International Journal of Economics and Business Modeling
ISSN:0976-531X & E-ISSN:0976-5352, Volume 6, Issue 1, 2015, pp.-244-251.
Available online at http://www.bioinfopublication.org/jouarchive.php?opt=&jouid=BPJ0000225

PROMOTING INSURANCE FOR WOMEN THROUGH SOCIAL NETWORKING SITES

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Received: October 13, 2014; Revised: January 15, 2015; Accepted: January 20, 2015

Abstract- Women and men are equally bound to risk and require risk management. India even today is a patriarch society where men's contribution to the society has been more. But with the recent developmental policies of the government and women's education, women of India have started to ascertain their position in the country's development. Women's participation in workforce, their earnings, their contribution to the GDP of the country and decision-making capacity has made them more prominent. However, when it comes to insurance still men who is considered to be the head of the family (essentially need not be a breadwinner) is likely to hold an insurance where as women even when they are the breadwinner, lag in insurance coverage. Usage of internet and social networking among women is on the raise. With companies finding online presence and using social networking for marketing, this study proposes to investigate the influence of social networking sites (SNS) on women's attitude towards Insurance. An online survey was conducted by posting the link of questionnaire in Facebook and other Social networking sites. 263 useful responses were received. The results showed that women who are active on networking sites are having insurance. Their attitude towards insurance is positive. However, relationship between SNS behaviour and insurance was not established. The article discusses on the outcome and provides suggestion on how to promote insurance to women in SNS.

Keywords- Attitude, Insurance, Marketing, Social Networking Sites, Women

Citation: Elangovan N. (2015) Promoting Insurance for Women through Social Networking Sites. International Journal of Economics and Business Modeling, ISSN:0976-531X & E-ISSN:0976-5352, Volume 6, Issue 1, pp.-244-251.

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Introduction

Unless discriminated, men and women are equally born in this world not only in the population ratio, but also on the social rights, roles and responsibilities. However, because of the gender discrimination, there are lesser women than men are and they are denied equal rights in all aspects. Though many social reforms are focusing on the gender equality, women lack the fundamental education and health care. Women's participation in workforce and economic activity are increasing. Globally, women's participation in the labour market has been around 52 % during 2010 [1]. Over the years, women have entered various traditionally male-dominated occupations. In spite of the changes that have occurred in women's participation in the labour market, women continue to bear most of the responsibilities for the home: caring for children and other dependent household members, preparing meals and doing other housework [1].

Because of the hardship at home and work place, women suffer from more stress and poor health. In developing countries, pregnancy and childbirth is life threatening. Women are more vulnerable to diseases. Social, cultural and economic factors neglect the medical care for women. Be it rural or urban area, women face risks equally with men. Insurance is a risk management that protects individual and his/her family against the unforeseeable circumstance. Although the importance of life insurance is unquestionable in modern economies, its penetration in terms of the percentage of insurance premium in gross domestic product in is only around 5%. One of the major factors that is responsible for the low level of insurance penetration is lack of consumer awareness and preference [2]. It is also felt that the problem is due to the ineffective marketing strategies adopted by the insurance companies. Advertising initiatives were limited to the print and electronic media. According to consumer feedback, the problem has been exacerbated due to lack of information on the features of the insurance products [2].

Social media is transforming the way that consumers across the globe make purchase decisions. With social media creating huge opportunity for brands to gain positive favour with consumers, raises the question whether Insurance companies can harness the growing adoption and influence of social media to impact business. With the context of low penetration of insurance for women and their social media habits, this study proposes to investigate the research question, "Will social networking sites influence the attitude towards insurance among women that will lead to their intention to buy Insurance?"

This paper is structured as follows. Next section details the concepts of insurance and marketing them to women. It also looks at the behaviour of online user in SNS. Third section describes the research methodology adopted for this study. In the fourth section, data analysis and results are produced. Further, in the next section the discussion on the findings, the implications to practice are done. In the final section, the paper is concluded with a summary.

