IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER FOR BUYING EDELWEISS TOKIO LIFE INSURANCE POLICY

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RESEARCH ABSTRACT

Life is only important asset for everyone. And everyone wants to protect him / her from uncertain situations. Insurance is one of the form where humans can invest certain amount and get feasible maturity outcomes.

Now insurance industry is fastest growing industry in India. Therefore study of insurance industry is essential part for me. For penetration in the market and spreading awareness about the insurance policies digital marketing is suitable medium. Digital marketing really convert the customer's to the action stage from awareness stage. Primary data collection method is used such as structured questionnaire, interview, face-to face interaction etc. Sample size is around 100 respondents. The main findings from this research will be how digital marketing is impactful to buy the insurance policies instead personnel meeting

INTRODUCTION

Insurance provide us as a protection, it is crucial for everyone, but there are very few people across the country who are insured. Data says that only 3-4 %

Of people are insured in the country. In an India there are around 57 insurance companies, out of that 24 belongs to life insurance and 33 are non-life insurers. Out of all companies LIC also plays major role in an insurance industry. Around 65% of share is with LIC India. In a recent condition Indian economy is also developing and insurance industry is contributing fat amount. Privatization in an insurance industry is also impact on an Indian economy.

When particular companies provides insurance to the person then that person/customer knows about maturity claims and amounts. So claim settlement is prior in the insurance sector. And then management comes into the picture for claim settlement. The claim of policy should consist of mandatory information such as policy number, name of the insured candidate, death of date, cause of death, name of the claimant etc. As the regulation 8 of the IRDA Regulation, 2002.
The Insurance Regulatory and Development Authority of India (IRDAI) plans to issue redesigned initial public offering (IPO) guidelines for insurance companies in India, which are to looking to divest equity through the IPO route.

IRDAI has allowed insurers to invest up to 10 per cent in additional tier 1 (AT1) bonds that are issued by banks to augment their tier 1 capital, in order to expand the pool of eligible investors for the banks.

Edelweiss Tokio Life Insurance Company *is a joint venture between*

theEdelweiss *(74%), a financial services company in India, and* Tokio Marine *(26%)* which is one of the fastest growing Life Insurance companies in Japan. The company is the latest entrant in the private life insurance space.

Edelweiss *is one of the leading financial services companies in India. Since its* inception in 1996, the company has diversified its offerings to include businesses ranging from Credit, Asset management, Capital Market, Housing Finance and Insurance. He group's net worth is more than Rs 2,400 crores.

Edelweiss is present in 170 cities through 374 offices, and has more than 3000 employees that cater to more than 3,25,000 clients.

Tokio Marine Holdings Inc, *the holding company for Tokio Marine group is one of* the oldest and biggest insurance companies in Japan; with interests in Life, Non-Life, and Re-Insurance. It is a highly respected company around the world with its presence in 427 cities across 39 countries. The company has more than 130 years of history in the Non-Life sector while it has been in Life Insurance since 1996. It has a presence in Japan, China, Singapore, Malaysia and Thailand. The Group has booked revenues of INR 1,77,650 Crore and Net Income of INR 3,884Crore.

The company has identified six financial needs of consumers and has developed a range of insurance solutions to help them in achieving those financial needs.

RESEARCH PROBLEM

- Is social media really impacted on customers for their buying behavior of life insurance policy?
- Is digital marketing provide better insights to the customers?

RESEARCH OBJECTIVES

- To compare buying behavior of consumer's before social media and after social media marketing in an Insurance market.
- To study digital marketing impact in an investment Decision in life insurance policies.
- To study, how social media advertisements are more effective than traditional advertisements in an insurance company

HYPOTHESIS

H0:- There is no significance relation between social media advertisement and traditional advertisement for acquiring information of Edelweiss Tokio insurance policy.

H1:- There is significance relation between social media advertisement and traditional advertisement for acquiring information of Edelweiss Tokio insurance policy.

H0:-There is no significance relation between after Social media advertisements and customer's buying decision of Edelweiss Tokio insurance policies.

H1:- There is a significance relation between after Social media advertisements and customer's buying decision of Edelweiss Tokio insurance policies.

H0- There is no relation between Social media Advertisement and traditional advertisements for selling Edelweiss Tokio insurance policies.

