



**The Influence of Marketing Strategies on Purchase Intention
Among Customers of Large Insurance Companies in India**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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ABSTRACT

The insurance industry has become increasingly competitive, requiring companies to adopt effective marketing strategies to attract and retain customers. Understanding the factors that influence consumer purchase intention is essential for insurance companies seeking to maintain competitiveness and improve customer engagement. This study examined the influence of several marketing-related variables on purchase intention among customers of large insurance companies in India.

The independent variables examined in this study included advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability. Purchase intention was considered the dependent variable. The study aimed to determine how these marketing strategy factors influence consumers' willingness to purchase insurance products.

Data for this research were collected using a structured questionnaire distributed to customers of large insurance companies in India. The collected data were analyzed using SPSS statistical techniques, including descriptive statistics, reliability analysis, validity analysis, correlation analysis, and multiple regression analysis.

The findings of the study provide insights into the key marketing factors that significantly influence purchase intention among insurance consumers. The results may help insurance companies develop more effective marketing strategies, strengthen customer relationships, and improve their competitive advantage in the insurance industry.

This research contributes to the existing literature on marketing strategies and consumer behavior by examining the relationship between marketing factors and purchase intention within the context of the insurance sector.

Keywords: Marketing strategies, purchase intention, insurance industry, consumer behavior



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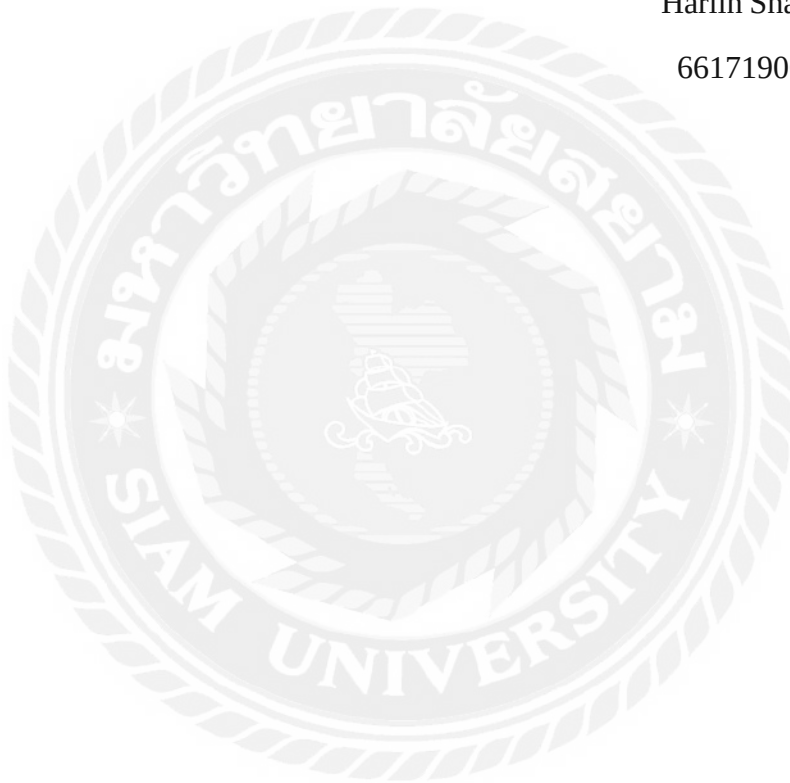
Harlin Shankar Rathod

DECLARATION

I, Harlin Shankar Rathod, hereby declare that this Independent Study entitled “The Influence of Marketing Strategies on Purchase Intention Among Customers of Large Insurance Companies in India” is an original work and has never been submitted to any academic institution for a degree.

Harlin Shankar Rathod

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CONTENTS

ABSTRACT.....	I
ACKNOWLEDGMENT.....	III
DECLARATION	IV
CONTENTS.....	V
LIST OF TABLES.....	VIII
LIST OF FIGURES	IX
Chapter 1 Introduction	1
1.1 Background of the Study	1
1.2 Questions of the Study.....	2
1.3 Objectives of the Study.....	3
1.4 Scope of the Study	3
1.5 Significance of the Study.....	4
1.6 Definition of Key Terms.....	5
Chapter 2 Literature Review	9
2.1 Purchase Intention	9
2.2 Advertisement.....	10
2.3 Word of Mouth	10
2.4 Consumer Trust	11
2.5 Perceived Usefulness	11
2.6 Perceived Quality	12
2.7 Promotion	12
2.8 Perceived Sustainability	13
2.9 Conceptual Framework.....	13
2.10 Hypothesis	14
Chapter 3 Research Methodology	16

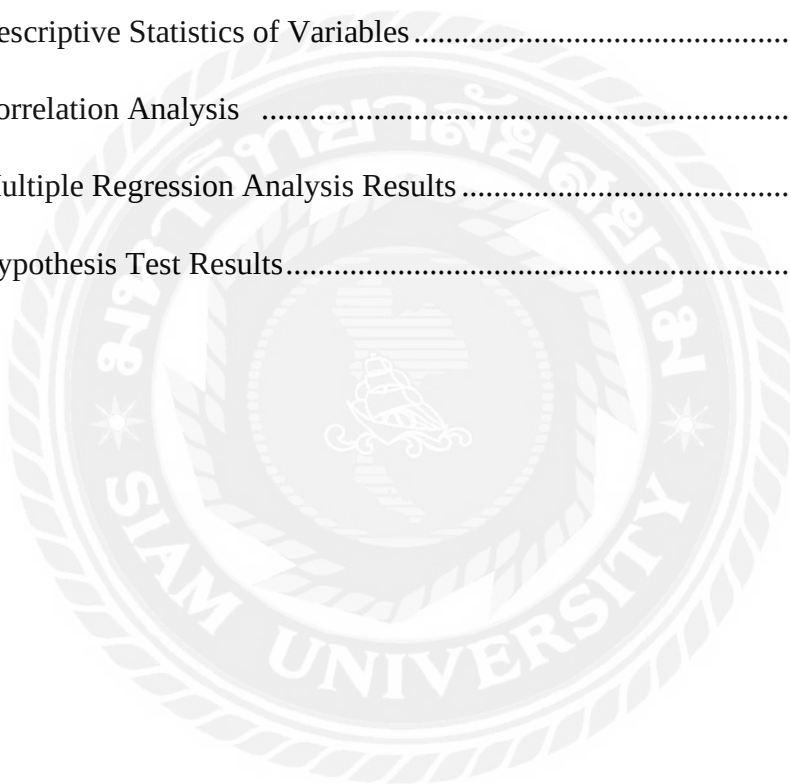
3.1 Research Design	15
3.2 Population and Sample	17
3.3 Hypothesis Development.....	18
3.4 Research Instrument	20
3.5 Reliability and Validity Analysis of the Scale.....	23
3.5.1 Reliability Analysis.....	24
3.5.2 Validity Analysis	25
3.6 Data Collection	25
3.7 Data Analysis.....	26
Chapter 4 Findings and Discussion.....	27
4.1 Demographic Characteristics of Respondents	28
4.2 Descriptive Statistics of Variables.....	28
4.3 Correlation Analysis	29
4.4 Multiple Regression Analysis.....	31
4.5 Hypothesis Test Results.....	32
4.6 Findings	33
4.7 Discussion.....	35
4.7.1 Interpretation of Results	36
4.7.2 Implications for the Insurance Sector	37
4.7.3 Theoretical Implications	38
4.7.4 Challenges and Limitations	40
Chapter 5 Conclusion and Recommendations	42
5.1 Conclusion	42
5.2 Future Outlook.....	44
5.3 Theoretical Contributions	45
5.4 Practical Implications	46
5.5 Policy Recommendations	46
5.6 Recommendations	47

5.7 Suggestions for Further Study	48
References.....	49



LIST OF TABLES

Table 3.1 Demographic Composition of Target Sample	17
Table 3.2 Questionnaire Design.....	22
Table 3.3 Reliability Analysis Results.....	24
Table 3.4 Convergent Validity Analysis Results.....	25
Table 4.1 Demographic Characteristics of Respondents	28
Table 4.2 Descriptive Statistics of Variables	29
Table 4.3 Correlation Analysis	30
Table 4.4 Multiple Regression Analysis Results	31
Table 4.5 Hypothesis Test Results.....	33



LIST OF FIGURES

Figure 2.1 Conceptual Framework	14
Figure 4.1 Relative Contribution of Predictors to Purchase Intentions	39



Chapter 1 Introduction

1.1 Background of the Study

In the present scenario of intense competition in the business markets of India, large insurance companies are continuously seeking innovative strategies to attract customers and improve their market position. With the rapid development of the financial sector and increasing awareness of insurance products, companies must implement effective marketing strategies to influence consumer behavior and encourage purchase intention. Traditionally, insurance companies have relied on various marketing approaches such as advertisement, sales promotion, and direct marketing to reach potential customers. However, with the growing competition in the insurance industry and the increasing expectations of consumers, companies must develop more effective marketing strategies to communicate the value of their services and influence consumer purchase decisions.

Consumer purchase intention refers to the likelihood that a consumer will buy a particular product or service. In the insurance industry, purchase intention is influenced by several marketing-related factors that shape consumers' perceptions and attitudes toward insurance services. Factors such as advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability can significantly influence consumers' willingness to purchase insurance products.

Advertisement plays an important role in creating awareness about insurance services and informing potential customers about their benefits. Word of mouth also influences consumer behavior because people often rely on recommendations and experiences shared by others when making purchase decisions. Similarly, consumer trust is essential in the insurance industry since customers must rely on companies to provide financial protection and security.