Review of Literature

Opportunities and Challenges of Insurance marketing

Life insurance in India is well over 100 years old. However, considering the size of the population, the prominence of insurance is not as widely understood, as it ought to be. India with over a billion people, is fast becoming a global economic power. However, the current penetration of insurance is very low. Majority of the Indian population do not understand the meaning of Life Insurance because of its intangibility [3]. Marketing activities of life insurance companies should focus on informing, bringing awareness, developing belief, to form positive attitude and to reinforce trust in the minds of the consumers by using tools such as advertising, public relations, displays, word of mouth, sales promotion, personal selling etc. [4]. Today customers are more informed with number of options like mobile phone and internet. However, majority of the population in India are still uninsured. The biggest innovations that need to happen will be to render insurance policies more comprehensible to the layperson. The industry is in need of innovation in insurance products that will offer consumers simple and easy-to-understand choices. The major challenges in the insurance segment are, low awareness and willingness among customers. India's Insurance business is a "sales" driven and not a "need" driven industry [5].

Study on the attitude of consumers on health insurance revealed that the attitudes toward the need for and cost of health insurance might affect the extent to which the population is covered [6]. Studies conducted in 1987, 2002, 2009 and 2010 revealed that the attitudes such as "I'm healthy enough that I really don't need health insurance" and "Health insurance is not worth the money it costs" influenced the coverage and utilization behaviour of the individual [6, 7]. The studies found that women had feeling that is more positive on need of health insurance. However, these studies revealed that those who consistently said they were healthy and did not need coverage were at least two-and-one-half times as likely not to have any ambulatory or inpatient visits in subsequent years, relative to those who consistently disagreed with that classification.

A study conducted in Nigeria found that the attitudes, most often negative, are mirrored through low patronage of insurance services. It discussed that social-cultural factor that account for these attitudes and the role played by marketing strategies can change such negative tide. Given that attitude is strongly linked to behaviour, marketers of insurance services are confronted with the challenge of encouraging people to embrace insurance institution and its associated benefits. It recommends that the strategies need to be differentiated on the demographic factors [8]. A randomized controlled trial that examined the effect of insurance education in the rural Philippines found that the low-cost educational treatment in form of a brochure does not improve knowledge of the recipients [9].

Study on attitudes of Indian consumers towards the insurance services recommended that the insurance companies should focus their marketing communications on the young generation of India, because it is evident from the study that young people in India are not embracing insurance services [10]. Insurance for women in India is negligible. Prior to nationalisation that is before 1956, many private insurance companies offered life insurance to women with some extra premium or on restrictive conditions. However, after nationalisation of life insurance, the terms under which life insurance is granted to women have been reviewed from time-to-time. At present, women who work and earn an income are treated at par with men. In other cases, a few restrictive clauses are imposed (http://www.licindia.in/know_lic.htm). National Council of Applied Economic Research (NCAER) conducted a study sponsored by Insurance Regulatory and Development Authority (IRDA) to understand the Insurance Awareness in India. [Table-1] show that among insurance policy holders, women are almost 2 to 5 times lesser than men are. The report argued that life insurance is considered to be a safety valve and protects the family against a mishap that might afflict the earning member of the family and since the proportion of earning males is much higher than that of earning females, a similar difference would exist in the proportion taking insurance. Health insurance however is taken as a precautionary measure. However, even in health insurance the ratio of women insurers are less. In urban area the ratio is half and in rural area it is only one third [2].

Table 1- Proportion of policyholders by gender

Category of Insurance	Rural		Urban	
	Male	Female	Male	Female
Life Insurance - Government	82.37	17.63	77.33	22.67
Life Insurance - Private	81.07	18.93	76.56	23.44
Health Insurance - Government	76.09	23.91	64.44	35.56
Health Insurance - Private	70.59	29.41	65.52	34.48

Source: United Nations [1]

Eligible employees, particularly women, do not join their company schemes of social security. The dominant reason given by women was that the expectation that the security will be provide in retirement by the life partner. However, the concern is that society's model of the dependent wife has been challenged in recent years. A higher divorce rate, a declining marriage rate, increase in the number of one-parent families and changing patterns of labour market participation would suggest female independence rather than dependence in retirement. However, women in the younger cohorts, whose life histories have been affected by societal change, are possibly exercising an increasing independence in retirement provision [11].

