, and this review reflects those goals.

The studies above have pointed to how product-related factors service-related factors as well as demographic factors are critical to the uptake of different insurance products. The research work has however been conducted in different countries. There are also the inconsistencies in the findings, in the way different studies have defined the variables. For instance, product related factors are a multifaceted construct with different factors such as price, quality, technical aspect as well as product size. Hence, this study objective will examine the effect of product-related factors on uptake of insurance in Kenya.

The theoretical gaps are in the background literature reviewed. The background loopholes are in connection to insurance uptake among the youths in Nairobi County. A comprehensive summary of some of the studies outlines the authors, objectives, methodology, major findings and knowledge gap (s), while some key studies are highlighted.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the study methodology. It details the research philosophy, design and study population. It also provided a review of the data collection instruments and procedure, pilot study, data analysis and presentation.

3.2 Research Philosophy

As per Patten and Newhart (2017) positivism a research philosophy refers to the set of principles that the researcher believes will guide towards objective realization interpreted. It shows the researcher's belief regarding how the data should be collected, analysed and interpreted. The study adopted a positivism research philosophy which considered relationships to be descriptive, factual and observable (Cooper & Schindler, 2014). The positivism philosophy supported the study in utilizing quantitative approaches in determining the kind of relationship that exists between the selected research variables hence was ideal for the current research. The philosophy is ideal also as it holds the belief that the general patterns of cause and effect that can be used as a basis for predicting natural phenomena and the goal is to discover this phenomenon.

In positivism philosophy, perception is an objective reality since the researcher remains an objective analyst and, dissociates from personal values and works independently (Žukauskas, Vveinhardt, & Andriukaitienė, 2018). The role of positivism philosophy in this study was to guide the study by defining the assumption and principles within which the study was carried out. The knowledge and adherence to the principle and assumption of positivism philosophy enabled the study to illuminate the quality of the results which support empirical research gaps in developing sound evidence (Park, Konge, & Artino, 2020). Positivism philosophy depends on the scientific method to confirm hypotheses which are often phrased quantitatively, where functional association can be derived between casual and explanatory factors (independent variables) and outcomes (dependent variables) (Park, Konge, & Artino, 2020). The role of positivism paradigm in this study to argue for the existence of a relationship between uptake of insurance products and services with several factors including product related factors, service-related factors and demographic factors.

3.3 Research Design

The research design is the study's blueprint. It details the data collection procedures, measurement variables and means of data analysis (Cooper & Schindler, 2014). It presents a descriptive explanation about the various strategies that the researcher utilized in achieving a pre-determined set of objectives. This study used a descriptive cross-sectional research design which, according to Patten and Newhart (2017) used a smaller sample of the population as a representative of the larger population. Further, the design of interest as supported establishing, analysing quantitative data through descriptive and inferential statistics, and interpreting the adequacy of the variables in explaining the research problem. The descriptive analysis endeavours to draw an understanding on the study variables as perceived by the respondents, through frequency distribution and measure of central tendency. Inferential statistics endeavours to draw an understanding on the extent of the relationship between product related factors, service-related factors and demographic factors and the uptake of insurance product and services, through correlational and regression analysis. More so, the descriptive research design was preferred as it was appropriate when focusing on generalizability of sample findings to related situations. The research scope was the youths in Nairobi County. The research took 3 months from proposal, data collection and analysis.

3.4 Target Population

A population refers to the entire collection of elements from which a researcher makes inferences. This study aimed to examine the drivers of insurance uptake among the youth hence will utilize the youth as the study population. This study targeted all individuals aged between 18-35 who the government describes as the youth. The population of the study was drawn from all the youth within Nairobi County. The Kenya Population and Housing Census (2019) report showed that Kenya is a country of the youth as they account for 75% of the 47.6 million population being under the age of 35 (KNBS, 2019). The report noted that Nairobi County has a population of roughly 4.4 million people. According to the Census survey, there are 1,791,550 youths aged between 18-35 years within the 17 sub-counties of Nairobi County (KNBS, 2019). These youths formed the unit of observation for the current research.

3.5 Sampling Design and Sample Size

According to Bryman (2016), a sampling frame describes the source of the sample size. It is a description of the elements that the researcher considers to be identical to the study population. The sample frame for the study was drawn from the 1,791,550 youths aged between 18-35 years as per the constitution of Kenya (2010) within the 17 sub-counties of Nairobi County (KNBS, 2019). The research utilized stratified simple random sampling in the selection of the participants from the 17 wards in Nairobi County. According to Kothari (2009) simple random sampling refers to probability sampling whereby all members in the population have equal chance of being selected to form a sample. The participants were grouped from the 17 wards and selected randomly from the public within Nairobi County in the various wards. The youths were accessed from youth organizations in the different wards in churches, markets, boda-boda groups, social halls and sports club within the various wards. Individuals who were sampled from one organization were not allowed to participate in the second organization that were involved. For example, if one person in sampled from the social halls and again they appear in church they were excluded from the church.

A sample size refers to the unit of representation from which a researcher can make a sample. The sample size for the study was determined using the Yamane formula owing to the large sample frame.

Based on the sample calculation provide below; the sample size for this survey was 400 youths drawn from the county.

$$n = \frac{N}{1 + N(e)^2}$$

Where n= corrected sample size, N = population size, and e = Margin of error (MoE), e = 0.05 based on the research condition (Yamane, 1967).

$$400 = \frac{1,791,550}{1 + 1,791,550 (.05)^2}$$

3.6 Data Collection Instrument

According to Cooper and Schindler (2014), data collection refers to the process through which a researcher obtains data from the target population. The data collected by the researcher has to be relevant and address the specific study problem effectively. The

researcher developed a structured questionnaire with specific references to the study objectives and utilize it to collect the primary data. The questionnaire development was guided by the literature and operationalization of the study variables adopted in the survey. The questionnaires were divided into five parts: the demographic profile product related factors, service-related factors, demographic factors as well as the insurance uptake. The questionnaire contained Likert scale statements with five levels of response that include (strongly agree to strongly disagree).

3.7 Data Collection Procedures

Data collection procedure is the step-by-step description of how the researcher obtained data from the research population (Cooper & Schindler, 2014). The study used questionnaires in the collection of research data. This was ideal since the survey was conducted within a large geographical area and the participants had time in filling and returning them. The researcher recruited four research assistants, with a qualification of bachelors' degree. The research assistants were successfully trained on the data collection tool for two days by the researcher. The research assistant was allocated different regions to collect data. The researchers were provided with introductory letters and research permit.

3.8 Pilot Test

The researcher first conducted a pilot study that involved 40 respondents. This helped ascertain the validity and reliability of the questionnaire tool. The pilot study enabled the researcher to test whether the research objectives could be achieved by checking the clarity and relevance of the questions in the instrument. The researcher also reviewed the questionnaire in relation to the challenges of the pilot study. This meant the grammar, ambiguous questions, and difficult words were edited.

3.8.1 Validity Tests

Validity is the degree by which the sample of the test items represents the content the test is designed to measure. It is the extent to which research instrument measure what they are intended to measure (Bryman, 2016). The validity tests were conducted using content validity which involved reviewing the research instrument with the supervisor to ensure completeness of the developed questionnaire. Further, the study used construct validity to review whether the operationalized indicators of the variables has

been adopted throughout the study instrument to ensure it measures the intended research objectives. This was ensured by ensuring that questionnaire development was guided by the literature and operationalization of the study variables adopted in the survey.

3.8.2 Reliability Tests

According to Tavakol and Dennick (2011) reliability refers to the extent to which any measuring procedure achieves similar results on repeated trial. The Cronbach alpha for the study questionnaire was generated using SPSS Version 25. The survey also conducted reliability tests to determine whether there is internal consistency within the study instrument. This involved the calculation of the Cronbach alpha scores to check on the acceptability of the study questionnaire. The research used the provided decision rule whereby only variables with a Cronbach score of above 0.7 are considered adequate for adoption in the main survey (Tavakol and Dennick 2011). The pilot study data was used to compute the Cronbach's Alpha to assess the reliability of the questionnaire items. Table 3.2 illustrates the Cronbach's Alpha value for the study variable. All the variable demonstrated accepted Cronbach's Alpha value of over 0.7 which was acceptable.

Table 3.1: Reliability Statistics

Variable	Cronbach's Alpha	Number of Items
Insurance uptake	0.879	4
Product-related factors	0.876	9
Service-related factors	0.789	15

3.9 Data Analysis and Presentation

According to Bryman (2016), data analysis is the process through which researchers make sense of unstructured data. Data analysis is key to meeting the study objectives as it presents an explanation of the data collected from the field with what the researcher hypothesized. Quantitative methods of analysis will be employed in the study.