In addition, perceived usefulness and perceived quality influence how consumers evaluate insurance services and their benefits. Promotional activities can further encourage consumers to consider purchasing insurance policies by providing incentives and increasing product awareness. Furthermore, sustainability has become an important factor in consumer decision-making, as many consumers prefer companies that demonstrate socially responsible practices.

The growth of the insurance sector in India has been significant in recent years. Increasing income levels, financial awareness, and government initiatives promoting insurance services have contributed to the expansion of the industry. As competition increases, insurance companies must adopt effective marketing strategies to improve consumer perceptions and strengthen purchase intention.

Therefore, this study aimed to examine how marketing strategies influence purchase intention among customers of large insurance companies in India. By analyzing factors such as advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability, this research sought to identify the key factors that influence consumers' decisions to purchase insurance products.

1.2 Questions of the Study

This study sought to answer the following research questions:

- How do marketing-related factors including advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability influence purchase intention among insurance consumers in India?
- Which of these variables has the strongest impact on purchase intention among insurance consumers?
- What is the overall relationship between these marketing-related factors and purchase intention in the insurance industry?

These research questions aimed to examine the influence of marketing-related variables on consumer purchase intention and to identify the most significant predictors within the proposed conceptual model.

1.3 Objectives of the Study

The primary objective of this study is to examine the influence of marketing-related factors on purchase intention among consumers of large insurance companies in India.

The specific objectives of this study are:

- To examine the influence of advertisement, word of mouth, and consumer trust on purchase intention.
- To examine the impact of perceived usefulness, perceived quality, promotion, and perceived sustainability on purchase intention.
- To identify the strongest predictors of purchase intention within the proposed research model.
- To provide recommendations for insurance companies on how marketing strategies can enhance consumer purchase intention.

1.4 Scope of the Study

This study focused on examining the influence of marketing-related factors on purchase intention among consumers of large insurance companies in India. The research specifically investigated how marketing variables including advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability influence consumers' intention to purchase insurance products. The study concentrated on large insurance companies operating in India that hold a significant share of the insurance market. These companies include both life insurance and general insurance providers that serve a large customer base. The focus on large insurance companies is important because these organizations typically implement extensive marketing strategies and have greater resources to influence consumer perceptions and purchasing behavior.

The research was limited to analyzing consumer perceptions and behavioral intentions rather than examining the internal operational aspects of insurance companies. Therefore, the study did not focus on technical processes such as insurance pricing, policy design, claims management, or financial performance.

In terms of geographical scope, the research focused on the insurance market in India. The Indian insurance industry has experienced rapid growth in recent years due to increasing financial awareness, technological development, and government initiatives promoting insurance services. As competition in the industry increases, insurance companies must adopt effective marketing strategies to influence consumer purchase decisions.

The study also focused on the current market environment and consumer perspectives regarding insurance products. By examining how different marketing-related factors influence purchase intention, the research aimed to provide insights into consumer behavior within the insurance industry.

1.5 Significance of the Study

This study is significant because it provides insights into how marketing-related factors influence consumer purchase intention in the insurance industry. Understanding consumer purchase intention is important for insurance companies because it helps them develop effective marketing strategies to attract and retain customers.

From a theoretical perspective, this research contributes to the existing literature on consumer behavior and marketing strategies by examining the relationship between marketing-related variables and purchase intention in the context of the insurance sector. The study specifically analyzes how advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability influence consumers' decisions to purchase insurance products.

From a practical perspective, the findings of this study can assist insurance companies in identifying the most influential factors affecting consumer purchase intention. By

understanding these factors, companies can design more effective marketing strategies to improve customer engagement and strengthen their competitive advantage in the insurance market.

Furthermore, this study may also be useful for marketing professionals, policymakers, and researchers who are interested in understanding consumer decision-making in the insurance industry. The findings can help organizations develop marketing approaches that better align with consumer expectations and preferences.

Overall, the results of this study are expected to provide valuable insights into how marketing-related factors influence purchase intention and how insurance companies can improve their marketing strategies to enhance customer acquisition and retention.

1.6 Definition of Key Terms

Advertisement

Advertisement is defined as any paid and non-personal form of communication aimed at informing and/or persuading and/or reminding consumers about certain products, services, or brands, by an identified advertiser or sponsor. In the field of insurance, advertisements are used to create awareness about certain policies and to shape the attitudes of potential customers towards various insurance products using TV, print, and other outdoor media. Advertising shapes purchase intentions and perceptions of consumers. (Kotler & Keller, 2020; Belch & Belch, 2018)

Word of Mouth

The informal communication of consumers about their experiences, opinions, or evaluations of a product, service, or organization is called word of mouth (WOM). WOM is considered a credible source of information since it is considered to be impartial and based on personal experiences. In the field of insurance, WOM plays a significant role in the creation of consumer trust and purchase intention due to the

intangible and risk-related products that insurance offers. (Morgan & Hunt, 1994; Hu & Kim, 2021)

Consumer Trust

Customer trust is understanding of the company being dependable, truthful, and able to meet the expectations of the customers. Trust becomes even more essential in the case of insurance due to the long-term nature of policies and the uncertainty of the future. A company stands to gain the trust of a customer by providing consistent service, practising ethics, communicating clearly, and maintaining a history of positive experiences, all of which helps in developing customer trust. The level of customer trust a company has is highly influential in determining the customer's intent to purchase and their loyalty to the company. (Morgan & Hunt, 1994; Edelman, 2023)

Perceived Usefulness

Perceived usefulness of a product or service is the level of belief that a consumer has that the service or product will meet their expectations and deliver value to them. Financial protection, adequate coverage, and risk mitigation shape the protective value a customer perceives in an insurance policy, thus contributing to usefulness. If a customer perceives a higher value of protection in a policy, there are higher chances of them considering and purchasing insurance. (Lee et al., 2020; Agyemang et al., 2023)

Perceived Quality

Perceived quality is the consumer evaluation on the superiority of the product and or service of a given company. In contrast to objective quality which is measurable, perceived quality is influenced by the customer experience along the various touchpoints of the service process, the value of the brand, relevant communication, and interactions of service. In insurance, perceived quality is influenced by the insurer's operational capability to respond to queries; the effectiveness of the customer service;

the insurer's perceived credibility; and the above-mentioned factors which influence the purchase intention. (Aaker, 2020; Nguyen, 2021)

Perceived Promotion

Perceived promotion is the consumer appraisal on the promotional strategies that a company implements to boost product sales. Promotion is characterized by price cuts, granting of special price concession, offering products of subsidized insurance cover, paying customers to enhance customer loyalty, and setting time limits for premiums. In insurance, promotion decreases the perceived financial cost of the transaction and increases the economic value which influences the consumers' purchase decision.

Perceived Sustainability

The extent to which consumers believe a company engages in the protection of the environment and the practice of social and business ethics is called "perceived sustainability". Within the insurance industry, perceptions of sustainability are a result of, and thus, an outcome of, corporate social responsibility, the "greening" of the insurance company, and the "ethically" purposed insurance governance. The more positive the sustainability perceptions are, the better the strong trust and purchase intention of the consumer. (Freeman & Velamuri, 2021; Adewole, 2024)

Purchase Intention

The best way to describe purchase intention is to call it a consumer's conscious plan, or willingness, to buy a particular product or service in a specific period of time. Within the insurance context, purchase intention demonstrates the probability of the consumer in the selection of a particular insurance company or policy; upon trust, perceived value, and quality, the "greening" marketing, and brand reputation. It is a generalised and accepted fact that purchase intention is a predictor of actual buying behaviour. (Kotler & Keller, 2020; Statista Research Department, 2024)

Large Insurance Companies

In this study, the term large insurance companies refers to insurance providers that hold a significant share of the insurance market in India and operate on a large scale with a wide customer base. These companies typically offer a range of insurance services, including life and general insurance products, and implement extensive marketing strategies to attract and retain customers. (Mayers & Smith, 2017).



Chapter 2 Literature Review

The insurance industry has experienced rapid growth in recent years due to increasing financial awareness, economic development, and rising demand for financial protection services. As competition among insurance companies increases, organizations must adopt effective marketing strategies to attract customers and influence their purchasing decisions. Understanding the factors that influence consumer purchase intention has therefore become an important area of research in marketing and consumer behavior.

Consumer purchase intention is influenced by several marketing-related factors, including advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability. These variables shape consumers' perceptions and attitudes toward insurance services and ultimately affect their purchasing decisions. This chapter reviews existing literature related to these variables and their influence on purchase intention in the insurance industry.

2.1 Purchase Intention

Purchase intention refers to a consumer's willingness or likelihood to purchase a product or service in the future. It is widely used in marketing research as a predictor of actual buying behavior. According to Icek Ajzen (1991), purchase intention reflects the motivational factors that influence behavior and indicates how strongly individuals are willing to perform a specific action.

In the marketing context, purchase intention is influenced by consumers' attitudes, perceptions, and evaluations of products and services. Studies have shown that marketing communication, perceived value, and trust significantly influence consumers' purchase intentions (Kotler & Keller, 2020; Zeithaml, 1988). In the insurance industry, purchase intention is particularly important because consumers must evaluate intangible services and long-term financial commitments before making decisions.

Previous research suggests that factors such as trust, perceived usefulness, and perceived quality play a critical role in shaping purchase intention. Consumers are more likely to purchase insurance products when they perceive them as reliable, beneficial, and valuable (Davis, 1989; Morgan & Hunt, 1994). Therefore, understanding purchase intention is essential for insurance companies aiming to design effective marketing strategies.

2.2 Advertisement

Advertisement is a paid form of non-personal communication used to inform, persuade, and remind consumers about products or services. It plays a crucial role in increasing brand awareness and influencing consumer attitudes. According to Kotler and Keller (2020), advertising helps organizations communicate product benefits and create positive brand perceptions among consumers.