Insurance market is a powerful and lucrative industry, but one with a variety of challenge. In traditional industry, the marketing message travels from the company to the targeted business or the company to the targeted consumer. However, in insurance marketing, the path is slightly more complex. An insurance marketer often must craft his message to travel from the company to a business and then to the consumer. This is because many of its marketing materials are sent to a "middle man" such as a financial adviser or banking institution, who then relays the marketing message to the consumer. Therefore, the marketing message must be powerful and understandable to not only the financial professional, but it must be crafted in a way that person will be able to relay it accurately and engagingly to the consumer. While the marketing tactics and outlets used will remain standard, such as social media, press releases, commercials and brochures, the manner in which you go about creating the advertisements, and specifically the copy, is highly specialized and specific [12].

Thousands of insurance service providers are caught in a communications crisis. The marketing messages from the top down, between agents and most importantly, outward to local consumers, are inevitably inconsistent. Information Technology can be used to improve communications by delivering personalized content based upon recipient-defined preferences. It is possible to deliver message appropriately through email, micro sites or landing pages, direct mail, printed or digital sales kits, interactive presentations and more [13].

Social Media and Marketing Opportunities

Currently there are around 2.4 billion Internet users in the world. 41.6% of Internet users were also Facebook users. The growth of Social media is exponential [14]. At the end of 2012, it was found that there are 1.2 billion Facebook users worldwide which makes 11% of the people on earth; that is the equivalent of 135% of the population of Europe. Almost 62% of adults worldwide now use social media and social networking is most popular online activity, with 22% of time online spent on channels like Facebook etc. With an average of 15.5 hours in a month spent by a person in facebook amounts to 700 billion minutes totally spent on Facebook every month [15]. The use of social networking is on the rise because of the mobile devices offering facility to connect to Internet. The study found that 250 million people access Facebook with mobile phones and around 2.5 million websites have integrated with Facebook [15].

The main function of a social network service is to establish an online community for a group of people who share similar interests and activities, and provides various interactive as connection and contact functions [16]. Becasue many people spend most of their online time on social networking, businesses are looking for ways and means of using social networking applications for finding new opportunities and to connect with customers. Companies join the SNS to make the people interact with the company that help the company get the feedback and needs of the consumer. Businesses are inclined to use social media because it is inexpensive, easy to use, does not take time to setup, current and potential customers are there. The social media presence of the business helps it to connect to its customers, create visibility, self promotion, getting information out fast, staying ahead and beating competition (http://www.intuit.com/websites/small-business-social-media-infographic/).

Among various business uses, SNS find most application in marketing activities. Social networking sites have become a new channel for marketing. Reference [17] noted that the advances of the Internet offers a fertile ground for electronic word-of-mouth (eWOM) communication and is undoubtedly a powerful marketing force. Peer recommendations in SNS have become more influential in consumer decision making than the advertisements. Therefore, more than 60% of companies are willing to invest their marketing resources in social media in the future [16].

More and more marketers incorporate social media as an integral part of the promotional mix. Social media have become a new hybrid component of integrated marketing communications (IMC). Business organization creates product pages and users can then be invited to join those product pages in order to “follow” the products [18]. The product awareness is achieved when a site member receives a communication regarding the existence of the product. That communication may come from: 1) someone within the user’s Friend Network; 2) someone outside the user’s Friend Network; or 3) in the form of an advertisement [19].

Apart from marketing communication and feedback, SNS are also evolving into ecommerce sites. Reference [20] discussed that on one side there is a new social networking site arriving every day and on other side, many people are purchasing online. This shopping application enables users to search for products they want to buy, and then share their opinions of those products with other Facebook members [21].

Browsing, searching, and buying a product on E-commerce websites is often a time consuming and frustrating task for consumers and they leave the site without finding their requirement [22]. Recent e-commerce websites are introducing recommender system to help potential customers in decision-making process. User will be able to get personalise recommendations based on purchase history, past ratings’ profile, or interests.

Women and Use of Social Networking

The ratio between male and female users in 19 different SNS, including Facebook, MySpace and Twitter were tracked that also included some of the most popular social news sites; Digg, Reddit and Slashdot. The results show that 84% (16 out of 19) of the sites have more female than male users. The average ratio of all 19 sites was 47% male, 53% female [14].

Sophia Mind - a market research and intelligence company analyzed the profile of 6,000 Brazilian women to identify how the Internet influences women’s purchase decisions. The growing proximity between women and the Internet directly influences the way they decide their purchases. The Internet plays a crucial role in women’s interaction with their friends and family members, in the search for information and news, and when reading interesting content, etc. Survey revealed that 67% of female users search for product or services related information online before purchasing or contracting them. The influence of online advertising is the same as television advertising for women who use the Internet. The survey showed that 60% of women comment on their buying experiences on social networks, whether the same are positive or negative. The study also revealed that e-commerce is an increasingly common practice among female users. The most commonly purchased products are books and magazines (20%), electronic devices and IT (18%), and CDs and DVDs (11%).