Quantitative analysis involved descriptive and inferential analysis. The descriptive analysis was conducted using measures of central tendency (percentages, means and standard deviations) while inferential analysis involved correlation and regression analysis. The study also conducted diagnostic tests such as normality, linearity and collinearity to establish whether the study observations meet the conditions for linear regression analysis. The findings from the analysis were presented as charts, graphs and tables. The model sought was of the nature provided borrowed from Kutner, and Neter (2004) to illustrate the relationship between antecedents of insurance and insurance uptake among the youth. The below regression model was implemented in the study;

$$Y = \alpha + \beta_1 X_1 + \varepsilon$$

Where;

Y = Dependent variable

α = the model intercept

β_1 = coefficient

X_1 – Independent variable

ε = Error Term

3.10 Ethical Considerations

This study obtained all necessary certificates and permits before embarking on the data collection process. Thus, the research obtained clearance from the National Commission for Science Technology and Innovation. The study also obtained clearance from the institutional review board (IRB) which ensured that the design, approaches and methods being used in the study are ethically acceptable and follow the institution code of conduct. During the design of the research instrument, the researcher also prepared an informed consent note which was addressed to the respondents. The study also ensured that the rights of the participants were protected through the course of the research by assuring them of their confidentiality and no information was shared without their express approval.

In the confidentiality disclosure, the researcher explained the study, its significance and the rights of the study respondents. The respondent's identity was kept confidential and they remained anonymous. were allowed to withdraw from the study if they wished to.

The study ensured that the document was free of plagiarism or any other forms of research misconduct that may negatively affect the results of the study. The study did not have any social or psychological harms that could affect the participants in the course of the survey. The researcher obtained the approval from Institution Ethics Review Board of Strathmore University before proceeding to the field to collect data. Thereafter Research permit from the National Council for Science and Technology (NACOSTI) was obtained.



CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter presents data analysis and findings from data collected through questionnaires that were respondents by youth in Nairobi City County. Data was analyzed through descriptive and inferential statistics. Descriptive statistics entail frequency percentage and mean and standard deviation. Inferential statistics entailed correlation and regression analysis.

4.2. Response Rate

This study was focused on a number of 400 youths in Nairobi County. Of the surveys provided, 300 completed the questionnaires and returned them with a rate response of 75 percent. This rate of response was sufficient for the study to draw results. Krosnick, Weisberg, & Bowen (2006) suggested a 70 percent response rate. As per Mugenda & Mugenda (2008), a response rate of 50% is sufficient for analysis as well as for reporting; 60% is good and 70% is outstanding. The response rate was judged excellent based on the assertion by Weisberg, and Bowen (2006).

4.3 Background Information

4.3.1 Highest Level of Education

The study showed that majority of the respondents 41%(n=123) were certificate holders. In addition, 30% (n=30) of the respondents had a college diploma. Those who had no formal education were 15%(n=45). Moreover, 14% (n=42) of the respondents had a university degree level of education. The study thus inferred that majority of the respondents had the required experience of education to answer the questionnaires appropriately on the effect of insurance uptake.

Table 4.1: Highest Level of Education

Highest Level of Education	Frequency	Percentage
Certificate level	123	41%
College diploma	90	30%
No formal education	45	15%
University degree	42	14%
Total	300	100%

Source, Primary Data (2022)

4.3.2 Current Employment Status

The study showed that majority of the respondents 58%(n=174) were unemployed. In addition, 27% (n=81) of the respondents were self-employed. Those who had formal employment were 15%(n=45).

Table 4.2: Current Employment Status

Employment	Frequency	Percent
Unemployed	174	58%
Self-employed	81	27%
Formal employment	45	15%
Total	300	100%

Source, Primary Data (2022)

4.4 Descriptive Analysis

This study sought to examine the antecedents of insurance uptake among the youth in Nairobi City County, Kenya. The study considered three factors including, product-related factors, service-related factors, and demographic factors. The study's variables were evaluated through a number of constructs in a Likert nature with the scale ranging

from 1-5, where Strongly Disagree=1, Disagree=2, Somewhat Agree =3, Agree=4, Strongly Agree=5. Data was calculated on mean score and interpreted as, 1 – 1.4 = strongly disagree, 1.5 – 2.4 = disagree, 2.5 – 3.4 = Somewhat Agree, 3.5 – 4.4 = agree and 4.4 – 5.0 = strongly agree. The findings are presented in the following subsection starting with product-related factors.

4.4.1 Product-related Factors

Product related factors scored an overall mean of 3.7 and a standard deviation of 0.9 which showed that generally respondents positively rated factors that directly related to the product. Specifically, respondents agreed that there are various product distribution practices used by the local insurance firms, as shown with a mean of 4.4 and a standard deviation of 0.6. In addition, respondents agreed that there is over duplication in the products provided by insurance companies thus affecting consumer purchase options, as illustrated with a mean of 4.3 and a standard deviation of 0.8. It was agreed that insurance providers ensure that the proper marketing of products, as demonstrated with a mean of 4.2 and a standard deviation of 0.7. Respondents agreed that insurance providers ensure that the proper marketing of products, as shown with a mean of 4.2 and a standard deviation of 0.7.

Further, results showed that respondents agreed that the insurance products being provided in the country are able to meet my needs, this had a mean of 3.9 and a standard deviation of 0.9. Results demonstrated that respondents agreed that products in the market are easy to understand among the public, as demonstrated with a mean of 3.8 and a standard deviation of 0.7. In addition, results showed that respondents agreed that the insurance firms provide me with all relevant information on the various products as per regulations, this had a mean of 3.7 and a standard deviation of 0.9. However, respondents somewhat agree that the products being designed by insurance providers meet my current needs, as shown with a mean of 3.4 and a standard deviation of 1.0. Similarly, respondents somewhat agree that insurance providers ensure products are up to date, this had a mean of 3.4 and a standard deviation of 1.1. Lastly, respondents disagreed that the insurance providers optimally price their products making them affordable, as shown with a mean of 2.4 and a standard deviation of 1.2. These results are shown in Table 4.3.

Table 4.3: Product-related Factors

Product-related Factors	Mean	Standard Deviation
There are various product distribution practices used by the local insurance firms	4.4	0.6
There is over duplication in the products provided by insurance companies thus affecting consumer purchase options	4.3	0.8
Insurance providers ensure that the proper marketing of products	4.2	0.7
The insurance products being provided in the country are able to meet my needs.	3.9	0.9
Products in the market are easy to understand among the public	3.8	0.7
The insurance firms provide me with all relevant information on the various products as per regulations	3.7	0.9
The products being designed by insurance providers meet my current needs.	3.4	1.0
Insurance providers ensure products are up to date	3.4	1.1
The insurance providers optimally price their products making them affordable	2.4	1.2
Overall	3.7	0.9

Source, Primary Data (2022)

4.4.2 Service-related Factors

Service-related factors scored an overall mean of 2.4 and a standard deviation of 1.0 which showed that generally respondents negatively rated factors that related to the customer services. Specifically, findings showed that respondents agreed that there are various communication channels employed by insurance firms in engaging with customers, as shown with a mean of 3.6 and a standard deviation of 1.3. Results also

showed that respondents agreed that there are adequate personnel ready to assist in service provision within the insurance firms, as illustrated with a mean of 3.6 and a standard deviation of 1.2. In addition, respondents agreed that insurance companies have customer chatter on providing services, as demonstrated with a mean of 3.5 and a standard deviation of 0.8. However, respondents somewhat agree that insurance firms are willing to help customers, this had a mean of 3.4 and a standard deviation of 1.1. Similarly, respondents somewhat agree that insurance companies have proper policies as per the specific needs of their customers, as shown with a mean of 3.1 and a standard deviation of 0.9. Respondents somewhat agree that insurance companies are polite when handling customer services issues, as demonstrated with a mean of 2.5 and a standard deviation of 0.9.

Further, respondents disagreed that insurance companies effectively communicate with customers on new developments in their service offering, as demonstrated with a mean of 2.3 and a standard deviation of 0.6. Respondents also disagreed that the physical location of the insurance service providers are nearer customers, as shown with a mean of 2.2 and a standard deviation of 1.2. Respondents also disagreed that the insurance companies are quick in responding to customer queries efficiently, as demonstrated with a mean of 2.2 and a standard deviation of 0.7. According to findings, respondents disagreed that insurance firms are able to provide prompt services to customers, as shown with a mean of 1.9 and a standard deviation of 1.1. Additionally, respondents disagreed that insurance firms engage in a timely manner with their customers, as shown with a mean of 1.8 and a standard deviation of 1.2. Moreover, respondents disagreed that insurance companies are cooperative with customer when service complaints are initiated, as illustrated with a mean of 1.7 and a standard deviation of 1.0. Respondents also disagreed that insurance companies are able to handle claims processing efficiently, as shown with a mean of 1.7 and a standard deviation of 0.9. Again, respondents disagreed that insurance companies ensure their service offering meets their stated service offering agreement, this had a mean of 1.5 and a standard deviation of 1.1. Lastly, respondents strongly disagreed that insurance companies have been open to their customers, as demonstrated with a mean of 1.4 and a standard deviation of 1.2. These findings are shown in Table 4.4.

