

CUSTOMER PERCEPTION AND UPTAKE OF LIFE INSURANCE PRODUCTS IN KAMPALA CITY, UGANDA

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Abstract

This study examined perceptions, adoption, and experiences related to life insurance among Kampala residents using a cross-sectional survey design with a mixed-methods approach. A total of 347 responses were analyzed. The findings indicate moderate awareness of life insurance, with 37% of respondents familiar with the products. Insurance agents (46%) and family or friends (40%) were the primary sources of information. While 70% of respondents recognized life insurance as important for financial security and savings, uptake was hindered by barriers such as high costs (33%) and a lack of understanding (28%). Notably, 37% of respondents were uncertain about purchasing life insurance, and only 31% expressed a likelihood of buying it within the next 12 months, signaling significant opportunities for targeted education and marketing. Familiarity with life insurance products exhibited the strongest positive correlation with uptake ($r = 0.47, p < 0.001$), followed by demographic factors such as age (45 and above: $r = 0.28, p < 0.001$; 35–44: $r = 0.19, p = 0.019$), marital status (married: $r = 0.26, p = 0.003$; single/widowed: $r = -0.31, p < 0.001$), number of dependents ($r = 0.16, p = 0.004$), and employment status (self-employed: $r = -0.21, p = 0.002$; student: $r = -0.12, p < 0.002$). To bridge these gaps, insurance companies should prioritize educating younger adults, offering tailored products for various demographic groups, and simplifying the claims process to foster trust. Policymakers can support these initiatives by promoting affordable insurance products and enhancing financial literacy through national programs. Insurers should develop flexible, cost-effective policies and leverage technology, such as mobile platforms and apps, to improve accessibility, particularly for younger, urban populations. Collaborations with stakeholders—including government agencies, employers, and community organizations—can expand outreach and establish credibility.



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LIST OF ACRONYMS

BoU	Bank of Uganda
FSDU	Financial Sector Deepening Uganda
GDP	Gross Domestic Product
IRA	Insurance Regulatory Authority
NFIS	National Financial Inclusion Strategy

1.0

Introduction

1.1 Background

1.1.1 Overview of Life Insurance in Uganda

Life insurance is a critical tool for managing risk and providing financial protection to individuals, families, and businesses worldwide. According to Allianz (2024), the uptake of insurance services has increased globally by 7.5%. However, in Uganda, the growth in the uptake of insurance stands at 2% (FSDU, 2023).

In Uganda, the life insurance sector is becoming an integral part of the financial services industry. Recent statistics from the Insurance Regulatory Authority (IRA) indicate a significant increase in life insurance premiums of 21.9%, rising to UGX 611.5 billion from UGX 501.6 billion between 2022 and 2023 (IRA Report, 2023). Despite this growth, the sector has not expanded as rapidly as other areas within the financial industry (FSDU, 2023). There are 13 registered companies that offer a diverse range of life insurance products, such as group life, individual life, loan insurance, and annuity life. These insurance products are designed to meet the diverse needs of customers.

The regulatory framework governing the insurance industry aims to promote stability, transparency, and growth (IRA Report, 2023). The IRA has implemented policies to increase insurance penetration, including the introduction of micro-insurance products and the implementation of public awareness campaigns. Additionally, the National Financial Inclusion Strategy 2023-2028 clearly stipulates the commitment of the government to enhance financial literacy among its citizens to enhance trust in insurance products. Despite these efforts, the penetration rate of life insurance in Uganda remains low, estimated at less than 1% of the Gross Domestic Product (GDP) (IRA, 2023).

1.1.2 Problem Statement

Uganda continues to lag behind, particularly in terms of life insurance penetration and uptake, which stand at 0.08% and 2%, respectively, despite the global trend of rising insurance uptake (IRA, 2023). According to the FSDU (2023), out of a population of over 45 million, only 115,323 insurance policyholders had acquired the life insurance products. Additionally, among all policyholders, 85% of life insurance customers were active between 2019 and 2020. However, this percentage dropped further to 60% by 2023, indicating a significant decline in the number of active clients. (IRA, 2023). Furthermore, Kampala, the capital city with a population of about 1.5 million Ugandans (UBOS, 2024) and higher levels of education than other areas, based on the 2024 National Housing and Population Census (UBOS, 2024), did not see any improvement in the situation. It is against this backdrop that this study sought to examine the customer perceptions and uptake of life insurance products in Uganda.

1.1.3 Significance of Studying Life Insurance Uptake

For several reasons, understanding the adoption, perceptions, and experiences related to life insurance in Kampala is essential. Firstly, policymakers can benefit from insights into how consumers perceive life insurance products when drafting laws and regulations about the insurance sector. Therefore, by analyzing these perceptions, policymakers can design frameworks to support the creation of customer-centric insurance products, potentially increasing the usage of insurance services and enhancing financial security for beneficiaries and potential beneficiaries.

Secondly, the findings would give insurance companies valuable insights into consumer attitudes toward their products. By understanding the factors influencing adoption, as well as the experiences and perceptions of current and potential customers, insurance companies can tailor their products and services better to meet the demands and expectations of their target market. This could lead to higher client retention rates, increased customer satisfaction, and improved market competitiveness.



Furthermore, the findings can pinpoint areas that require enhanced financial literacy programs to educate the public on risk management and the significance of life insurance. By addressing these educational gaps, it is possible to change perceptions and encourage more individuals to consider life insurance as a viable financial tool. Ultimately, this could lead to increased adoption of life insurance, contributing to the mobilization of long-term funds for investment and fostering economic growth and development.

1.2 Objectives of the Study

The primary objective of this study was to examine perceptions, uptake, and experiences of life insurance among residents of Kampala, Uganda. The study has specific objectives: -

1. To analyze the demographic factors influencing life insurance uptake, identify key characteristics and trends that shape consumer adoption.
2. To examine how awareness, channels, and priorities influence purchase intentions and the uptake of life insurance;
3. To investigate the barriers to life insurance adoption and their effect on purchase intentions; and
4. To explore product preferences, satisfaction levels, and claim experiences in life insurance.

1.3 Methodology

The study adopted a cross-sectional survey design and a mixed-methods approach. This design allowed the researchers to gather data from the population at a specific point in time, enhancing the validity and generalizability of the findings. It also facilitated triangulation, combining both qualitative and quantitative methods. While the qualitative approach provided rich, detailed data, contributing to a deeper understanding of the factors influencing life insurance uptake, the quantitative approach offered reliable, population-based data suitable for establishing relationships among the study variables.

1.3.1 Sample Description

The study explored the perceptions, adoption, and experiences related to life insurance among residents of Kampala, Uganda. We randomly selected a total of 347 respondents, including both life insurance policyholders and non-holders, to ensure balanced representation across age, gender, marital status, education level, and employment status. This diversity enriched the analysis and provided a more nuanced understanding of the factors influencing life insurance adoption. We interviewed key informants to gather qualitative data, allowing for a more in-depth exploration of the topic. This flexible, face-to-face approach involved 4 representatives from Jubilee, ICEA, Prudential, and UAP Old Mutual life insurance companies and a representative from the Insurance Brokers Association of Uganda.

1.3.2 Data Collection Methods

We collected data using a survey with structured questionnaires that included both open-ended and closed-ended questions. The survey addressed demographic characteristics, familiarity with life insurance, perceptions of its importance, barriers to adoption, and overall experiences with life insurance products. We designed the questionnaires to capture a broad range of information, enabling descriptive analysis. Inferential analysis was planned but not undertaken. We also gathered qualitative data through in-depth interviews with key informants.

1.3.3 Data Analysis

We analyzed the data using quantitative methods such as descriptive statistics, correlation analysis, and decision tree analysis. These techniques helped identify significant perceptions, correlations, and factors related to life insurance uptake and experiences among policyholders and non-policyholders. The following section presents detailed findings from this analysis.

1.3.4 Limitations

Some participants faced time constraints that hindered immediate interaction with the researcher due to their work commitments, leading to incomplete or unusable questionnaires. We did not consider such questionnaires for analysis. Additionally, respondents raised concerns about data confidentiality, but the researchers assured them of the confidentiality of all information provided, and they gave their consent to participate in the study.

The cross-sectional nature of the study made it impossible to track the behavioral aspects of the respondents, which required a long-term analysis through a longitudinal study.

The study further restricted its analysis to purely descriptive statistics.

2.0 Findings

This section presents an analysis of the demographic characteristics of respondents, including age, gender, marital status, number of dependents, educational level, and employment status. It also explores how these characteristics influence purchase intentions, highlighting both the importance of and barriers to making such decisions. Additionally, the section examines product distribution, customer satisfaction, and claims experiences. Furthermore, we discuss key factors that impact life insurance decision-making, offering valuable insights into consumer behavior and preferences in this context.

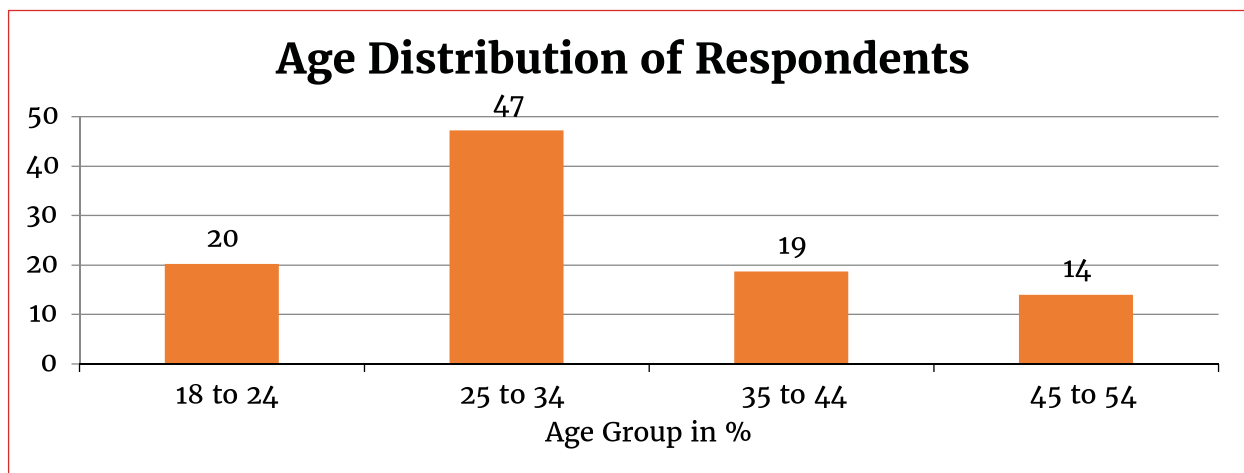
2.1 Demographic Characteristics

In the sub-sections below, the characteristics of the respondents in the sample are given, starting with the age distribution of the respondents, followed by the gender, marital status, education level, and lastly the employment status of the respondents in the study sample.

2.1.1 Age Distribution of the Respondents

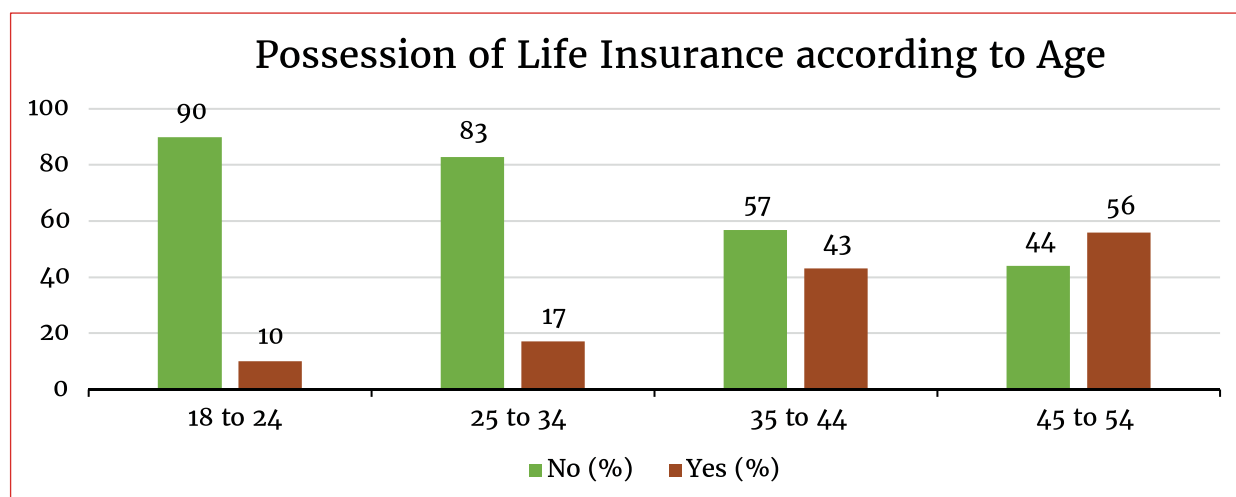
Most respondents in the study (47%) were within the 25–34 years age bracket, with the least in the age category 45–54 years (3%), as indicated in Figure 1 below.

Figure 1: Age Distribution of Respondents



According to Henager and Cude (2016), individuals aged 25 to 34 often start making more significant long-term financial decisions, including those related to life insurance. This idea is supported by the data in Figure 1, which indicates that the majority of respondents (47%) fell within the 25 to 34 age range. This stage of life can play a crucial role in shaping an individual’s views on life insurance. Figure 2 below shows the distribution of respondents’ ages between those who currently have insurance and those who don’t.

Figure 2: The possession of life insurance varies by age.



As can be seen in Figure 2 above, the highest holders of life insurance in the sample were those in the age category 45–54 years (56% with, 44% without), followed by those in the age category 35–44 years (43% with and 57% without). The lowest holders in the descending order were those in the age category 18–24 years (10% with, 90% without) and 25–34 years (17% with, 83 without). Table 1 below shows the key trends and observations arising from these findings.

Table 1: Key trends and observations for policy considerations – Age

No	Key Trend	Observation	Key Takeaway
01	There is a clear trend of increasing uptake of life insurance with age.	Young individuals (18–34 years) are holding fewer insurance policies. Those aged 35 to 54 have a progressively higher ownership rate.	Opportunity to educate and market life insurance to the young generation. Highlights the benefits of early enrollment.

2.1.2 Gender Distribution

In terms of gender distribution, as indicated in Figure 3 below, there was nearly an even split between males (52%) and females (48%).