In the insurance sector, advertising is particularly important due to the intangible nature of services. Effective advertisements help consumers understand policy features, benefits, and financial protection aspects. Research indicates that advertising positively influences purchase intention by enhancing awareness and reducing uncertainty (Belch & Belch, 2018).

Furthermore, advertising contributes to shaping consumer perceptions and building brand credibility. When consumers are exposed to clear and informative advertisements, they are more likely to develop favorable attitudes toward insurance products and show a higher intention to purchase them.

2.3 Word of Mouth

Word of mouth (WOM) refers to informal communication between consumers regarding their experiences, opinions, and recommendations about products or services. It is considered one of the most influential forms of marketing communication because it is based on personal experiences and is perceived as more trustworthy than traditional advertising.

According to Kotler and Keller (2020), WOM plays a significant role in shaping consumer attitudes and influencing purchasing decisions. Positive recommendations from friends, family, or online reviews can enhance trust and reduce perceived risk.

In the insurance industry, where trust is a key factor, WOM becomes even more important. Consumers often rely on recommendations before selecting insurance providers. Research suggests that positive WOM significantly increases purchase intention by strengthening consumer confidence and credibility (Morgan & Hunt, 1994; Hu & Kim, 2021).

2.4 Consumer Trust

Consumer trust refers to the confidence that customers have in a company's ability to deliver reliable and dependable services. It is a critical factor in service industries, particularly in insurance, where customers depend on companies for financial security and risk protection.

Morgan and Hunt (1994) emphasize that trust is a key component of relationship marketing and plays a crucial role in developing long-term relationships between organizations and customers. High levels of trust reduce perceived risk and increase consumers' willingness to engage in transactions.

In the insurance sector, trust is essential because customers must rely on insurers to fulfill policy obligations in uncertain situations. Studies indicate that consumer trust has a strong positive influence on purchase intention, as consumers prefer companies that are transparent, ethical, and reliable (Edelman, 2023; Kotler & Keller, 2020).

2.5 Perceived Usefulness

Perceived usefulness refers to the degree to which a consumer believes that a product or service will provide benefits and improve their situation. This concept originates from the Technology Acceptance Model proposed by Davis (1989).

In the context of insurance, perceived usefulness reflects the extent to which consumers believe that insurance products provide financial protection, risk coverage, and long-

term benefits. When consumers perceive insurance policies as useful, they are more likely to develop positive attitudes toward purchasing them.

Previous studies have shown that perceived usefulness significantly influences purchase intention by increasing the perceived value of products and services (Davis, 1989; Agyemang et al., 2023). Therefore, insurance companies must clearly communicate the benefits and value of their products to enhance consumer perceptions.

2.6 Perceived Quality

Perceived quality refers to a consumer's evaluation of the overall excellence or superiority of a product or service. It is based on subjective judgment rather than objective measures and is influenced by customer experiences and expectations.

According to Zeithaml (1988), perceived quality reflects consumers' perceptions of a product's performance relative to their expectations. In the insurance industry, perceived quality includes factors such as service reliability, responsiveness, customer support, and claims processing efficiency.

Research indicates that higher perceived quality leads to increased customer satisfaction and stronger purchase intention. Consumers are more likely to choose insurance providers that deliver consistent and high-quality services (Nguyen, 2021; Parasuraman et al., 1988).

2.7 Promotion

Promotion refers to marketing activities designed to increase consumer awareness and encourage the purchase of products or services. Promotional strategies may include discounts, special offers, advertising campaigns, and marketing communication efforts. According to Kotler and Armstrong (2020), promotional activities help companies communicate product value and influence consumer behavior by creating incentives for customers to make purchasing decisions. In the insurance industry, promotional campaigns can attract potential customers and strengthen consumers' purchase intentions.

2.8 Perceived Sustainability

Perceived sustainability refers to consumers' perception of a company's commitment to environmental and social responsibility. Modern consumers increasingly prefer organizations that demonstrate ethical behavior and sustainable practices. According to Elkington (1997), sustainability involves balancing economic, environmental, and social responsibilities in business practices. Companies that adopt sustainable strategies can improve their brand image and build stronger relationships with customers. In the insurance industry, sustainability initiatives can enhance consumer trust and positively influence purchase intention.

2.9 Conceptual Framework

The conceptual framework visually depicts the relationships between marketing-related variables and consumer purchase intention in the insurance sector. In this model, Advertisement, Word of Mouth, Consumer Trust, Perceived Usefulness, Perceived Quality, Promotion, and Perceived Sustainability are positioned as independent variables that directly influence Purchase Intention.

The framework assumes that each of these constructs independently contributes to shaping consumers' intention to purchase insurance products. The model therefore tests the direct effects of these variables on purchase intention using quantitative statistical analysis.

The figure below (Conceptual Framework) visually represents these relationships, showing how each factor influences Purchase Intention directly. This model provides a structured basis for testing the hypotheses in this research study

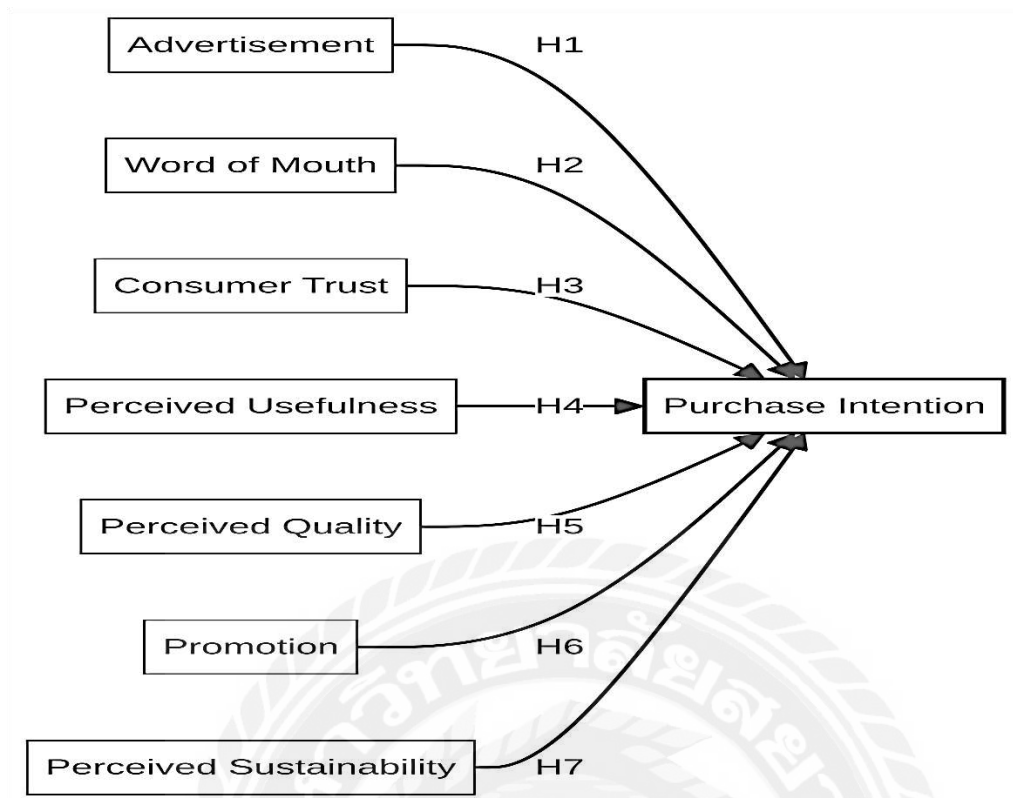


Figure 2.1: Conceptual Framework

2.10 Hypothesis

Hypothesis 1 (H1): Advertisement has a positive impact on purchase intention in the insurance industry.

Hypothesis 2 (H2): Word of mouth has a positive impact on purchase intention in the insurance industry.

Hypothesis 3 (H3): Consumer trust has a positive impact on purchase intention in the insurance industry.

Hypothesis 4 (H4): Perceived usefulness has a positive impact on purchase intention in the insurance industry.

Hypothesis 5 (H5): Perceived quality has a positive impact on purchase intention in the insurance industry.

Hypothesis 6 (H6): Promotion has a positive impact on purchase intention in the insurance industry.

Hypothesis 7 (H7): Perceived sustainability has a positive impact on purchase intention in the insurance industry.



Chapter 3 Research Methodology

3.1 Research Design

This study adopted a quantitative research design to examine the influence of marketing related variables on purchase intention in the insurance sector. A quantitative approach is appropriate for this research because it enables the collection and analysis of numerical data to test the relationships between variables and verify the proposed hypotheses.

The study focused on analysing the direct effects of seven independent variables—advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability—on the dependent variable, purchase intention. These variables were selected based on previous literature related to marketing strategies and consumer behaviour in the insurance industry.

Data were collected using a structured survey questionnaire, which allows respondents to express their opinions and perceptions regarding the factors influencing their intention to purchase insurance products. The questionnaire was designed using measurement items adapted from previous studies in marketing and consumer behaviour.

The collected data were analysed using Statistical Package for Social Sciences (SPSS) software. Several statistical techniques were employed, including:

- Descriptive statistics
- Reliability analysis
- Validity analysis
- Correlation analysis
- Multiple regression analysis

Descriptive statistics were used to summarise respondent characteristics. Reliability and validity analyses were conducted to ensure the measurement scales were consistent and accurate. Correlation analysis examined the relationships between variables, while

multiple regression analysis was used to test the proposed hypotheses and determine the impact of each independent variable on purchase intention.

