

# **MAJOR RESEARCH PROJECT**

**ON**

**To study the awareness of the college students towards the  
Health Insurance plans.**

**Submitted By**

**Dev Malik**

**2K24/DMBA/068**

**Under the Guidance of**

**Dr. Veenu Shankar**

**Assistant Professor**



**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road Delhi 110042**

## **CERTIFICATE**

It is hereby certified that Dev Malik, Roll No. 2K24/DMBA/068, has successfully completed the major research project report entitled “To study the awareness of the college students towards the Health Insurance plans.” in partial fulfillment of the requirement for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, Delhi for the academic session 2024–2025.

**Dr. Veenu Shankar**

**Assistant Professor**

**Delhi School of Management**

**Delhi Technological University**

## **DECLARATION**

I, **Dev Malik**, student of the MBA Program at **Delhi School of Management, Delhi Technological University, Delhi**, hereby declare that the major research project titled **“To study the awareness of the college students towards the Health Insurance plans.”** submitted to Delhi Technological University is my original work and reflects the research and analysis conducted by me in fulfilment of the requirements for the MBA program.

I further declare that I have conducted the research work, collected the data, and analyzed the results presented in this report. I also certify that all references and citations used in this project have been properly acknowledged and that I have not submitted this report, in whole or in part, for any other degree, diploma, or course.

I take full responsibility for the authenticity and accuracy of the information contained in this project.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Dev Malik  
Roll No: 2K24/DMBA/068

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With warm regards,  
Dev Malik  
Roll No: 2K24/DMBA/068  
Delhi School of Management  
Delhi Technological University

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## **ABSTRACT**

Health insurance has become an important financial protection tool in today's healthcare environment, especially with the continuous rise in medical expenses, hospitalization costs, and lifestyle-related diseases. Despite the availability of various government and private health insurance schemes in India, awareness and understanding among young individuals, particularly college students, remain limited. This study focuses on examining the awareness level of college students towards health insurance plans and understanding their perception regarding the benefits, coverage, and importance of health insurance.

The research was conducted using a descriptive research design with a quantitative approach. Primary data was collected through a structured questionnaire from 97 respondents belonging to different educational and demographic backgrounds. The study analysed factors such as awareness level, understanding of policy terms, purchasing behaviour, transparency of insurance companies, and knowledge regarding risk coverage and financial security. Statistical tools including percentage analysis, descriptive statistics, correlation analysis, regression analysis, and reliability analysis were used to interpret the collected data.

The findings of the study reveal that although most students have basic knowledge about health insurance, many still lack detailed understanding regarding policy benefits, claim procedures, premium structures, and coverage terms. Social media, television, newspapers, and family members were identified as major sources of awareness. The study also found that awareness regarding financial protection and risk coverage positively influences the willingness of students to purchase health insurance plans. In addition, transparency and clear communication from insurance companies play a significant role in building trust and improving consumer perception.

The study concludes that there is a growing awareness of health insurance among college students; however, there is still a strong need for better financial literacy and simplified insurance education. Educational institutions, policymakers, and insurance providers should work together to promote awareness programs, workshops, and digital campaigns to help young consumers make informed healthcare and financial decisions in the future.

# **CHAPTER 1 – INTRODUCTION**

## **1.1 Background of the Study**

One of the most precious resources of any individual is health, and access to adequate health care. Services are a crucial aspect of good quality of life. The increasing The expenses of medical care, hospitalization, medications, and diagnostic services has risen. A financial hardship on people and families. The sudden onset of medical emergencies can cause tough economic squeeze, particularly for middle income and low income families. In such In many circumstances, health insurance has become a significant financial security measure which aids in health-related situations.

Healthcare costs are paid effectively by the individual. Health insurance is a contract whereby an insurer agrees to cover a certain portion of the cost of healthcare for its members. Insurance to pay for medical costs in exchange for premiums paid by the insured. It acts As a safety measure to minimize out-of-pocket costs and access to better, healthcare services. In a developing country like India, health care expenses are continually rising. Since then, health insurance has developed an increasing importance for both economic and social aspects. well-being.