Figure 3: Gender Distribution of Respondents

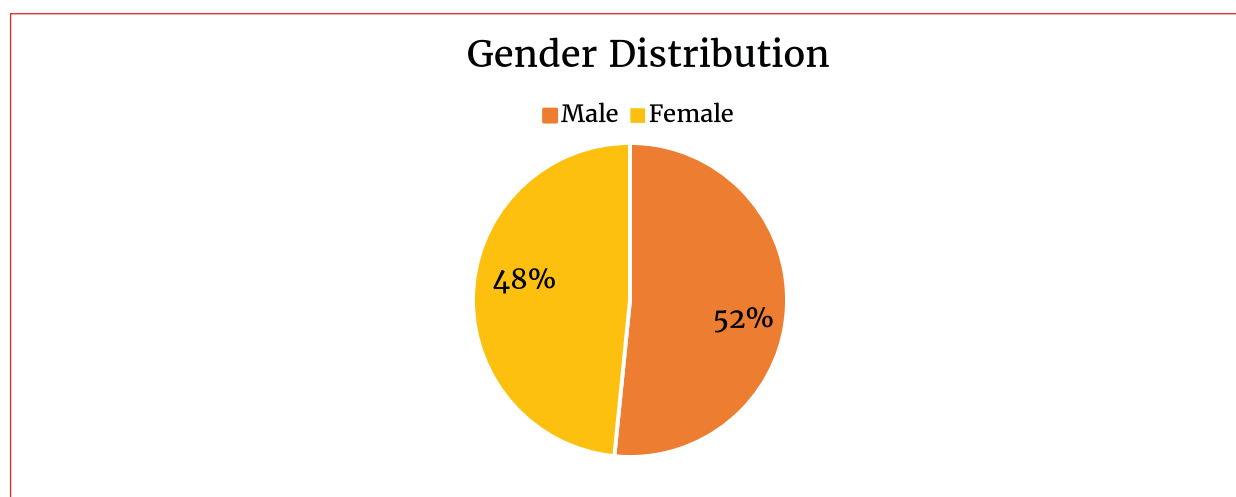




Figure 4 below presents the relationship between respondents' gender and life insurance possession.

Figure 4: Possession of Life Insurance among Respondents according to Gender

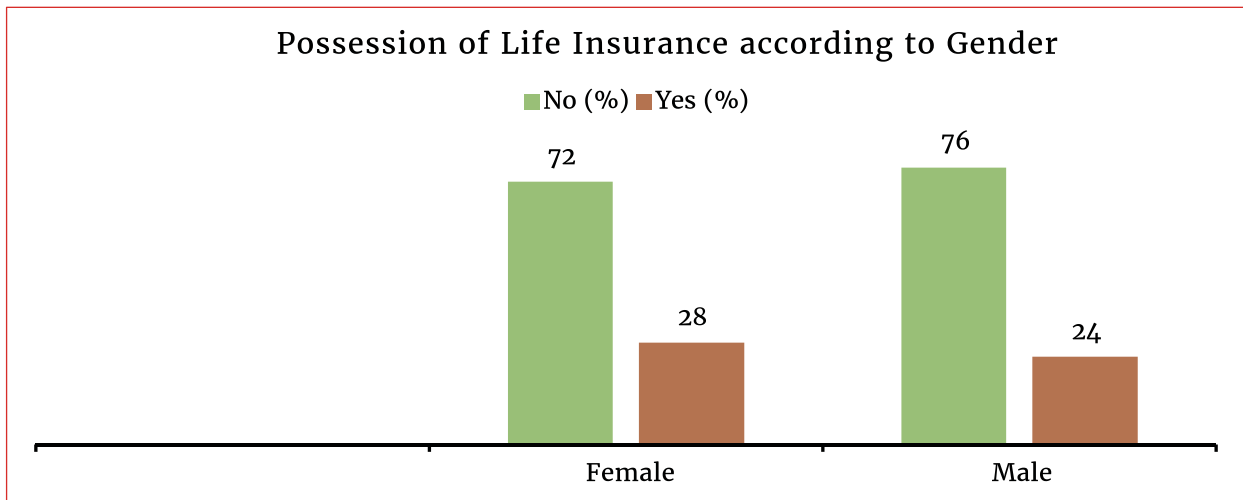


Figure 4 shows that 28% of females in the sample had life insurance, compared to 24% of males, indicating a 4-percentage-point higher life insurance ownership rate for females. However, the majority of both genders did not have life insurance, with 72% of females and 76% of males remaining uninsured.

Table 2 summarizes trends and observations for policy guidance relating to gender.

Table 2: Key trends and observations for policy recommendations – Gender

No	Key Trend	Observation	Key Takeaway
01	Gender differences	Females in the sample possessed slightly more life insurance policies than males.	This could suggest that Females may be somewhat more likely to adopt life insurance.
02	Low overall uptake	Both genders exhibited a high percentage of individuals without life insurance.	Low trend of uptake of life insurance products, irrespective of gender

This trend could indicate differences in gender roles. For example, caregiving responsibilities and economic factors such as variations in employment stability may influence women in Uganda. Additionally, women tend to be less risk-averse and may excel in financial planning more than their male counterparts, who are risk-takers.

2.1.3 Marital Status Distribution

More than half of the respondents (51.0%) were single (including widowed), 45% were married, and only 4% were separated (including divorced), as indicated in Figure 5 below.

Figure 5: Marital Distribution of the Respondents

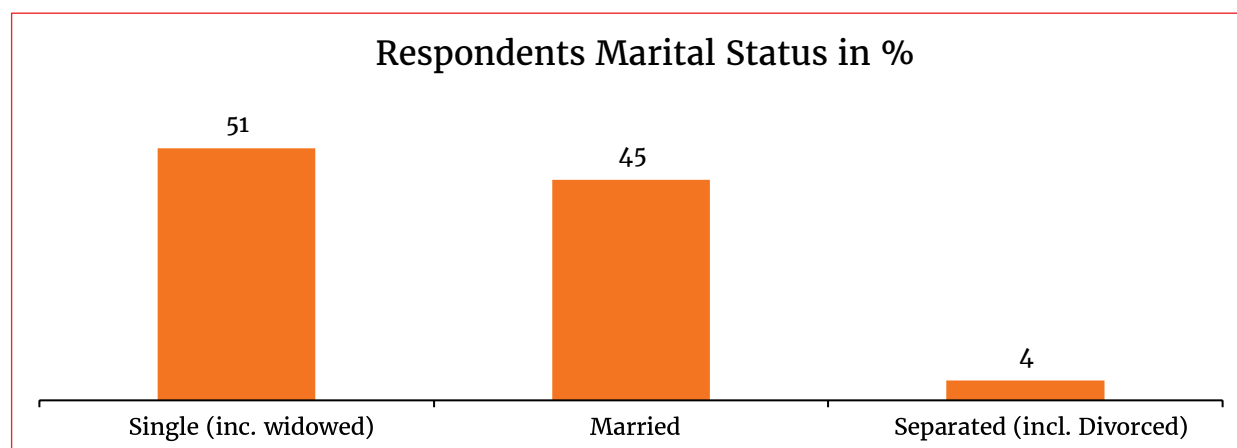
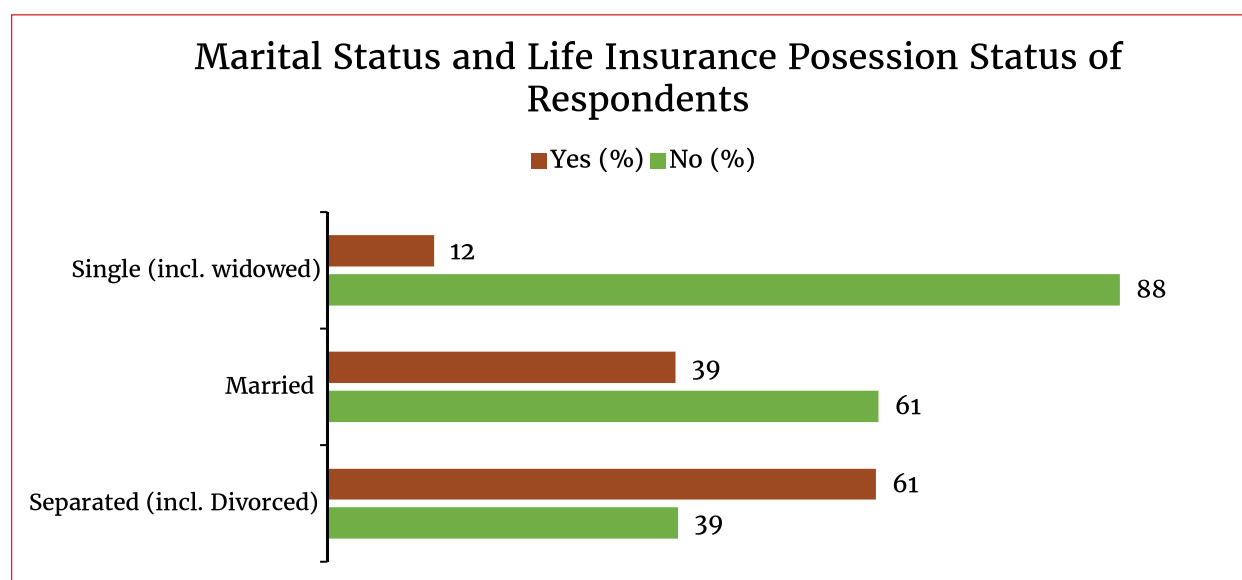


Figure 6 below provides a comparative analysis of those with life insurance in the sample based on their marital status.

Figure 6: Marital Status and Life Insurance Possession Status by the Respondents



As shown in Figure 6 above, the separated (including divorced) category respondents had the highest possession of life insurance (61%), followed by married (39%). The singles had the lowest possession of life insurance policies (12%).

In terms of the lack of life insurance in the sample, the single (including widowed) category respondents exhibited the highest non-ownership rate, at 88%, followed by the married with 61%. In contrast, the separated (including divorced) category had the lowest non-ownership rate at 39%. Table 3 highlights trends and observations to guide policy decisions in relation to marital status.

Table 3: Key trends and observations for policy recommendations – Marital Status

No	Key Trend	Observation	Key Takeaway
01	The possession of life insurance varies significantly based on marital status.	Notwithstanding that there were only 18 respondents in the sample, separated (including divorced) individuals show higher rates of life insurance.	Different marketing approaches across these groups, including product customization.



2.1.4 Number of Dependents Distribution

In the study, a significant portion (29%) of the respondents had 1-2 dependents, followed by those with none (28%), as indicated in Figure 7 below. Approximately 21 percent of the respondents had more than five dependents.

Figure 7: Respondent Distribution by Dependents

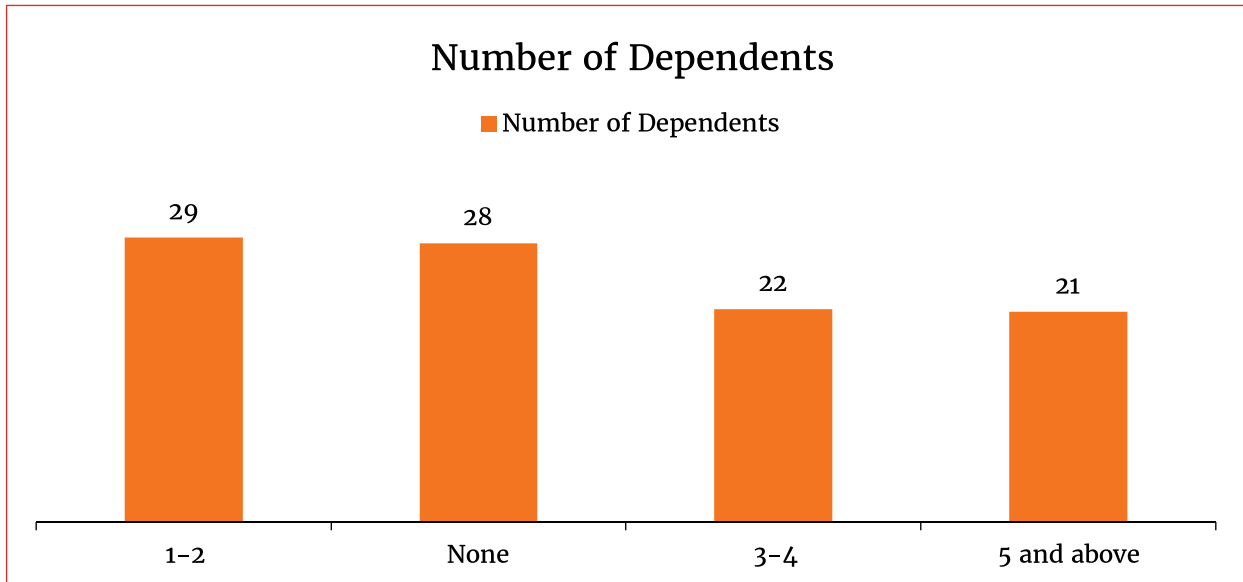


Figure 7 above shows that the largest group of respondents (29%) had between 1 and 2 dependents. A nearly equal percentage (28%) had no dependents, while 22% of respondents had 3 to 4 dependents. Those with 5 or more dependents accounted for 21%.

This distribution highlights the diverse range of family obligations among the respondents, offering a balanced perspective on their varying levels of responsibility related to dependents.

Table 4: Number of Dependants and possession of life insurance among respondents

Do you currently have a life insurance policy?				
Number of dependants	Yes	No	Yes (%)	No (%)
Total	90	257	25.9%	74.1%
1-2	20	80	20.0%	80.0%
3-4	29	46	38.7%	61.3%
5 and above	31	43	41.9%	58.1%
None	10	88	10.2%	89.8%

The findings indicate a clear and progressive relationship between the number of dependents and the likelihood of owning a life insurance policy. Uptake rises sharply from %10.2 among respondents with no dependants to %41.9 among those with five or more dependants, suggesting that individuals with larger household responsibilities exhibit a stronger motivation to secure financial protection. This pattern aligns closely with prior empirical studies demonstrating that family size and dependency burden are significant predictors of life insurance demand. For instance, Bhattarai and Paudel (2022) found that the number of dependent family members had a statistically significant positive influence on the probability of purchasing life insurance, a conclusion further supported by Karki (2023), whose study similarly identified dependants as a key demographic driver of insurance uptake.

The trend observed in this study is also consistent with theoretical perspectives that frame life insurance as a mechanism for income protection and intergenerational security. According to Yaari (1965) and subsequent extensions of his framework, individuals with more dependants exhibit stronger bequest motives and higher perceived risk exposure, thereby increasing the likelihood of purchasing life insurance. This theoretical expectation has been validated across multiple empirical contexts, including emerging markets, where the absence of robust social protection systems intensifies reliance on private risk-mitigation instruments (Outreville, 2013).

Although some cross-country analyses have reported mixed results regarding the influence of demographic variables such as dependency ratios (Beck & Webb, 2003), these inconsistencies are often attributed to macro-level aggregation that masks household-level dynamics. Micro-level studies, particularly in developing economies, consistently show that family size exerts a strong positive effect on life insurance participation (Bhattarai & Paudel, 2022; Karki, 2023). The strong gradient observed in the present study, therefore, reinforces the existing consensus that dependency burden is a robust determinant of life insurance demand.