According to the latest report released by IMRB and the Internet and Mobile Association of India (IAMAI), Internet users in India shoot to 150 million people in December 2012. The active users during the same period reached 111 million. As on June 2012, 99 million urban Indians claimed to use Internet and 80 million actively use internet. During the same time, 38 million rural users claim to use internet while 31 million are active users.

In India, there are 41 percent online users in the population. Among the total online users, 40 percent are women. The top five popular categories accessed online are social networking, portals, search, entertainment and news sites [23]. According to the report, the number of claimed Internet users in rural India was expected to reach 45 million by December 2012.

Challenges of using SNS

Though SNS are pervasive and are embedded with advertisements and ecommerce facility, there is always a question of how effective it will be. Advertisement avoidance is one problem that will be faced in any media like switching the channel or leaving the place [24]. Researches on advertisement effectiveness in Internet and SNS have mixed findings. Issues of credibility, privacy, trust, advertising avoidance, gender differences and interactivity have been the highlights of previous research on online advertising [25].

There is a common myth that Internet users are advertisement avoiders and the effectiveness of advertisement on websites and SNS will not see its click [26]. Whereas Internet users make tradeoffs among attributes associated with Internet advertising policy. It indicates that a consumer's evaluation of the attributes comprising the social contract determines whether they will participate in a relationship with an organization. Consumers have a passive attitude towards Internet advertisement unless they are not to compromise on specific attributes of the social contract, message, placement and information collection. In addition, studies also indicate that the social identity and group norms affect the community users' group intentions to accept advertising in online social networking communities. These intentions influence the community members' perceptions and value judgments of such advertising [27].

The unique characteristics of SNS are tie strength, and endorser expertises are meaningful and important factors in product endorsements. Strong tie endorsers were more influential on consumer purchase intention for hedonic products. However, for utilitarian products high-expertise endorsers were more effective in influencing purchase intention [28].

On contrary it is agrued that the SNS are predominently for user generated content. In general the users of online social networks do not dislike advertisements, but they simply do not notice them [29]. Advertisers will have to compete with the user generated content and make advertsiements more attractive and appealing. In some cases advertisment effectiveness is found because of the other content found in online social networks mitigates the attractiveness of the advertisements. Similar user perception on advertisement in SNS was noted in studies e.g. [24]. Their study found that respondents, mainly teenagers claiming that online SNS are private social spaces for friends where advertising is not welcomed. Users would rather access the official website than a company's online social networking profile, as they feel the information is more credible. Respondents believe that organisations are “trying too hard” to enter consumers' private social worlds. Advertisers lose credibility when they try to sound like an individual who wants to be the user's friend when it is obvious to the user that it is in fact a computer-generated message not aimed directly at them.

SNS are double-edged sword for consumers. Businesses should maintain a safe environment and facilitate desired feelings such as fun, pleasure, and adventure [30]. Consumer acceptance and attitudes towards receiving communications from brands via social media could be improved considerably with permission-based communications or subscription-only content [31]. Consumers feel that relevant, interactive, non-intrusive, and permission-based advertising could be acceptable and effective in engaging their interest.

Methodology

The study is a descriptive research that tries to explain the women's attitude towards SNS and insurance and to understand their intention to recommend or buy insurance based on the recommendations of their friends in SNS. The study also investigates the attitude of women on using SNS as marketing channel for insurance. The population for the study is women who have the online presence. The sample respondents were identified from email databases, references and friends connected in the SNS. Additional responses were collected by posting the survey link in various women forums similar to Facebook page of Indian women forum, Indus ladies etc.

Since the study deals with the online activity of women, predominantly data was collected through online method using web survey facility available in Google Docs. Survey was also conducted by off line mode using printed questionnaire to get responses from those who do not have an instant access to internet. [Table-2] list the details of the constructs measured. The survey was open for 15 days and totally 296 responses were received. However, only 263 data were usable because of missing data. All the data collected in the Google spreadsheets were exported to a statistical package and coded in a suitable way for further analysis. First, relevant data are described by its distribution, central tendency and standard deviations. The reliability of the multi-item constructs was tested by Cronbach Alpha. Further, inferential statistics like, ANOVA, Chi-Square, Correlation, and regression analysis are carried out. The results are presented in the next section. Statistical analysis will explore the impact of social networking on insurance for women.