H1- There is relation between Social media Advertisement and traditional advertisements for selling Edelweiss Tokio insurance policies**.**

REVIEW OF LITERATURE

Literature review is an important part of any research study, from this we can identify the gap between researches.Insurance companies plays important role to humans for providing protection. (chaudhary,

2016) The main finding of the study reflected that there are six factors i.e. customized and timely services, better company reputation, effective service quality , customer convenience , tangible benefits and healthy customer client relationship that influence the consumer perception towards life insurance policy.

Traditional approach of targeting customer for selling life insurance policies was build a relation with a particular person and then do one to one conversation by meeting, each and every time concern person(Agent) meet the person who wants to take policy. But recently trend is changing, as per the technology.

(Mindtree, 2016) Online social networks provide a larger platform to socialize and exchange information and opinions. This renders the traditional method of market segmentation almost meaningless. Social analytics integrate, analyze and enable enterprises to act on intelligence gathered from online conversations occurring across professional and consumer-generated media sites. It helps and enables enterprises to attribute online conversations to specific parts of their business.

Customers buying behavior is also important to sell any product or service.

(Giri, 2018)
We researched different motives that individuals had for purchasing insurance including (i) tax saving, (ii) saving for future expenses, (iii) bequest for the family in case of untimely death and(iv) social motives such as influence of the insurance agent or bank personnel. Tax savings motives were found to be positively related to the purchase of term policies, while savings and bequest motives were positively related to the purchase of endowment policies. Social influence was the primary motive related to the purchase of multiple policies.

(Kaže, 2015) To analyze consumer value dynamics and related purchasing behavior in an insurance market. And estimate anticipated future trends and provide suggestions to industry players for successful improved competitiveness.
He also told us about,consumer choice and suggests priority areas of development for insurance market players in order to adapt to changing customer preferences and gain competitive advantages.

(NAIC, 2012) For all its unique and novel aspects, social media is simply another method by which individuals and entities interact and communicate. In the insurance context, these individuals and entities include insurance companies, their employees, appointed producers, consumers, potential consumers and regulators. Thus, this document is intended to both educate these various groups and provide guidance to regulators, insurance companies and producers for addressing various social media concerns. If insurance companies, producers and regulators are to meet the challenges of this evolving technology, it is important that insurance entities have confidence that their investments into the medium will not result in unintended regulatory liabilities. For their part, regulators must be confident that insurance consumers are protected from false or misleading information and that the well-established principles of market regulation, including record retention, are recognized and respected.

(Cognizant, 2020) Digital has affected all parts of the organization, and the way insurers market and sell to customers is no exception. The customer journey today is no longer linear, driven by exclusive channels and chronological steps; as such, marketing has shifted from a traditional sales funnel to a dynamic customer model. Consumers display distinct channel preferences across and within stages (e.g., obtaining a quote both online and through an agent).

(Deloitte) Technology has made it easier to discover and engage using social networks, but it has not changed the fundamental values of content, authenticity, integrity, reputation, engagement and involvement. Social business allows organizations that share these values to overhaul their entire market approach.

(John, 2016) The findings revealed that the unique characteristics of SM (such as interactivity and individualization, integration of communication and distribution Channels, immediacy and information collection) impact traditional marketing communications frameworks. These impacts manifested in 12 modifications specific to services and SM to traditional generic IMC frameworks encompassed by the themes of reach, service channel, word-of-mouth advocacy, consumer generated messages, listening and behavioral measurement.

The rapidly evolving nature of SM means senior services marketers need to educate organizational stakeholders regarding implementation issues, which may be a barrier to effective integration of SM within marketing communications.

With digital marketing communications budgets reaching 30 per cent within some organizations, it is timely to put forward a marketing communication decision-making framework that first incorporates SM and second is suitable for services marketers.

(Krishna, 2018) Inferred the relationship between life insurance sector reforms in India and the growth of life business in post reform period. It shows that the relationship between the insurance sector reforms and development of life insurance sector in India is bi-directional. It is due to huge potentiality of life insurance market.

