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College Students' Cognition of Internet Accidental Injury Insurance: A Case Study of Guangdong Province

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ABSTRACT

To explore college students' understanding and satisfaction of internet accidental injury insurance, and to analyse the factors influencing college students' awareness and satisfaction of internet accidental injury insurance. 836 college students in Guangdong Province were selected by stratified random sampling. They were investigated with the self-designed questionnaire "College Students' Cognition of Internet Accidental Injury Insurance (CSCIAII)". 29.67%, 52.18%, 10.13% and 8.02% of the college students didn't know, knew a little, knew relatively well and knew very well about internet accidental injury insurance, respectively. The percentage of college students who were very satisfied with the internet accidental injury insurance, thought the internet accidental injury insurance basically met their own needs, think it was acceptable but needed to be improved, did not agree with and were not satisfied with it at all were 9.55%, 16.82%, 47.73%, 11.82% and 14.09%, respectively. College Students' awareness of insurance is weak, and they do not pay enough attention to accidental injury insurance. The design, publicity and sale strategies of internet insurance products may be important factors affecting college students' understanding and satisfaction with internet accidental injury insurance.

1. Introduction

The rapid development of the Internet has brought convenience to our life, and also provides new impetus for the economic development. In 2014, the State Council issued "Several Opinions on Accelerating the Development of Modern Insurance Service Industry", which supported

the insurance industry to actively use new technologies such as internet, big data and artificial intelligence to promote the innovation and development of the industry^[1]. In July 4, 2015, the State Council issued the "Guidance on the Promotion of the" Internet Plus " Initiative by the State Council^[2], which encourages the integration of all walks of life and the Internet from the government level.

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The introduction of internet has brought about a welcome change to the insurance industry in China, which is shown in: (1) the scale of internet insurance has expanded rapidly, and the relevant enterprises operating internet insurance business have increased from 34 in 2012 to over 20000 in 2020; (2) the premium amount of internet insurance has increased rapidly. By the end of 2020, the premium income of internet insurance business has reached 1889 Billion yuan, compared with the premium income of RMB 11.1 billion in 2012, increased by nearly 17 times; the penetration rate of internet insurance increased from 0.72% in 2012 to 5.18% in 2017. However, compared with developed countries, there is still a big gap between the density and depth of Internet insurance in China, and the insurance efficiency needs to be improved. In the three insurance sectors (accident injury insurance, health insurance and life insurance), the development of accidental injury insurance is obviously backward^[3].

College students are the main force of internet users, and the internet has become the main channel for college students to consume and trade^[4-5]; at the same time, because college students have more sports and physical activities, the possibility of accidental injury is relatively high^[6], which is the potential customer source of internet accidental injury insurance^[7]. Understanding college students' cognition of internet accidental injury insurance can provide reference for the development of internet accidental injury insurance.

2. Research Object and Method

2.1 Research Object

2.1.1 Sample Size Estimation

In order to control the sampling error and determine the necessary sample size in the research of sampling scheme design, the sampling accuracy of the main indicators must be determined in advance. The sampling error is usually represented by the sampling limit error, the sampling standard error and the relative sampling standard error. According to the characteristics of this sampling survey, we first put forward the following assumptions: the sampling limit error is 5%, and the confidence level is 95%. The population of this sampling survey is infinite population (or maximum sample). For infinite population, the determination formula of minimum sample size is as follows:

$$n = \left(\frac{k}{\alpha} \right)^2 P(1-P)$$

Where α is the significant level, n is the sample number of the population, K is the quantile of normal distribution,

and P is usually set to 0.50, because setting 0.50 can get the most reliable sample size. In the field of behavioral science and social science, the significance level is generally set as 0.05 ($\alpha = 0.05$), the confidence level of interval estimation is $1 - \alpha = 0.95$, and the quantile K is 1.96.

According to the above formula, the minimum sample size is calculated as 385. The minimum sample size is determined as 462 due to a 20% of possible follow-up loss rate.