Table 2- Scale characteristics of the measurement Instrument

Constructs	No. of Items	Scale
Usage of SNS	3	Multiple options
Behaviour in SNS	12	5 Point – Mostly to Not at all
Attitude towards SNS	13	5 Point Agreeableness Likert
Status of Insurance	7	Open ended and Multiple options
Attitude towards Insurance	11	5 Point Agreeableness Likert
Online buying behaviour	7	5 Point Willingness Likert
Recommendation intention	4	5 Point - Never to Very Often
Opinion on SNS Marketing	3	5 Point Agreeableness Likert
Demography	5	Multiple options

Results and Discussion

[Table-3] shows the demography of the respondents. Majority of the responses (34.7%) were received from the age group of 35-44 years. The respondents were mainly above post graduation (66.3%) and post graduation (27.7%). Many of the respondents (37.6%) were in the monthly income of range Rs 25001 to Rs. 50000. Majority of the respondents were working (85.1 %). On the marital status, 78.2 percent of the respondents were married and the rest were unmarried.

[Table-4] shows the descriptive statistics of SNS usage. Though the social networking users may have membership in multiple sites, the survey asked for their primary site in which they were most active. 72.3 percent of them responded that Facebook was their primary SNS. LinkedIn was around 12 percent and Google Plus was 8 percent. Surprisingly, none of them mentioned twitter. To capture the options apart from the listed ones, an open-ended question was asked. However, no response was received on that item. On frequency of visiting the site, 41.6 percent of them reported that they visit the SNS almost every day. 12 percent of them visited every other day, 18 percent of them a couple of times a week and 9 percent of them only once in a week. There were at least 15.8 percent of the respondents, who visited the SNS less often. On the time spent in the SNS, 77.2 percent reported that they spend less than one hour a day, only a meagre 2 percent reported that they spend more than four hours a day. 17 percent of the respondents spent 1 to 3 hours a day. The results show that Facebook is the most used SNS and being used frequently.

[Table-5] describes the status of insurance cover of the respondents. The results show that almost 82 percent of the respondents have life insurance coverage, and 57 percent of the respondents have health insurance coverage. On the question if they have made any insurance claim, only 18 percent replied that they have.

58 percentage of the respondents reported that their insurance is paid by themselves. 20 percent of them reported that insurance was paid by their husband. Findings of the study are consistent with e.g.

[32] who reported, “Facebook is the most engaging site with the highest time spent by users as well as the highest incidence of users who return to the site on the same day.”

Table 3- Demographic characteristics of respondents

	N	%
	Age	
18-24 Years	19	7.22
25-34 Years	62	23.57
35-44 Years	91	34.6
45-54 Years	68	25.86
55-65 Years	23	8.75
Total	263	100
	Monthly Income in INR	
None	25	9.51
Less than 10000	19	7.22
10001 to 25000	50	19.01
25001 to 50000	93	35.36
Above 50000	76	28.9
Total	263	100
	Education	
Graduate	27	10.27
Post Graduate	72	27.38
Above Post Graduate	164	62.36
Total	263	100
	Occupation	
Student	15	5.7
Working	219	83.27
Business	3	2
Home maker	7	5.9
Total	263	100
	Marital Status	
Married	206	78.33
Unmarried	22	21.8
Total	263	100

Table 4- Descriptive statistics of SNS usage

Variable	Options	N	%
Member of Social Networking site (SNS)	None	6	2.28
	Facebook	196	74.52
	LinkedIn	41	15.59
	Google Plus	20	7.6
	Total	263	100
Frequency of visiting a social networking site	Less Often	41	15.59
	Once a week	34	12.93
	A couple of times a week	47	17.87
	Every Other day	32	12.17
	Every day	109	41.44
	Total	263	100
How much time do you generally spend using online social networks?	Less than an hour a day	203	77.19
	1-3 hours per day	49	18.63
	More than 4 hours per day	11	4.18
	Total	263	100