Table 4.4: Service-related Factors

Service-related Factors	Mean	Standard Deviation
There are various communication channels employed by insurance firms in engaging with customers	3.6	1.3
There are adequate personnel ready to assist in service provision within the insurance firms	3.6	1.2
Insurance companies have customer chatter on providing services	3.5	0.8
Insurance firms are willing to help customers	3.4	1.1
Insurance companies have proper policies as per the specific needs of their customers	3.1	0.9
Insurance companies are polite when handling customer services issues	2.5	0.9
Insurance companies effectively communicate with customers on new developments in their service offering	2.3	0.6
The physical location of the insurance service providers are nearer customers.	2.2	1.2
Insurance companies are quick in responding to customer queries efficiently	2.2	0.7
Insurance firms are able to provide prompt services to customers	1.9	1.1
Insurance firms engage in a timely manner with their customers	1.8	1.2
Insurance companies are cooperative with customer when service complaints are initiated	1.7	1.0
Insurance companies are able to handle claims processing efficiently	1.7	0.9
Insurance companies ensure their service offering meets their stated service offering agreement	1.5	1.1
Insurance companies have been open to their customers	1.4	1.2
Overall	2.4	1.0

Source, Primary Data (2022)

4.4.3 Demographic Factors

This study considered a number of demographic factors that affects insurance uptake including, gender, employment, and marital status. Findings showed that 56%(n=168) of the respondents are male and 44%(n=132) are female. These findings showed that both genders were represented in the sample, however, there were more men represented than women in the study sample. According to results 58% (n=174) of the respondents were unemployed, 27%(n=81) were self-employed, and 15%(n=45) were in formal employment. It is observed that more than half of the respondents were unemployed and very few respondents, less than 20% were in formal employment. Findings on marital status showed that 51%(n=153) of the respondents were single, 38%(n=114) were married while 11%(n=33) were separated. Table 4.5 shows these findings.

Table 4.5: Demographic Factors

Demographic Factors		Frequency	Percent
Gender	Male	168	56%
	Female	132	44%
	Total	300	100%
Employment	Unemployed	174	58%
	self employed	81	27%
	formal employment	45	15%
	Total	300	100%
Marital status	Single	153	51%
	Married	114	38%
	Separated	33	11%
	Total	300	100%

Source, Primary Data (2022)

4.4.4 Insurance Uptake

Insurance uptake among youth in Nairobi County scored an overall mean of 3.6 and 1.1, which ascertain that to some extent the youth in Nairobi County had taken up insurance product and services. Specifically, respondents agreed that if more information was provided by insurers, they would likely consider uptake of insurance, as shown with a mean of 4.0 and a standard deviation of 1.0. Findings showed that respondents agreed that they perceive the various insurance products positively, as indicated with a mean of 3.9 and a standard deviation of 1.1. It was also observed that respondents agreed that they are more likely to recommend a family/friend/colleague to take-up an insurance product or service, as shown with a mean of 3.7 and a standard deviation of 1.2. Lastly, respondents somewhat agreed that they are satisfied with the insurance products, as shown with a mean of 2.8 and a standard deviation of 0.9.

Table 4.6: Insurance Uptake

Uptake of Insurance Products	Mean	Standard Deviation
I am likely to buy insurance cover	4.0	1.0
I perceive the various insurance products/services positively	3.9	1.1
I am likely to recommend someone based on information that I have	3.7	1.2
I am happy with insurance products/services that I am aware of/know about	2.8	0.9
Overall	3.6	1.1

Source, Primary Data (2022)

4.5 Inferential Analysis

4.5.1 Influence of Product-Related Factors on the Uptake of Insurance Products

Regression analysis was used to examine the influence of product-related factors on the uptake of insurance products. First a correlational analysis was done to establish the relationship between product-related factors and uptake of insurance products.

4.5.1.1 Correlational between Product-Related Factors and Uptake of Insurance Products

Findings showed that uptake of insurance products had a strong statistically significant relationship with product related factors, $r=.725$, $p<.01$. This finding showed that there is a positive linear relationship between product related factors and uptake of insurance product among youths at Nairobi County. This finding is shown in Table 4.7.

Table 4. 7: Correlational between Product-Related Factors and Insurance Uptake

		Insurance Uptake	Product-related factors
Insurance Uptake	Pearson Correlation	1	.725**
	Sig. (2-tailed)		.000
	N	300	300
Product-related factors	Pearson Correlation	.725**	1
	Sig. (2-tailed)	.000	
	N	300	300
** Correlation is significant at the 0.01 level (2-tailed).			

Source, Primary Data (2022)

4.5.1.2 Regression on Product-Related Factors and Uptake of Insurance Products

A regression analysis was carried out to examine the influence of product-related factors on uptake of insurance product among youths in Nairobi County. Results in Table 4.8 showed that $R^2=0.526$. This reveals that product-related factors accounts for 52.6% uptake of insurance product among youths in Nairobi County. The other extent of uptake of insurance product among youths in Nairobi County is accounted for by factors outside this study model. This result is as shown in Table 4.8.

Table 4. 8: Model Summary Product-Related Factors and Insurance Uptake

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725a	0.526	0.524	0.95286
a Predictors: (Constant), Product-related factors				

Source, Primary Data (2023)

The ANOVA was used to determine the significance of the model in predicting the dependent variable. According to the ANOVA results, product-related factors are statistically significant in predicting uptake of insurance product, $F=330.075$, $p<.01$. Table 4.9 illustrates this result.

Table 4. 9: ANOVA on Product-Related Factors and Insurance Uptake

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299.686	1	299.686	330.075	.000b
	Residual	270.564	298	0.908		
	Total	570.25	299			
a Dependent Variable: Insurance Uptake						
b Predictors: (Constant), Product-related factors						

Source, Primary Data (2023)

The regression coefficients presented in Table 4.10 shows that product-related factors had a significant positive effect on predict uptake of insurance product ($\beta = 0.725$, $t=18.168$, $p<.01$). This indicates that by enhancing their product by one-unit insurance firms can increase the uptake of their products by 72.5%.

$$\text{Insurance Uptake} = 0.92 + 0.725\text{Product related factors} + 0.04$$

Table 4.10: Coefficients on Product-Related Factors and Insurance Uptake

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.92	0.145		6.359	.000
	Product-related factors	0.732	0.04	0.725	18.168	.000

a Dependent Variable: Insurance Uptake

Source, Primary Data (2023)

4.5.2 Influence of Service-Related Factors on the Uptake of Insurance Products

This study sought to determine the influence of service-related factors on the uptake of insurance products among the youth. Regression analysis was used to examine the influence of service-related factors on the uptake of insurance products. First a correlational analysis was done to establish the relationship between service-related factors and uptake of insurance products.

4.5.2.1 Correlational between Service-Related Factors and Uptake of Insurance Products

Findings showed that uptake of insurance products had a strong statistically significant relationship with service-related factors, $r=.708$, $p<.01$. This finding showed that there is a positive linear relationship between service-related factors and uptake of insurance product among youths at Nairobi County. This finding is shown in Table 4.11.

Table 4.11: Correlational between Service-Related Factors and Uptake of Insurance Products

		Insurance Uptake	Service-Related Factors
Insurance Uptake	Pearson Correlation	1	.708**
	Sig. (2-tailed)		0
	N	300	300
Service-Related Factors	Pearson Correlation	.708**	1
	Sig. (2-tailed)	0	
	N	300	300
** Correlation is significant at the 0.01 level (2-tailed).			

Source, Primary Data (2023)

4.5.2.2 Regression on Service-Related Factors and Uptake of Insurance Products

A regression analysis was carried out to examine the influence of service-related factors on uptake of insurance product among youths in Nairobi County. Results in Table 4.13 showed that $R^2=0.501$. This reveals that service -related factors accounts for 50.1% uptake of insurance product among youths in Nairobi County. The other extent of uptake of insurance product among youths in Nairobi County is accounted for by factors outside this study model. This result is as shown in Table 4.12.

Table 4. 12: Model Summary on Service-Related Factors and Insurance Uptake

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708a	0.501	0.499	0.96209
a Predictors: (Constant), Service-Related Factors				

Source, Primary Data (2023)

The ANOVA was used to determine the significant of the model in predicting the dependent variable. According to the ANOVA results, service-related factors correctly predict uptake of insurance product, $F=298.826$, $p<.01$. Table 4.13 illustrates this result.

Table 4. 13: ANOVA on Service-Related Factors and Insurance Uptake

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	276.6	1	276.6	298.826	.000b
	Residual	275.836	298	0.926		
	Total	552.437	299			
a Dependent Variable: Insurance Uptake						
b Predictors: (Constant), Service-Related Factors						

Source, Primary Data (2023)

The regression coefficients presented in Table 4.14 shows that service-related factors had a significant positive effect on predicting uptake of insurance product ($\beta = 0.708$, $t = 17.287$, $p<.01$). This indicates that by enhancing their customers services by one-unit insurance firms can increase the uptake of their products by 70.8%.

$$\text{Insurance Uptake} = 0.989 + 0.708 \text{ Service – related factors} + 0.041$$

Table 4. 14: Coefficients on Service-Related Factors and Insurance Uptake

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.989	0.149		6.645	.000
	Service-Related Factors	0.708	0.041	0.708	17.287	.000

a Dependent Variable: Insurance Uptake

Source, Primary Data (2023)

4.5.2 Influence of Demographic Factors on the Uptake of Insurance Products

This study sought to determine the influence of demographic factors on the uptake of insurance products among the youth. A logistic regression analysis was used to examine the influence of demographic factors on the uptake of insurance products. First correlation between demographic factors and uptake of insurance products was examined through the Chi-Square test of association.