For several years now the Government and private insurance companies have been introducing Several health insurance schemes to increase the access to health services and financial security among citizens. The Government of India's initiatives like Ayushman Bharat have contributed to the creation of: Awareness of citizens about health insurance. Likewise, private insurance companies Also, they have boosted their promotional efforts, with advertisements, digital marketing, and more. awareness campaigns. While all this is happening, a large part of the population still has no complete Knowledge about health insurance plans, their benefits, coverage, process, and usage. Students are an important group of people as they are future earners in the college. individuals and decision-makers. Young people are now much more open to financial products. Workshops and exhibitions. Educational Workshops and exhibitions for planning concepts, investment opportunities and healthcare awareness.

Institutions, social media and digital platforms. But many students still have a low level of understanding of Practical information about health insurance plans, benefits, claims and long-term financial protection. Some students might know about health insurance but might not know what it is about and that the insurance will be provided. Does not have a clear understanding of its significance or operation. The level of student awareness of health insurance is very significant as it pertains to college students, as: The incidence of medical emergencies and lifestyle-related health risks is rising for younger people. as well. Further, early awareness can foster good financial habits. and future improved healthcare planning. Students who recognize the importance of good health. insurance are more prone to make informed decisions on health care coverage for Their own and their family's safety. Various studies have indicated that many are aware of the term “health” but still don't understand its definition or the importance of maintaining good health.

There is a relatively low level of understanding and use of insurance. One major reason This is due to the absence of adequate education and guidance on insurance policies. Many People often struggle with insurance policies due to the use of technical jargon, the process for filing a claim, paperwork requirements, and policy stipulations. Because of this, people are reluctant to Not buying insurance or putting off investing in health insurance until a medical issue arises. Studies also have demonstrated that being aware is not enough, being accessible, trustworthy and affordable is also important,

Consumer attitude, knowledge and understanding regarding the insurance system also impacts consumer behaviour. People are more will be willing to buy health insurance if they have a clear understanding of the value of health insurance and feel that it will benefit them.

Writing the insurance process is very easy and secure. Refer to the family influence and educational background sections of the case study. See the case study for the influence of the family and education. Other factors that influence their decision include exposure, income and peer recommendations. Consumer attitude and awareness about health insurance plans. The present study aims at assessing the awareness level of the college students about health insurance plans. The study is aimed at finding out if students have the necessary knowledge. On health insurance, why people buy health insurance, and how much. Which students know about insurance as a protection as well as investment instrument? The study also Aims to discover what factors contribute to awareness and perception of Students.

This study is important as it has pointed out the increasing demand for financial literacy and Awareness of healthcare among young people. By understanding the awareness level of college students, the study can help educational institutions, insurance companies, and policymakers Pave the way for improved awareness campaigns and education. Increased awareness among A high-quality chess club will benefit the community through a variety of ways for students. A good chess club will have a positive impact on the community in several ways for students. Making informed decisions in the future.

Health is one of the most valuable assets for every individual, and access to proper healthcare services plays an essential role in maintaining a good quality of life. In recent years, the rising cost of medical treatment, hospitalization, medicines, and diagnostic services has increased the financial burden on individuals and families. Unexpected medical emergencies often create serious economic pressure, especially for middle-income and low-income households. In such situations, health insurance has emerged as an important financial protection tool that helps individuals manage healthcare expenses efficiently.

Health insurance refers to an agreement in which an insurance company provides financial coverage for medical expenses in exchange for a premium paid by the insured individual. It acts as a safety mechanism that reduces out-of-pocket expenditure and provides access to better healthcare services. In a developing country like India, where healthcare costs are continuously increasing, health insurance has become increasingly important for both economic and social well-being.