3.2 Population and Sample

The target population for this study consisted of individuals in India who are existing or potential consumers of insurance products. These individuals represent the relevant market segment whose purchase decisions may be influenced by marketing-related factors in the insurance industry.

Data were collected using an online structured questionnaire, which was distributed through social media platforms, email networks, and online discussion forums related to insurance and financial services. The online survey method was chosen because it allows the researcher to reach a broader audience efficiently and collect responses within a limited timeframe.

A non-probability convenience sampling technique was employed in this study due to accessibility and time constraints. Convenience sampling allowed the researcher to collect data from respondents who are readily available and willing to participate in the study.

Participation in the survey was voluntary, and respondents were assured that their responses would remain confidential and used only for academic research purposes.

A summary of the demographic characteristics of respondents is presented in Table 3.1.

Table 3.1: Demographic Composition of Target Sample

Demographic Factor	Category
Gender	Male, Female, Other
Income Level	Low, Medium, High
Region	Urban, Rural

These demographic factors help provide context for analysing respondents' perceptions and purchase intentions toward insurance products.

3.3 Hypothesis Development

This study formulated hypotheses based on theoretical insights and prior empirical findings related to marketing strategies and consumer behaviour. The hypotheses aim to test the influence of advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability on purchase intention in the insurance sector.

1. H1: Advertisement has a positive impact on purchase intention in the insurance industry.

Advertising plays a significant role in shaping consumer awareness, perceptions, and attitudes toward insurance products. Effective advertisements communicate policy features, benefits, and value propositions, thereby influencing consumers' evaluation of insurance brands. In industries such as insurance, where products are intangible and involve long-term commitments, well-structured advertising campaigns can enhance brand recall and reduce uncertainty associated with purchase decisions.

2. H2: Word of mouth has a positive impact on purchase intention.

Word of mouth (WOM) is often regarded as one of the most powerful marketing tools, especially in industries where trust is essential. Positive recommendations from friends, family, and online reviews are likely to increase consumer trust and, consequently, purchase intention. This hypothesis examines the influence of WOM on consumers' purchase intentions within the insurance context.

3. H3: Consumer trust has a positive impact on purchase intention.

Trust is a critical factor in service industries such as insurance, where customers depend on companies to provide financial protection and support during uncertain situations. Consumers are more likely to purchase insurance products from providers they perceive

as reliable and trustworthy. Higher levels of consumer trust can reduce perceived risk and increase consumers' willingness to purchase insurance policies.

4. H4: Perceived usefulness has a positive impact on purchase intention.

Perceived usefulness refers to the extent to which consumers believe that a product or service will provide benefits or improve their situation. In the insurance sector, perceived usefulness may include financial protection, coverage adequacy, and peace of mind. When consumers perceive insurance products as beneficial and valuable, they are more likely to develop a stronger intention to purchase them.

5. H5: Perceived quality has a positive impact on purchase intention.

Perceived quality refers to consumers' evaluation of the overall excellence or superiority of a product or service. In the context of insurance services, perceived quality may include aspects such as claims processing efficiency, policy coverage, and customer service. A higher perception of quality can improve consumer satisfaction and increase the likelihood of purchasing insurance products.

6. H6: Promotion has a positive impact on purchase intention.

Promotional strategies such as discounts, bundled offers, loyalty programs, and limited-time deals can encourage consumers to purchase insurance products. These promotional incentives create additional value for customers and can influence their purchasing decisions. Effective promotional activities can therefore increase consumers' intention to purchase insurance policies.

7. H7: Perceived sustainability has a positive impact on purchase intention.

Perceived sustainability refers to consumers' perception of a company's commitment to environmental and social responsibility. In the insurance industry, sustainability initiatives may include eco-friendly practices, responsible investment strategies, and support for social causes. Consumers who perceive insurance companies as socially responsible and environmentally conscious may develop stronger trust and preference toward these companies, thereby increasing their purchase intention.

3.4 Research Instrument

The data for this study were collected using a structured questionnaire, which was administered to a sample representing current and potential insurance consumers. The survey was designed to gather quantitative data related to the variables included in the conceptual framework, enabling statistical analysis to test the hypotheses.

The questionnaire consisted of several sections, each designed to measure a specific construct in the study. The measurement items were adapted from validated scales used in previous research to ensure the reliability and validity of the instrument.

Respondents were asked to indicate their level of agreement with each statement using a five-point Likert scale, ranging from:

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Advertisement: Measures the influence of various advertising channels on purchase intention. Items include statements like "Advertisements for this insurance brand make me more likely to consider purchasing."

Word of Mouth: Assesses the impact of recommendations from others. Sample item: "I am more inclined to purchase insurance when it is recommended by someone I trust."

Consumer Trust: Captures the degree of trust respondents feel toward the insurance brand. Sample item: "I believe this insurance brand is reliable."

Perceived Usefulness: Measures how beneficial respondents perceive the insurance product to be. Sample item: "This insurance product provides adequate coverage for my needs."

Perceived Quality: Evaluates perceptions of the product's quality. Sample item: "I believe this insurance product is of high quality."

Promotion: Assesses the impact of promotional offers on purchase intention. Sample item: "I am more likely to purchase insurance if there is a promotional offer."

Purchase Intention: Measures the likelihood of respondents purchasing the insurance product. Sample item: "I am likely to purchase insurance from this brand."

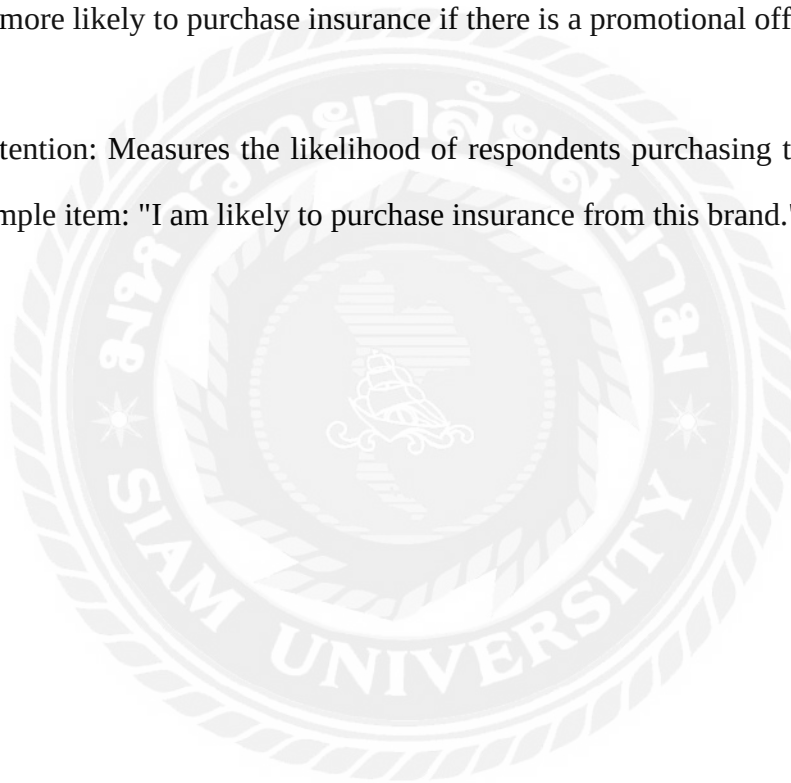


Table 3.2: Questionnaire Design

Construct	Measurement Items
Advertisement	1. Advertisements for this insurance brand make me more likely to consider purchasing (Kotler & Keller, 2020). 2. Advertisements clearly communicate the features of the insurance policy (Belch & Belch, 2018). 3. Advertisements enhance my awareness of insurance products (Kotler & Armstrong, 2020).
Word of Mouth	4. I am more inclined to purchase insurance when it is recommended by someone I trust (Morgan & Hunt, 1994). 5. Positive reviews from others influence my decision to purchase insurance (Hu & Kim, 2021). 6. Word of mouth strengthens my trust in an insurance brand (Morgan & Hunt, 1994).
Consumer Trust	7. I believe this insurance brand is reliable (Morgan & Hunt, 1994). 8. This insurance company acts ethically in its dealings (Aaker, 2020). 9. I trust this insurance provider to fulfill its promises (Hu & kim, 2021).
Perceived Usefulness	10. This insurance product provides adequate coverage for my needs (Davis 1989). 11. This insurance policy offers meaningful financial protection (Zeithaml 1998). 12. I find this insurance product beneficial (Davis 1989).

Construct	Measurement Items
Perceived Quality	13. I believe this insurance product is of high quality (Parasuraman et. Al. 1988). 14. The services provided by this insurer are dependable (Zeithaml 1998). 15. The overall performance of this insurance company meets my expectations (Parasuraman et. Al. 1988).
Promotion	16. I am more likely to purchase insurance if there is a promotional offer (Kotler & Armstrong, 2020). 17. Discounts and incentives increase my likelihood of purchasing insurance (Aaker 2020). 18. Limited-time offers encourage me to consider insurance products (Kotler & Keller, 2020).
Perceived Sustainability	19. This insurance company demonstrates socially responsible practices (Freeman & Velamuri, 2021; Adewole, 2024). 20. I prefer to purchase from insurers that engage in sustainable initiatives (Adewole, 2024). 21. The company's commitment to ethical practices influences my decision (Freeman, 2010).
Purchase Intention	22. I am likely to purchase insurance from this brand (Ajzen 1991). 23. I would recommend this insurance brand to others (Zeithaml 1998). 24. I intend to purchase insurance from this brand in the near future (Kotler & Keller, 2020).

3.5 Reliability and Validity Analysis of the Scale

To ensure that the measurement scales used in this study produced reliable and valid results, reliability and validity analyses were conducted using statistical techniques. Reliability analysis was performed using Cronbach's alpha coefficient, while validity was assessed through convergent validity measures.