4.5.2.1 Correlation between Demographics Factors and Uptake of Insurance Products

Correlation between uptake of insurance products and demographic factors was examined through the Chi-Square test of association. Results in Table 4.15 shows that uptake of insurance products had a significant association with gender, $\chi^2=88.646$; $p<0.01$. According to results uptake of insurance products had a significant association with marital status, $\chi^2=43.279$; $p<0.01$. In addition, uptake of insurance products had a significant association with employment, $\chi^2=20.032$; $p<0.01$.

Table 4.15: Correlation between Demographics Factors and Uptake of Insurance Products

		Insurance Uptake
Gender	Pearson Chi-Square (χ^2)	88.646
	Sig. (2-sided)	0.000
Marital status	Pearson Chi-Square(χ^2)	43.279
	Sig. (2-sided)	0.000
Employment	Pearson Chi-Square(χ^2)	20.032
	Sig. (2-sided)	0.000

Source, Primary Data (2023)

4.5.2.2 Regression on Demographics Factors and Uptake of Insurance Products

A logistic regression was carried out to assess the influence of gender, employment, and marital status on the likelihood of youths in Nairobi County taking up insurance product. The results showed that gender, employment, and marital status explained 57.1% of variation of insurance uptake among youths in Nairobi County. These results are shown in Table 4.16.

Table 4. 16: Model Summary on Demographics Factors and Insurance Uptake

Ste p	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	194.464a	0.388	0.571

Source, Primary Data (2023)

The Hosmer and Lemeshow test were used to determine the significant of the model in predicting the dependent variable. A nonsignificant chi-square in Hosmer and Lemeshow test indicates that the data fit the model well. According to the results in

Table 4.17, gender, employment, and marital status correctly predict insurance uptake among youths in Nairobi County, $\chi^2=63.585$; $p>0.01$. Table 4.17 illustrates this result.

Table 4.17: Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	63.585	7	0.1

Source, Primary Data (2023)

Findings in Table 4.18 shows the variables in the equation which demonstrated that gender had a significant effect on the uptake of insurance product ($\beta = 2.459$, $p<.01$). Findings also showed that marital status had a significant effect on the uptake of insurance product ($\beta = 3.106$, $p<.01$). Lastly, employment had a significant effect on the uptake of insurance product ($\beta = 3.957$, $p<.01$). These results are shown in Table 4.19.

Insurance Uptake

$$= 8.541 + 2.450\text{Gender} + 3.106\text{Marital Status} + 3.957\text{Employment}$$

Table 4.18: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1a	Gender	2.459	0.385	40.76	1	.000	0.086
	Marital status	3.106	0.552	31.65	1	.000	0.045
	Employment	3.957	0.482	67.5	1	.000	52.325
	Constant	8.541	1.244	47.144	1	.000	5118.005
a Variable(s) entered on step 1: gender, marital status, employment.							

Source, Primary Data (2023)

4.6 Chapter Summary

This study had three objectives including, to establish the influence of product-related factors on the uptake of insurance products among the youth, to determine the effect of

service-related factors on the uptake of insurance products among the youth, and to examine the effect of demographic factors on the uptake of insurance products among the youth.

Findings on the influence of product-related factors on the uptake of insurance products among the youth showed that uptake of insurance products had a statistically significant relationship with product related factors ($r=.725$, $p<.01$). It was determined that product-related factors account for 52.6% uptake of insurance product among youths in Nairobi County ($R^2=0.526$; $F=330.075$; $p<.01$). By enhancing their product by one-unit insurance firms can increase the uptake of their products by 73.2% ($\beta = 0.732$, $t=18.168$, $p<.01$).

Findings on the effect of service-related factors on the uptake of insurance products among the youth showed that uptake of insurance products had a statistically significant relationship with service-related factors, ($r=.708$, $p<.01$). Service -related factors accounts for 50.1% uptake of insurance product among youths in Nairobi County ($R^2=0.501$; $F=298.826$, $p<.01$). By enhancing their customers' services by one-unit insurance firms can increase the uptake of their products by 70.8% ($\beta = 0.708$, $t=17.287$, $p<.01$).

Findings on the effect of demographic factors on the uptake of insurance products among the youth the uptake of insurance products was also positively related to demographic factors including gender ($\chi^2=88.646$; $p<0.01$), marital status, ($\chi^2=43.279$; $p<0.01$), and employment ($\chi^2=20.032$; $p<0.01$).

Demographic factors including, gender, employment, and marital status correctly explain 57.1% of variation of insurance uptake among youths in Nairobi County (Nagelkerke $R^2 =0.571$; $\chi^2=63.585$; $p>0.01$). Further it was determined that gender has a significant effect on the uptake of insurance product ($\beta = 2.459$, $p<.01$), marital status has a significant effect on the uptake of insurance product ($\beta = 3.106$, $p<.01$), and employment has a significant effect on the uptake of insurance product ($\beta = 3.957$, $p<.01$).

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter discuss the study findings in chapter four. It also provides the conclusion and recommendation drawn from the study. The discussion, conclusion and recommendation are done in line with the study objectives. First a summary of the whole study is provided.

5.2 Summary

The purpose of this study was to examine the antecedents of insurance uptake among the youth in Nairobi City County, Kenya. This study was guided by the following research question: How do the product-related factors influence the uptake of insurance products among the youth in Nairobi City County, Kenya? What is the effect of service-related factors on the uptake of insurance products among the youth in Nairobi City County, Kenya? What is the influence of demographic factors on the uptake of insurance products among the youth in Nairobi City County, Kenya? This study adopted a descriptive survey design. The study population was 1,700,000 out of which a sample of 400 was utilized. Stratified random sampling was used to select the youths from the 17 wards in Nairobi County. A structured closed-ended questionnaire tool was used to collect primary data. Data was analyzed through descriptive and inferential statistics and presented using tables.

Findings on the influence of product-related factors on the uptake of insurance products showed that there is a positive linear relationship between product related factors and uptake of insurance product among youths at Nairobi County ($r=.725$, $p<.01$). According to the ANOVA product-related factors correctly predict uptake of insurance product ($F=330.075$, $p<.01$). The regression analysis revealed that product-related factors account for 52.6% uptake of insurance product among youths in Nairobi County ($R^2=0.526$). Further, it was revealed that by enhancing their product by one-unit insurance firms can increase the uptake of their products by 73.2% ($\beta = 0.732$, $t=18.168$, $p<.01$).

Findings on influence of service-related factors on the uptake of insurance products showed that there is a positive linear relationship between service-related factors and

uptake of insurance product among youths at Nairobi County ($r=0.708$, $p<0.01$). The ANOVA revealed that service-related factors correctly predict uptake of insurance product, $F=298.826$, $p<0.01$. The regression model showed that service-related factors account for 50.1% uptake of insurance product among youths in Nairobi County ($R^2=0.501$). It was also determined that enhancing their customers services by one-unit insurance firms can increase the uptake of their products by 70.8% ($\beta = 0.708$, $t=17.287$, $p<0.01$).

Findings on the influence of demographic factors on the uptake of insurance products among the youth, revealed that uptake of insurance products has a significant association with gender ($\chi^2=88.646$; $p<0.01$); marital status ($\chi^2=43.279$; $p<0.01$); and employment ($\chi^2=20.032$; $p<0.01$). Further, Hosmer and Lemeshow test established that gender, employment, and marital status correctly predict insurance uptake among youths in Nairobi County, $\chi^2=63.585$; $p>0.01$. The regression model showed that gender, marital status and employment explained 57.1% of variation of insurance uptake among youths in Nairobi County. In addition, the study established that gender ($\beta = 2.459$, $p<0.01$); marital status ($\beta = 3.106$, $p<0.01$); and employment product ($\beta = 3.957$, $p<0.01$) gender had a significant effect on the uptake of insurance product.

5.3 Discussion

5.3.1 Influence of Product-Related Factors on the Uptake of Insurance Products

Findings on the influence of product-related factors on the uptake of insurance products showed that there is a positive linear relationship between product related factors and uptake of insurance product among youths at Nairobi County. According to the ANOVA product-related factors correctly predict uptake of insurance product. The regression analysis revealed that product-related factors account for 52.6% uptake of insurance product among youths in Nairobi County. Further, it was revealed that by enhancing their product by one-unit insurance firms can increase the uptake of their products by 73.2%. In line with findings here Nshakira-Rukundo et al. (2021) also established that product related factors including, product quality, product and contract design influence the purchase of agriculture insurance among farmers in sub-Saharan Africa. Similarly, a study by Munkombwe, Phiri and Siankwilimba (2022) who carried out a mixed-methods study that purposively targeted 252 small-scale farmers in Zambia to investigate the factors that influence farmer's intention to prescribe to the weather

insurance index and financial edging technology which facilitate agricultural insurance innovation delivery. Analysis revealed that majority of the farmers who had prescribed to the insurance products were aged between 36 and 50 years. The study also determined that insurance agents have to demonstrate the workability of the initiative to convince farmers to adopt complex insurance innovations.

