Role of Brand Awareness, Brand Loyalty and Advertisements towards Consumer Buying Behaviour in Insurance Industry

S.Sudha, P.Shalini, S.Vennilaashree

Abstract— In the era of competition companies do face tough competitions in selling their products and services. The insurance industry too is not an exception to this. It is important that organizations do follow proper marketing strategies to grab the attention of the consumers. This paper has tried to research and reveal the best strategies that would help the insurance organizations to sell their insurance products to the consumers. Independent variables like Brand Awareness, Brand Loyalty and Advertisements. The dependent variable is Consumer Buying Behaviour was chosen for the study Data was collected from 100 insurance buying consumers on convenience basis. The results reveal, that brand awareness alone contribute towards insurance buying behavior but brand loyalty and advertisement contribution towards consumer buying behavior has not proved to be significant. Even though they do not contribute, these two variables are like pepper and salt required for pushing the insurance products.

Keywords: brand awareness, insurance, consumer buying behavior, brand loyalty, advertisement.

I. INTRODUCTION

In today's competitive environment branding is said to be a strong force which helps the company to grow. Branding helps to invoke individual judgement and may or may not lead to consumer buying behavior. Significant research has been carried out in the area of branding on products' purchases (Sun, Kim &Heo 2016).

Branding has been one of the significantly researched topics in recent years. The origin of the word branding has evolved Germany meaning to provide light. This word came into being around 4000 years ago through the Indus valley civilization period. This word has been associated and closely related with consumers in order to earn their trust on products and services. This name was first used in Scandinavian Islands. In olden days brand was referred for identification of goods especially ceramic type of goods. But in 17th century it took a different meaning which is called "ownership". Later another type of branding called mass branding was born which refers to new business challenge. So much of

Dr.S.Sudha, Professor, Research Supervisor, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Chennai, India. narasimhan.sudha@gmail.com

Dr.P.Shalini, Professor, Research Supervisor, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Chennai, India.shalinipremchandran@gmail.com

Dr.S.Vennilaashree, Professor, Research Supervisor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai, India. vennilavijay70@gmail.com

importance is given to branding and it is obvious that it also has to penetrate in to the financial service industry especially insurance industry.

Every goods and service need promotions, security and advertisements to push their products. This tradition has been carried out right from ancient age. For promotions we have branding concept, for security the concept insurance was introduced. This idea has been into practice dates back from Babylonia. "Hammurabi Code" was the first code used for purchase of insurance. Then the concept has spread to different parts of the world.

II. REVIEW OF LITERATURE

Yaseen, Safeena; Mazahir, Ibtesam (2019). The authors have tried to measure the factors contribute towards role of purchase goal in the communication industry. The factors considered for the study were corporate credibility, brand attentiveness, brand appearance and brand faithfulness on purchase goal. Among them brand awareness is the strongest predictor which influences the purchase intention of the consumers.

Zulfiqar, Maria; Ahmad, Mehboob (2019). The authors discuss on the significance brand attitude and advertisement credibility in cause related marketing. Both the factors are multi-dimensional in nature. The results of the research study reveal that marketing techniques have positive impact on brand attitude and advertisement credibility. Hence the authors conclude that both the factors play a vital role.

Minh Tuan Phung et.al (2019). The article highlights on the perceptions of the consumers on brand equity, brand loyalty and brand equity intention. The research result confirms that organizations need to have proper strategies to reach consumers.

Kunal Swania, George R. Milne (2017) where the authors bring to limelight that brand appearance plays a vital role in consumer behavior. The research was done by them, on the various goods and services offered through Facebook. The results reveal brand image, vividness, messages play a significant role and generate higher number of consumers.

Besnik Zekaj (2016) here the author insists that advertisement is an important factor for insurance marketing. She also highlights that marketing of insurance products depend on the leadership and management of the company.

She further reveals that marketing of insurance products in right sense brings more confidence about the company to the consumers and creates awareness. The author concludes that advertisement is one of the important marketing variables for insurance marketing.

Jantsje M. Mol (2018) the article analyses financial motivation and behavioural intentions of consumers with reference to insurance schemes. The study was carried out among consumers who are highly cautious in nature and like to protect themselves through various insurance schemes. The results reveal premium discounts given by companies will allow consumers buy the products and protect them against natural disaster.

P.Shalini(2016) the article finds that brand association is one of the antecedent for customer satisfaction with reference to consumer durables. This variable is mainly used to develop competitive advantage of the brand. This generally has an influence on the buying behavior of the consumers.

### III.OBJECTIVES OF THE STUDY & RESULTS

1. To examine the brand awareness, brand loyalty association with consumer behavior in insurance coverage industry.

2. To study the association of advertisement with consumer behavior in insurance coverage industry.

Hypothesis for the study

H_1: Brand awareness, brand loyalty is positively related with consumer behavior.

H_2: Advertisement is positively related with consumer behavior.