(Mazhar, 2019) Privatization witnesses a drastic change in the insurance industry, and most private insurance companies are joint ventures with internationally recognized players around the world. Customers are the key to life insurance. Every company strives to attract and support existing customers to maintain their high profit. Proper understanding of customers, their needs and expectations help insurers improve their quality of products and services. Compared to developed countries, the life insurance industry in India is minimized due to low consumer awareness, low availability, delays in customer service and lack of favorable products. Competitiveness in sector of life insurers is to ensure better customer service, awareness-raising, prioritizing innovative products and affordable prices hence everyone can take advantage of insurance and protect their lives from future uncertainties

RESEARCH METHODOLOGY

Research Design:

The study was exploratory in nature with survey method being used to complete the study. The research is divided into two parts. The first part helps us to understand the Impact on consumer of social media Service quality, problems faced and the investor's motive of investment, the second part deals with extracting important findings from this information and analyzing the measures required to correct problems if any.

Sample Design:

Population includes investors in Pune. Most of the sample will be generated by personal contacts as the research requires those samples who are investing in insurance or who had invested in past. List of all the contacts was formed from them all the possible prospects were chosen out who are most favored one. In next step these prospects were approached they were briefed about the questions and their responses were recorded.

Sample size:

Sample size is taken as 150 respondents.

Tool used for data collection:

Self-designed questionnaire was used for the evaluation of Impact of social media marketing on consumers for buying Life Insurance. In this questionnaire the responses of the customers are recorded on the basis of Five-point Likert scale i.e. if the customers are highly satisfied it would be rated as excellent & for highly dissatisfied it is bad.

Types of data collection

PRIMARY DATA:

I have asked 150 respondents to fill up the questionnaires by me. It is a very important part of the project as it is only through the properly filled up questionnaires that I can reach to any conclusion from the data which I got from the questionnaires.

Due to covid-19 pandemic, I cannot perform face to face interview for collecting the relevant data, so I go select online questionnaire method. Create a google form with questions which are relevant to my study, so I can come out feasible outcomes. Which results should helpful for me as well as to my organization too.

DATA ANALYSIS

Reliability test

Statistics

Cronbach's Alpha	N of Items
.715	16

Table no. 2.1

Interpretation.

Reliability is a measure of the stability or consistency of test scores. You can also think of it as the ability for a test or research findings to be repeatable.

Here N indicate that total number of respondents.

Out of that there are 149 are valid which is 98% and 3 were excluded.

In reliability statistics table "N of items" means total number of questions in the questionnaire.

And here we can check Cronbach's Alpha value for reliable research. Here value comes 0.715 which indicate that these is good. Because range of good is from 0.71 to 0.91. So data is reliable for research.

Hypothesis 1.

H0:- There is no significance relation between social media advertisement and traditional advertisement for acquiring information of Edelweiss Tokio insurance policy.

H1:- There is significance relation between social media advertisement and traditional advertisement for acquiring information of Edelweiss Tokio insurance policy.

Statistical test- Regression analysis (Both variables is in Likert scale)
Regression analysis is a statistical method that allows you to examine the relationship between two or more variables of interest

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.644	1	4.644	7.021	.009[a]
	Residual	99.224	150	.661		
	Total	103.868	151			

Table no. 3.1

a. Predictors: (Constant), As compared to traditional advertisement communication social media is more effective

b. Dependent Variable: How much you agree that social media helps in acquiring information about Edelweiss Tokio insurance policies(1=Strongly Disagree, 5=Strongly Agree)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.459	.144		30.879	.000
	As compared to traditional advertisement communication social media is more effective	-.135	.051	-.211	-2.650	.009

Coefficients^a

| Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.459	.144		30.879	.000
	As compared to traditional advertisement communication social media is more effective	-.135	.051	-.211	-2.650	.009

Table no. 3.2

a. Dependent Variable: How much you agree that social media helps in acquiring information about Edelweiss Tokio insurance policies(1=Strongly Disagree, 5=Strongly Agree)

Chart

Histogram
Dependent Variable: How much you agree that social media helps in acquiring information about insurance policies(1=Strongly Disagree, 5=Strongly Agree)