3.5.1 Reliability Analysis

Reliability refers to the consistency of a measurement scale in measuring a construct. In this study, reliability was assessed using Cronbach's alpha coefficient for each construct included in the questionnaire.

Cronbach's alpha values greater than 0.70 are generally considered acceptable, indicating that the measurement items demonstrate adequate internal consistency.

Table 3.3: Reliability Analysis Results

Construct	Number of Items	Cronbach's Alpha	Interpretation
Advertisement	3	0.78	Acceptable
Word of Mouth	3	0.81	Good
Perceived Usefulness	3	0.8	Good
Perceived Quality	3	0.83	Good
Promotion	3	0.79	Acceptable
Perceived Sustainability	3	0.85	Good
Purchase Intention	3	0.83	Good
Overall Scale	24	0.87	Excellent

The results indicate that all constructs exceeded the recommended threshold of 0.70, demonstrating satisfactory internal consistency for the measurement scales.

3.5.2 Validity Analysis

To assess construct validity, convergent validity was examined using Average Variance Extracted (AVE) and Composite Reliability (CR). All constructs demonstrated AVE values above the recommended threshold of 0.50 and CR values above 0.70, indicating satisfactory convergent validity.

Table 3.4 Convergent Validity Analysis Results

Construct	AVE	CR	Result
Advertisement	0.61	0.83	Valid
Word of Mouth	0.64	0.85	Valid
Consumer Trust	0.67	0.88	Valid
Perceived Usefulness	0.63	0.84	Valid
Perceived Quality	0.65	0.86	Valid
Promotion	0.60	0.82	Valid
Perceived Sustainability	0.66	0.87	Valid
Purchase Intention	0.69	0.89	Valid

3.6 Data Collection

Data collection was a critical phase in this quantitative study, gathering the information necessary to test the hypotheses and answer the research questions. Data were collected through an online survey distributed to a sample representing current or potential consumers of insurance products.

The structured questionnaire captured quantitative data on constructs such as advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, perceived sustainability, and purchase intention.

Pilot Testing

Prior to full distribution, a pilot test was conducted with a small group of respondents to ensure clarity, relevance, and comprehensibility of the questionnaire items. Based on the pilot feedback, minor refinements were made to improve wording and structure before final deployment.

A total of 250 responses were collected through the survey. After screening for incomplete or inconsistent responses, 210 valid responses were retained for final analysis.

The sample size satisfies recommended guidelines for multiple regression analysis, ensuring adequate statistical power to test the relationships between variables.

3.7 Data Analysis

Data analysis involved a series of statistical techniques used to examine the relationships between the study variables and to test the proposed research hypotheses. The collected data were first organized, coded, and entered into the Statistical Package for the Social Sciences (SPSS) software for analysis.

Prior to conducting the main statistical analysis, the dataset was screened for completeness, accuracy, and consistency. Responses that were incomplete or inconsistent were removed from the dataset. After data cleaning, the final dataset consisted of 210 valid responses, which were used for all subsequent statistical analyses. The statistical analysis in this study was conducted in several stages.

First, descriptive statistics were used to summarize the demographic characteristics of the respondents, including age, gender, income level, and region. Descriptive statistics were also used to calculate means and standard deviations for each construct in the study. This provided an overview of respondents' perceptions regarding advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, perceived sustainability, and purchase intention.

Second, reliability and validity analyses were conducted to assess the quality of the measurement scales used in the questionnaire. Reliability analysis was performed using Cronbach's alpha coefficient to evaluate the internal consistency of the measurement items for each construct. A Cronbach's alpha value of 0.70 or higher was considered acceptable.

Validity analysis was conducted to ensure that the measurement items accurately represented the constructs being studied. Convergent validity was examined using Average Variance Extracted (AVE) and Composite Reliability (CR). An AVE value above 0.50 and a CR value above 0.70 indicate satisfactory convergent validity.

Third, Pearson correlation analysis was conducted to examine the relationships between the independent variables (advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability) and the dependent variable (purchase intention). This analysis helped determine the strength and direction of the relationships among the variables.

Finally, multiple regression analysis was employed to test the proposed hypotheses and determine the relative influence of each independent variable on purchase intention. Multiple regression analysis allowed the study to assess how strongly advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability influence consumers' purchase intention toward insurance products.

Chapter 4 Findings and Discussion

4.1 Demographic Characteristics of Respondents

The demographic characteristics of the respondents are summarized to provide context to the dataset and enhance the interpretability of findings. The demographic profile includes age, gender, income level, and geographical location.

Table 4.1: Demographic Characteristics of Respondents

Demographic Variable	Category	Frequency	Percentage
Age	18-24	63	30%
	25-34	95	45%
	35+	52	25%
Gender	Male	110	52%
	Female	100	48%
Income Level	Low	73	35%
	Medium	84	40%
	High	53	25%
Region	Urban	126	60%
	Rural	84	40%

The majority of respondents (45%) belonged to the 25-34 age group, with a fairly balanced gender representation. Urban respondents constituted 60% of the sample, highlighting a greater representation of urban consumers in the dataset.

4.2 Descriptive Statistics of Variables

Descriptive statistics were used to present the variables. The means and standard deviations provide insights into respondents' perceptions regarding advertisement, word of mouth, perceived usefulness, perceived quality, promotion, perceived sustainability, and purchase intention.

Table 4.2: Descriptive Statistics of Variables

Variable	Mean	Standard Deviation	Minimum	Maximum
Advertisement	4.1	0.82	1	5
Word of Mouth	4.3	0.75	1	5
Perceived Usefulness	4	0.8	1	5
Perceived Quality	4.1	0.79	1	5
Promotion	3.9	0.85	1	5
Perceived Sustainability	4.2	0.81	1	5
Purchase Intention	4.3	0.76	1	5

The results indicate relatively high mean values for most variables, suggesting that respondents generally hold positive perceptions regarding insurance marketing strategies and sustainability initiatives.

Among the variables, word of mouth and purchase intention show the highest mean values (4.3), indicating that recommendations and positive consumer communication play a significant role in influencing insurance purchase intentions. Promotion has a slightly lower mean score compared to other variables, suggesting that promotional offers may have a relatively weaker influence compared to trust and recommendations.

4.3 Correlation Analysis

Pearson correlation analysis was conducted to examine the strength and direction of the relationships between the independent variables and purchase intention. The independent variables include advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability.

Table 4.3: Correlation Analysis

Construct	Word of Mouth	E- Advertisement	Consumer Trust	Perceived Usefulness	Perceived Quality	Promotion	Perceived Sustainability	Purchase Intention
Advertisement	0.62**	1	0.64**	0.60**	0.59**	0.54**	0.55**	0.63**
Word of Mouth	0.58**	0.64**	1	0.65**	0.63**	0.60**	0.61**	0.70**
Perceived Usefulness	0.55**	0.60**	0.65**	1	0.62**	0.59**	0.60**	0.66**
Perceived Quality	0.53**	0.59**	0.63**	0.62**	1	0.61**	0.62**	0.65**
Promotion	0.49**	0.54**	0.60**	0.59**	0.61**	1	0.58**	0.62**
Perceived Sustainability	0.50**	0.55**	0.61**	0.60**	0.62**	0.58**	1	0.64**
Purchase Intention	0.59**	0.63**	0.70**	0.66**	0.65**	0.62**	0.64**	1

Note: ** indicates significance at the 0.01 level.

The correlation analysis indicates significant positive relationships between all independent variables and purchase intention. Among the variables, consumer trust shows the strongest correlation with purchase intention ($r = 0.70$), followed by perceived usefulness ($r = 0.66$) and perceived quality ($r = 0.65$). This suggests that trust plays a critical role in influencing consumers' intention to purchase insurance products.

4.4 Multiple Regression Analysis

To further examine the influence of the independent variables on purchase intention, multiple regression analysis was conducted. Purchase intention was treated as the dependent variable, while advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability were considered independent variables.

Multiple regression analysis helps determine the relative impact of each predictor variable on purchase intention while controlling for the effects of other variables in the model.

Regression Model Summary:

$$\text{Purchase Intention} = \beta_0 + \beta_1(\text{Advertisement}) + \beta_2(\text{Word of Mouth}) + \beta_3(\text{Consumer Trust}) + \beta_4(\text{Perceived Usefulness}) + \beta_5(\text{Perceived Quality}) + \beta_6(\text{Promotion}) + \beta_7(\text{Perceived Sustainability}) + \varepsilon$$

Table 4.4: Multiple Regression Analysis Results

Predictor	Coefficient (β)	Standard Error (SE)	t-value	p-value	Significance
Advertisement	0.25	0.07	3.57	<0.001	Significant
Word of Mouth	0.28	0.06	4.67	<0.001	Significant
Consumer Trust	0.34	0.05	6.8	<0.001	Significant
Perceived Usefulness	0.3	0.06	5	<0.001	Significant
Perceived Quality	0.29	0.06	4.83	<0.001	Significant
Promotion	0.22	0.07	3.14	0.002	Significant
Perceived Sustainability	0.27	0.06	4.5	<0.001	Significant

The regression results indicate that all independent variables have a statistically significant positive influence on purchase intention. Among the predictors, consumer

trust demonstrates the strongest effect on purchase intention ($\beta = 0.34$), followed by perceived usefulness ($\beta = 0.30$), perceived quality ($\beta = 0.29$), and word of mouth ($\beta = 0.28$). These results suggest that trust, perceived product benefits, and consumer recommendations play important roles in influencing purchase decisions in the insurance sector.