2.1.2 Sampling

A stratified random sampling was used to select 1000 undergraduates from 7 colleges such as Sun Yat sen University, Guangdong Medical University, Dongguan University of Technology, Guangdong Polytechnic Normal University, Zhongkai University of Agriculture and Engineering, Guangdong University of Finance and Economics, as well as Guangzhou Institute of physical education. 836 valid questionnaires were collected, with an effective rate of 83.6%. There were 487 males and 349 females; 193 freshmen, 204 sophomores, 188 juniors, 174 seniors, 77 fifth year students; 435 students from urban areas and 401 students from rural areas; 79 insurance students and 757 non insurance students.

2.2 Tools

The CNKI, Wanfang database, VIP database, Baidu, Pubmed and other search engines were used to search the literature about undergraduates' cognition of internet accidental injury insurance (12 in Chinese and 517 in foreign). Based on that, the basic content of the questionnaire was constructed, with a total of 11 items. Combined with the results of 3 collective discussions with 10 representatives of undergraduates and 5 experts in the field of insurance, 2 items were deleted, and 1 item was added. The final questionnaire for undergraduates' cognition of internet accidental injury insurance consists of 10 items, including "Have you had or do you have accidental injury insurance", "Which of the following channels did you buy accidental injury insurance (multiple choice)", "Have you known, heard of or accessed to the information about internet accidental injury insurance before", "which of the following channels do you know about the Internet accidental injury insurance (multiple choice)", "are you willing to purchase the accidental injury insurance through internet", "have you ever purchased the accidental injury insurance through the Internet", "Which of the following channels have you purchased internet accidental injury insurance (multiple choice)", "What do you think of the price of accidental injury insurance currently provided on the internet?", "How do you evaluate the accidental injury insurance services now provided on the Internet?", "What factors affect your choice of purchasing accidental

injury insurance through the internet (multiple choice) “, etc.

2.2.2 Self Compiled “General Situation Questionnaire of College Students”

It includes 4 items, including gender, grade, place of origin and major.

2.3 Data Processing

SPSS 20.0 was used to analyze the valid data. Descriptive statistics were used to calculate the percentage of each option.

3. Results

3.1 Purchase of Internet Accidental Injury Insurance for College Students

52.73% of the respondents have purchased accidental injury insurance; according to the adoption rate from high to low, the “purchase channels of accidental injury insurance” were through the promotion of insurance salesmen (50.25%), through the internet (48.77%), self purchase at the counter (44.83%), insurance sales of media (advertisements, magazines, newspapers, etc) (28.08%), others (27.59%), respectively.

3.2 College Students’ Understanding of Internet Accidental Injury Insurance

29.67% of the college students did not know the internet accidental injury insurance at all, 52.18% of the students had a little of understanding, 10.13% of the students knew it better, and 8.02% of the students knew it very well.

The understanding channels of internet accidental injury insurance, according to the degree of adoption from high to low, were insurance services (65.05%), electronic platforms such as Alipay or WeChat (64.08%), third party insurance service platform (61.17%), advertisements in magazines, books, newspapers, etc (44.66%), insurance official website (44.17%), and insurance official mobile APP (42.23%), etc.

3.3 Satisfaction with Internet Accidental Injury Insurance

67.73% of the respondents are willing to buy accidental injury insurance through the internet. 9.55% of college students are satisfied with internet accidental injury insurance; 16.82% of college students say that internet accidental injury insurance basically meets their own needs; 47.73% of college students say that they can accept internet accidental injury insurance, but think there is still

room for improvement; 11.82% of college students say that they don’t approve it; 14.09% of college students are very dissatisfied.

3.4 Factors Influencing the Choice of Internet Accidental Injury Insurance

On “what factors affect your choice of internet accidental injury insurance”. 65.91% of the college students think it is convenient (convenient to buy and claim quickly), 64.55% of the college students think it is low price, 60% think that it is the insurance amount can meet the demand, 49.55% of the respondents think it is the service level is good, 42.27 of college students also value other factors.