To explore the factors of attitude on SNS, a principal component factor analysis was done. 13 items that were used for measuring the attitude towards SNS was extracted and rotated by varimax method. The results are shown in the [Table-6]. Similarly, to explore the factors of attitude on insurance, 11 items of measures were put into principal component factor analysis. The factors were extracted and varimax rotation was done. The factor analysis resulted in three components explaining a variation of 71.83 percent on the attitude [Table-7]. The sample adequacy is explained by KMO which is found to be 0.837. The Bartlett's Test of Sphericity was also found to be significant meaning that adequate numbers of factors were created. The first component had four items that explained the risk cover features of Insurance. Therefore, this component was labelled as ‘Attitude on Insurance- Risk’. The second component was loaded with four components. Examining the components revealed that these four components described Insurance as an investment option. Therefore, this component is labelled as ‘Attitude on Insurance- Investment’. The final component was loaded with three items on the importance of insurance. Therefore, this component is labelled as ‘attitude on Insurance – Importance’. This can be inferred as that the attitude on insurance is formed on the attributes such as risk coverage, investment option and its importance.

Table 5- Descriptive statistics of Insurance coverage

Variable	Options	N	%
Life Insurance cover	No	57	21.67
	Yes	206	78.33
	Total	263	100
Health insurance cover	No	111	42.21
	Yes	152	57.79
	Total	263	100
Insurance claimed	No	160	60.84
	Yes	46	17.49
	NA	57	21.67
	Total	263	100
Insurance is paid by	Husband	52	19.77
	Father	11	4.18
	Employer	3	1.14
	Self	140	53.23
	NA	57	21.67
	Total	263	100

Table 6- Factor Analysis for Attitude on Social Networking Sites

KMO Measure of Sampling Adequacy.		0.790	
Bartlett's Test of Sphericity			
Approx. Chi-Square = 610.832, Df =78, Sig. = 0.000			
Rotated Component Matrix			
	Component		
	1	2	3
Hampers my daily activity	0.904		
Affect my current relationship status	0.862		
Going a day without Facebook, causes stress and anxiety	0.845		
Tend to ignore work and use Facebook in office hours	0.811		
Obsessed in visiting profile on unknown people	0.798		
Losing sleep over using Facebook	0.768		
My page simply express me		0.906	
My page express individuality		0.881	
Gives me the power to say what I can't say in person		0.777	
Using SNS is a daily routine in life		0.594	
Enjoy leisure time using SNS		0.591	
Help keep friends in contact			0.811
Get networked with new friends			0.682
Total	4.272	3.155	1.508
% of Variance	32.863	24.267	11.597
Cumulative %	32.863	57.129	68.726
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
Rotation converged in 5 iterations.			

Table 7- Factor Analysis for Attitude on Insurance

KMO Measure of Sampling Adequacy.		**0.837**	
Bartlett's Test of Sphericity			
Approx. Chi-Square = 358.458, Df =55, Sig. = 0.000			
Rotated Component Matrix			
	Component		
	1	2	3
Prevent financial hardship in case of sudden death	0.888		
Insurance covers risks	0.57		
Provide same standard of living for dependents	0.516		
Receiving lump sum money in case of critical illness	0.439		
Provides high return for investment		0.858	
Helps saving regularly for the future		0.854	
Seen as tax free saving		0.801	
Is a reliable investment		0.669	
Insurance is important for women			0.901
Insurance is very important			0.845
Insurance is easy to understand			0.818
Total	3.565	2.259	2.077
% of Variance	32.412	20.535	18.886
Cumulative %	32.412	52.947	71.833
Extraction Method: Principal Component Analysis			
Rotation Method: Varimax with Kaiser Normalization			
Rotation converged in 5 iterations			

[Table-8] shows the mean value, standard deviation and the cronbach alpha of the constructs. The cronbach alpha values of all the constructs are above 0.7. Therefore, all the multi-item constructs are found to be reliable. The standard deviations of all the constructs except Attitude on SNS problems were lower than one indicating a consistent opinion among the respondents.