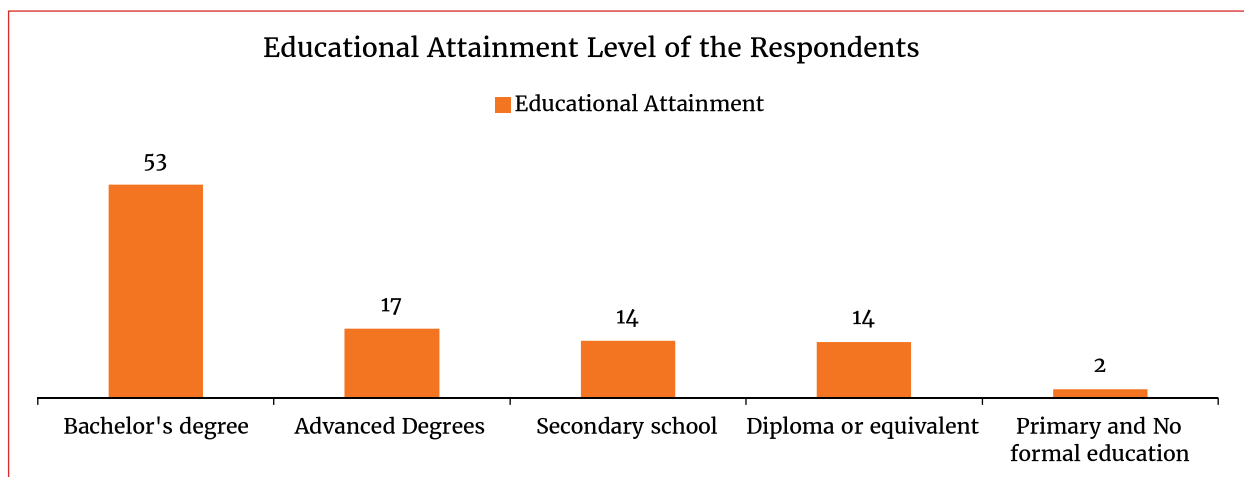
Moreover, the relatively low uptake among respondents with only 1–2 dependants, despite rising household responsibility, echoes findings from research highlighting the role of insurance literacy, perceived value, and trust as moderating factors (Ataguba & Nabyonga-Orem, 2023). This suggests that while dependants create the underlying need for life insurance, actual uptake may remain constrained in contexts where awareness of insurance benefits is limited or where trust in insurance providers is weak.

Overall, the results corroborate existing literature which identifies household dependency as a key determinant of life insurance uptake, while also highlighting the need for targeted awareness and education initiatives to translate household risk exposure into actual insurance participation.

2.1.5 Education Distribution of Respondents

The majority of respondents had high levels of education, with 53% holding bachelor’s degrees and 17% holding advanced degrees like doctorates, master’s degrees, or associate degrees. Figure 8 below presents the detailed distribution of the respondents’ education level.

Figure 8: Education Distribution of the Respondents



Further analysis of educational attainment and possession of life insurance among respondents also gives a clear trend of differences across the different levels of education among respondents, as seen in Table 4 below.



Table 5: Education attainment and possession of life insurance among respondents

Education Attainment and the Possession of Life Insurance Uptake				
	No	Yes	No (%)	Yes (%)
Education Level				
Bachelor's degree	134	49	73	27
Diploma	44	4	92	8
Advanced Degrees (Doctoral, Master's Degree, Associate Diploma)	32	28	53	47
No formal education.	4	0	100	0
Primary school	3	0	100	0
Secondary school	40	9	82	18

From Table 5 above, it is mostly those with higher education who also had a higher possession of life insurance in the sample, that is, Doctoral, Master's degree, and Associate Degree (48%), and a bachelor's degree (27%). Table 5 highlights key trends and observations for policy recommendations in relation to education levels.

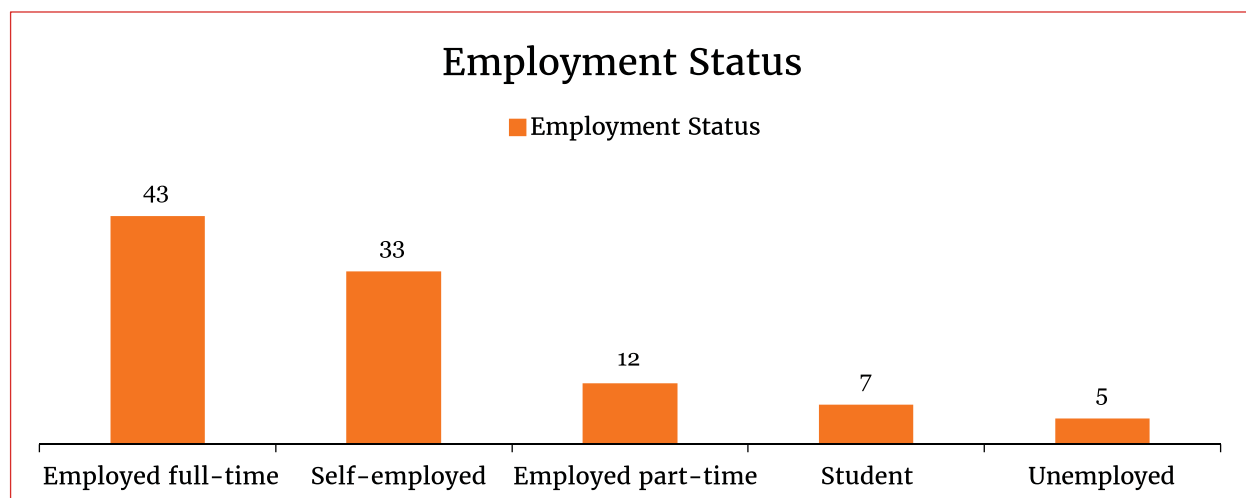
Table 6: Key trends and observations for policy recommendations – Education levels

No	Key Trend	Observation	Key Takeaway
01	Higher education level correlates with greater life insurance ownership.	Respondents with bachelor's and master's degrees had the highest rates of life insurance ownership, while those with no formal or only primary education had the lowest.	This informs the need for targeted education and training programs on life insurance according to education level.

2.1.6 Employment Status of the Respondents

Most respondents were economically active, with 43% employed full-time and 33% self-employed. Figure 9 below indicates that only 12% of respondents were in part-time employment.

Figure 9: Employment Status of the Respondents



The trend in the employment status of the respondents given in Figure 10 shows that a large proportion of respondents had a stable income, employed either full-time (43%) or self-employed (33%).

Figure 10 below illustrates a notable variation in life insurance possession based on employment status, with a significant “yes” response to having life insurance. There were 60 (40%) full-time employed respondents, 44 (12%) self-employed respondents, and 12 (30%) part-time respondents. Table 7 presents the key trends and observations derived from these findings, along with their policy implications in relation to employment status

Figure 10: Employment Status and Possession of Life Insurance among Respondents.

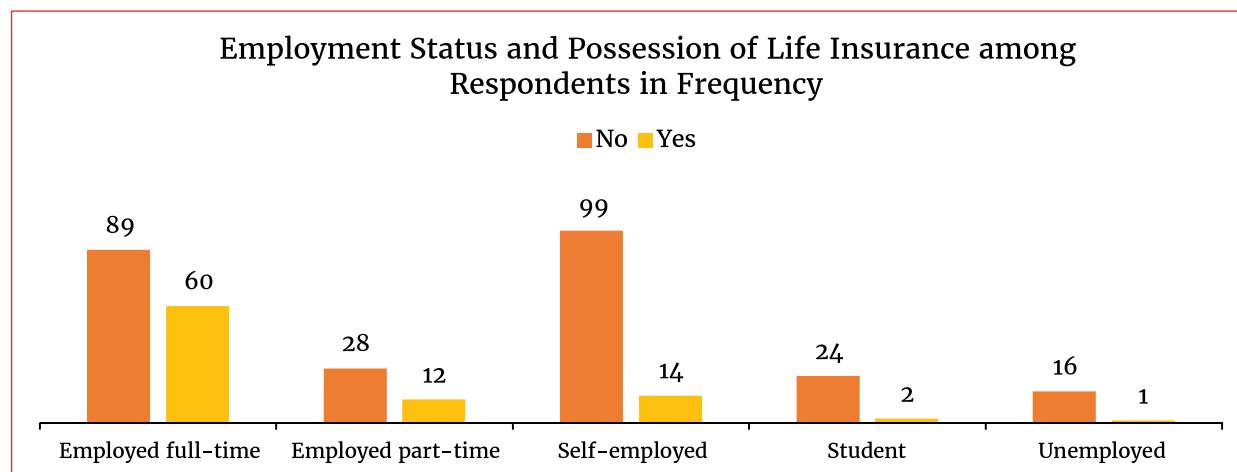


Table 7: Key trends and observations for policy recommendations – Employment Status

No	Key Trend	Observation	Key Takeaway
01	Possession of life insurance varied with employment status in the sample.	Those with full-time jobs, self-employed individuals, and part-time employees had the highest levels of life insurance.	This informs the need for targeted education and sensitization programs for life insurance structured according to employment status.

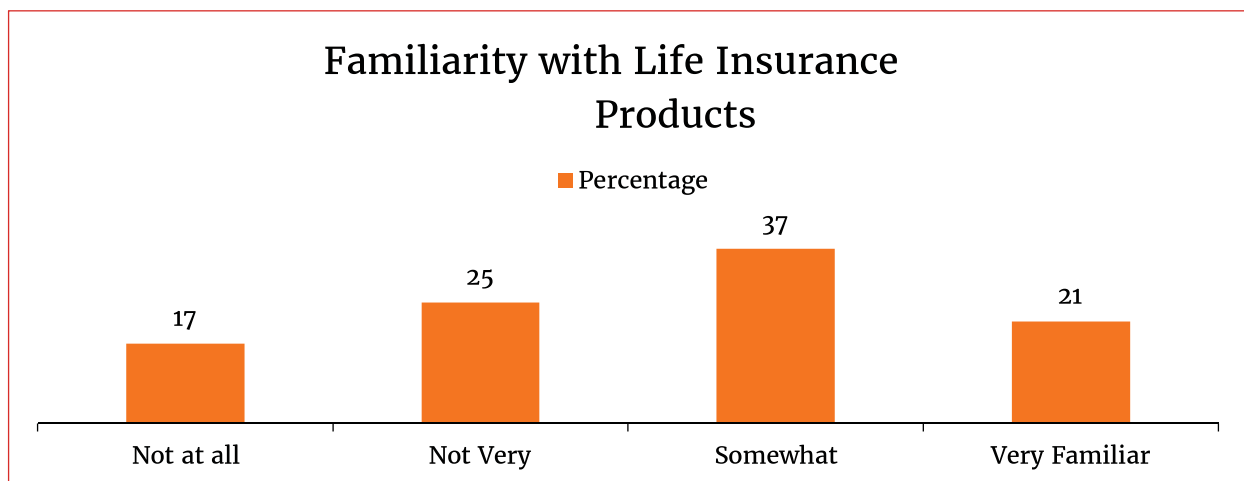
3.0

Life Insurance Familiarity, Information Sources, Importance, and Purchase Intentions

3.1 Familiarity with Life Insurance

The study assessed the respondents' familiarity with life insurance. As shown in Figure 11 below.

Figure 11: *Familiarity with Life Insurance Products.*



In Figure 11 above, it is evident that a significant portion of respondents (37%) were somewhat familiar with life insurance products, while 25% were not very familiar. Additionally, 17% reported that they were not at all familiar with life insurance products. The group that was very knowledgeable about life insurance comprised a smaller segment of the sample, accounting for only 21%.

This indicates that about 58% of respondents are knowledgeable or somewhat knowledgeable about life insurance.

3.2 Familiarity Across the Different Demographic Characteristics.

In Table 7 below, the distribution of how familiar people are with life insurance products varies across different demographic groups, providing both statistical and percentage distributions.

Table 8: Understanding life insurance products based on demographic characteristics

Category	Sub-Category	Mean Familiarity Score	Frequency	Percentage (%)
Gender	Female	2.63	168	48.41
	Male	2.62	179	51.59
Age Category	18 to 24	2.26	70	20.17
	25 to 34	2.52	164	47.26
	35 to 44	2.86	65	18.73
	45 and above	3.21	48	13.83
Education Level	Advanced education	3.28	60	17.29
	Bachelor's degree	2.72	183	52.74
	Primary, secondary, and no formal education constitute basic education.	2.07	56	16.14
	A diploma or equivalent	2.1	48	13.83
Marital Status	Single (incl. Widowed)	2.34	180	51.87
	Married	2.91	155	44.67
	Separated (incl. divorced)	3.25	12	3.46
Employment Status	Employed full-time	2.98	149	42.94
	Employed part-time	2.4	40	11.53
	Self-employed	2.4	113	32.56
	Student	2.23	26	7.49
	Unemployed/Retired	2.21	19	5.48
Number of Dependents	None	2.23	98	28.24
	1-2	2.55	100	28.82
	3-4	2.81	75	21.61
	5 and above	3.05	74	21.33

The data indicates that the level of familiarity with life insurance was equally high among males and females in the sample, with mean scores of 2.62 and 2.63, respectively. Additionally, familiarity tends to increase with age, reaching its peak in the 45 and above age group (3.21). Regarding marital status, most single (incl. widowed) respondents have a lower familiarity mean score (2.34) compared to married respondents (2.91). Those who are separated (incl. divorced) had the highest level of awareness with a mean score of 3.25.

In terms of education, those with postgraduate degrees (master's and PhDs) show the highest familiarity score (3.50). Lastly, full-time employed respondents (62.54%) have a mean familiarity score of 3.10. Self-employed individuals, who make up 23.92% of the sample, have a lower familiarity score of 2.33. Table 8 presents key demographic patterns and related policy recommendations



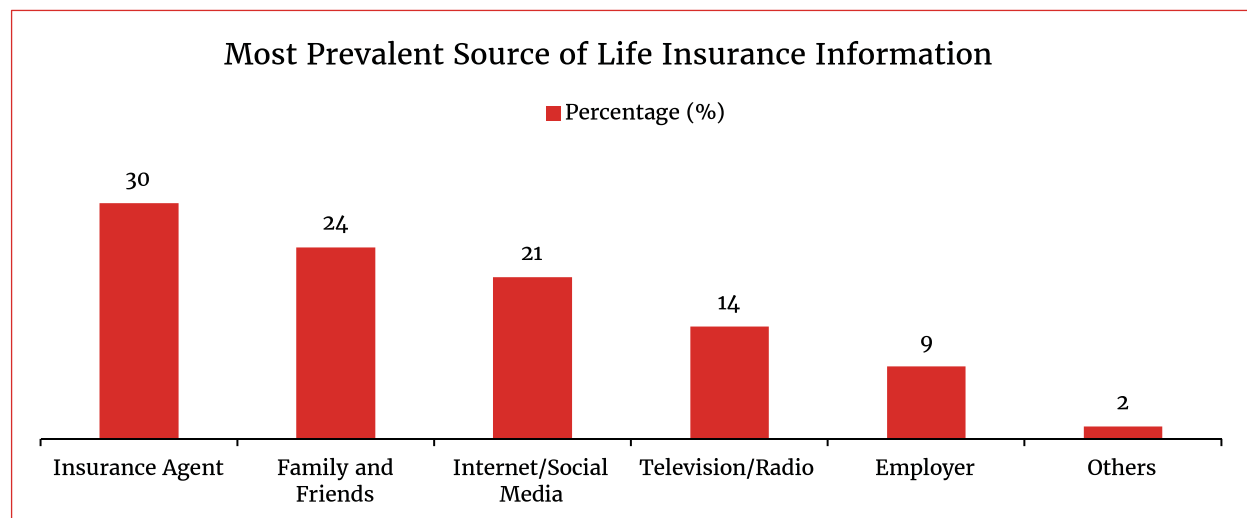
Table 9: Key patterns and observations for policy recommendations - Demographic Patterns

Demographic Group	Trend Identified	Observation
Gender	Males had a slightly higher familiarity score (2.95) compared to females (2.80), but the difference is small.	Gender-based awareness campaigns may not need to differ drastically, but specific efforts could target women to improve familiarity.
Age Group	Familiarity increased with age, with the lowest scores in the 18-24 group (2.59) and the highest in the 55-64 group (3.67).	Younger consumers (18-24) show a lower familiarity with life insurance. We must prioritize early education and awareness campaigns using platforms like social media.
Marital Status	Single (including widowed) individuals have a lower familiarity score (2.63) than married individuals (3.20).	Single individuals may not fully understand the importance of life insurance, especially for long-term planning and future risks. We must prioritize customized products and educational initiatives focused on financial planning and safeguarding the future.
Education Level	Postgraduate degree holders have much higher familiarity (3.50) than lower education holders (2.17).	Education significantly affects familiarity with life insurance products, with lower-educated individuals showing less awareness. Provide simple, clear, jargon-free content to explain benefits.
Employment Status	Full-time employees show higher familiarity (3.10), while self-employed (2.33) and unemployed (3.00) individuals are less familiar.	Self-employed individuals have lower familiarity, while unemployed individuals still show moderate familiarity. Emphasize flexible products to suit this category.