5.3.2 Influence of Service-Related Factors on the Uptake of Insurance Products

Findings on influence of service-related factors on the uptake of insurance products showed that there is a positive linear relationship between service-related factors and uptake of insurance product among youths at Nairobi County. The ANOVA revealed that service-related factors correctly predict uptake of insurance product. The regression model showed that service-related factors account for 50.1% uptake of insurance product among youths in Nairobi County. It was also determined that enhancing their customers services by one-unit insurance firms can increase the uptake of their products by 70.8%. In accordance with the results here Gowanit et al. (2016) found evidence that service-related factors have an influence on insurance uptake. They established that revealed that service factors determining uptake of smartphone insurance services include preference for face-to-face service, the confidence that the claims channel will accept claims and knowledge regarding possible legal options for defaulted claims influenced the rate of adoption of m-insurance. Further, in support to this study findings, Bwire (2021) established that the extent of differentiation in regard to product diversity, the leadership strategy and distribution channels used to market and provide access to insurance products was influential in determining whether people will take up life insurance products. These factors increase the volume of premium payment, increase customer capture and increase profits within insurance firms. In addition, Chawla and Sharma (2017) concluded that redesigning service processes to deliver the best experience to customers would increase repurchase intention. On the other hand, Chimetseren and Safari (2016) argue for the adoption of a continuous improvement mentality to keep customers satisfied with the quality of service received at the firms.

5.3.3 Influence of Demographic Factors on the Uptake of Insurance Products

Findings on the influence of demographic factors on the uptake of insurance products among the youth, revealed that uptake of insurance products has a significant association with gender; marital status; and employment. Further, Hosmer and Lemeshow test established that gender, employment, and marital status correctly predict insurance uptake among youths in Nairobi County. The regression model showed that gender, marital status and employment explained 57.1% of variation of insurance uptake among youths in Nairobi County. In addition, the study established that gender; marital status; and employment product gender had a significant effect on the uptake of insurance product. In line with these results Reshmi et al. (2021) found evidence that demographic factors including, race, religion and education level determined intention to purchase insurance products. Nshakira-Rukundo et al. (2021) also established that educational level of design influences the purchase of agriculture insurance among farmers in sub-Sahara Africa. Contrary to results here Mutai (2021) reported that demographic characteristics does not have any influence on uptake of welfare insurance products.

5.4 Conclusion

The study findings led to the conclusion that product-related factors and services related factors as well as demographic factors have a significant influence on the uptake of insurance products. Findings also led to the inference that enhancing insurance product can increase the uptake of their products. Similarly, enhance customer services in insurance sales will help boost the uptake of insurance products. In addition, it was evident that demographic characteristics including gender, marital status, and employment affects uptake of insurance products.

5.5 Recommendations

This study recommends that insurance firms should enhance their products features to meet the needs of the youths. The product and services should be reasonably priced to be affordable to the youths. This study also recommends that insurance firms should be customer friendly to ensure they are approachable. The insurance firms should listen to the youth thoughts and ideas and serve them according to their preference. The Insurance Regulatory Authority should ensure that more products that are youth friendly are developed with proper pricing to attract more youths into the sector. The

Kenya Insurance Regulatory Authority should make arrangements for training programs on the service delivery of insurance to enhance the uptake of insurance among the youths in Nairobi County. The programs should be devolved down to the Sub Counties to enhance service delivery. The government should develop suitable policies on the insurance uptake that demographics differences. It should enhance the generation of policies that attract and facilitate youths' insurance uptake. In addition, these policies should ensure that there is enhanced technological use and cost effectiveness in the service delivery of insurance among the youths. The study found that there are additional factors (economic, legal and political) that affect the uptake of insurance uptake among the youths in Nairobi County.

5.6 Recommendation for Future Research

This study examined the product and service-related factors as well as demographic factors that influence insurance uptake among youths. Further studies can be done on factors as well as social and economic factors and how they affect insurance uptake among youths.

5.7 Limitation

This study was carried out among youth in Kenya majority of whom remain unemployed due to the high unemployment in Kenya. These youths are therefore not expected to be in a position to acquire insurance products and services as they do not have a source of income. Even those who have a source of income, it may not be adequate for them to be able to spare funds for insurance. The study however, considered the youth intention to acquire insurance.

REFERENCES

- Abaidoo, G. G. (2015). Customer satisfaction factors in life insurance growth in Ghana. *Doctoral dissertation, Walden University.*
- Abu-Salim, T., Onyia, O. P., Harrison, T., & Lindsay, V. (2017). Effects of perceived cost, service quality, and customer satisfaction on health insurance service continuance. *Journal of Financial Services Marketing, 22*(4), 173-186.
- Albloushy, H., & Hiller Connell, K. Y. (2019). Purchasing environmentally sustainable apparel: The attitudes and intentions of female Kuwaiti consumers. *International Journal of Consumer Studies, 43*(4), 390-401.
- Alhassan, R. K., Nketiah-Amponsah, E., & Arhinful, D. K. (2016). Design and implementation of community engagement interventions towards healthcare quality improvement in Ghana: a methodological approach. *Health economics review, 6*(1), 1-13.
- Ali, B. J., & Anwar, G. (2021). Marketing Strategy: Pricing strategies and its influence on consumer purchasing decision. *International journal of Rural Development, Environment and Health Research, 5*(2), 26-39.
- Alton, L. (2016, January 5). *5 Factors That Directly Influence Customer Purchase Decisions*. Customer Think. Retrieved September 8, 2022, from <https://customerthink.com/5-factors-that-directly-influence-customer-purchase-decisions/>
- Alushula, P. (2019). *www.businessdailyafrica.com*. Retrieved from businessdailyafrica.com: <https://www.businessdailyafrica.com/bd/markets/market-news/insurers-target-youth-with-cover-of-months-2265106>
- Asindua, F., Kerochi, A., & Gitau, T. (2021). Assessment of Health Insurance Schemes Uptake by the Informal Sector Workers at Matuu, Machakos County, Kenya. *Journal of Medicine, Nursing & Public Health, 4*(1), 98-117.

- Association of Kenya Insurers. (2021). *Insurance Awareness, Customers' Needs and Satisfaction in Kenya* (September 21st, 2021). https://www.akinsure.or.ke/content/uploads/documents/Insurance_Awareness_and_Satisfaction_Survey_Report_2021.pdf
- Association of Kenyan Insurers (2015). Insurance Industry annual report 2014.
- Ayishashe, T. T. (2015). Market penetration challenges by insurance companies in Kenya. *Doctoral dissertation, United States International University-Africa.*
- Baldwin, E., Jagadeesan, R., Klemperer, P., & Teytelboym, A. (2021). On Consumer Theory with Indivisible Goods.
- Born, P., & Bujakowski, D. (2019). Drivers of Insurance Market Development in Central, Eastern, & Southeastern Europe.
- Bwire, J. (2021). Competitive Strategies and Life Insurance Uptake in Uganda: A Case Study of Kampala Central Business District. *Doctoral dissertation, Uganda Christian University.*
- Chan, M. (2016). Making fair choices on the path to universal health coverage. *Health Systems & Reform, 2*(1), 5-7.
- Cheruiyot, N. (2020). Determinants of Health Insurance Uptake Among the Informally Employed in Narok County. *Doctoral dissertation, University of Nairobi.*
- Chipollini, J., Tang, D. H., Zhou, J., Reich, R. R., Leone, A. R., Gilbert, S. M., & Sexton, W. J. (2019). Trends in insurance status during initial presentation of testicular carcinoma: examining health outcomes and implications of health reform for young adults in the United States. *Urology Practice, 6*(1), 18-23.
- Chung, J. F. (2020). The demand for life insurance: a quantitative study among “generation y” in the Klang Valley, Malaysia. *RELIGACIÓN. Revista de Ciencias Sociales y Humanidades, 5*(25), 302-314.
- Close, A. G., Dreyzin, A., Miller, K. D., Seynaeve, B. K., & Rapkin, L. B. (n.d.). Adolescent and young adult oncology—past, present, and future. *CA: a cancer journal for clinicians, 69*(6), 485-496.

- Deloitte. (2021). Insurance Outlook Report 2020/21. *Insurance Outlook Report 2020/21*.
- Dipolelo, M. (2016). Tapping into Africa's Insurance Market. Growth, Opportunities & Risks. *Nanyang Business School*, <https://www.ntusbfcas.com/african-business-insights/content/tappinginto-africa-s-insurance>.
- Dowshen, N. L., Christensen, J., & Gruschow, S. M. (2019). Health insurance coverage of recommended gender-affirming health care services for transgender youth: shopping online for coverage information. *Transgender Health*, 4(1), 131-135.
- Dror, D. M., Hossain, S. S., Majumdar, A., Pérez Koehlmoos, T. L., John, D., & Panda, P. K. (2016). What factors affect voluntary uptake of community-based health insurance schemes in low-and middle-income countries? A systematic review and meta-analysis. *PLoS One*, 11(8).
- Faith, D. O. (2018). A review of the effect of pricing strategies on the purchase of consumer goods. *International Journal of Research in Management, Science & Technology*, (2) 2321-3264.
- Fenny, A. P., Kusi, A., Arhinful, D. K., & Asante, F. A. (2016). Factors contributing to low uptake and renewal of health insurance: a qualitative study in Ghana. *Global health research and policy*, 1(1), 1-10.
- Gachau, J. (2016). Customer satisfaction and insurance service delivery quality in Kenya. *Doctoral dissertation, University of Nairobi*.
- Ganeshan, H., & Nagarajan, S. (2017). A study on customer perception on service quality with reference to public insurance sector in coimbatore district. *International Journal of Management Research and Reviews*, 7(4), 513.
- Gitau, P. N., & Sile, I. (2016). An Assessment of Cultural Factors Affecting Insurance Uptake: A Survey of the Nairobi Central Business Districts. *European Journal of Business and Strategic Management*, 1(1), 70-87.