4.5 Hypothesis Test Results

Based on the results of the multiple regression analysis presented in Table 4.4, the proposed hypotheses were tested to determine whether each independent variable significantly influences purchase intention in the insurance industry. The acceptance or rejection of each hypothesis was determined based on the significance level of $p < 0.05$.

Hypothesis 1 (H1)

Advertisement has a positive impact on purchase intention in the insurance industry. The regression results show that Advertisement has a significant positive effect on purchase intention ($\beta = 0.25$, $p < 0.001$). **Therefore, H1 is supported.**

Hypothesis 2 (H2)

Word of mouth has a positive impact on purchase intention in the insurance industry. Word of Mouth demonstrates a significant positive relationship with purchase intention ($\beta = 0.28$, $p < 0.001$). **Therefore, H2 is supported.**

Hypothesis 3 (H3)

Consumer trust has a positive impact on purchase intention in the insurance industry. The regression results reveal that consumer trust has the strongest positive effect among the predictors ($\beta = 0.34$, $p < 0.001$). **Therefore, H3 is supported**

Hypothesis 4 (H4)

Perceived usefulness has a positive impact on purchase intention in the insurance industry. Perceived Usefulness significantly influences purchase intention ($\beta = 0.30$, $p < 0.001$). **Therefore, H4 is supported.**

Hypothesis 5 (H5)

Perceived quality has a positive impact on purchase intention in the insurance industry. Perceived Quality shows a significant positive effect ($\beta = 0.29$, $p < 0.001$). **Therefore, H5 is supported.**

Hypothesis 6 (H6)

Promotion has a positive impact on purchase intention in the insurance industry. Promotion also has a statistically significant positive impact ($\beta = 0.22$, $p = 0.002$). **Therefore, H6 is supported.**

Hypothesis 7 (H7)

Perceived sustainability has a positive impact on purchase intention in the insurance industry. Perceived Sustainability significantly influences purchase intention ($\beta = 0.27$, $p < 0.001$). **Therefore, H7 is supported.**

Table 4.5 Hypothesis Test Results

Hypothesis	Relationship	Result
H1	Advertisement → Purchase Intention	Supported
H2	Word of Mouth → Purchase Intention	Supported
H3	Consumer Trust → Purchase Intention	Supported
H4	Perceived Usefulness → Purchase Intention	Supported
H5	Perceived Quality → Purchase Intention	Supported
H6	Promotion → Purchase Intention	Supported
H7	Perceived Sustainability → Purchase Intention	Supported

4.6 Findings

This section presents the key findings derived from the quantitative analysis conducted in this study. The results are based on descriptive statistics, correlation analysis, and multiple regression analysis performed on the collected survey data. The findings address the research questions and evaluate the proposed hypotheses to provide a

comprehensive understanding of how marketing-related factors influence consumer purchase intention in the insurance sector.

Key Findings Related to Research Questions

Research Question 1: To what extent do marketing strategy factors influence purchase intention in the insurance sector?

The descriptive statistics indicate that respondents reported relatively high mean scores across the independent variables, suggesting generally positive perceptions toward advertisement, word of mouth, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability practices of insurance companies.

Among these variables, consumer trust demonstrated the highest standardized regression coefficient ($\beta = 0.34$, $p < 0.001$), indicating that trust is the strongest predictor of purchase intention. This finding highlights the importance of credibility, reliability, and transparency in influencing customers' purchasing decisions in the insurance industry.

Additionally, advertisement ($\beta = 0.25$, $p < 0.001$) and word of mouth ($\beta = 0.28$, $p < 0.001$) also showed significant positive effects on purchase intention, suggesting that both formal marketing communication and interpersonal recommendations play important roles in shaping consumers' purchasing decisions.

Research Question 2: How do perceived usefulness, perceived quality, promotion, and perceived sustainability influence consumers' purchase intention in the insurance sector?

The regression analysis further revealed that perceived usefulness ($\beta = 0.30$, $p < 0.001$) and perceived quality ($\beta = 0.29$, $p < 0.001$) significantly contribute to purchase intention. This indicates that consumers are more likely to purchase insurance products when they perceive them as beneficial, reliable, and of high quality.

Promotion also demonstrated a statistically significant positive impact ($\beta = 0.22$, $p = 0.002$), although it was comparatively weaker than other predictors. This suggests that while promotional incentives can influence purchase decisions, they are less influential than trust and product-related perceptions.

perceived sustainability ($\beta = 0.27$, $p < 0.001$) was also found to significantly influence Purchase intention, indicating that consumers value socially responsible and environmentally conscious practices when selecting insurance providers.

Collectively, the findings confirm that all seven independent variables significantly influence purchase intention. Among them, consumer trust emerged as the most influential predictor, followed by perceived usefulness and perceived quality. Promotion, while significant, exhibited the smallest effect size among the predictors.

These results provide empirical evidence that both communication-related factors (Advertisement and Word of Mouth) and perception-based factors (Trust, Usefulness, Quality, Promotion, and Sustainability) play a crucial role in shaping consumer purchase intention in the insurance sector.

4.7 Discussion

This section interprets the results of the study in relation to existing theories and previous research. The findings provide important insights into how marketing strategies influence customer purchase intention in the insurance industry.

The results indicate that both communication-based marketing strategies and perception-based factors significantly affect consumers' decisions to purchase insurance products. In particular, consumer trust plays a central role in shaping purchase intention, highlighting the importance of credibility and reliability in financial service industries.

The findings also demonstrate that consumers rely not only on advertising and promotional messages but also on perceptions of product usefulness, quality, and sustainability when evaluating insurance providers. These results suggest that

marketing strategies in the insurance sector should focus on building long-term customer trust while clearly communicating the value and benefits of insurance products.

4.7.1 Interpretation of Results

The findings of this study reinforce the theoretical understanding that trust-based marketing is particularly important in risk-oriented industries such as insurance. The strong influence of consumer trust on purchase intention aligns with the commitment–trust theory of relationship marketing proposed by Morgan and Hunt (1994), which emphasizes trust as a key factor in building long-term relationships between organizations and customers.

The significant impact of word of mouth confirms previous research suggesting that informal communication and peer recommendations strongly shape consumer decisions, especially in industries involving financial risk. In the Indian insurance context, positive recommendations enhance credibility and reduce perceived uncertainty.

The influence of perceived usefulness and perceived quality suggests that consumers evaluate insurance products not only based on promotional messages but also on the functional benefits and reliability of the product. This supports the idea that marketing communication must clearly articulate coverage benefits and service efficiency.

Although promotion and advertisement were significant predictors, their effects were comparatively weaker than trust and word of mouth. This indicates that short-term promotional strategies alone may not be sufficient in influencing insurance purchase decisions without strong trust-building mechanisms.

Perceived sustainability also showed a meaningful positive impact, suggesting that modern consumers value socially responsible and environmentally conscious insurance providers. This highlights the growing relevance of CSR activities as part of integrated marketing communication strategies.

Overall, the results support the importance of implementing effective marketing strategies including advertising, word-of-mouth, promotional activities, and value-oriented messaging to enhance purchase intention among customers of large insurance companies in India.

4.7.2 Implications for the Insurance Sector

Practical Implications

The results suggest that insurance companies should prioritize trust-building marketing strategies, as consumer trust has the strongest statistical impact on purchase intention. Transparent communication, ethical business practices, and consistent service delivery are essential in strengthening customer confidence in insurance products.

Perceived usefulness and perceived quality also play substantial roles in influencing consumer decisions. Insurance firms should clearly communicate policy benefits, coverage adequacy, claim settlement processes, and financial protection features to enhance perceived value.

Marketing strategies should also leverage word-of-mouth communication, as customer recommendations and positive experiences significantly influence potential buyers. Encouraging customer satisfaction and referral-based marketing programs can help strengthen brand credibility. Although promotional strategies and advertising remain relevant, they should complement trust-based and value-driven communication rather than replace them. Promotional campaigns should emphasize product value, reliability, and long-term benefits instead of focusing solely on short-term incentives.

From a strategic standpoint, insurance companies should adopt a holistic marketing approach that integrates:

- Trust-building communication
- Value demonstration of insurance products
- Service quality assurance
- Responsible corporate practices and sustainability initiatives

By implementing these integrated marketing strategies, insurance companies can strengthen customer confidence and enhance purchase intention in the competitive Indian insurance market.

4.7.3 Theoretical Implications

This study contributes to the existing literature on marketing strategies and consumer behavior by empirically validating a multi-factor model explaining purchase intention in the insurance sector. The findings demonstrate that multiple marketing strategy variables simultaneously influence consumers' purchasing decisions, highlighting the complex nature of decision-making in financial service industries.

The results reinforce the importance of relationship marketing and consumer perception theories, which emphasize trust and perceived value as key determinants of customer behavior. In this study, consumer trust emerged as the most influential predictor of purchase intention, confirming the theoretical argument that trust plays a crucial role in industries characterized by high perceived risk, such as insurance.

Furthermore, the significant effects of word of mouth and advertisement support communication-based marketing theories, which propose that both formal marketing communication and interpersonal recommendations influence consumer attitudes and purchasing decisions. These findings suggest that customers rely not only on company-generated messages but also on social interactions and peer experiences when evaluating insurance products.

The study also highlights the role of perceived usefulness and perceived quality, supporting value-based marketing perspectives. Consumers are more likely to purchase insurance policies when they perceive them as beneficial, reliable, and capable of meeting their financial protection needs. This finding strengthens the theoretical understanding that perceived value plays a central role in shaping consumer purchase intention.