3.3 Life Insurance Information Sources

The study presents the various sources of life insurance information that the respondents consulted. The respondents report the most prevalent sources of information in Figure 12.

Figure 12: Sources of Information on Life Insurance



Most respondents (30%) obtained information about life insurance from insurance agents, making it the most common source. While, 24% of respondents used family and friends as the second most

popular source. The Internet and social media also significantly provided information, accounting for 21% of respondents.

Traditional media, including television and radio, continued to be an important source of information, with 14% of respondents relying on it. Additionally, 9% of respondents obtained life insurance information from their employers. A small percentage (2%) identified other sources, primarily mentioning schools, while one respondent indicated receiving information via SMS

According to the results, insurance agents, family, and friends emerged as the dominant sources of life insurance information, emphasizing the importance of personal interaction in this industry. However, with the increasing role of the internet and social media, there is a potential shift toward digital channels. Traditional sources like television and print media may see a decline in influence compared to personal or online sources.

3.4 Information Sources by Demographic Characteristic

The findings in Table 10 below give a deeper analysis of the sources of life insurance information from which the different demographic groups learned about life insurance. We break down the sources of information into the top three (1st, 2nd, and 3rd), along with the frequency (F) and percentage (%) of respondents who chose each source.

Table 10: Source of life insurance information across the different demographics

Category	Group	1st Source (F, %)	2nd Source (F, %)	3rd Source (F, %)
Gender	Female	Insurance agent (85, 26%)	Family and friends (68, 21%)	Internet/social media (58, 18%)
	Male	Insurance agent (94, 27%)	Family and friends (72, 20%)	Internet/social media (67, 19%)
Age Group	18 to 24	Internet/social media (32, 27%)	Family and friends (28, 24%)	Insurance agent (24, 20%)
	25 to 34	Insurance agent (81, 27%)	Family and friends (59, 20%)	Internet/social media (56, 19%)
	35 to 44	Insurance agent (41, 32%)	Family and friends (29, 23%)	Internet/social media (22, 17%)
	45 and above	Insurance agent (32, 27%)	Family and friends (24, 20%)	Employer (19, 16%)
The number of dependents	1-2	Insurance agent (43, 26%)	Family and friends (37, 22%)	Internet/social media (33, 20%)
	3-4	Insurance agent (50, 29%)	Internet/social media (36, 21%)	Family and friends (29, 17%)
	5 and above	Insurance agent (46, 29%)	Family and friends (32, 21%)	Employer (22, 14%)
	None	Family and friends (42, 25%)	Insurance agent (39, 23%)	Internet/social media (38, 22%)
Education Level	Advanced education	Insurance agent (42, 31%)	Family and friends (22, 16%)	Internet/social media (19, 14%)
	Bachelor's degree	Insurance agent (102, 29%)	Family and friends (70, 20%)	Internet/social media (69, 19.8%)
	Basic education	Family and friends (29, 27%)	Television/Radio (23, 22%)	Insurance agent (20, 19%)
	Diploma/equivalent	Family and friends (19, 25%)	Internet/social media (19, 25%)	Insurance agent (14, 18%)
Marital Status	Divorced/Separated	Insurance agent (6, 29%)	Employer (5, 24%)	Family and friends (5, 24%)
	Married	Insurance agent (98, 30%)	Family and friends (56, 17%)	Internet/social media (50, 16%)
	Single/Widowed	Family and friends (79, 25%)	Insurance agent (74, 23%)	Internet/social media (73, 23%)



Based on the data presented in Table 9, in the 18–24 range, respondents overwhelmingly indicated Internet/social media as the most cited source of information about life insurance, underscoring this group’s digital-native behavior. Among those aged 25–34 and 35–44, insurance agents dominate (27% and 32%, respectively), suggesting a role of more personal consultation as individuals start families or settle into careers. For those aged 45 and above, insurance agents remain the top source (27%), with employers emerging as a notable third source (16%), likely due to workplace insurance benefits or group plans.

Both male and female respondents exhibit strikingly similar patterns in their top three sources: insurance agents take the lead (27% for men, 26% for women), followed by family and friends (20% for men, 21% for women) and the internet/social media (19% for men, 18% for women). These comparable percentages indicate no significant gender-based differences in how people learn about life insurance. Among those with 1–2 or 3–4 dependents, insurance agents (26% and 29%) emerge as the leading source, reflecting a greater role of professional guidance as family responsibilities grow. For households with 5 or more dependents, insurance agents (29%) still dominate, with family and friends (21%) a close second and employers (14%) in third, pointing to reliance on workplace benefits. In contrast, individuals with no dependents cited family and friends (25%) as their main source of information on life insurance, surpassing insurance agents (23%) and hinting at a stronger influence from personal networks over professional advisors in this group.

Those with advanced education or bachelor’s degrees cited insurance agents (31% and 29%, respectively) as their primary source of life insurance information, likely due to their higher financial literacy and the perceived complexity of their coverage needs. In contrast, respondents with basic education most frequently cited family and friends (27%) and television/radio (22%), indicating a reliance on more accessible forms of information. In the Diploma/Equivalent bracket, family and friends tie with Internet/social media (both 25%), both outpacing insurance agents (18%), indicating a strong peer and digital influence in this educational segment.

Married individuals most frequently cited insurance agents as a source of information (30%), potentially as part of their joint financial planning with a spouse. Divorced/Separated respondents also mostly cited insurance agents (29%), with employers and family and friends (both 24%) close behind—suggesting workplace benefits play an important role during life transitions. Meanwhile, single/widowed individuals most frequently cited family and friends as their sources of information (25%), followed by insurance agents and the internet/social media (both 23%), indicating a balance between personal networks and professional or digital channels. Table 10 highlights key trends and observations for policy recommendations relating to information sources.

Table 11: Key trends and observations for policy recommendations – Information Sources

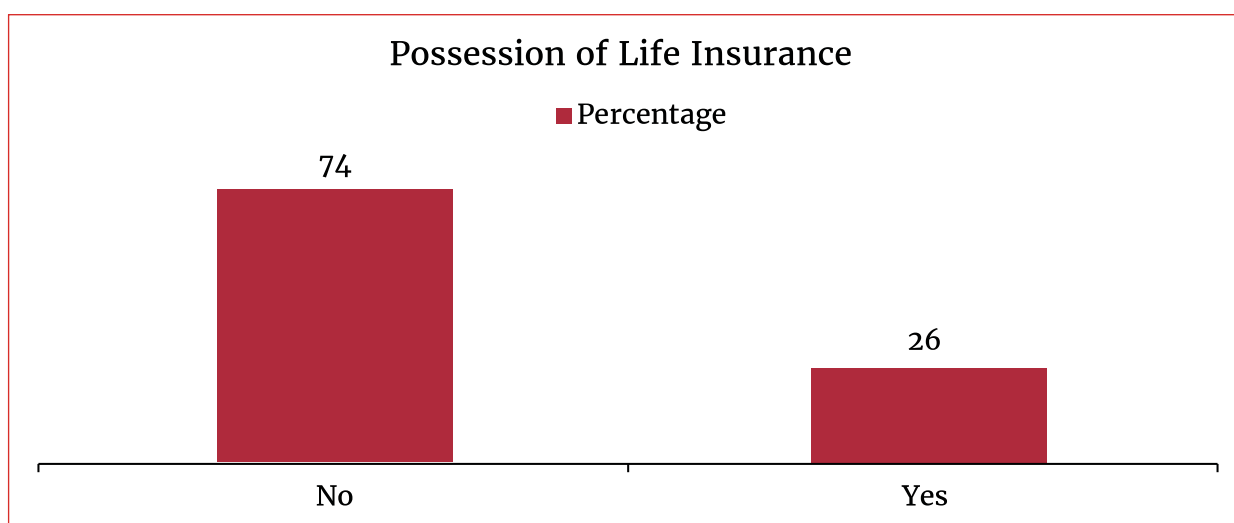
No	Key Trend	Observation	Key Takeaway
01	The dominance of insurance agents	Across all demographic groups, insurance agents are the most-mentioned source of life insurance information.	The focus is on face-to-face interaction, with minimal investigation into alternative choices.
02	Role of Personal Networks (Family & Friends)	For many groups, particularly those who are single or divorced, family and friends are the second most common source.	Informal contacts are important for those without direct professional support.
03	The growing role of digital platforms	The internet & social media are increasingly significant, particularly among younger or more educated demographics.	Emphasize digital channels for gathering information, especially among educated respondents.

3.5 Possession, importance, barriers, and purchase intention for life insurance

3.5.1 Distribution of Possession of Life Insurance

Based on the distribution of responses regarding whether respondents currently have a life insurance policy, as shown in Figure 13 below, the findings indicate that 90 respondents (approximately 26%) have a life insurance policy, while 257 respondents (approximately 74%), do not have a life insurance policy.

Figure 13: Possession of Life Insurance

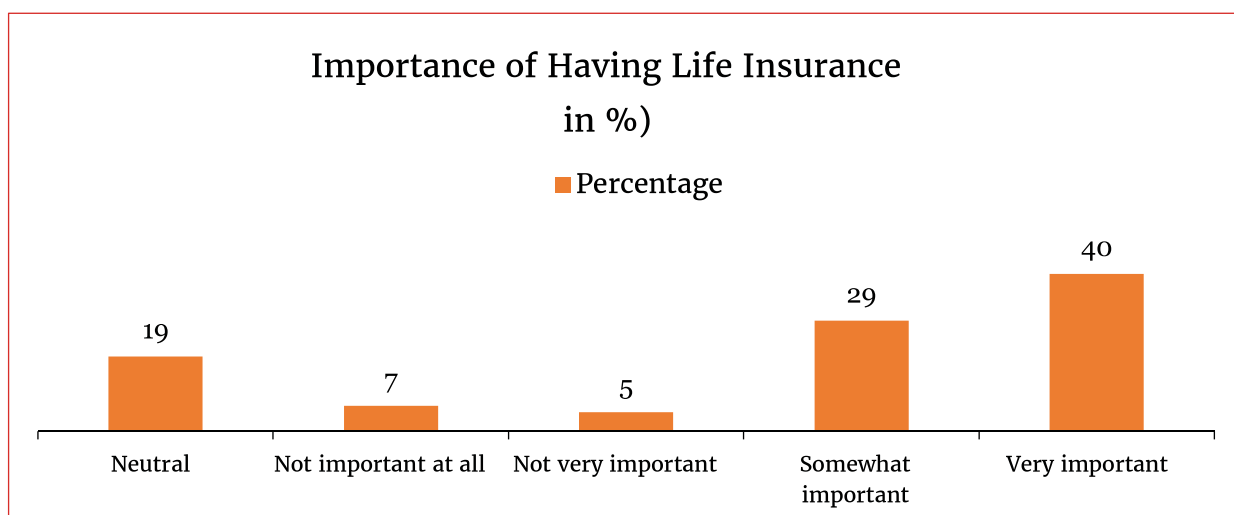


As given in Figure 13 above, the distribution in the sample could point strongly to a potential market for life insurance products. Specifically, there may be opportunities for insurance companies to enhance their marketing strategies to highlight the importance and benefits of life insurance and address misconceptions that may prevent individuals from considering these products and other possible barriers. The sections below provide evidence supporting these various aspects.

3.5.2 Perceived Importance of Life Insurance

Figure 14 below presents the respondents' perceived importance of life insurance.

Figure 14: Perceived Importance of Life Insurance





According to Figure 14, the majority of respondents (29% and 40%) view life insurance as either somewhat important or very important. This indicates that a significant portion of the sample values life insurance as either important or very important.

A smaller number of respondents (7%, 5%, and 19%) perceived life insurance as less important (rated 1, 2, or 3). This shows that only a minority of people do not see it as important. Therefore, we can infer that the majority of respondents strongly believe in the value of life insurance.

3.5.3 Perceived Importance of Life Insurance Across the Different Demographic Characteristics

This section presents the findings on how respondents perceive the importance of life insurance, categorized by key demographics such as gender, age group, marital status, employment status, and number of dependents. Table 11 below outlines these details. The mean values are based on a 5-point Likert scale, where 1 represents “Not Important” and 5 represents “Very Important”.

Table 12: Perceived Importance of Life Insurance by Demographic Category

Category	Group	Mean	Neutral	Not Imp.	Less Imp.	Somewhat Imp.	Very Imp.
Gender	Female	3.96	32 (19%)	9 (5%)	7 (4%)	53 (31%)	67 (39%)
	Male	3.87	35 (19%)	14 (7%)	10 (5%)	46 (25%)	74 (41%)
Age Group	18 to 24	3.86	20 (28%)	5 (7%)	1 (1%)	17 (24%)	27 (38%)
	25 to 34	3.89	37 (22%)	9 (5%)	9 (5%)	45 (27%)	64 (39%)
	35 to 44	3.88	5 (7%)	7 (10%)	4 (6%)	23 (35%)	26 (40%)
	45 and above	4.15	5 (10%)	2 (4%)	3 (6%)	14 (29%)	24 (50%)
Marital Status	Divorced/ Separated	3.83	2 (16%)	1 (8%)	1 (8%)	3 (25%)	5 (41%)
	Married	3.99	26 (16%)	8 (5%)	9 (5%)	45 (29%)	67 (43%)
	Single/ Widowed	3.86	39 (21%)	14 (7%)	7 (3%)	51 (28%)	69 (38%)
Employment Status	Employed full-time	4.19	28 (18%)	4 (2%)	4 (2%)	37 (24%)	76 (51%)
	Employed part-time	3.78	9 (22%)	2 (5%)	4 (10%)	11 (27%)	14 (35%)
	Self-employed	3.58	21 (18%)	15 (13%)	7 (6%)	37 (32%)	33 (29%)
	Student	4.08	3 (11%)	1 (3%)	1 (3%)	11 (42%)	10 (38%)
	Unemployed/Retired	3.84	6 (31%)	1 (5%)	1 (5%)	3 (15%)	8 (42%)
The number of dependents	1-2	3.81	23 (23%)	8 (8%)	3 (3%)	32 (32%)	34 (34%)
	3-4	3.89	8 (10%)	6 (8%)	8 (10%)	19 (25%)	34 (45%)
	5 and above	4.15	12 (16%)	2 (2%)	3 (4%)	22 (29%)	35 (47%)
	None	3.87	24 (24%)	7 (7%)	3 (3%)	26 (26%)	38 (38%)

As seen in Table 11 above, there are several noteworthy trends regarding how different demographic groups perceive the importance of life insurance. Looking at gender, both females (mean = 3.96) and males (mean = 3.87) rated life insurance relatively high. Although the overall mean scores were almost similar, males reported a slightly higher average, with 41% indicating “Very Important” versus 39% among females—highlighting a small but consistent emphasis on the value of life insurance across both groups.