- Githinji, R. T. (2017). Determinants of Health Insurance uptake among women in Kenya: an application of discriminant analysis. *Doctoral dissertation, University of Nairobi.*
- Gowanit, C., Thawesaengskulthai, N., Sophatsathit, P., & Chaiyawat, T. (2016). Mobile claim management adoption in emerging insurance markets: an exploratory study in Thailand. *International Journal of Bank Marketing*, 34, 1.
- Guan, L. P., Yusuf, D. H., & Ghani, M. R. (2020). Factors influencing customer purchase intention towards insurance products. *International Journal of Business and Management*, 4(5), 70-79.
- Guan, L. P., Yusuf, D. H., & Ghani, M. R. (2020). Factors influencing customer purchase intention towards insurance products. *International Journal of Business and Management*, 4(5), 70-79.
- Hodula, M., Janků, J., Časta, M., & Kučera, A. (2021). On the macro financial determinants of life and non-life insurance premiums. *The Geneva Papers on Risk and Insurance-Issues and Practice*, 1-39.
- Hussain, I., Rahman, S. U., Zaheer, A., & Saleem, S. (2016). Integrating factors influencing consumers' halal products purchase: Application of theory of reasoned action. *Journal of international food & agribusiness marketing*, 28(1), 35-58.
- Ismoyo, N. B., Hadiwidjojo, D., Rahman, F., & Rahayu, M. (2017). Service quality perception's effect on customer satisfaction and repurchase intention. *Eur Bus Manag*, 3(3), 37-46.
- Jain, S., Khan, M. N., & Mishra, S. (2017). Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. *Journal of Asia Business Studies*.
- Jensen, N., & Barrett, C. (2017). Agricultural index insurance for development. *Applied Economic Perspectives and Policy*, 39(2), 199-219.

- Ji, X., Castellino, S. M., Mertens, A. C., Zhao, J., Nogueira, L., Jemal, A., . . . Han, X. (2021). Association of Medicaid expansion with cancer stage and disparities in newly diagnosed young adults. *JNCI: Journal of the National Cancer Institute*, 113(12), 1723-1732.
- Joshi, R., Chauhan, V., & Choudhary, V. (2021). Marketing of Life Insurance to the Indian BOP Segment: A Literature Review Using the 4A Framework. *IUP Journal of Marketing Management*, 20(4), 208-226.
- Kagucia, K. (2016). Factors affecting uptake of insurance products among millennials in Kenya. *Doctoral dissertation, United States International University-Africa*.
- Kagucia, K. (2016). Factors affecting uptake of insurance products among millennials in Kenya. *Doctoral dissertation, United States International University-Africa*.
- Kamau, G. M. (2013). Factors contributing to low insurance penetration in Kenya. *International journal of social sciences and entrepreneurship*, 1(2), 463-469.
- Kamiru, M. K. (2016). Effect of Distribution Channels On Insurance Penetration in Kenya. *Doctoral dissertation, KCA University*.
- Kenya National Bureau of Statistics: Report of 2019/2020 Labour Force Survey. 2019, Nairobi, Kenya: Kenya National Bureau of Statistics
- Kimani D, Muthaka DI, Manda DK: *Healthcare Financing Through Health Insurance in Kenya*. The Shift to A National Social Health Insurance Scheme. 2014, Nairobi, Kenya: Kenya Institute for Public Policy Research and Analysis, 1-71.
- Knipper, S. H., Rivers, W., & Goodman, J. M. (2019). Effects of citizenship status, Latino ethnicity, and household language on health insurance coverage for US adolescents, 2007-2016. *Health services research*, 54(6), 1166-1173.
- Kozarevic, S., & Hodzic, S. (2021). What drives life insurance purchasing decisions in Bosnia and Herzegovina? *Risk Management and Insurance Review*, 24(3), 263-278.

- Lagat, K., & Isaac, C. N. (2017). Determinants of Insurance uptake in developing countries: Evidence from CIC insurance, Kericho Branch, Kenya. *International Journal of Scientific and Research Publications*, 7 (12).
- Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management*, 36(3), 360-373.
- Lin, H., Zhang, M., & Gursoy, D. (2020). Impact of nonverbal customer-to-customer interactions on customer satisfaction and loyalty intentions. *International Journal of Contemporary Hospitality Management*.
- Luca, D. (2018). Does prevention as an investment strategy explain the intention to purchase guarantees for unit-linked life insurance? *Journal of Financial Services Marketing*, 23(3), 153-167.
- Lutinah, R. (2020). Determinants of health insurance uptake in Tanzania. *Doctoral dissertation, University of Nairobi*.
- Lutinah, R. (2020). Determinants of health insurance uptake in Tanzania. *Doctoral dissertation, University of Nairobi*.
- Maina, J. M., Kithuka, P., & Tororei, S. (2016). Perceptions and uptake of health insurance for maternal care in rural Kenya: a cross sectional study. *Pan African medical journal*, 23(1).
- Masengeli, N. L., Mwaura-Tenambergen, W., Mutai, J., & Simiyu, B. W. (2017). Determinants of uptake of health insurance cover among Adult patients attending Bungoma County Referral Hospital. *International Journal of Health Economics and Policy*, 2(4), 145-151.
- Mbau, R., Kabia, E., Honda, A., Hanson, K., & Barasa, E. (2020). Examining purchasing reforms towards universal health coverage by the National Hospital Insurance Fund in Kenya. *International journal for equity in health*, 19(1), 1-18.

- Meessen, B. (2018). The role of digital strategies in financing health care for universal health coverage in low-and middle-income countries. *Global Health: Science and Practice*, 6(S1), S29-S40.
- Michael, G. C., Grema, B. A., Aliyu, I., Tanimu, S. T., Suleiman, A. K., Shuaibu, A., & Adesida, A. A. (2020). Awareness, knowledge, and perception of the national health insurance scheme among national youth service corp members in Kano, Nigeria. *Nigerian Medical Journal: Journal of the Nigeria Medical Association*, 61(4), 201.
- Muiya, B. M. (2017). Determinants of Health Insurance Uptake by Urban Informal Sector Workers in Nairobi and Machakos, Kenya. *Doctoral Dissertation, School of Humanities and Social Sciences, Kenyatta University*.
- Munkombwe, J., Phiri, J., & Siankwilimba, E. (2022). Financial Innovation among Smallholder Farmers: Enhancing the uptake of Weather Index Insurance through a Pragmatic Approach. *Journal of Social Sciences Advancement*, 3(1).
- Musakwa, N. O., Bor, J., Nattey, C., Lönnemark, E., Nyasulu, P., Long, L., & Evans, D. (2021). Perceived barriers to the uptake of health services among first-year university students in Johannesburg, South Africa. *Plos one*, 16(1), e0245427.
- Musembi, J. N. (2017). Service quality and customer loyalty in the insurance industry in Kenya. *Doctoral dissertation, University of Nairobi*.
- Mutai, R. K. (2021). Determinants of Uptake of Social Health Insurance Daily Payment Strategy among Motorcycle Taxis in Eldoret Town, Uasin Gishu County, Kenya. *Doctoral dissertation, KeMU*.
- Mutai, R. K. (2021). Determinants of Uptake of Social Health Insurance Daily Payment Strategy among Motorcycle Taxis in Eldoret Town, Uasin Gishu County, Kenya. *Doctoral dissertation, KeMU*.
- Mutegi, F. K. (2018). Role of Innovation Strategy on Insurance Penetration in Kenya. *Doctoral dissertation, COHRED-JKUAT*.

- Nayak, B., Krishnamoorthy, B., Bhattacharrya, S. S., & Pathak, P. (2018). Customer Preferences for Health Insurance Product Attributes. *Journal of Services Research*, 18(1).
- Ndiritu, W. (2017). An Evaluation of the Factors Affecting the Uptake of Insurance Products Delivered Through Mobile and Web Based Technologies in Kenya: Case of USIU-A Students. *Doctoral dissertation, United States International University-Africa*.
- Ng'ang'a, E. W. (2021). Determinants of Health Insurance Uptake Among Low Income Populations in Kibera-nairobi, Kenya. *Doctoral dissertation, University of Nairobi*.
- Ngoima, R. W. (2013). The effect of insurance agents in insurance penetration in Kenya. *Dissertation, University of Nairobi*.
- Nshakira-Rukundo, E., Kamau, J. W., & Baumüller, H. (2021). Determinants of uptake and strategies to improve agricultural insurance in Africa: A review. *Environment and Development Economics*, 1-27.
- Ntukamazina, N., Onwonga, R. N., Sommer, R., Rubyogo, J. C., Mukankusi, C. M., Mburu, J., & Kariuki, R. (2017). Index-based agricultural insurance products: challenges, opportunities and prospects for uptake in sub-Saharan Africa. *Journal of Agriculture and Rural Development in the Tropics and Subtropics*, 118 (2), 171-185.
- Nurqamarani, A. S., Jonathan, R., Gaffar, E., & Indrawati, A. (2020). The Effects of Mobile Service Qualities on Customer Reuse Intention of Gojek Super App. *Humanities and Social Sciences Reviews*, 8(4), 1134-1146.
- Odemba, J. (2013). Factors affecting uptake of life insurance in Kenya. *Doctoral dissertation, University of Nairobi*.
- Odenyo, K. O. (2018). Factors affecting micro insurance penetration in Kenya. *Doctoral dissertation, United States International University-Africa*.