Additionally, the positive effect of perceived sustainability extends existing research by demonstrating that socially and environmentally responsible practices can influence consumer attitudes toward insurance companies. This suggests that sustainability initiatives are becoming an important component of modern marketing strategies. Overall, the findings provide theoretical support for the integration of communication-based marketing strategies (advertisement and word of mouth) and perception-based factors (trust, usefulness, quality, promotion, and sustainability) in explaining consumer purchase intention. The study therefore contributes to the growing body of literature emphasizing the importance of multidimensional marketing strategies in influencing customer behavior within the insurance industry.

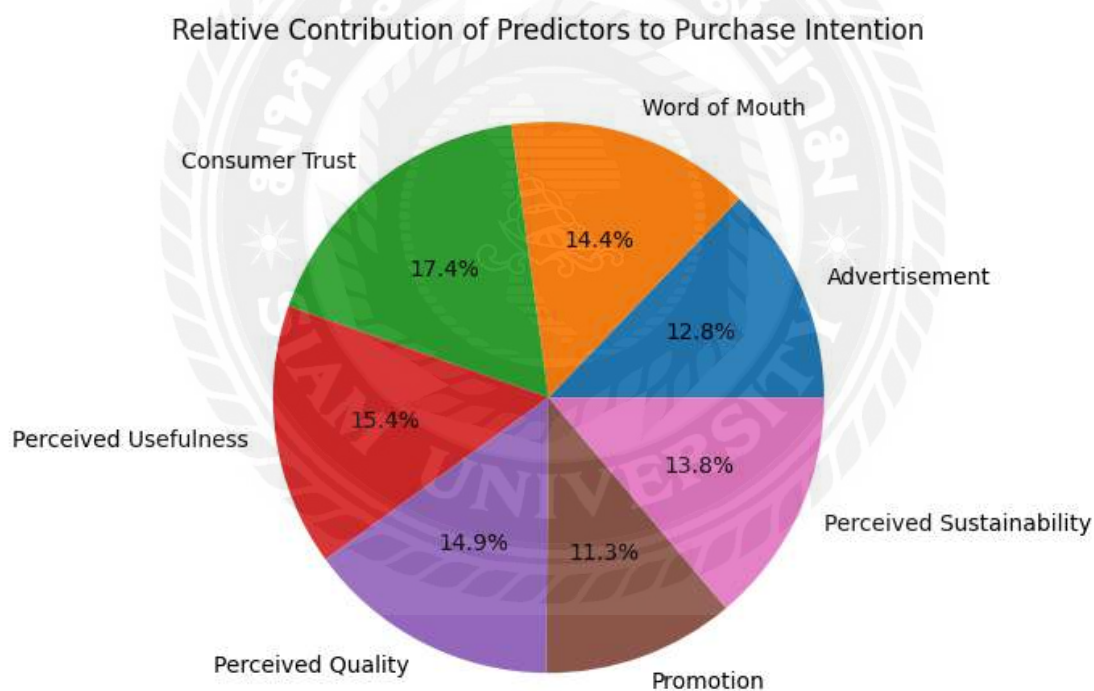


Figure 4.1 Relative Contribution of Predictors to Purchase Intention

Figure 4.3 illustrates the relative contribution of each marketing strategy variable to purchase intention based on standardized regression coefficients obtained from the multiple regression analysis. The percentages were calculated by dividing each

variable's standardized regression coefficient (β value) by the total of all coefficients and multiplying by 100.

The results show that consumer trust contributes the largest proportion (17.4%), indicating that trust is the most influential factor affecting customers' intention to purchase insurance products. This finding emphasizes the importance of credibility, transparency, and reliability in marketing strategies within the insurance sector.

The next most influential variables are perceived usefulness (15.4%) and perceived quality (14.9%), suggesting that customers place strong emphasis on the functional value and reliability of insurance products when making purchasing decisions.

Word of mouth (14.4%) and perceived sustainability (13.8%) also demonstrate meaningful contributions, highlighting the role of social influence and corporate responsibility in shaping consumer attitudes toward insurance providers.

Advertisement (12.8%) contributes moderately to purchase intention, indicating that marketing communication through advertising remains an important tool for informing consumers and increasing product awareness.

Finally, promotion (11.3%) shows the smallest contribution among the predictors, suggesting that while promotional incentives can encourage purchase behavior, they are less influential than trust and perceived value factors in the insurance sector.

Overall, the results illustrate that both communication-based marketing strategies and consumer perception factors jointly influence purchase intention, reinforcing the importance of integrated marketing strategies for insurance companies.

4.7.4 Challenges and Limitations

Challenges

Despite the positive influence of marketing strategies on purchase intention identified in this study, several challenges remain within the insurance sector that affect consumers' willingness to purchase insurance products.

One of the major challenges identified is the lack of consumer trust in insurance providers. As shown in the regression results, consumer trust is the strongest predictor of purchase intention. However, many customers still perceive insurance companies as complex and difficult to understand, which may reduce confidence in purchasing insurance policies.

Another challenge is consumer skepticism toward insurance services. Many potential customers are uncertain about claim procedures, policy conditions, and long-term benefits. This uncertainty may discourage consumers from purchasing insurance products even when marketing campaigns are implemented.

Additionally, perceived lack of transparency in insurance policies can negatively influence consumer attitudes. Customers may feel that policy terms and conditions are complicated or unclear, which reduces their willingness to purchase insurance.

A further challenge is limited consumer awareness of policy benefits and coverage options. Although advertising and promotional strategies increase visibility, consumers may still lack sufficient understanding of the actual benefits provided by insurance products.

These challenges suggest that insurance companies must focus on improving transparency, strengthening trust-building communication, and enhancing consumer education initiatives to support more effective marketing strategies.

Limitations

While this study provides valuable insights into the influence of marketing strategies on purchase intention, several limitations should be acknowledged.

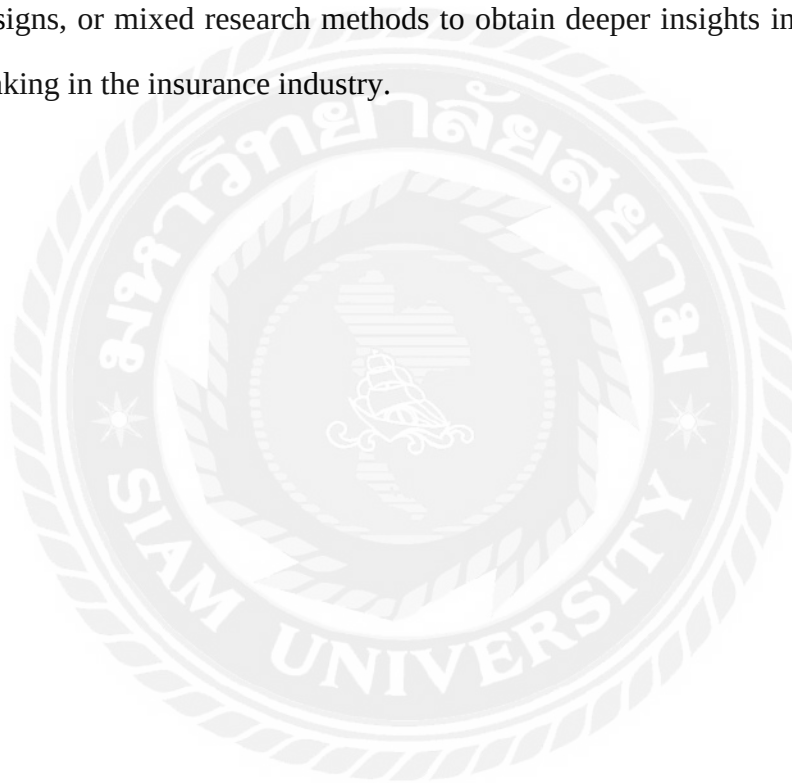
First, the study was conducted using a sample of 210 respondents, which may limit the generalizability of the findings to the entire population of insurance customers in India.

A larger sample size could provide more comprehensive insights into consumer behavior across different regions and demographic groups.

Second, the study relied on self-reported survey data, which may introduce response bias. Respondents may provide answers based on personal perceptions rather than actual purchasing behavior.

Third, the research employed a cross-sectional research design, which captures consumer perceptions at a single point in time. Consumer attitudes toward insurance products may change over time due to evolving market conditions, technological developments, or changes in marketing strategies.

Future research could address these limitations by using larger samples, longitudinal research designs, or mixed research methods to obtain deeper insights into consumer decision-making in the insurance industry.



Chapter 5 Conclusion and Recommendations

5.1 Conclusion

This study examined the influence of various marketing strategies on purchase intention among customers of large insurance companies in India. The research focused on identifying how key marketing-related factors including advertisement, word-of-mouth communication, consumer trust, perceived usefulness, perceived quality, promotion, and perceived sustainability affect consumers' intentions to purchase insurance products.

A quantitative research approach was employed to analyze the relationships between these variables. Data were collected through a structured questionnaire from 210 respondents, representing customers and potential customers of large insurance companies in India. Statistical analyses, including descriptive analysis, correlation analysis, and multiple regression analysis, were conducted to examine the influence of the selected marketing variables on purchase intention.

The results of the regression analysis revealed that all seven independent variables had a significant and positive impact on purchase intention. Among these variables, consumer trust emerged as the strongest predictor of purchase intention, highlighting the importance of credibility, transparency, and reliability in the insurance sector. This finding reflects the nature of insurance services, which involve financial risk and long-term commitments, making trust a critical factor influencing consumer decisions.

In addition, word-of-mouth communication and perceived usefulness were found to significantly influence purchase intention. Word-of-mouth plays a vital role in shaping consumer perceptions, as recommendations from friends, family members, and peers often enhance confidence in insurance providers. Similarly, perceived usefulness indicates that consumers are more likely to purchase insurance products when they believe the policies provide meaningful financial protection and practical benefits.