Turning to Age Group, younger respondents (18–24) have a mean rating of 3.86, gradually increasing to 3.88 among those 35–44. However, the 45-and-above group stands out with a significantly higher mean of 4.15, and half (50%) consider life insurance “very important.” This suggests that, as people approach later life stages, they become more conscious of the need for financial protection and stability, perhaps motivated by impending retirement or growing family obligations.

When examining marital status, married respondents display a higher mean rating (3.99) compared to divorced/separated (3.83) and single/widowed (3.86). Notably, 43% of married individuals rate life insurance as “very important,” indicating that shared financial responsibilities and the potential loss of a spouse’s income could heighten the perceived necessity of coverage. Conversely, while divorced/separated participants have the lowest mean in this category, a considerable 41% also see life insurance as “very important,” reflecting that life transitions may still prompt concern for financial security.

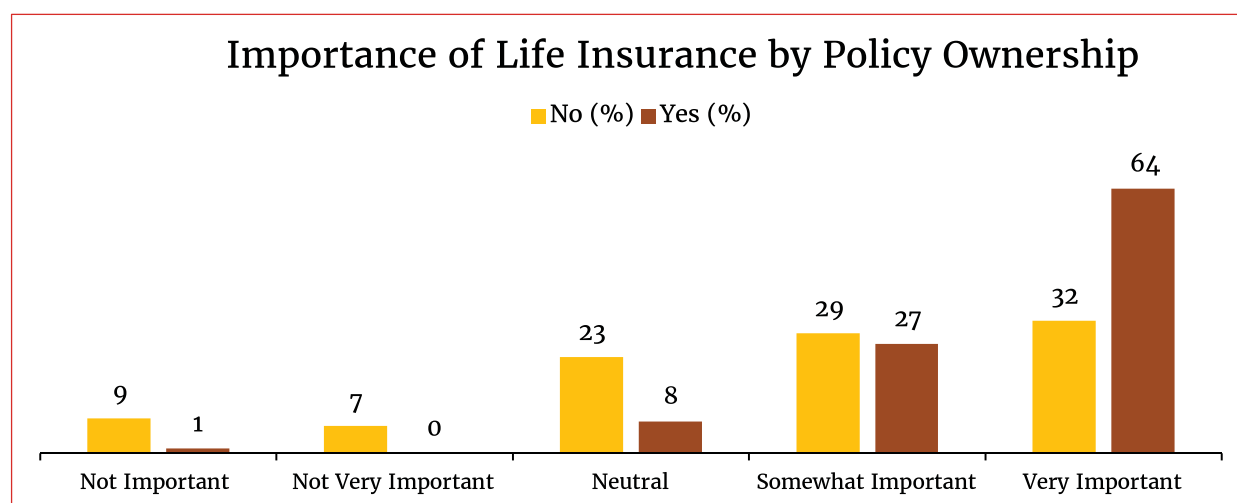
Differences become especially clear under Employment Status. Full-time employees exhibit the highest mean rating (4.19), with over half (51%) rating life insurance as “Very Important,” suggesting that regular income and employer-sponsored benefits may reinforce the perceived need to protect earnings. Students also rate life insurance highly (4.08), perhaps influenced by educational awareness programs or planning for future responsibilities. Meanwhile, the self-employed group has the lowest mean rating (3.58), which may reflect inconsistent income or entrepreneurial risk-taking that competes with insurance priorities.

Finally, looking at the number of dependents, those with 5 or more dependents (mean = 4.15) have a markedly stronger perception of life insurance’s importance. In fact, nearly half (47%) call it “very important,” likely due to the increased financial obligations associated with larger families. Meanwhile, respondents with one-to-two dependents have a slightly lower mean rating (3.81), and those with no dependents land in the middle (3.87). These findings underscore that as people take on greater family responsibilities, their recognition of life insurance as a vital safety net tends to intensify.

3.5.3 Perceived Importance of Life Insurance by Policy Ownership

We present the differences in attitudes between individuals with life insurance coverage and those without. Figure 15 below illustrates the distribution of responses regarding varying levels of importance, comparing policyholders to non-policyholders.

Figure 15: Perceived Importance of Life Insurance Among Policyholders and Non-Policyholders



As shown in Figure 15 above, when comparing policyholders to those without coverage, a distinct trend emerges in how respondents rated the importance of life insurance. Among individuals who already have a policy, the overwhelming majority (64%) perceived it as “Very Important,” while only a small fraction (1%) considered it “Not Important.” This contrast suggests that firsthand experience with a life insurance plan may heighten its perceived value as a financial safety net.



Conversely, those without coverage presented a more varied viewpoint. Although a considerable segment (32%) still rates life insurance as “Very Important,” there was also a noticeable proportion (9%) who regarded it as “Not Important,” and 7% who saw it as “Not Very Important.” Additionally, the “Neutral” group (23%) is noticeably larger among non-policyholders than policyholders (8%), hinting at greater uncertainty or ambivalence regarding insurance. These differences indicate that owning a policy can significantly influence an individual’s perception of life insurance, reinforcing its importance.

3.5.5 Perceived Reasons for Purchasing Life Insurance

This analysis below focuses on the respondents who have life insurance and provides a clearer picture of the motivations, specifically for those who have life insurance policies.

Figure 16: Reasons for Having Life Insurance

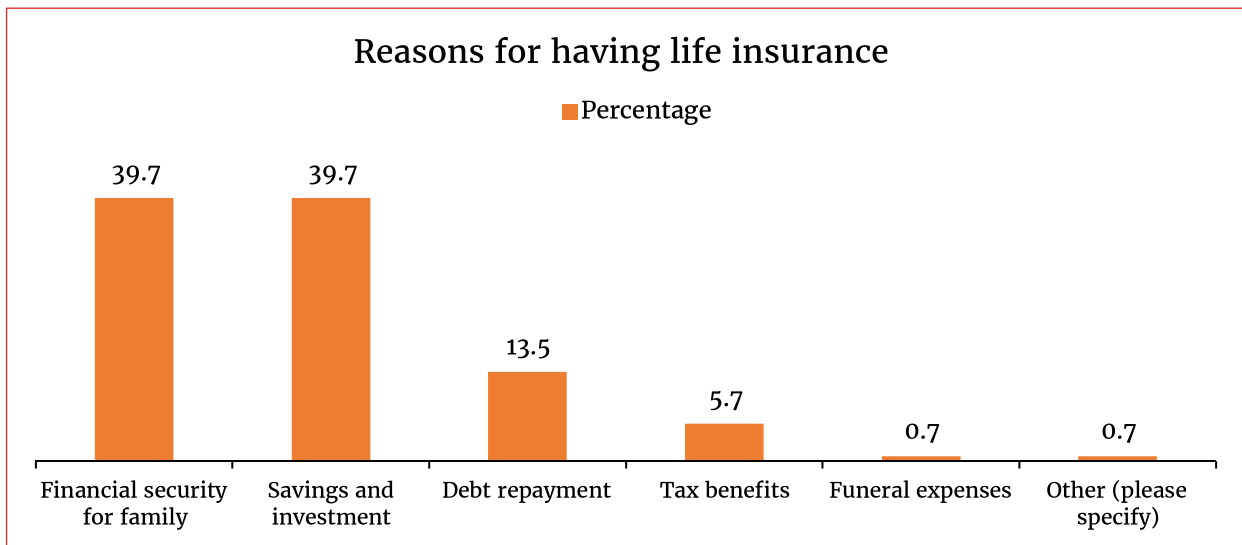


Figure 16 above clearly shows that 39.7% of the respondents viewed life insurance as a primary source of financial security for their family. Similarly, 39.7% of respondents mentioned savings and investment as a key reason. The importance of these two reasons underscores a deep concern for the well-being and stability of the family in the face of unforeseen circumstances. The respondents viewed life insurance not only as a safety net for dependents but also as a financial product that provides future security and acts as an investment vehicle.

Furthermore, 13.5% of respondents cited debt repayment as a reason, suggesting that a significant portion of people view life insurance as a tool to cover outstanding debts in the event of their death, thereby preventing the transfer of financial burdens to their families. 5.7% of respondents cited tax benefits as a reason, suggesting that while some people are aware of and motivated by the tax advantages associated with life insurance, it is a secondary reason compared to family security or investment purposes. Funeral expenses were the least mentioned, showing that this was not a primary motivation for individuals when considering life insurance. In the other category, one respondent mentioned that peace of mind was a reason for having life insurance.

Table 12 below shows the top reasons in each demography category and how frequently they were selected.

Table 13: Most cited reason for taking up life insurance

Demographic Group	Category	1 st Most Cited	2 nd Most Cited	3 rd Most cited
Age Group	18 to 24	Savings and Investment (5, 56%)	Debt Repayment (2, 22%)	Financial Security for Family (2, 22%)
	25 to 34	Savings and Investment (19, 59%)	Financial Security for Family (8, 25%)	Debt Repayment (5, 16%)
	35 to 44	Savings and Investment (13, 54%)	Financial Security for Family (6, 25%)	Debt Repayment (5, 21%)
	45 and above	Savings and Investment (19, 51%)	Financial Security for Family (11, 30%)	Debt Repayment (7, 19%)
Dependents	1-2	Savings and Investment (14, 70%)	Financial Security for Family (4, 20%)	Debt Repayment (2, 10%)
	3-4	Savings and Investment (21, 48%)	Financial Security for Family (13, 30%)	Debt Repayment (10, 23%)
	5 and above	Savings and Investment (14, 50%)	Financial Security for Family (8, 29%)	Debt Repayment (6, 21%)
	none	Savings and Investment (7, 70%)	Financial Security for Family (2, 20%)	Debt Repayment (1, 10%)
Employment Status	Full-time	Savings and Investment (40, 58%)	Financial Security for Family (19, 28%)	Debt Repayment (10, 14%)
	Part-time	Savings and Investment (4, 44%)	Debt Repayment (3, 33%)	Financial Security for Family (2, 22%)
	Self-employed	Savings and Investment (9, 47%)	Debt Repayment (5, 26%)	Financial Security for Family (5, 26%)
	student	Savings and Investment (2, 67%)	Financial Security for Family (1, 33%)	Debt Repayment (0, 0%)
	Unemployed (incl. retired)	Debt Repayment (1, 50%)	Savings and Investment (1, 50%)	Financial Security for Family (0, 0%)
Gender	female	Savings and Investment (30, 54%)	Debt Repayment (13, 23%)	Financial Security for Family (13, 23%)
	male	Savings and Investment (26, 57%)	Financial Security for Family (14, 30%)	Debt Repayment (6, 13%)
Marital Status	Divorced (incl. separated)	Savings and Investment (3, 75%)	Financial Security for Family (1, 25%)	Debt Repayment (0, 0%)
	married	Savings and Investment (37, 51%)	Financial Security for Family (21, 29%)	Debt Repayment (15, 21%)
	Single (incl. widowed)	Savings and Investment (16, 64%)	Financial Security for Family (5, 20%)	Debt Repayment (4, 16%)

As seen in Table 13 above, across age groups, individuals from 18 to 45 and above prioritized savings and investment by more than 50%, with younger adults (18–24) also highlighting debt repayment and family security equally (22%). Financial security for family gains more importance with age, reflecting increasing responsibilities, while debt repayment remains a steady third priority.



For those with dependents, the emphasis on savings and investment remains high but slightly decreases as the number of dependents increases, suggesting financial pressures shift focus to immediate needs like family security and debt repayment. Individuals with no dependents show an overwhelming preference for savings (70%), aligning with fewer financial obligations.

By employment status, full-time workers lead in prioritizing savings and investment (58%), followed by self-employed (47%) and part-time workers (44%). Interestingly, students prioritize savings more than other groups (67%), likely reflecting future-oriented planning. Unemployed individuals focus more equally on debt repayment and savings (50% each), indicative of financial constraints. Gender differences reveal that while both males (57%) and females (54%) prioritize savings, males place greater importance on family security (30% vs. 23%), while females cite debt repayment and family security equally (23% each).

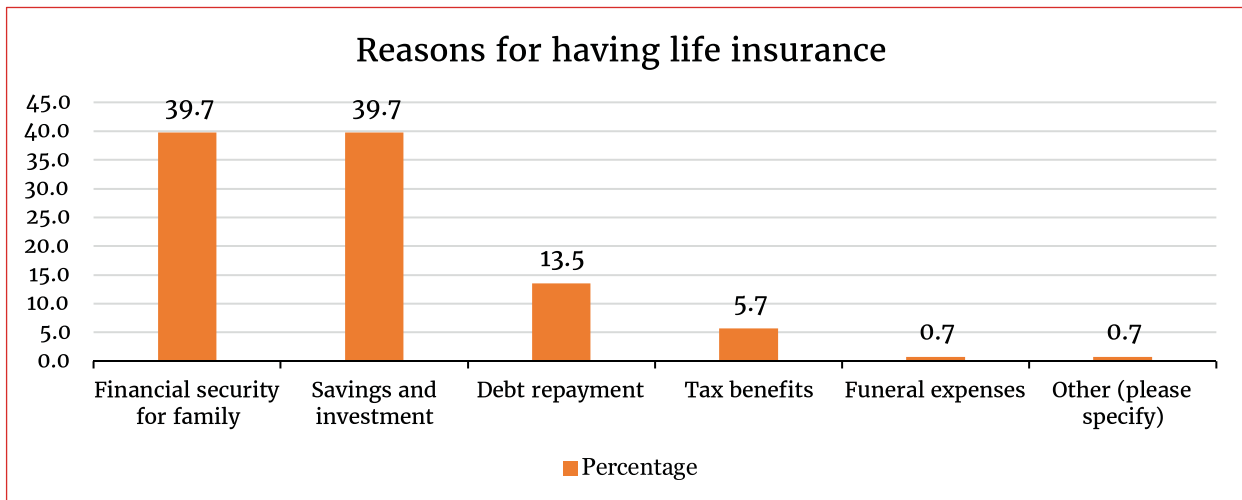
Finally, marital status influences priorities: divorced individuals overwhelmingly favor savings (75%), potentially as a measure to rebuild financial independence. Married individuals balance between savings (51%) and family security (29%), whereas singles lean more heavily on savings (64%), with family security and debt repayment taking a secondary role.