Mean = 5.52E-16
Std. Dev. = 0.997
N = 152
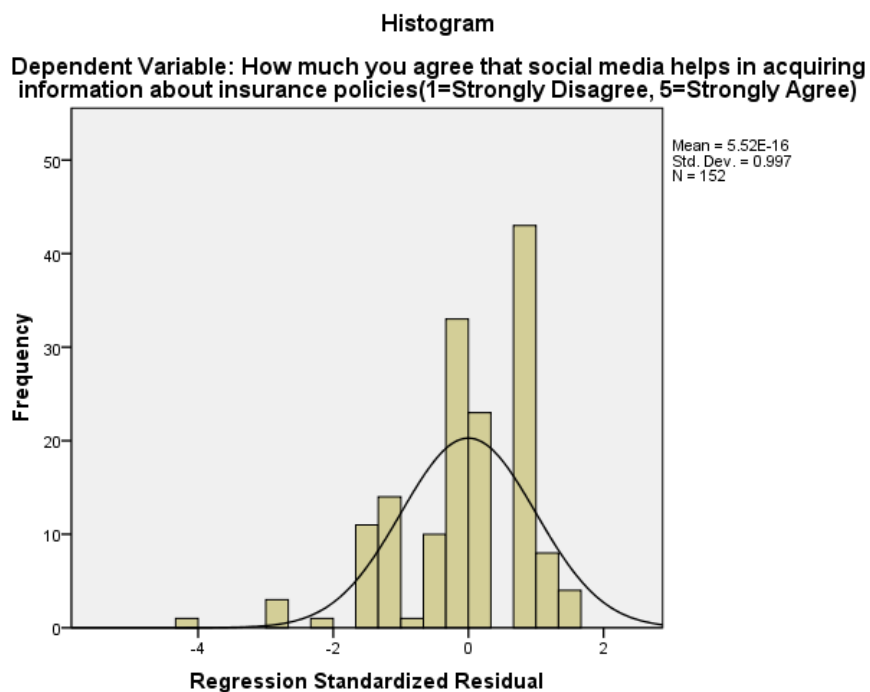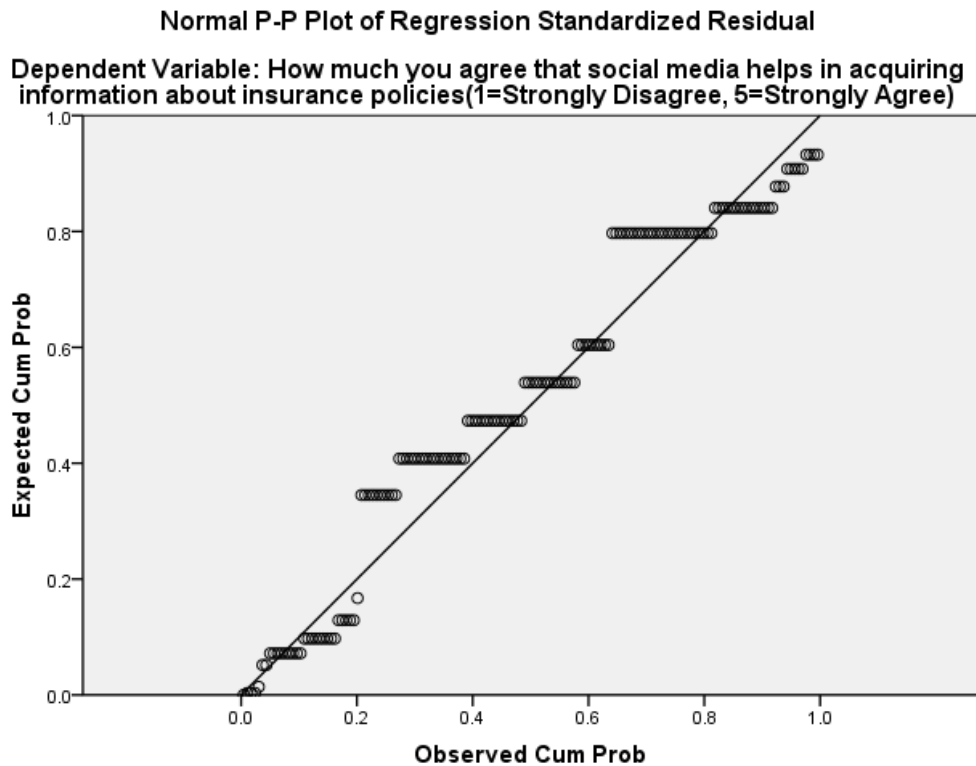
Figure 2.1

Figure 2.2

Interpretations.

Regression analysis is a statistical method that allows you to examine the relationship between two or more variables of interest.

Here we can try to identify the relationship between social media advertisement and traditional advertisement for acquiring information.

From ANOVA table we can see that degree of freedom is 1 and total number of respondents are 150 then we can write F-value.

$$F (1,150) = 7.021$$

And also we can also get the significance value which is 0.009

$$P = 0.009$$

P=0.009<0.05

So we can accept the alternate hypothesis.