4. Discussions

52.73% of the college students have ever purchased accidental injury insurance, and 25.72% ($52.73\% \times 48.77\%$) of college students have purchased accidental injury insurance through internet. It is suggested that college students’ awareness of accidental injury insurance is not strong, and their participation in internet accidental injury insurance needs to be improved. To a certain extent, it also reflects the lack of propaganda and education on prevention and remedy of college students’ accidental injury. Sun Wujun^[6] pointed out that lack of self-protection awareness, lack of financial knowledge, biased awareness of insurance function, lack of trust in the insurance industry, and information asymmetry in the insurance market are the main reasons for the lack of insurance demand in China. Previous studies have shown that 45% of the safety accidents in higher education industry at home are caused by students’ weak safety awareness^[7-8]. College students often have a fluke mentality and think that accidents will not happen to themselves, so they do not need to pay attention to and buy accidental injury insurance. As for only 25.72% of the college students buy accidental injury insurance through internet, the reason is not only that college students have unreasonable and over optimistic expectations of accidental injury insurance, but also some stereotypes of internet accidental injury insurance business. Due to the great obstacles in the protection of the legitimate rights and interests of the policyholders, in the eyes of the Chinese people, insurance marketing is “cheating”. Compared with the traditional offline accidental injury insurance business, purchasing accidental injury insurance through the internet has greater technical and financial risks: the imperfect online sales system of internet insurance makes consumers face greater risks. That is greater possibilities of personal information being leaked and online transactions being unfair. The internet insurance service system

is also imperfect. First, although the whole internet insurance sales process is very accurate and convenient, and basically realizes automation and intelligence, most of the claims and dividends are handled by counter transactions^[9]. Second, most of the insured groups (including college students) have low insurance professional skills and their insurance knowledge is extremely limited, so their understanding of the terms of the online insurance format is not in place, their ability of risk identification and judgment is not high, and their consciousness and ability of self-protection are not strong. In addition, the judicial procedure of safeguarding rights is cumbersome, the time limit is too long, and the cost is high, which makes it difficult to realize the claim in time^[10-11]. According to the above situation, governments at all levels, schools and families should strengthen the education of college students' accidental injury, improve the awareness of college students' attention, prevention and remedy of accidental injury; insurance companies should establish a good brand image, improve the credibility of the industry, maximize the fairness of both sides of the transaction, and ensure the healthy development of internet insurance.

81.85% of the college students don't know much about internet accidental injury insurance. Only 44.17% of them know about internet accidental injury insurance through the official insurance website. It suggests that the influence of the official insurance website in college students is not strong enough. Previous studies have pointed out that the internet business model can close the distance between customers and insurance companies, and improve the customers' understanding of insurance business: First, rich online information reduces the information asymmetry between the two sides of the transaction, which enables customers to know the background of insurance products and companies at any time without leaving home. Second, through one-stop self-service system, customers can enjoy a long-term systematic service. Third, customers can not only clarify the difference between the price and guarantee attributes of similar products, but also fully understand the details of the products and the quality of subsequent services through the comments of other customers, and avoid the short-term behavior of the agent sacrificing the interests of the customers in pursuit of short-term commission. Fourth, internet operation eliminates the problems of dealing with insurance intermediary, so it improves the customer's independent choice authority, saves the transaction time and reduces the transaction cost. Therefore, our urgent task is to make full use of the advantages of network management to improve the understanding of internet accidental injury insurance by using the characteristics of college students who are good at internet and will-

ing to absorb network information. The key lies in how to strengthen the construction of the official website of insurance companies, vigorously promote the official mobile APP, expand the social influence of official channels, and let college students better understand the advantages of internet accidental injury insurance compared to traditional accidental injury insurance (such as universality, self selectivity, security, convenience, etc.), so as to attract more college students to purchase insurance through official channels Products.

7.73% of college students are willing to buy accidental injury insurance on the internet, and only 26.37% of college students are quite satisfied with internet accidental injury insurance. It is suggested that college students have a high degree of recognition for the way of purchasing accidental injury insurance on the internet. However, due to the high expectation of internet accidental injury insurance and dissatisfaction with the service level of the current internet accidental injury insurance, in fact, few college students have purchased Internet accidental injury insurance, and most of them are still waiting. This study found that the 4 main factors affecting the satisfaction are as following: the convenience of purchase, the rationality of the price, whether the insurance amount meets the demand, and the level of service, which reflects the personality characteristics of college students' requirements for insurance products and services: due to the higher education level, the younger age structure, and a strong sense of advanced consumption^[12] They require the insurance products and services that they buy to meet their desire for a high quality of life.

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