Overall, while savings and investment consistently dominate as the top priority, nuances in secondary and tertiary preferences reflect varying life circumstances and financial responsibilities. Financial security for the family was the second most common reason. Debt repayment ranked as the third most important factor.

3.5.6 Reasons for Not Having Life Insurance

The figure below gives an analysis of barriers to purchase and consideration of life insurance.

Figure 17: Reasons for not Taking up Life Insurance



This was the most cited reason, with 33% of respondents indicating that life insurance is too expensive. A substantial proportion of respondents (28%) reported a lack of understanding of life insurance products. About 19% of respondents prefer other investment options, suggesting that some individuals might view alternative financial instruments (such as savings or investment plans) as more beneficial than life insurance.

Approximately 14% of respondents do not see life insurance as necessary. A small percentage (6%) of respondents mentioned other reasons for not considering life insurance, such as bad previous experience, lack of trust, and policy expiry. Only 2% of respondents cited poor health or being uninsurable as a reason for not considering life insurance.

3.5.7 Reasons for Not Choosing Life Insurance According to the Different Characteristics

The deeper analysis of barriers to life insurance across subcategories reveals key insights into the challenges faced by different groups, as given in Table 14 below.

Table 14: Most cited reasons for not taking up life insurance

Demographic Dimension	Subcategory	Top 3 Reasons	Counts
Age Group	18 to 24	1) A lack of understanding, 2) Too expensive, and 3) A preference for other investment options	26, 25, 15
	25 to 34	1) Too expensive, 2) Lack of understanding, 3) Prefer other investment options	67, 52, 32
	35 to 44	1) A lack of understanding, 2) Too expensive, and 3) A preference for other investment options	15, 15, 11
	45 and above	1) Too expensive, 2) Prefer other investment options, 3) Lack of understanding	9, 8, 4
Education Level	Advanced education	1) I prefer other investment options.	14, 14, 5
	Bachelor's degree	1) Too expensive, 2) Lack of understanding, 3) Prefer other investment options	67, 45, 32
	Basic education	1) A lack of understanding, 2) Too expensive, and 3) A preference for other investment options	28, 19, 11
	Diploma/ equivalent	1) A lack of understanding, 2) Too expensive, and 3) A preference for other investment options	23, 16, 9
Employment Status	Employed full-time	1) Too expensive, 2) Prefer other investment options, 3) Lack of understanding	39, 29, 21
	Employed part-time	1) Too expensive, 2) Lack of understanding, 3) Not necessary	15, 11, 6
	Self-employed	1) Lack of understanding, 2) Too expensive, 3) Not necessary/prefer other investment options (tie)	48, 39, 26
	Student	1) Too expensive; 2) Lack of understanding; 3) Not necessary/prefer other investment options (tie)	15, 10, 3 (tie)
	Unemployed/ retired	1) Too expensive, 2) Lack of understanding, 3) Not necessary	8, 7, 4
Gender	Female	1) Too expensive, 2) Lack of understanding, 3) Prefer other investment options	62, 42, 29
	Male	1) A lack of understanding, 2) Too expensive, and 3) A preference for other investment options	55, 54, 37
Marital Status	Divorced/ Separated	1) Too expensive; 2) Lack of understanding or preference for other investment options (tie)	3, 2, 2
	Married	1) Too expensive, 2) Lack of understanding, 3) Prefer other investment options	41, 30, 28
	Single/Widowed	1) Too expensive, 2) Lack of understanding, 3) Prefer other investment options	72, 65, 36

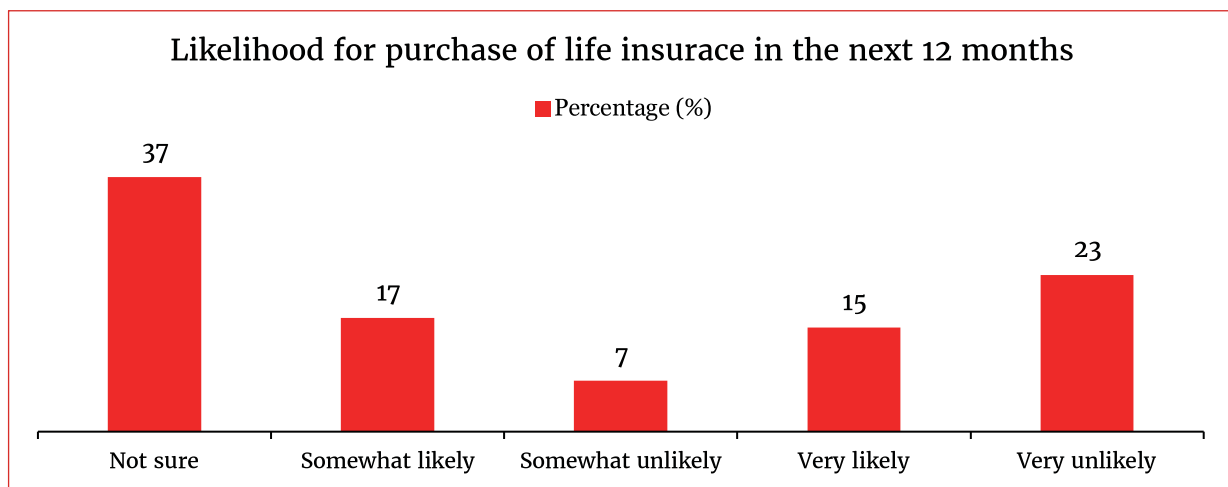


Table 13 above reveals that nearly all demographics cite “Too expensive,” “Lack of understanding,” and “Prefer other investment options” as the most common reasons for not engaging with life insurance, in order of importance. Younger individuals, particularly those aged 18–24, often highlighted a lack of understanding, while cost concerns are especially pronounced among mid-range age groups (25–34) and single or widowed individuals. Interestingly, even those with higher levels of education, such as Bachelor’s or advanced degrees, report similar challenges with misunderstanding and cost, suggesting that education level alone does not eliminate barriers to accessing or understanding life insurance. Additionally, groups like the self-employed, unemployed, or retired individuals and students frequently cited cost and confusion as significant obstacles.

3.5.8 Likelihood of Purchasing Life Insurance in the Next 12 Months

In terms of the likelihood of purchasing life insurance in the next 12 months, the findings below focus on those who do not have it, as seen in Figure 18 below.

Figure 18: Likelihood of purchasing life insurance in the next 12 months



As seen in Figure 18 above, the data shows a mixed level of interest in purchasing life insurance, with the largest proportion either unsure (37%) or unlikely (23%) to buy within the next year. This highlights the need for targeted communication strategies that address the concerns or uncertainties of potential buyers, especially those in the “Not Sure” and “Somewhat Likely” categories. A focus on education, policy clarity, and addressing common misconceptions could significantly impact these groups, helping insurers improve conversion rates.

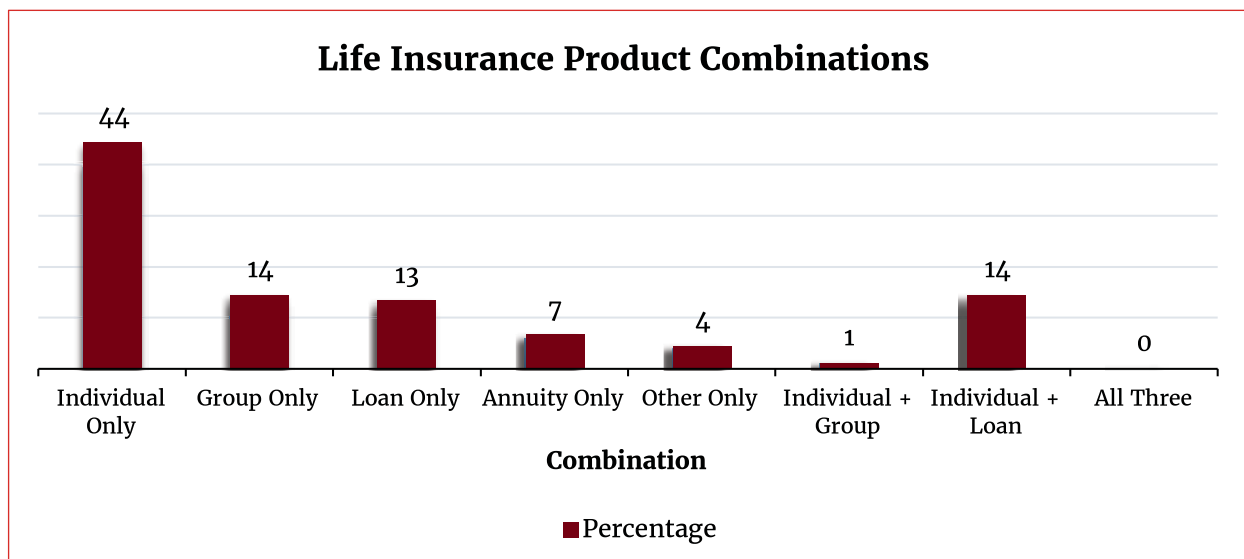
4.0

Product Distribution, Satisfaction, and the Claims Experience of the Respondents with Life Insurance

4.1 Product Distribution

In Figure 19 below, the distribution gives insights into the purchase behaviors of respondents concerning life insurance products.

Figure 19: Life insurance product purchase behavior



As seen in Figure 19 above, most respondents (44%) have purchased individual life insurance products exclusively. A combined 27% of respondents have loan-related life insurance, either exclusively (13%) or in combination with individual life insurance (14%). Only 14% of respondents have group life insurance exclusively, and a mere 1% have it in combination with individual life insurance. With only 7% of respondents purchasing annuity products exclusively, there appears to be a low level of engagement with retirement-oriented life insurance products.

Clearly, the results indicate a strong preference or reliance on individual policies for personal financial protection. Additionally, the data reveals a minimal overlap in the ownership of various life insurance products. No respondents have purchased all three main types (individual, group, and loan), and only small percentages have combined certain products. Table 14 highlights the key trends and observations for policy recommendations in relation to life insurance product combinations



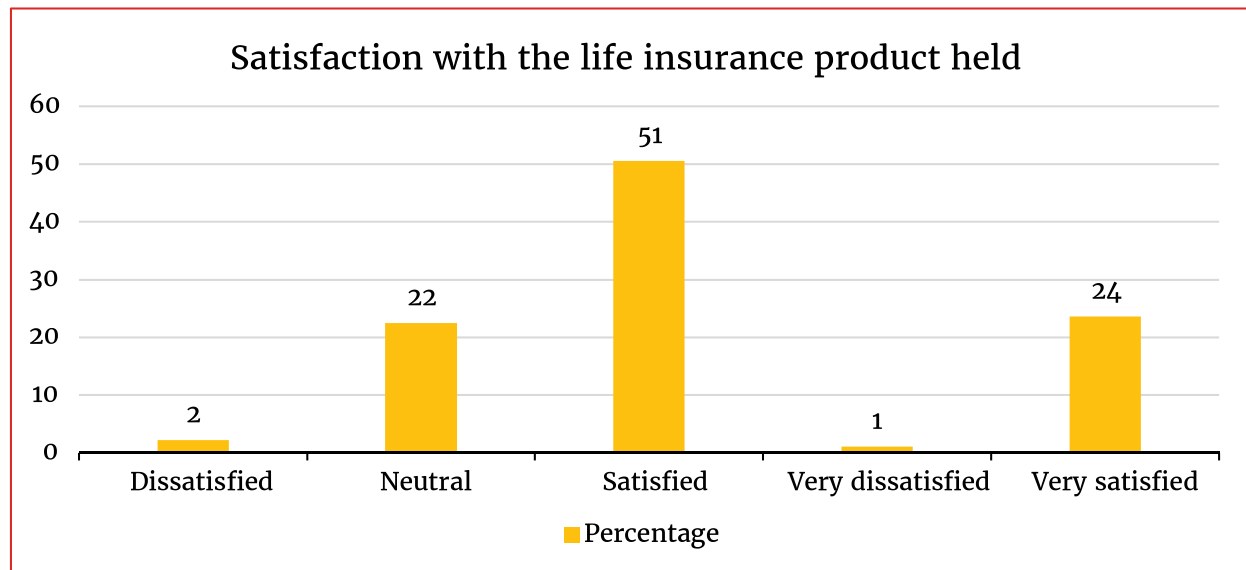
Table 15: Key trends and observations for policy recommendations – Life insurance product combinations

No	Key Trend	Observation	Key Takeaway
01	The comprehensive coverage is limited.	There is minimal overlap in product ownership, emphasizing individual life.	Education on the benefits of combining products to go beyond debt obligations is necessary to protect families and dependents.
02	The adoption rate of annuity products and group life is low.	Only 7% and 14%, respectively.	There is a chance to focus on specific efforts, customize products for specific market segments, and encourage employers to offer these products.

4.2 Satisfaction with the Life Insurance

Figure 20 below presents the findings on the life insurance holders' level of satisfaction.

Figure 20: Life insurance product satisfaction



The data depicted in Figure 20 indicates that a significant majority of respondents (51%) chose either 4 or 5 (Satisfied/Very Satisfied). However, the proportion of those who are moderately satisfied (22%) is not insignificant.

This suggests that there is an opportunity for insurance companies to enhance their services. Although the percentage of dissatisfied individuals is small, it indicates a need for insurance companies to closely monitor any dissatisfaction that may arise, as highlighted in the earlier section.

The comparative analysis across the differences is also presented in Table 16 below.

Table 16: Comparative analysis across the different types of life insurance products

Satisfaction Level	Individual Life Insurance	Group Life Insurance	Annuity Life Insurance	Loan Insurance	Other types of insurance
Very Dissatisfied	1 (1.96%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Dissatisfied	1 (2%)	0 (0%)	0 (0%)	1 (4%)	0 (0%)
Neutral	8 (16%)	1 (5%)	4 (67%)	5 (22%)	1 (14%)
Satisfied	23 (45%)	13 (68%)	2 (33%)	12 (52%)	4 (57%)
Very Satisfied	18 (35%)	5 (26%)	0 (0%)	5 (22%)	2 (29%)

As given in Table 16 above, 45% of respondents were satisfied with individual life insurance, and 35% were very satisfied, indicating high satisfaction overall. Equally, the majority, 68%, were satisfied with group life, with 26% very satisfied and no dissatisfied respondents.

The same trend was observed with both annuity life insurance and loan insurance. However, annuity life has more neutral responses. The high neutrality around annuity life insurance indicates potential indifference or a lack of perceived value. Providers should focus on educating customers about the benefits of annuities, such as income stability in retirement. Improving product features or communication around long-term financial security could help increase satisfaction.

Overall, these results could point strongly to the need for:

1. Maintenance of a high satisfaction level for individual life insurance and group life insurance
2. Addressing high potential indifference with annuity life insurance by probably improving the nature of engagement with this class
3. Addressing dissatisfaction with loan insurance

4.3 Claims Experience

4.3.1 Claims status

The study, as indicated in Table 16 below, shows that 70% had claimed their life insurance and only 30% had not.