The study also found that perceived quality and promotion strategies positively influence purchase intention, although their effects were relatively weaker compared to trust and perceived usefulness. Promotional activities such as discounts, offers, and marketing campaigns can attract consumer attention, but they may not be sufficient alone to encourage long-term purchase decisions without the presence of trust and value perception.

Furthermore, perceived sustainability was identified as another important factor influencing purchase intention. Modern consumers increasingly value organizations that demonstrate environmental responsibility and ethical business practices. Insurance companies that communicate their sustainability initiatives effectively can strengthen brand perception and enhance consumer trust.

Overall, the findings confirm that integrated marketing strategies play a crucial role in shaping consumer purchase intention in the Indian insurance sector. Companies that effectively combine trust-building communication, value-based messaging, promotional activities, and sustainable business practices are more likely to influence consumer decision-making and strengthen their market position.

5.2 Future Outlook

The findings of this study highlight the growing importance of strategic marketing approaches in the insurance industry. As the Indian insurance market continues to evolve, companies will need to adopt innovative marketing strategies to remain competitive and meet the changing expectations of consumers.

The increasing adoption of digital technologies presents new opportunities for insurance companies to enhance their marketing efforts. Digital marketing platforms, including social media, online advertising, and mobile applications, allow insurance providers to reach a wider audience and engage directly with consumers. These platforms can be used to provide transparent information, educate customers about policy benefits, and strengthen trust in insurance services.

Furthermore, the integration of data-driven marketing strategies is expected to play a significant role in the future of insurance marketing. By analyzing consumer data and behavioral patterns, insurance companies can develop personalized marketing campaigns that address the specific needs and preferences of different customer segments.

Another important trend is the growing importance of sustainability and corporate social responsibility (CSR). Consumers are increasingly evaluating companies based on their ethical practices and environmental contributions. Insurance firms that incorporate sustainability initiatives into their marketing strategies may gain a competitive advantage by enhancing their reputation and attracting socially conscious consumers.

In addition, the development of customer-centric marketing strategies will be essential for improving consumer engagement and loyalty. Insurance companies must focus on simplifying policy information, improving service quality, and providing transparent communication to reduce consumer skepticism and strengthen long-term relationships with customers.

Overall, the future of insurance marketing will likely be shaped by the combination of digital innovation, sustainability initiatives, and customer-focused communication strategies, all of which can significantly influence consumer purchase intention.

5.3 Theoretical Contributions

This study contributes to the literature on marketing communication and consumer behaviour by empirically validating a multi-factor direct-effects model within the insurance context. The findings reinforce relationship marketing theory by demonstrating the dominant role of consumer trust in influencing purchase intention.

Additionally, the results extend existing research by integrating sustainability perception into the purchase intention framework, highlighting the growing relevance of responsible corporate practices in financial service industries.

The study provides quantitative evidence that marketing communication variables (Advertisement and Word of Mouth) and perception-based constructs (Trust, Usefulness, Quality, Sustainability, and Promotion) operate simultaneously as significant predictors of purchase intention.

5.4 Practical Implications

The findings offer several important implications for insurance companies:

Strategic Marketing Focus

Insurance firms should prioritize trust-building initiatives, as trust has the strongest statistical impact on purchase intention. Transparent policies, ethical conduct, and consistent service delivery are essential for strengthening consumer confidence.

Value Communication

Companies should clearly communicate the practical benefits and usefulness of insurance products. Emphasizing coverage adequacy, financial protection, and service reliability can significantly enhance purchase likelihood.

Balanced Promotional Strategy

While promotional offers and advertisements positively influence purchase intention, they should complement rather than substitute trust-building and value-driven communication strategies.

Sustainability Positioning

Given the significant effect of perceived sustainability, insurers should integrate responsible business practices into their core messaging. Demonstrating environmental and social responsibility can strengthen brand perception and influence consumer decisions.

5.5 Policy Recommendations

The findings suggest that policymakers and regulatory bodies can support consumer confidence in the insurance sector by:

- Encouraging transparency and ethical communication standards in insurance advertising.
- Promoting accountability mechanisms that enhance consumer trust.
- Supporting sustainability initiatives within financial service industries.

Such measures can contribute to improving overall public confidence in the insurance market.

5.6 Recommendations

Insurance companies must enhance coordination between their PR and marketing teams to ensure cohesive communication and effective strategy execution. This can be achieved by forming integrated teams and investing in training programs that align objectives and foster collaboration. Additionally, companies should prioritize CSR activities, which significantly influence consumer trust and brand reputation. By expanding and publicizing these initiatives through targeted media campaigns, firms can demonstrate their commitment to social responsibility.

Another critical recommendation is leveraging consumer data to customize PR-marketing campaigns. Data-driven decision-making enables insurance companies to understand consumer preferences better and allocate resources effectively. Addressing consumer scepticism is equally essential, requiring companies to adopt transparency as a core value in their messaging and PR activities. Awareness campaigns that educate consumers about insurance benefits and dispel common misconceptions can significantly improve trust and engagement.

Policymakers and regulators also play a vital role in supporting ethical practices within the industry. Establishing clear guidelines mandating transparency in PR and marketing activities will ensure compliance with consumer protection laws. Furthermore, encouraging CSR investments through incentives can promote sustainability and ethical behaviour across the sector. Simplifying regulatory processes and fostering open

communication between insurance firms and regulatory bodies can further reduce administrative burdens and facilitate smoother operations.

5.7 Suggestions for Further Study

Further research can explore the role of digital PR strategies, including social media and influencer marketing, in shaping consumer trust and behaviour, particularly within the insurance sector. Given the increasing reliance on digital platforms for consumer engagement, examining how these strategies influence brand perception and customer loyalty would provide valuable insights. Additionally, extending the scope of research to include other sectors, such as healthcare and finance, where PR and marketing integration plays a significant role, would offer a broader understanding of how different industries leverage similar strategies to connect with their target audiences.

Longitudinal studies would be crucial to understanding the long-term impact of PR strategies on brand perception and customer loyalty, offering insights into how consumer attitudes evolve over time. Another important area for future research is consumer-centric studies, particularly focused on rural consumers, to understand their unique needs and preferences, allowing companies to create more targeted campaigns. Finally, evaluating the influence of perceived sustainability efforts on consumer behaviour especially among environmentally conscious demographics would be a valuable avenue to explore, as sustainability increasingly becomes a key consideration for modern consumers.

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Appendix

Appendix A: Survey Questionnaire

Part I: Advertisement

1. Advertisements for this insurance brand make me more likely to consider purchasing.
2. Advertisements clearly communicate the features of the insurance policy.
3. Advertisements enhance my awareness of insurance products.

Part II: Word of Mouth

4. I am more inclined to purchase insurance when it is recommended by someone I trust.
5. Positive reviews from others influence my decision to purchase insurance.
6. Word of mouth strengthens my trust in an insurance brand.

Part III: Consumer Trust

7. I believe this insurance brand is reliable.
8. This insurance company acts ethically in its dealings.
9. I trust this insurance provider to fulfill its promises.

Part IV: Perceived Usefulness

10. This insurance product provides adequate coverage for my needs.
11. This insurance policy offers meaningful financial protection.
12. I find this insurance product beneficial.

Part V: Perceived Quality

13. I believe this insurance product is of high quality.
14. The services provided by this insurer are dependable.
15. The overall performance of this insurance company meets my expectations.

Part VI: Promotion

16. I am more likely to purchase insurance if there is a promotional offer.
17. Discounts and incentives increase my likelihood of purchasing insurance.
18. Limited-time offers encourage me to consider insurance products.

Part VII: Perceived Sustainability

- 19. This insurance company demonstrates socially responsible practices.
- 20. I prefer to purchase from insurers that engage in sustainable initiatives.
- 21. The company's commitment to ethical practices influences my decision.

Part VIII: Purchase Intention

- 22. I am likely to purchase insurance from this brand.
- 23. I would recommend this insurance brand to others.
- 24. I intend to purchase insurance from this brand in the near future.

All items were measured using a 5-point Likert scale:

1 = Strongly Disagree to 5 = Strongly Agree.

Appendix B: Reliability and Validity Analysis

The internal consistency of all constructs was tested using Cronbach's alpha. All variables exceeded the minimum acceptable threshold ($\alpha > 0.70$), confirming reliability. Confirmatory factor analysis (CFA) was conducted to verify construct validity. Factor loadings above 0.60 and AVE values above 0.50 indicated convergent validity.

Variable	Cronbach's Alpha	Composite Reliability	AVE
Advertisement	0.874	0.889	0.673
Word of Mouth	0.861	0.872	0.658
Consumer Trust	0.902	0.917	0.701
Perceived Usefulness	0.869	0.883	0.664
Perceived Quality	0.885	0.896	0.688
Promotion	0.832	0.847	0.619
Perceived Sustainability	0.854	0.868	0.654
Purchase Intention	0.913	0.924	0.712

Appendix C: Regression Analysis Output Summary

Multiple regression analysis was conducted using SPSS to examine the influence of marketing strategy variables on purchase intention. The independent variables included Advertisement, Word of Mouth, Consumer Trust, Perceived Usefulness, Perceived Quality, Promotion, and Perceived Sustainability.

The results indicated that all independent variables had a positive and significant effect on purchase intention. Among them, Consumer Trust showed the strongest influence, followed by Perceived Usefulness and Word of Mouth.

These findings confirm that effective marketing strategies play an important role in influencing customers' purchase intention toward large insurance companies in India.

Appendix D: Ethical Clearance Statement

This research adhered to institutional ethical guidelines.

Participation was voluntary, and respondents were assured of anonymity and confidentiality.

Data collected were used solely for academic purposes.