- Olarewaju, O., & Msomi, T. (2021). Determinants of Insurance Penetration in West African Countries: A Panel Auto Regressive Distributed Lag Approach. *Journal of Risk and Financial Management*, 14(8), 350.
- Olarewaju, O., & Msomi, T. (2021). Determinants of Insurance Penetration in West African Countries: A Panel Auto Regressive Distributed Lag Approach. *Journal of Risk and Financial Management*, 14(8), 350.
- Ortega, A. N., Pintor, J. K., Alberto, C. K., & Roby, D. H. (2020). Inequities in insurance coverage and well-child visits improve, but insurance gains for white and black youth reverse. *Academic Paediatrics*, 20(1), 14-15.
- Osei, B. A., & Abenyin, A. N. (2016). Applying the Engell–Kollat–Blackwell model in understanding international tourists’ use of social media for travel decision to Ghana. *Information Technology & Tourism*, 16(3), 265-284.
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability*, 11(4), 1113.
- Panigrahi, S., Azizan, N. A., & Waris, M. (2018). Investigating the empirical relationship between service quality, trust, satisfaction, and intention of customers purchasing life insurance products. *Indian Journal of Marketing*, 28-46.
- Park, W. Y., Lee, S. J., Park, C., Jung, S., & Kim, H. K. (2021). The effect of service quality of internet insurance on intention to purchase online. *International Journal of Smart Business and Technology*, 9(1), 63-70.
- Park, Y. S., Konge, L., & Artino, A. R. (2020). The positivism paradigm of research. *Academic Medicine*, 95(5), 690-694.
- Pascal, M. (2019). Assessment of the factors affecting the uptake of the life insurance policy in Uganda: a case study of SANLAM Insurance Ltd, Uganda. *Doctoral dissertation, Makerere University*.

- Peleckienė, V., Peleckis, K., Dudzevičiūtė, G. K., & Peleckis, K. (2019). The relationship between insurance and economic growth: evidence from the European Union countries. *Economic research-Ekonomska istraživanja*, 32(1), 1138-1151.
- Poor, M. H., Poor, M. A., & Darkhaneh, M. A. (2013). The Role of Quality Insurance Services on Amount of Insured Willingness Based on the Servqual Model. *Singaporean Journal of Business, Economics and Management Studies*, 51(1117), 1-9.
- Pradhan, R. P., Arvin, B. M., Norman, N. R., Nair, M., & Hall, J. H. (2016). Insurance penetration and economic growth nexus: Cross-country evidence from ASEAN. *Research in International Business and Finance*, 36, 447-458.
- Ramamoorthy, R., Gunasekaran, A., Roy, M., Rai, B. K., & Senthilkumar, S. A. (2018). Service quality and its impact on customers' behavioural intentions and satisfaction: an empirical study of the Indian life insurance sector. *Total Quality Management & Business Excellence*, 29(7-8), 834-847.
- Ramya, N., Kowsalya, A., & Dharanipriya, K. (2019). Service quality and its dimensions. *EPRA International Journal of Research & Development*, 4, 38-41.
- Reshmi, B., Unnikrishnan, B., Parsekar, S. S., Rajwar, E., Vijayamma, R., & Venkatesh, B. T. (2021). Health insurance awareness and its uptake in India: a systematic review protocol. *BMJ open*, 11(4), 1-8.
- Salari, P., Akweongo, P., Aikins, M., & Tediosi, F. (2019). Determinants of health insurance enrolment in Ghana: evidence from three national household surveys. *Health policy and planning*, 34(8), 582-594.
- Saliba, B., Cortis, D., & Madhloom, O. (2021). Insurance, Risk Management and Youth Football Academies: A Maltese Case-Study. *Xjenza Online*, 9(1), 24-36.
- Salome, N. (2016). Determinants of market access by small holder cereal farmers in Buuri Sub-county, Meru County. *Doctoral dissertation*.

- Shairp, R., Veríssimo, D., Fraser, I., Challender, D., & MacMillan, D. (2016). Understanding urban demand for wild meat in Vietnam: implications for conservation actions. *PloS one*, 11(1), e0134787.
- Shi, H., Zhang, X., Li, X., Ren, Z., Zhao, H., He, M., . . . Liu, H. (2021). Establishment and associated factors of health records among young Chinese migrants. *Environmental Health and Preventive Medicine*, 26(1), 1-11.
- Siami, S., & Gorji, M. (2011). Service quality management in the insurance industry on the basis of service gap model. *Australian Journal of Basic and Applied Sciences*, 5(11), 797-802.
- Sinha, I., & Mukherjee, S. (2016). Acceptance of technology, related factors in use of off branch e-banking: an Indian case study. *The Journal of High Technology Management Research*, 27(1), 88-100.
- Sofer, D. (2019). The number of uninsured Americans is on the rise again. *AJN The American Journal of Nursing*, 119(4), 15.
- Stevens, J., Gomez-Lobo, V., & Pine-Twaddell, E. (2015). Insurance coverage of puberty blocker therapies for transgender youth. *Pediatrics*, 136(6), 1029-1031.
- Sweis, R. J., Elian, M., Alawneh, A. R., & Sweis, N. J. (2018). The impact of service quality on sustainable competitive advantage: study on Jordanian health insurance companies. *International Journal of Business Excellence*, 16(2), 162-176.
- Swiss Re. (2020). *World insurance: Regional review 2019, and outlook*. Retrieved from swissre.com: <https://www.swissre.com/dam/jcr:864e8938-3d3c-48cc-a3d7-8682962971e7/sigma-4-2020-extra-complete.pdf>
- Teimourpour, B., & Hanzae, K. H. (2011). The impact of culture on luxury consumption behaviour among Iranian consumers. *Journal of Islamic Marketing*.
- Texeira, R. N. (2016). A model of mental budgeting: Consumer theory and inaccurate choice.

- Towo, T., Njanike, K., & Jonasi, K. (2021). An Investigation on the Determinants of Life Assurance Products Uptake in Zimbabwe. *Journal of Economics and Finance (DRJ-JEF)*, 6(1), 07-16.
- Tsokanta, D. (2019). Consumer theory in microeconomics and marketing research; an area for interdisciplinary integration. *Doctoral dissertation, Anglia Ruskin University*.
- Umeh, C. A. (2018). Challenges toward achieving universal health coverage in Ghana, Kenya, Nigeria, and Tanzania. *The International journal of health planning and management*, 33(4), 794-805.
- Umeh, C. A., & Feeley, F. G. (2017). Inequitable access to health care by the poor in community-based health insurance programs: a review of studies from low-and middle-income countries. *Global Health: science and practice*, 5(2), 299-314.
- Velliaris, D. M. (Ed.). (2016). *Handbook of research on academic misconduct in higher education*. IGI Global.
- Vijaya, R. M. (2016). Consumer Behaviour towards Life Insurance Products with Reference to IDBI Fortis Company Limited, Dindigul District. *International Journal of Applied Science*, 6.
- Vladimirovich, Z. L. (2019). Transparency in the Insurance Contract Law of Russia. *Transparency in Insurance Contract Law*, 431-457.
- Wang, S. (2018). Consumer Theory. *Microeconomic Theory*, 37-67.
- Witters, D. (2019, January 23'). *U.S. Uninsured Rate Rises to Four-Year High*. Retrieved from [gallup.com: https://news.gallup.com/poll/246134/uninsured-rate-rises-four-year-high.aspx](https://news.gallup.com/poll/246134/uninsured-rate-rises-four-year-high.aspx)
- World Bank. 2012. *Global Financial Development Report 2013: Rethinking the Role of the State in Finance*. Washington, DC. © World Bank. <https://openknowledge.worldbank.org/handle/10986/11848> License: CC BY 3.0 IGO.”

- Xu, D., Liu, E., Wang, X., Tang, H., & Liu, S. (2018). Rural households' livelihood capital, risk perception, and willingness to purchase earthquake disaster insurance: Evidence from southwestern China. *International journal of environmental research and public health*, 15(7), 1319.
- Yang, L. (2016). Young Adults' Attitudes and Perceptions on Health Insurance and their Health Insurance and their Health Insurance Literacy Levels. *Thesis, Minnesota State University, Mankato*.
- Yego, N. K., Kasozi, J., & Nkurunziza, J. (2021). A Comparative Analysis of Machine Learning Models for the Prediction of Insurance Uptake in Kenya. *Data*, 6(11), 116.
- Yeo, V. C., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioural intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer services*, 35, 150-162.
- Zaman, S. B., & Hossain, N. (2017). Universal Health Coverage: A burning need for developing countries. *Journal of Medical Research and Innovation*, 1(1), 18-20.
- Žukauskas, P., Vveinhardt, J., & Andriukaitienė, R. (2018). Philosophy and paradigm of scientific research. *Management culture and corporate social responsibility*, 121, 139.