Table 17: Claims status: Have you ever made a claim on your insurance policy?

Claim Status	Count	Percentage
Yes	81	70%
No	34	30%

The distribution in Table 16 indicates that most policyholders have experienced the claims process, suggesting active use of life insurance benefits. Below, we analyze claim satisfaction.

4.3.2 Claims Status by the Different Demographic Characteristics

Table 17 below shows the distribution of claims status by various demographic characteristics, comparing those who have made a life insurance claim to those who have not yet made a claim.



Table 18: Life insurance claims vs. no claim distribution

Dimension	Subcategory	Yes (F, %)	No (F, %)
Employment	Employed full-time	45 (58%)	32 (42%)
	Employed part-time	10 (67%)	5 (33%)
	Self-employed	30 (55%)	25 (45%)
	Unemployed/retired	3 (75%)	1 (25%)
	Student	6 (75%)	2 (25%)
Age Group	18 to 24	15 (56%)	12 (44%)
	25 to 34	52 (58%)	38 (42%)
	35 to 44	28 (49%)	29 (51%)
	45 and above	11 (41%)	16 (59%)
Education Level	Basic education	10 (59%)	7 (41%)
	A diploma or equivalent	12 (57%)	9 (43%)
	Bachelor's degree	74 (59%)	51 (41%)
	Advanced education	10 (56%)	8 (44%)
Marital Status	Married	70 (57%)	52 (43%)
	Single/widowed	30 (55%)	25 (45%)
	Divorced/separated	6 (75%)	2 (25%)
The number of dependents	None	12 (57%)	9 (43%)
	1-2	45 (56%)	35 (44%)
	3-4	28 (58%)	20 (42%)
	5 and above	21 (58%)	15 (42%)
Gender	Female	55 (58%)	40 (42%)
	Male	51 (65%)	28 (35%)

According to the data presented in Table 18, full-time employees submitted the highest number of claims, 45, followed by self-employed individuals with 30. Part-time employees filed 10 claims, while students and unemployed or retired individuals reported 6 and 3 claims, respectively.

In terms of age groups, the 25-34 age range had the highest number of claims at 52, followed by the 35-44 age group with 28. The 18-24 age group recorded 15 claims, and those aged 45 and above had the fewest claims, 11. Regarding educational attainment, individuals with a bachelor's degree reported the highest number of claims at 74, significantly surpassing other educational categories. Those with a diploma or equivalent submitted 12 claims, while individuals with advanced education and those with basic education each reported 10 claims.

In relation to marital status, married individuals accounted for the highest number of claims, with 70, followed by single or widowed individuals with 30. Divorced or separated individuals made 6 claims, representing a smaller group.

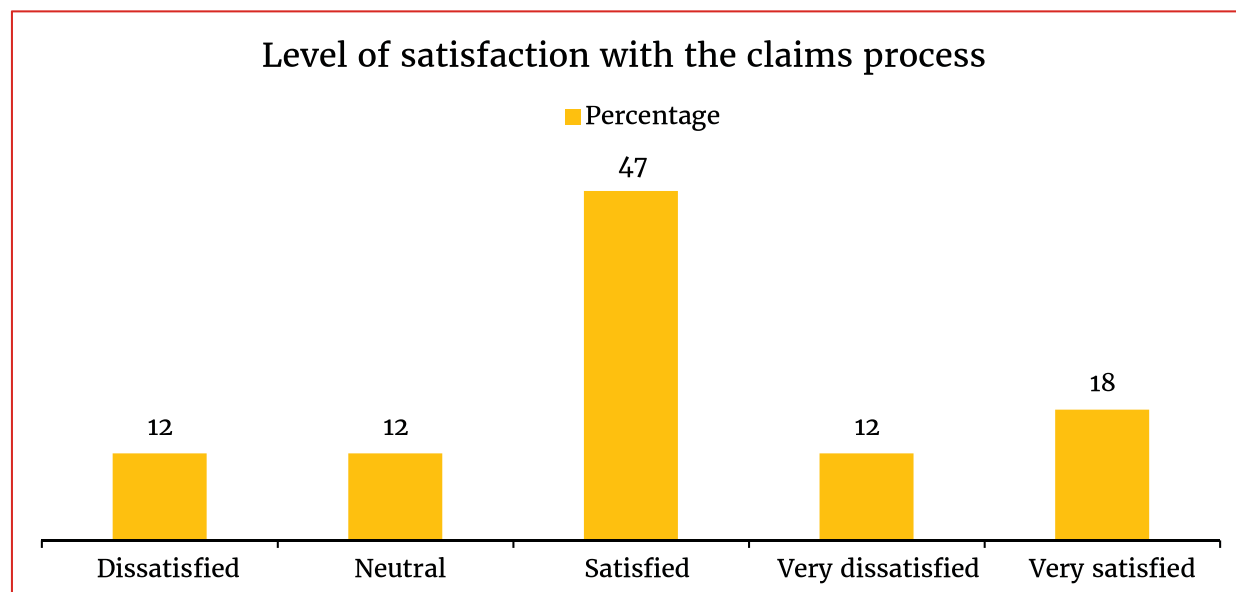
When examining claims by the number of dependents, individuals with 1-2 dependents reported the most claims at 45, followed by those with 3-4 dependents at 28 claims, and those with 5 or more dependents at 21 claims. Individuals with no dependents submitted 12 claims.

By gender, female respondents reported slightly more claims (55) than male respondents (51). This indicates a relatively balanced level of claim activity between genders, with females slightly leading in total claims.

4.4 Satisfaction with the Claim Process

For the respondents who claimed their life insurance policy, here is the distribution of satisfaction levels is given in Figure 21 below.

Figure 21: Satisfaction with the claims process



The majority of respondents are clearly satisfied with the claims process, but the relatively high percentage of dissatisfaction (23.53%) indicates potential problems that life insurance providers should address to improve the customer experience.

4.5 Reasons for Dissatisfaction with the Claims Process

Out of the respondents surveyed, seven provided detailed explanations for their dissatisfaction. The respondents' reasons for dissatisfaction fell into seven thematic categories, highlighting various issues related to expectations, process efficiency, and communication.

The most frequently mentioned reasons for dissatisfaction were unmet expectations and delayed processes or lack of flexibility, each cited by two respondents (29%). Comments related to unmet expectations included statements such as "My expectations were not met" and "I didn't get what I expected." Feedback such as "Delayed processes" and "I wasn't happy with all the processing time" highlighted delays and pointed to inefficiencies that frustrated policyholders.

Other significant pain points, each mentioned by one respondent (14%), included claim denial or restrictive policy terms, excessive paperwork or poor explanations, low compensation or excessive charges, unclear payment terms, and poor customer service or communication. For instance, a respondent lamented that "the paperwork was too much, yet the explanation is not sufficient," while another felt disillusioned by restrictive policy terms, stating, "They didn't honor my claim... the policy was for five years." One respondent expressed concern about the compensation, saying, "The compensation was very little (Ugx 7,000/=). The charges were too many." Finally, the customer service and poor communication received excessive criticism.

In conclusion, the major reasons for dissatisfaction were unmet expectations, and delays were the most cited concerns, together accounting for 58% of responses. Other pain points included insufficient claim payouts, unclear policies, and burdensome paperwork, each contributing to 14% of dissatisfaction. Therefore, we can identify three major issues that need attention:

1. There is a discrepancy between the expectations of policyholders and the actual results.
2. The processes are inefficient and confusing, especially when it comes to claims and payments.
3. There is inadequate communication and a deficiency in customer-focused service.

5.0

Key Factors and Decision-Making Process of Life Insurance among Respondents

5.1 Comparative Analysis of the Possible Key Factors of Life Insurance Uptake.

This section uses correlation analysis to examine several potential factors related to the overall life insurance decision-making process. Table 19 below presents the factors ranked by their level of correlation with their possession of life insurance.

Table 19: Correlation coefficients and P-values of life insurance status

Variable	Correlation Coefficient	P-value
Familiarity with Life Insurance	0.47***	0.001
Age Group (45 and above)	0.28***	0.001
Marital Status (Married)	0.26**	0.003
The number of dependents	0.16**	0.004
Coverage amount	0.2	0.091
Age Group (35 to 44)	0.19**	0.019
Policy flexibility	0.13	0.555
Employed part-time	0.03	0.555
Bachelor's degree	0.02	0.733
Age Group (25 to 34)	-0.19**	0.019
Marital Status (Single/Widowed)	-0.31***	0.001
Employment status (self-employed)	-0.21***	0.002
Employment Status (Unemployed/Retired)	-0.08	0.551
Education Level (Basic education)	-0.1**	0.002
Education Level (Diploma or equivalent)	-0.16**	0.011
Employment Status (Student)	-0.12**	0.002

As given in Table 19 above, the strongest positive correlation among the different predictors is with familiarity with life insurance products (correlation: 0.47, $p < 0.001$). Demographic characteristics accounted for the other most significant regression. For instance, **Age Group (45 and above)** (Correlation: 0.28, $p < 0.001$), Marital Status (Married) (Correlation: 0.26, $p = 0.003$), Number of Dependents (Correlation: 0.16, $p = 0.004$), Age Group (35 to 44) (Correlation: 0.19, $p = 0.019$), Marital Status (Single/

Widowed) (Correlation: -0.31 , $p = 0.001$), Employment Status (Self-employed) (Correlation: -0.21 , $p = 0.002$), and Student (Correlation: -0.12 , $p = 0.002$).

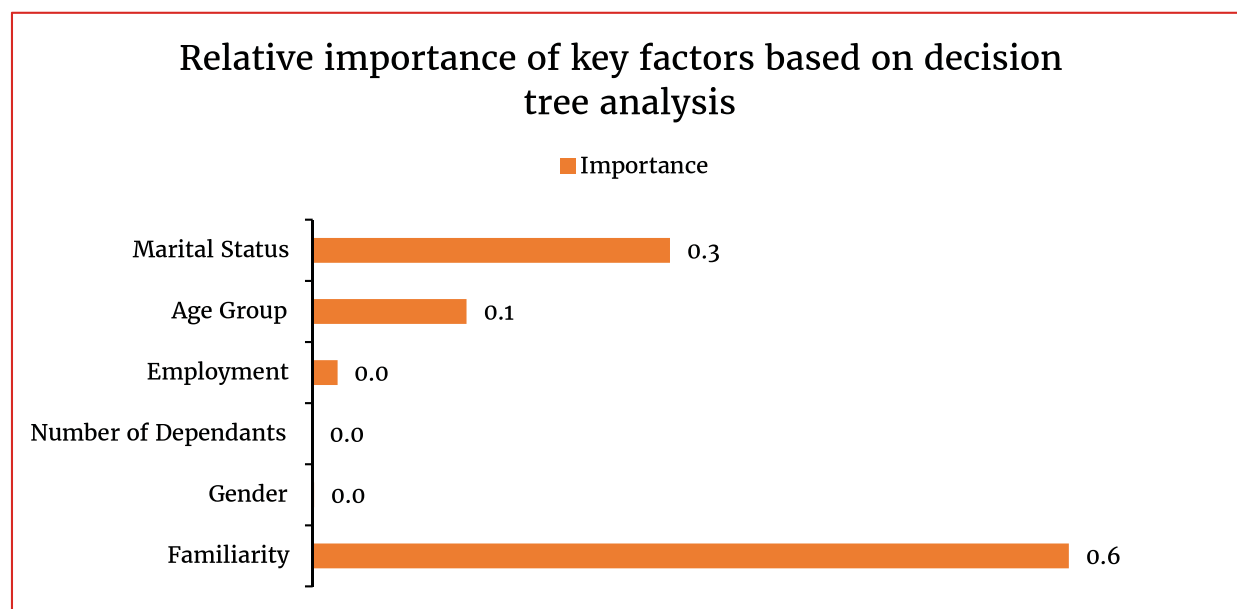
5.2 Decision Tree for Demographic Factors and Uptake of Life Insurance

We constructed a decision tree to predict whether an individual holds a life insurance policy based on specific demographic factors and familiarity with life insurance products, which revealed a high potential association with holding life insurance. The analysis incorporated the following variables:

1. Number of Dependents
2. Familiarity with Life Insurance Products
3. Marital Status
4. Education Level
5. Age Group
6. Employment Status

Figure 22 below gives the relative importance of the features in the decision tree.

Figure 22: Relative importance of key factors based on the decision tree model



As shown in figure 22 above, the importance of key predictors in the decision tree model ranges from 0 to 1. Higher values indicate greater significance in predicting whether a respondent has a life insurance policy. Based on the findings as shown in Figure 21, familiarity with life insurance products is the most important factor, contributing 58% to the decision-making process. Marital status is the second most important factor, contributing 28% to the model. Specifically, married individuals or those in partnerships are more likely to have life insurance compared to single or widowed respondents.

Age ranks as the third most significant factor, accounting for 12% of the decision-making process. It is likely that older individuals, who recognize the need for financial security as they age, are more likely to have life insurance.

Employment status plays a small role, contributing only 2% to the decision-making process. While employment may provide financial stability or access to employer-sponsored insurance, it is not a strong differentiator for predicting life insurance ownership.

Gender plays a minimal role, contributing a mere 0.1% of the total value. Gender does not play a significant role in life insurance ownership, meaning both males and females are equally likely to purchase life insurance based on other factors. This suggests that there is no need to differentiate marketing efforts based on gender.



Surprisingly, this model shows no predictive value for the number of dependents, with an importance score of 0%. This result suggests that having dependents does not significantly affect the decision to purchase life insurance. Even though one might expect people with dependents to prioritize life insurance, other factors like familiarity and marital status appear to be much stronger predictors. Life insurance companies might reconsider the assumption that more dependents directly lead to policy uptake. Instead, campaigns could focus on raising awareness and emphasizing the general benefits of life insurance, regardless of dependents.

6.0

Summary, Discussion, and Recommendations

6.1 Demographic Characteristics

Nearly half of the respondents (47%) were aged 25–34, while only 3% were in the 45–54 bracket. Within these age categories, those aged 45–54 had the highest life insurance ownership rate (56%), whereas the 18–24 age group had the lowest (10%).

The sample had a nearly balanced gender distribution, with 52% males and 48% females. Life insurance ownership was slightly higher among females (28%) than males (24%). Despite this gap, both groups exhibited high non-ownership rates overall, at 72% for females and 76% for males.

In terms of marital status, 51% of respondents were single (including widowed), 45% were married, and 4% were separated or divorced. Separated or divorced individuals showed the highest life insurance ownership rate (61%), followed by married respondents (39%), while singles recorded the lowest (12%). Conversely, singles had the highest non-ownership rate (88%), trailed by married individuals at 61% and separated or divorced respondents at 39%.

A large proportion of respondents (29%) reported having one or two dependents, with 28% having none. Approximately 22% had three to four dependents, and 21% had five or more. This range of family responsibilities can influence both financial planning and decisions about life insurance.