From the above table R square value indicate the variance and if we multiply that value with 100 then we get percentage of variance.

Therefore

$$0.038*100=3.8$$

$$R\ Square=3.8\%$$

Hence 3.8% of the variance in, Social media advertisement's for selling and insurance policies.

Also we can draw line equation from coefficient matrix.

Here,

Constant value=4.459

Slope= -0.135

Hence equation of line is,

Y= -0.135x + 4.459

Significance value= 0.009

Hypothesis 2

H0:-There is no significance relation between after Social media advertisements and customer's buying decision of Edelweiss Tokio insurance policies.

H1:- There is a significance relation between after Social media advertisements and customer's buying decision of Edelweiss Tokio insurance policies.

Statistical test- Regression analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.218^a	.048	.041	1.098

Table no. 4.1

a. Predictors: (Constant), Do you change your initial decision about buyingEdelweiss Tokioinsurance policy after social media ads.

b. Dependent Variable: Opinion about social media advertisement, It has provided more effective platforms to new product to draw your attention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.028	1	9.028	7.493	.007^a
	Residual	180.735	150	1.205		
	Total	189.763	151			

Table no. 4.2

a. Predictors: (Constant), Do you change your initial decision about buying Edelweiss Tokio insurance policy after social media ads.

b. Dependent Variable: Opinion about social media advertisement, It has provided more effective platforms to new product to draw your attention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.574	.215		21.315	.000
	Do you change your initial decision about buyingEdelweiss Tokio insurance policy after social media ads.	-.265	.097	-.218	-2.737	.007

Table no. 4.3

a. Dependent Variable: Opinion about social media advertisement, It has provided more effective platforms to new product to draw your attention

Chart

Histogram

Dependent Variable: Opinion about social media advertisement,It has provided more effective platforms to new product to draw your attention

Mean = -1.37E-16
Std. Dev. = 0.997
N = 152
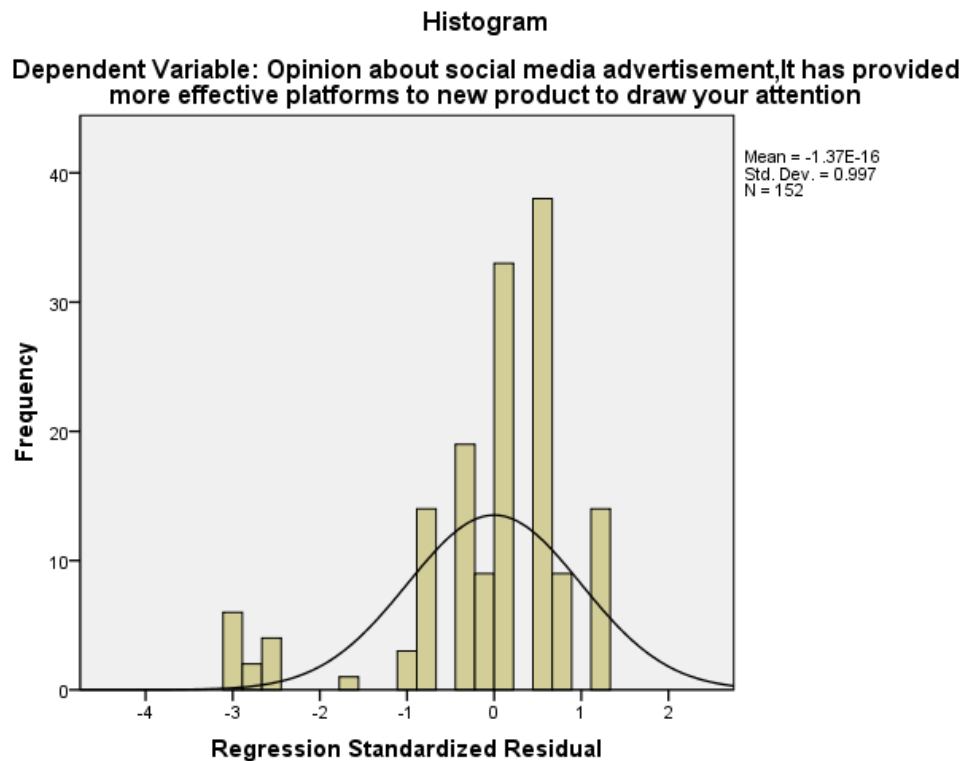
Figure 3.1

Interpretations.