Model of the study
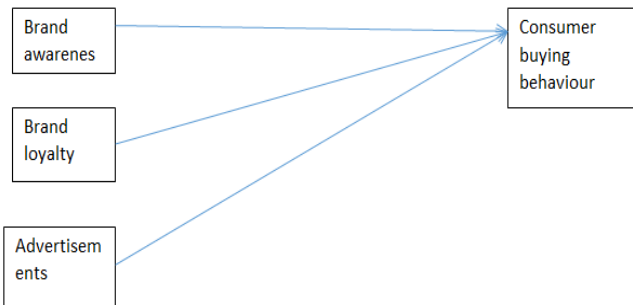
Source: Author's own model

Contribution to the theory: The decision making theory, behavioral learning theory and theories relating to branding has been taken as the base for the research. Decision making theory highlights how individual an individual need to be rational during the time of uncertainty and risk. This theory is apt to the consumers when they select their insurance products. The organizations can learn from the behaviors exhibited by their consumers when they buy the products. Hence from consumer point of view this theory was taken.

Data analysis

Structured questionnaire was used for the research study. The sample for the study is 100. Convenience sampling was used. The overall Cronbach alpha value for the questionnaire was 0.8 which was above the required threshold. Author's own Likert scale was employed for the study.

Table 1 Model Summary

Mode	R	R square	Adjusted R square	Std.Error of the Estimate	Df	Sig
1	.651	.424	.412	2.68778	97	.000

Table 2 Model Summary (after including Advertisement)

Mode	R	R square	Adjusted R square	Std.Error of the Estimate	Df	Sig
1	.663	.439	.422	2.66654	96	.000

Table 3 ANOVA

Mode;	Sum of squares	Df	Mean square	F	Sig
Regression	516.567	2	258.283	35.753	.000
Residual	700.743	97	7.224		
Total	1217.310	99			

Table 4 Co-efficients

Model	Unstandardized co-efficients		standardized co-efficients	T	Sig
	B	Std.error			
Constant	5.592	1.359		4.114	.000
Brandawaretot	.557	0.69	.683	8.090	.000
Brandloyaltytot	-.118		-.090	-1.062	.291

Table 5 Co-efficients (with advertisement inclusion)

Model	Unstandardized co-efficients		standardized co-efficients	T	Sig
	B	Std.error			
Constant	4.902	1.416		3.461	.001
Brandawaretot	.538	.069	.660	7.761	.000
Brandloyaltytot	-.254	.139	-.193	-1.825	.071
Advttot	.183	.114	.168	1.597	.113

FINDINGS

The study reveals brand awareness plays a vital role towards consumer buying behavior. Brand loyalty is negatively related to consumer buying behavior. The model fit value is better after including advertisement as one of the independent variable. Before advertisement was included the model was explained to be 42.4%. But after inclusion the model fit value has increased to 43.9%.Hence the model fit is better as advertisements do contribute towards consumer behavior in insurance coverage industry.

Among the independent variables brand awareness contributes beta co-efficient contributes first with 0.538 followed by advertisement beta co-efficient value of .183 but not proved to be significant. Hence brand awareness alone has been contributing to the consumer buying behavior in the insurance industry.

When comparing the ANOVA table before and after of the variable advertisement, it is noticed that the significance value of brand loyalty decreases because of advertisement. Hence this component plays a vital role and has an indirect impact over consumer buying behavior in insurance industry.

MANAGERIAL IMPLICATION

1. The organizations can learn consumer psychology through their wants, needs, demands and behavior. Various research theories the companies can use as strategies to sell the products.

2. It is evident from the research results that branding plays a vital role, hence organizations need to build strong brand image for their organizations.

3. It is also proved from the results that consumers are not loyal towards the insurance organizations from where they buy the products. Hence it is important companies should learn to build and gain consumers' confidence for their future sales of their company products.

4. Since IRDA has also implemented lot of restrictions towards advertisement on insurance products it is important, genuine advertisement strategies are devised by the companies for reaching its consumers.

CONCLUSION

Organizations need to build on their brand image in order to secure the loyalty of consumers. Proper advertisement strategies need to be devised in order to get the attention of the consumers.

REFERENCES

1. Besnik Zekaj (2016) Marketing in Insurance Industry, Marketing Functions in Insurance Industry, European Journal of Multidisciplinary Studies, Vol.1, Issue: 5, pp.33-39.
2. Jantsje M. Mol (2018) Behavioral motivations for self-insurance under different disaster risk
3. Insurance schemes, Journal of Economic Behaviour and Organization, Vol. 22, pp.1-35.
4. Kunal Swania, George R. Milne (2017), Evaluating Facebook brand content popularity for service versus goods offerings, Journal of Business Research, Vol. 79,pp. 123–133.
5. Minh Tuan Phung et.al (2019) The effect of authenticity perceptions and brand equity on brand choice intention, Journal of Business Research, Vol.101, pp.726-736.
6. P.Shalini,(2016) Store Brands in Consumer Durables - A Success Story, Indian Journal of Science and Technology, Vol 9(44), DOI: 10.17485/ijst/2016/v9i44/105301, November 2016.
7. Sun, H., Kim, S., &Heo., E.J. (2016). What Attracts Chinese Customers to Repurchase Korean cosmetcis? Advanced Science and Technology Letters, 126 (Business2016), pp. 55-60.
8. Yaseen, Safeena; Mazahir, Ibtesam (2019), Impact of Corporate Credibility, Brand Awareness, Brand Image and Brand Loyalty on Purchase Intention in the Telecommunication Sector of Karachi, Global Management Journal for Academic & Corporate Studies; Vol. 9, Iss. 1, (2019): 86-99.