Concerning education levels, more than half of the respondents (53%) held a bachelor's degree, and 17% had advanced qualifications such as a master's, doctoral, or associate degree. Life insurance ownership was highest among those with advanced degrees (47%), followed by bachelor's degree holders (27%), and it was lowest among those with no formal or primary education (0% in this sample).

Full-time employment accounted for 43% of respondents, self-employment for 33%, and part-time employment for 12%. Life insurance ownership was highest among full-time employees (40%), compared to 12% among the self-employed and 30% among those working part-time.

6.2 Familiarity, Information Sources, Importance, and Purchase Intentions

6.2.1 Familiarity and Sources of Information

Awareness of life insurance was moderate, with 37% of respondents indicating familiarity with these products. The primary sources of information were insurance agents (30%) and family or friends (24%). Familiarity with life insurance varied significantly across age groups, education levels, and employment statuses, highlighting the need for targeted educational initiatives to bridge the knowledge gap.

Interview insights revealed that agents, digital platforms, advertising, and office visits predominantly facilitate access to life insurance. Respondents underscored the pivotal role of agents in simplifying complex policy terms and directly engaging with clients. One participant noted, “*Social media platforms, such as TikTok, have emerged as vital tools for raising awareness and educating tech-savvy audiences. However, marginalized communities often lack adequate access due to limited digital literacy or outreach efforts.*” (Int. No.03).

These findings emphasize the importance of expanding distribution channels and tailoring strategies to reach underserved demographics, ensuring equitable access to life insurance products and services.



6.2.2 Importance and Motivations

Most respondents (69%) rated life insurance as important or very important, with financial security for family (40%) and savings or investment opportunities (40%) being the primary motivations for purchasing. However, barriers to uptake included perceived high costs (33%) and a lack of understanding about life insurance products (28%).

Interview responses highlighted the benefits of life insurance, including financial security, long-term planning, and preparedness for unforeseen circumstances. One respondent shared, *“Educational policies like Edusave enable parents to secure their children’s future, while investment and retirement plans offer capital accumulation and financial stability. Funeral covers provide critical support during bereavement, as evidenced by experiences of clients who successfully accessed funds. Moreover, life insurance enhances financial discipline, encouraging consistent savings habits and fostering resilience against financial uncertainties.”* (Int. No. 01). These findings underscore the multifaceted value of life insurance while emphasizing the need to address barriers, such as affordability and awareness, to promote broader adoption.

6.2.3 Intentions to Purchase

In terms of intentions to purchase life insurance in the next 12 months, 37% of respondents were uncertain, while 16% were somewhat likely, 15% were very likely, and 23% were very unlikely to consider purchasing life insurance. This indicates a significant portion of the population is still exploring options, suggesting potential for increased marketing and educational efforts.

6.3 Product Preferences, Satisfaction, and Claims Experience

Individual life insurance emerged as the most commonly purchased product among respondents (44%), while annuity products saw lower engagement (7%). Interview insights highlighted varying preferences, with respondents emphasizing the utility of different products. One noted, *“Educational savings plans like Prudential Assurance’s Edusave and UAP Old Mutual’s Somesa Plus help parents save for their children’s education. Retirement-focused policies such as Life Saver and investment-oriented products like Investor Plus provide avenues for long-term financial growth. Funeral covers, which offer lump-sum payments for burial expenses, and credit insurance, which provides loan protection, further expand the available options. This variety caters to both short-term and long-term financial goals, reflecting the evolving priorities of Kampala’s residents.”* (Int. No. 05).

Satisfaction levels were notably high for individual and group life insurance products, reflecting their perceived value among clients. However, 23% of respondents reported dissatisfaction with the claims process, highlighting a key area for improvement. Interview responses underscored the centrality of the claims experience in building trust. While one respondent praised the system and shared positive experiences with timely payouts for mature policies like Edusave, another highlighted a barrier, stating, *“Challenges like excessive paperwork and unclear procedures deter potential clients.”* (Int. No.02). These findings suggest that while product variety and satisfaction levels are strong, simplifying the claims process and ensuring transparency are critical for fostering trust and encouraging broader adoption.

6.4 Comparative Analysis of the Likely Key Factors

The decision tree analysis revealed key factors influencing the likelihood of holding a life insurance policy among respondents. The primary findings from the decision tree indicate that:

The most critical factor influencing life insurance ownership is familiarity with life insurance products. Individuals with higher familiarity scores are significantly more likely to possess a policy. This underscores the importance of enhancing awareness and understanding of life insurance products among potential customers.

The next most significant factors were age and marital status. Middle-aged to older adults (specifically those aged 35 and above) exhibited a higher likelihood of having life insurance. Married individuals are also more likely to have policies, possibly due to the desire for family protection and financial planning.

In contrast, younger and single/widowed individuals showed lower ownership rates. This could indicate a perception of fewer financial responsibilities or dependents.

The decision tree identified education and employment status as secondary factors. While these factors are relevant, they do not exert as strong an influence as familiarity, age, and marital status. This suggests that life stage and perceived necessity have a stronger influence on the decision to purchase life insurance, even though educated individuals may understand it better.

6.5 Key Points and Implications

i. Age and Financial Planning

The findings indicate that younger individuals are less likely to purchase life insurance, highlighting an opportunity for educational initiatives emphasizing early financial planning and the long-term benefits of life insurance.

ii. Gender Dynamics

The slightly higher ownership rate among females suggests that women may be more proactive in securing life insurance. This can be leveraged to promote targeted campaigns that cater to their specific needs and concerns.

iii. Marital Status Influence

Given the significant ownership variance based on marital status, life insurance marketing strategies should target various demographic groups, with a focus on married and widowed individuals who exhibit higher uptake.

iv. Education and Awareness

The correlation between education level and life insurance ownership emphasizes the need for educational programs aimed at enhancing understanding and dispelling myths about life insurance products.

v. Cost Barriers

The perception that life insurance is prohibitively expensive remains a critical barrier to its adoption. This highlights the need for insurance companies to explore innovative pricing models and flexible payment plans to make policies more accessible. Insights from interviews emphasized that affordability is a significant challenge for many residents in Kampala. While some prioritize life insurance through disciplined savings and standing orders, others struggle to balance premium payments with daily expenses.

Low-income earners often find it challenging to sustain life insurance as a long-term financial commitment. As one respondent noted, "Flexible payment options, such as microinsurance with smaller premiums, are essential to making policies accessible to diverse income groups." (Int. No. 04). Addressing these affordability concerns requires insurers to develop products tailored to varying income levels, offering more manageable payment structures to ensure broader accessibility and inclusion.

vi. Intentions to Purchase

The data on intentions to purchase life insurance reveals that a significant number of respondents remain undecided. This indicates an opportunity for insurance companies to engage these individuals through targeted marketing strategies that address their uncertainties and emphasize the benefits of life insurance.

Interviews highlighted persistent barriers, as one respondent noted: "Skepticism persists due to cultural beliefs, economic challenges, and distrust in insurance providers. Poor communication and ineffective marketing strategies exacerbate these issues, limiting uptake among underserved populations." (Int. No. 06).



To convert undecided individuals into policyholders, insurers need to focus on building trust, improving communication, and tailoring marketing efforts to resonate with different demographic groups. By addressing these concerns and offering clear, relatable messaging, companies can effectively tap into this pool of potential customers.

6.6 Recommendations for Stakeholders

6.6.1 Insurance Companies

Develop targeted educational campaigns addressing the financial planning needs of younger adults and demystifying life insurance products. Utilize digital platforms and social media for outreach.

Create products that cater to the unique needs of different demographic groups, including low-cost options for younger individuals or comprehensive packages for families.

Focus on improving the claims process to reduce dissatisfaction and increase customer loyalty. Transparency and efficient service can build trust and positive word-of-mouth.

Develop marketing strategies that specifically target individuals expressing uncertainty about purchasing life insurance, addressing their concerns and highlighting benefits tailored to their life stages.

6.6.2 Policymakers

Consider regulations that support the development of affordable life insurance products and encourage insurance companies to innovate.

Implement national financial literacy initiatives that include training on the importance and benefits of life insurance as part of broader financial education.

6.6.3 Uganda Insurers Association

Encourage collaboration among member companies to share best practices in customer education and service delivery.

Advocate for increased public awareness of life insurance benefits and address misconceptions through community outreach and media campaigns.

7.0

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8.0

Appendices

Appendix I: Questionnaire for Data Collection for Life Insurance Subscribers

Dear Respondent,

I'm **Wamono Ivan** a student pursuing a Master's in Business Administration from Kyambogo University and as part of the requirement for this award, I am undertaking a study on the topic, "*Customer perception and uptake of life insurance products in Kampala City*". As a stakeholder, you have been selected to participate by providing your opinions through answering the questions in the questionnaire below attached. Please feel at ease to give your true opinion as this is just an academic study and your responses will be treated for that purpose. Your views will be treated with great confidentiality.

Write or tick (✓) in the space or box (es) provided in the front of the given options

Section A: Background Information

1. Age:

- a) Under 18
- b) 18-24
- c) 25-34
- d) 35-44
- e) 45-54
- f) 55-64
- g) 65 and above

2. Gender:

- a) Male
- b) Female
- c) Non-binary/Third gender
- d) Prefer not to say

3. Marital Status:

- a) Single
- b) Married
- c) Divorced
- d) Widowed

4. Number of Dependents:

- a) None
- b) 1-2
- c) 3-4
- d) 5 and above

5. Education Level:

- a) No formal education
- b) Primary school
- c) Secondary school
- d) High school diploma or equivalent
- e) Associate degree
- f) Bachelor's degree
- g) Master's degree
- h) Doctoral degree

6. Employment Status:

- a) Employed full-time
- b) Employed part-time
- c) Self-employed
- d) Unemployed
- e) Retired
- f) Student
- g) Other (please specify).....

7. How familiar are you with life insurance products?

- a) Very familiar
- b) Somewhat familiar
- c) Not very familiar
- d) Not at all familiar

8. Have you ever received information about life insurance from any of the following sources? (Check all that apply)

- a) Family and friends
- b) Financial advisor
- c) Insurance agent
- d) Employer
- e) Internet
- f) Television/Radio
- g) Print media (newspapers, magazines)
- h) Social media
- i) Other (please specify).....



9. Do you currently have a life insurance policy?

- a) Yes
- b) No

10. If yes, what type of life insurance policy do you have? (Check all that apply)

- a) Individual life insurance
- b) Annuity life insurance
- c) Group life insurance
- d) Loan insurance
- e) Other (please specify).....

11. If no, have you ever had a life insurance policy in the past?

- a) Yes
- b) No

12. How important do you think it is to have life insurance?

- a) Very important
- b) Somewhat important
- c) Neutral
- d) Not very important
- e) Not important at all

13. What are your main reasons for having or considering life insurance? (Check all that apply)

- a) Financial security for family
- b) Debt repayment
- c) Funeral expenses
- d) Savings and investment
- e) Tax benefits
- f) Other (please specify).....

14. What are the main reasons you do not have or are not considering life insurance? (Check all that apply)

- a) Too expensive
- b) Not necessary
- c) Lack of understanding
- d) Prefer other investment options
- e) Poor health or uninsurable
- f) Other (please specify)

15. What factors are most important to you when choosing a life insurance policy? (Rank in order of importance)

- Premium cost
- Coverage amount
- Policy term length
- Company reputation
- Policy flexibility
- Customer service
- Other (please specify)

16. How likely are you to purchase a life insurance policy in the next 12 months?

- a) Very likely
- b) Somewhat likely
- c) Not sure
- d) Somewhat unlikely
- e) Very unlikely

17. If you currently have life insurance, how satisfied are you with your policy?

- a) Very satisfied
- b) Satisfied
- c) Neutral
- e) Dissatisfied
- f) Very dissatisfied

18. Have you ever made a claim on your life insurance policy?

- a) Yes
- b) No

19. If yes, how satisfied were you with the claims process?

- a) Very satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Very dissatisfied

20. What improvements would you like to see in life insurance products or services?

.....
.....

21. Any additional comments or suggestions regarding life insurance?

.....
.....

For Section B, C, D & E, respond by ticking only one option: (1-Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strongly Agree). To show your level of agreement or disagreement with the items provided.

SECTION B: *Perceived value on uptake of life insurance products*

Code	Item	Ranking				
		1	2	3	4	5
B1	Gives financial security					
B2	Gives Sense of peace of mind after being insured					
B3	Coverage against life risks					
B4	Coverage against immediate expenses					
B5	Gives Customized insurance options to an insured person					
B6	It is a strategy for wealth accumulations					
B7	It is a strategy for tax saving such as tax-deferred cash value growth					
B8	It acts as a tool for retirement planning					
B9	It acts as a tool for legacy planning					



SECTION C: *The perceived affordability on uptake of life insurance products*

Code	Item With regard to Life insurance products you have purchased, To what extent do you agree with the following statements?	Ranking				
		1	2	3	4	5
C1	Affordable premiums charged					
C2	Flexible premium options					
C3	Flexible payment options					
C4	Availability of optional riders such as disability income riders					
C5	Availability of payment discounts					

SECTION D: *The perceived accessibility to services on uptake of life insurance products*

Code	Item	Ranking				
		1	2	3	4	5
D1	Application processes was easy					
D2	It was easy access to information on the insurance products					
D3	It was easy to access insurance claims					
D4	The insurance policy of the company was clear to understand					
D5	Insurance support channels were available					
D6	Flexible communication channels were available					
D7	It was easy to access physical company offices					
D8	There was digital access to insurance services					
D9	There was Trustworthiness of the insurance company					

SECTION E: *Uptake of life insurance products*

Code	Item	Ranking				
		1	2	3	4	5
E1	I have consistently made my premium payment					
E2	I always make premium payment in time					
E3	I'm willing to renew my life insurance policy upon expiration					
E4	I'm considering to have a higher insurance coverage					
E5	I'm willing to sign a life time insurance policy					
E6	I always encourage my friends to subscribe to life insurance					

End: Thank You

Appendix II: Interview Guide

Self-introduction

The topic under study, “Customer perception and uptake of life insurance products in Kampala City”

Respondents’ bio-information

Age:.....

Sex:.....

Highest level of education.....

Number of years working with this insurance company

Objective questions

Research Issues	Probing questions
The perceived value on uptake of life insurance products	<ul style="list-style-type: none"> • How do people perceive the value for up-taking the life insurance products? • How has the perceived value affected the uptake of life insurance products?
The perceived affordability on uptake of life insurance products	<ul style="list-style-type: none"> • How do people perceive the affordability for up-taking the life insurance products? • How has the perceived affordability affected the uptake of life insurance products?
The perceived accessibility to services on uptake of life insurance products	<ul style="list-style-type: none"> • How do people perceive the accessibility of life insurance products? • How has the perceived accessibility affected the uptake of life insurance products?
Uptake of life insurance products in Kampala City	<ul style="list-style-type: none"> • In your own view, how do you describe uptake of life insurance products in Kampala City? • Generally, how do you rate the uptake of life insurance products in Kampala City? • What improvements would you like to see in life insurance products or services? • Any additional comments or suggestions regarding life insurance?

Thank You Very Much

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