APPENDICES

APPENDIX I: INTRODUCTION LETTER

Dear Sir/Madam,

RE: REQUEST TO PARTICIPATE IN A RESEARCH STUDY.

I am a student at Strathmore Business School Undertaking Masters in Business administration. I am carrying out research on examinee the antecedents of insurance uptake among the youth in Nairobi City County, Kenya with focus on how demographic characteristic moderate the relationship. as part of the requirement in fulfilling my course. Given your unique position in the organization and experience you have, I have been referred to you as one of the respondents. Your role in this study will only involve participating in an interview. The questions to be asked will relate to your experience and opinions regarding the subject matter. It is important that you understand that there is no correct or wrong response. This research is aimed at allowing you to provide details about what you honestly think.

In this regard I am requesting you to dedicate some time to participate in this exercise. I will observe anonymity and I can assure you that the responses you give will not be disclosed to anyone.

Thank you.

Nancy Aketch.

The Researcher.



APPENDIX II: RESEARCH QUESTIONNAIRE

Hello, as part of partial requirements for the award of my masters, I'm obliged to conduct a study on the uptake of insurance in the country. I am currently undertaking a study *to examine the antecedents of insurance uptake among the youth in Nairobi City County, Kenya with focus on how demographic characteristic moderate the relationship*. Kindly answer to the following questions to the best of your ability.

Part A: Demographic Information

1. What is your gender?

Male ()

Female ()

2. What is your highest education qualification?

No formal education ()

Certificate level ()

College diploma ()

University degree ()

3. What is your current marital status?

Single ()

Married ()

Separated ()

4. What is your current employment status?

Unemployed ()

Self-employed ()

Formal employment ()

Part B: Analysis of Antecedents of Insurance Uptake Among the Youth in Nairobi City County

Kindly use the below scale to indicate your perception/level of agreement with the various statements in the tables below;

Please indicate in the table with a tick (✓) or across (×) with a scale of

5= strongly agree 4= Agree 3= Somewhat Agree 2= Disagree 1= Strongly Disagree

No	Product related factors	1	2	3	4	5
P1	There are various product distribution practices used by the local insurance firms					
P2	There is over duplication in the products provided by insurance companies thus affecting consumer purchase options					
P3	Insurance providers ensure that the proper marketing of products					
P4	The insurance products being provided in the country are able to meet my needs.					
P5	Products in the market are easy to understand among the public					
P6	The insurance firms provide me with all relevant information on the various products as per regulations					
P7	The products being designed by insurance providers meet my current needs.					
P8	Insurance providers ensure products are up to date					
P9	The insurance providers optimally price their products making them affordable					

Please indicate in the table with a tick (√) or across (×) with a scale of

5= strongly agree 4= Agree 3= Somewhat Agree 2= Disagree 1= Strongly Disagree

No	Service-related factors	1	2	3	4	5
A1	There are various communication channels employed by insurance firms in engaging with customers					
A2	There are adequate personnel ready to assist in service provision within the insurance firms					
A3	Insurance companies have customer chatter on providing services					
E1	Insurance firms are willing to help customers					
E2	Insurance companies have proper policies as per the specific needs of their customers					
E3	Insurance companies are polite when handling customer services issues					
R1	Insurance companies effectively communicate with customers on new developments in their service offering					
R2	The physical location of the insurance service providers are nearer customers.					
R3	Insurance companies are quick in responding to customer queries efficiently					
T1	Insurance firms are able to provide prompt services to customers					
T2	Insurance firms engage in a timely manner with their customers					

T3	Insurance companies are cooperative with customer when service complaints are initiated					
RE1	Insurance companies are able to handle claims processing efficiently					
RE2	Insurance companies ensure their service offering meets their stated service offering agreement					
RE3	Insurance companies have been open to their customers					

PART C: Uptake of Insurance Products

Please indicate in the table with a tick (√) or across (×) with a scale of

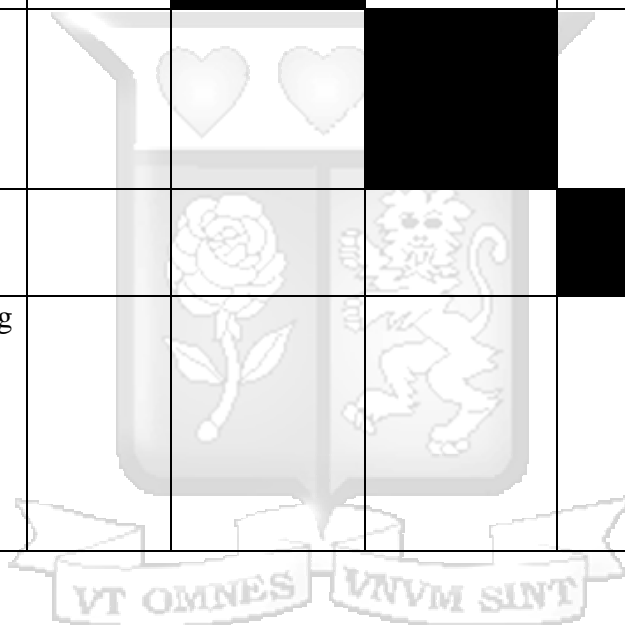
5= strongly agree 4= Agree 3= Somewhat Agree 2= Disagree 1= Strongly Disagree

Uptake of Insurance Products		1	2	3	4	5
1	I am likely to consider to buy insurance cover)					
2	I perceive the various insurance products/services positively					
3	I am likely to recommend someone based on insurance information that I have					
4	I am happy with the Insurance products that I am aware of/know about					

Thank you for participating in the study.

APPENDIX III: RESEARCH WORKPLAN

2022	Jan-Mar	Apr-May	June	July	August
Formulation of the problem.					
Proposal writing					
Data collection					
Data analysis					
Thesis Writing and submission					



APPENDIX IV: RESEARCH BUDGET

No.	ITEM	COST (Ksh)
1.	Transport Expenses	25,000/=
2.	Typing Expenses	10,000/=
23.	Printing, Photocopy, and Binding Charges	15,000/=
4.	Library and Internet Expenses	10,000/=
5.	Research Assistant	30,000/=
6.	Contingencies	15,000/=
	TOTAL COST	<u>120,000 /=</u>





REPUBLIC OF KENYA



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Ref No: 705057

Date of Issue: 17/August/2022

RESEARCH LICENSE



This is to Certify that Miss.. Nancy Auma Aketch of Strathmore University, has been licensed to conduct research in Nairobi on the topic: THE ANTECEDENTS OF INSURANCE UPTAKE AMONG THE YOUTH IN NAIROBI CITY COUNTY, KENYA for the period ending : 17/August/2023.

License No: NACOSTI/P/22/19598

705057

Applicant Identification Number

W. Mutembo

Director General
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Verification QR Code



NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013

The Grant of Research Licenses is Guided by the Science, Technology and Innovation (Research Licensing) Regulations, 2014

CONDITIONS

1. The License is valid for the proposed research, location and specified period
2. The License any rights thereunder are non-transferable
3. The Licensee shall inform the relevant County Director of Education, County Commissioner and County Governor before commencement of the research
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies
5. The License does not give authority to transfer research materials
6. NACOSTI may monitor and evaluate the licensed research project
7. The Licensee shall submit one hard copy and upload a soft copy of their final report (thesis) within one year of completion of the research
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice

National Commission for Science, Technology and Innovation
off Waiyaki Way, Upper Kabete,
P. O. Box 30623, 00100 Nairobi, KENYA
Land line: 020 4007000, 020 2241349, 020 3310571, 020 8001077
Mobile: 0713 788 787 / 0735 404 245
E-mail: dg@nacosti.go.ke / registry@nacosti.go.ke
Website: www.nacosti.go.ke

11th January 2023

Ms Aketch Nancy,
nancy.aketch@strathmore.edu

Dear Ms Aketch,

RE: The Antecedents of Insurance Uptake Among the Youth in Nairobi City County

This is to inform you that SU-ISERC has reviewed and **approved** your above **master's** research proposal. Your application reference number is **SU-ISERC1504/22**. The approval period is from **11th January 2023 to 10th January 2024**.

This approval is subject to compliance with the following requirements:

- i. Only approved documents including (informed consents, study instruments, and MTA) will be used
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SU-ISERC.
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SU-ISERC within 48 hours of notification
- iv. Any changes, anticipated or otherwise, that may increase the risks or affect the safety or welfare of study participants and others or affect the integrity of the research must be reported to SU-ISERC within 48 hours
- v. Clearance for the export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to the expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days of completion of the study to SU-ISERC.

Before commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology, and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke/> and obtain other clearances needed.

Yours sincerely,



for: **Dr Ben Ngoye,**
Secretary; SU-ISERC

Cc: Prof Fred Were,
Chairperson; SU-ISERC