Regression analysis is a statistical method that allows you to examine the relationship between two or more variables of interest.

Here we can try to identify the relationship between social media advertisement and buying decision of an insurance policy.

From ANOVA table we can see that degree of freedom is 1 and total number of respondents are 150 then we can write F-value.

<div align="center">

F (1,150) =7.49

</div>

And also we can also get the significance value which is 0.00

<div align="center">

P=0.007

</div>

P=0.007<0.05

So we can accept the alternate hypothesis.

From the above table R square value indicate the variance and if we multiply that value with 100 then we get percentage of variance.

Therefore

0.041*100=10.5

R Square=4.1%

Hence 4.1% of the variance

Also we can draw line equation from coefficient matrix.

Here, Constant value=4.574

Slope= -0.265

Hence equation of line is,

Y= -0.265x + 4.574

Significance value= 0.007

Hypothesis 3

H0- There is no relation between Social media Advertisement and traditional advertisements for selling Edelweiss Tokio insurance policies.

H1- There is relation between Social media Advertisement and traditional advertisements for selling Edelweiss Tokio insurance policies.

Statistical test- Regression analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.332[a]	.110	.105	.246

Table no. 5.1

a. Predictors: (Constant), What do you feel that social media advertisements of Edelweiss Tokioinsurance policies is better than traditional way?

b. Dependent Variable: Is Social Media is effective for selling an Edelweiss TokioInsurance policies?

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.127	1	1.127	18.627	.000[a]
	Residual	9.077	150	.061		
	Total	10.204	151			

Table no. 5.2

a. Predictors: (Constant), What do you feel that social media advertisements of Edelweiss Tokioinsurance policies is better than traditional way?

b. Dependent Variable: Is Social Media is effective for selling Edelweiss TokioInsurance policies?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.414	.082		17.314	.000
	What do you feel that social media advertisements of Edelweiss Tokio insurance policies is better than traditional way?	-.088	.020	-.332	-4.316	.000

Table no. 5.3

a. Dependent Variable: Is Social Media is effective for selling Edelweiss Tokio Insurance policies?

Charts

Histogram

Dependent Variable: Is Social Media is effective for selling an Insurance policies?

Mean = -2.20E-16
Std. Dev. = 0.997
N = 152
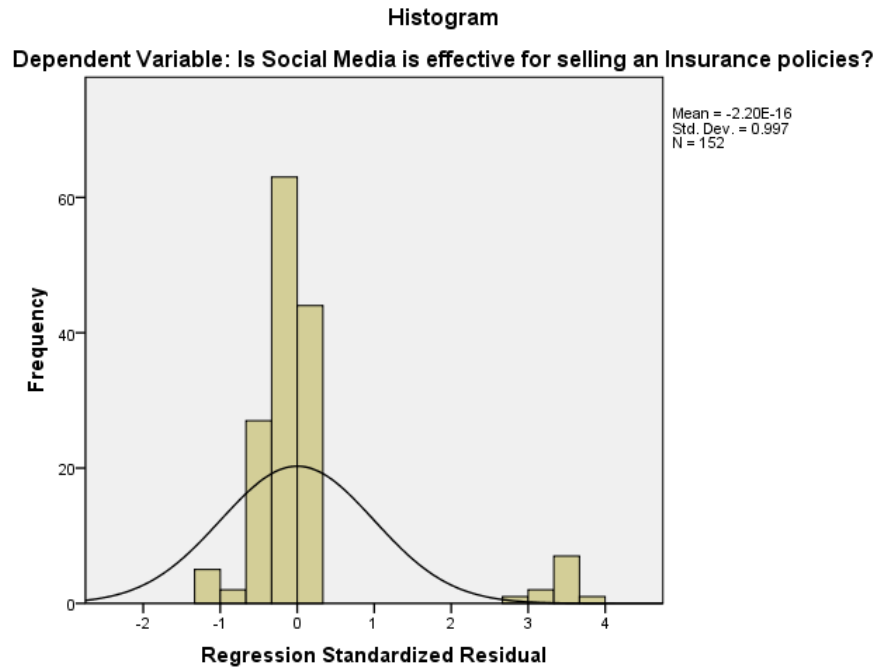
Figure 4.1

Interpretations.