The mean score of SNS behavior on a scale of 1 to 5 was found to be 2.28. This indicates that many of the activities on SNS are rarely done by women. Greeting friends on birthday and other occasions is the most done activity; this is followed by reading the postings. All other activities are below the mid value. Chatting with unknown friends and playing games are least done activities. [Table-8] shows that the attitude on SNS benefits is moderate. The mean value is 3.016 on a scale of 1 to 5 where the mid value is 3. Attitude on the SNS problems (2.069) are less than the mid value three meaning that the users disagree that using SNS creates problems. However, the standard deviation is found to be 1.121, meaning that the responses were little dispersed away from mean. The attitude that SNS helps in networking with friends is high (3.436). Users feel that SNS provides enjoyment in the leisure time and helps to keep friends in contact. However, user do not agree that they are obsessed, lose sleep or their activity hampered by using SNS.

Table 8- Mean, SD, Alpha of constructs

N=263	No. of Items	Mean	Std. Dev.	Cronbach's Alpha
SNS Behaviour	12	2.28	0.78287	0.861
Attitude - SNS -Benefits	5	3.016	0.90529	0.846
Attitude - SNS -Problems	6	2.069	1.12104	0.912
Attitude - SNS -Network	2	3.436	0.88535	r =.549**
Attitude Insurance - Risk	4	3.775	0.8075	0.841
Attitude Insurance-Investment	4	3.553	0.8522	0.792
Attitude Insurance-Importance	3	4.082	0.90562	0.739
Online Buying Behaviour	7	2.961	0.84273	0.846
Intention to Recommend	4	2.153	0.86161	0.786
Opinion on SNS Marketing	3	3.165	0.996	0.9

[Table-8] reveals that on the attitude towards insurance, respondents feel that insurance is very important (4.082), covers life risks (3.775) and is an investment option (3.553). On a scale of 1 to 5 and mid value equal to three, the results show that the attitude towards insurance is positive.

The online buying behaviour measured on a scale of 1 to 5 had a mean value of 2.961. This shows that the respondents have a lower online buying behaviour [Table-8]. However, the scrutiny of individual items reveals that the respondents neutral in read information or advertisement on insurance, and slightly positive on seeking more information on insurance and other products/services. When it comes to buying products seen on SNS or recommended by friends on SNS, respondents largely disagree to it. In [Table-8], the mean score of intention to recommended (2.153) was also found to be less than three (which is the mid value on a scale of 1 to 5). The individual items of the measure also reveal that the intention to recommend or even share the experience of products/ services is very low. On the respondent's opinion on companies using SNS for marketing, there is a slight agreement. This positive opinion is found to be in companies considering SNS as future of marketing. However, for insurance companies the opinion was found to be neutral.

To investigate the influence of attitude on SNS and attitude on insurance on the e-commerce activities for insurance, a regression analysis was done. [Table-9] shows the results of various regression models tested. The test reveals that the attitude on Insurance does not influence any of the e-commerce activities such as online buying, intention to recommend or accept SNS marketing. Similarly, the attitude on SNS was found to have no influence on online buying behaviour. All these regression models were found insignificant.

Table 9- Results of Regressions Analysis

	Model Summary			Result
	R Sq	F	Sig.	
Attitude - SNS à Online Buying Behaviour	0.086	1.537	0.217	Insignificant
Attitude-SNS àIntention to Recommend	0.227	4.689	0.006	Benefits (B = .355, t = 2.515, P = .015)
Attitude - SNS àOpinion on SNS Marketing	0.265	5.781	0.002	Network (B = .452, t = 2.970, P = .005)
Attitude Insurance àOpinion on SNS Marketing	0.023	0.414	0.743	Insignificant
Attitude Insurance àIntention to Recommend	0.026	0.462	0.71	Insignificant
Attitude Insurance àOnline Buying Behaviour	0.096	1.806	0.158	Insignificant

However, Attitude on SNS Benefits was found to influence intention to recommend (B =0.355, t = 2.515, P =0.015) and the regression model was found to be significant. Similarly, the attitude on SNS-Network was founds to influence the opinion on SNS marketing (B =0.452, t = 2.970, P =0.005), and the model was found to be significant. To understand the difference in the attitude among the various groups of demographic characteristics, ANOVA test was done. Most of the dimensions did not have any difference across various demographic groups and they are not reported in this article. [Table -10] shows only the factors that have a significant difference among the various demographic groups. There is a significant difference on SNS behaviour, attitude on insurance such as importance, investment and risk among the respondents of varying educational background. Similarly, the SNS behaviour was found to be different among demographic factors such as occupation, income and age. Attitude on Insurance as investment was found to different between married and unmarried women.