Regression analysis is a statistical method that allows you to examine the relationship between two or more variables of interest.Here we can try to identify the relationship between social media advertisement and traditional advertisement for selling an insurance policy.

From ANOVA table we can see that degree of freedom is 1 and total number of respondents are 150 then we can write F-value.

$$F\ (1,150) = 18.627$$

And also we can also get the significance value which is 0.00

$$P = 0.00$$

P=0.00<0.05

So we can accept the alternate hypothesis.

From the above table R square value indicate the variance and if we multiply that value with 100 then we get percentage of variance. Therefore

0.105*100=10.5

R Square=10.5%

Hence 10.5% of the variance in, Social media advertisement's for selling and insurance policies.

Also we can draw line equation from coefficient matrix.Here,

Constant value=1.414

Slope= -0.88

Hence equation of line is,

Y= -0.88x + 1.414

Significance value= 0.000

FINDINGS

- There were total 152 respondents. Out of that 79 were male candidates and 73 were female candidates. According to percentage, 52% males & 48% females.

- There were 61.8% people who belongs to 18-25 of age group, 35.5% from 26-40 age group, 2.6% were from 41-60 age group.

- In the questionnaire I asked people to usage of social media, there were almost all people used at least one social media platform. In another question I asked about the opinion about the social media advertisements, are they really draw your attention about any product or services in the market. Then according to survey there were 122(61%) people chose agree to strongly agree option, 12 (7.9%) were strongly disagree and one was disagree and 17(11.2%) neutral.

- In another question where asked about effective medium for selling an insurance policies, then out of 152 respondents 141(92.8%) chose the social media platform and 11(7.2%) chose traditional approach like newspapers pamphlets etc.

- In next question I asked that, what they feel about the social media advertisements are better than traditional advertisements. Then there were 44(28.9%) people strongly agree, 64 (42.1%) were agree, 34(22.4%) were neutral, 4(2.6%) were disagree and 6(3.9%) were strongly disagree.(Respondents=152

- In next question I asked about the decision, whether they are going to change their decision after social media advertisements, then there were 63(41.4%) people says yes, 66(43.4%) says maybe and only 23(15.1%) people say no. (Respondents=152)

- Further question were focused on impact of social media advertisements is more than traditional advertisements then out of 152 respondents 135 (88.8%) were agreed that social media advertisements creates more impact and 17(11.2%) respondents were not agreed.

- When I checked overall satisfaction level about social media marketing for insurance policies then out of 152 respondents 57 were highly satisfied 64 were satisfied 26 were neutral 4 were slightly satisfied and 1 were not satisfied.

- There were about 96% of respondents agreed that social media communication meet their expectation and only 4% of respondents were not agreed, they believe on traditional way of communication. (Respondents =152)

SUGGESTIONS

- Create more advertisements campaigns for rural segment audience also.
- Increase more branches, at city level.
- Payment method should improve, like there more other payment modes also be include

LIMITATIONS

- Primary data collection was administered through online form filling method, due to COVID-19 pandemic situation. As a result personal interaction was not possible.

- Respondents for primary data was restricted to the specific area which is Nasik.

- Respondent's size is also limited(152)

- This research is limited only for general insurance policies there will be another area also available like health insurance, life insurance etc.

CONCLUSION

- From the above findings and analysis here we can conclude that, now a day's most of people are using at least one social medial platform. And when social media advertisements are attractive and trustworthy then people really going to show interest to look for that.

- And hence this is great opportunity to Insurance Policy Company to communicate with the customers via social media platform.

- Research also says that social media advertisements of insurance policies create more impact on consumers to buy the policy, because advertisements gives brief idea about company and its product.

- Now a day's most of the people are aware about the social media and know how to handle the social media platforms. As a marketers we should grab that opportunity to penetrate our Edelweiss Tokyo lifeinsurancebrand in the market.

- These channels really impacts on the customers as we see above statistics. Here we can compare social media marketing with traditional marketing which was via newspapers, pamphlets, broacher's or print media, and social media is very cost effective and more useful.

FURTHER RESEARCH DIRECTION

- This research is limited to only Nasik region further research can be for other region or territory.
- In this research, I considered only four factors which are Authenticity, Trust, Company (Policy provider) and security, further research can be on more factors.
- Further research can be on whole insurance sector instead of one insurance company.

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