Table 10- Results of ANOVA test

Grouping Factor	Dimensions	F	Sig
Education	SNS Behaviour	3.762	0.028
	Attitude Insurance - Importance	2.934	0.061
	Attitude Insurance - Investment	6.936	0.002
	Attitude Insurance - Risk	8.868	0
Occupation	SNS Behaviour	4.385	0.007
Income	SNS Behaviour	2.769	0.033
Age	SNS Behaviour	4.916	0.001
Marital Status	Attitude Insurance-Investment	4.924	0.029

Implications

Though the study has found that most women of the target group who were active on SNS had insurance coverage, this may be due to the characteristics of the respondents like post graduate education, working and having income above the tax limits. This is supported by the findings e.g. [33] that different education profiles make a significant impact on social networking and more users of SNS are graduates. However, the general attitude towards insurance was only moderate. Though Insurance for women is highly appreciated, activities such as using SNS recommendations, or sharing their experience or opinion on insurance, or looking for more information are not carried out by women. This study did not find any relationship between or SNS attitude/Insurance attitude and Online buying behaviour/ intention to recommend. There is no effective eWOM activity. In addition suggestion on using SNS are marketing tool is not supported very much. Although word-of mouth communication occurs between SNS users, marketers should build a well-planned campaign to stimulate word-of-mouth communication among users [34]. Marketers may consider using certain words, phrases, and/or pictures acting alone or in combination in their campaigns. Therefore, Insurance marketers need to simulate or initiate the activities in SNS such that women start participating and actively discuss on it.

There were 87.23 percentages of the total respondents being working women and 64.26 percentages having taxable income. However, only 53.23 percent said that their insurance was paid by self. The information search, discussion and buying decision of these respondents might have been done by their family members. Nearly 21.67 percent had no insurance and 19.77 percent had their insurance paid by their husband. Therefore, nearly half of the respondents may not have involved in their insurance decisions. This may be the reason for women not have a general attitude on insurance, expect for its importance. This study did not measure the awareness of policy benefits, claim procedures or finding suitable insurance. Similar to other studies e.g. [8], the results of this study also recommend that rather selling of insurance, the efficacy of marketing-orientation in SNS would be in focusing on developing a right attitude.

The SNS activity reported by the respondents of the study is just connecting with friends, reading the postings, and greeting during birthday and other occasions. Women did not report playing games or instances of buying online. Indian women still stick to the traditional forms of shopping [33]. Shopping does not figure amongst the top 7 categories which is a clear indicator of their preferences. It clearly reflects, the kind of content women are consuming and speaks of their lifestyle and awareness levels. There is a need to exactly understand the online buying behaviour of women. There are researches particularly in marketing streams on family decision-making and who dominates the purchase decisions on various product categories. These kinds of studies are welcomed in Indian context because of the family structure and the bond. Therefore, there is further need to understand the online buying behaviour of women because of their dependence on family members even if they are earning member and their Internet usage. Considering the moderate attitude towards insurance and the level of coverage of insurance, promoting insurance particularly to women on SNS should be carefully done.

Conclusion

The limitation of this study is that it is a web based survey. The questionnaire was created as a webpage and the link was shared in Facebook and also distributed by email. The target respondents were only women who are members in SNS. Therefore, the inferences can to be generalized to the women population as a whole. Findings of the study are limited to the women who are active in SNS. The main drawback is the poor response rate. Many respondents did not have the exact figures of their insurance because it was paid by their husband or parents. They did not also have the details of the insurance of their husband or parents. This study was primarily designed to examine about only insurance products. Since the associations between usage behavior in SNS and Insurance were not established, this study can be extended to the basics of understanding the general e-commerce behavior of Indian women or on specific products or services that are targeted towards essential needs. This will help us to compare the e-commerce behavior on various products to that of insurance products. Also from the marketing perspective, further study need to focus on finding in what exact way can SNS be used, such as advertisements, campaigns, discussion forums, contests, link to insurance website for advise, information, online purchase, claims and status enquiry.

The study focused mainly on women using SNS. Therefore respondents of the study were mainly working women and were post graduates or above. The study showed that almost 83 percent of the women in SNS had insurance cover and has a positive attitude towards insurance. Therefore, using SNS for creating awareness on insurance among women can be an old thought. With the level of awareness and insurance cover, the possibility of up selling and cross selling can be explored.

Conflicts of Interest: None declared.

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