Over the past few years, the government and private insurance companies have introduced several health insurance schemes to improve healthcare accessibility and promote financial security among citizens. Government initiatives such as Ayushman Bharat have helped create awareness regarding health insurance among the public. Similarly, private insurance providers have also increased promotional activities through advertisements, digital marketing, and awareness campaigns. Despite these efforts, a large section of the population still lacks complete understanding regarding the benefits, coverage, procedures, and usage of health insurance plans.

College students represent an important segment of society because they are future earning individuals and decision-makers. Young adults are becoming increasingly exposed to financial planning concepts, investment opportunities, and healthcare awareness through educational institutions, social media, and digital platforms. However, many students still possess limited

practical knowledge regarding health insurance plans, policy benefits, claim procedures, and long-term financial protection. Some students may have heard about health insurance but may not fully understand its importance or actual functioning.

Awareness regarding health insurance among college students is particularly important because medical emergencies and lifestyle-related health risks are increasing among younger populations as well. Additionally, awareness at an early age can encourage responsible financial behaviour and better healthcare planning in the future. Students who understand the value of health insurance are more likely to make informed decisions regarding healthcare coverage for themselves and their families.

Various studies have highlighted that although many people are aware of the term “health insurance,” actual understanding and utilization remain comparatively low. One major reason behind this gap is the lack of proper education and guidance regarding insurance policies. Many individuals find insurance policies difficult to understand because of technical terms, claim procedures, documentation requirements, and policy conditions. As a result, people often avoid purchasing insurance or delay investment in health coverage until a medical emergency occurs.

Research has also shown that awareness alone is not sufficient; accessibility, trust, affordability, and understanding of the insurance system also influence consumer behaviour. People are more likely to purchase health insurance when they clearly understand its benefits and believe that the insurance process is simple and reliable. Family influence, educational background, social media exposure, income level, and peer recommendations also play a significant role in shaping consumer awareness and perception toward health insurance plans.

The present study focuses on examining the awareness level of college students towards health insurance plans. The study aims to understand whether students possess adequate knowledge regarding health insurance, the reasons behind purchasing health insurance, and the extent to which students are aware of insurance as both a protection and investment tool. The study also seeks to identify the factors influencing awareness and perception among students.

This research is significant because it highlights the growing need for financial literacy and healthcare awareness among young individuals. By understanding the awareness level of college students, the study can help educational institutions, insurance companies, and policymakers design better awareness programs and educational initiatives. Increased awareness among students can contribute to better financial preparedness, improved healthcare security, and more informed decision-making in the future.

## **1.2 Problem Statement**

The significance of health insurance has increased in the recent years because of the rising: Healthcare costs, lifestyle health issues, and unforeseen health crises. Health insurance helps people alleviate the cost of hospitalization and access to improved health care services. services. Although there are a number of government and private health insurance schemes, Many people do not have a good understanding of insurance or health insurance, especially college students. Students in college are a significant portion of the society as they are the future workforce. decision-makers. By this age, students start to acquire awareness of money and finance. independent decision-making skills. But many pupils still don't have the right knowledge, On health insurance plans, benefits, health insurance claims and the long-term significance.

While the majority of students know what health insurance is, they may not be familiar with the term “full coverage.” understand how it works or why it is necessary. that health insurance is only needed once you're older. There are many young people who think that health insurance is only needed when they're older. people who have serious health problems. Because of this perception, they frequently neglect to pay attention to the significance of healthcare planning and financial protection at an early age. Further, insurance policies are Often perceived as complex due to technical jargon, policy conditions and claim procedures that create confusion and student interest.

A more significant problem is that of awareness versus utilization of health insurance. While students may have heard about insurance from an ad or on social media or through a peer, they actually have no real understanding of insurance. family discussions, many are unaware of the practical benefits and usage of insurance policies. When people don't understand, they may not make informed healthcare and other decisions.

Future financial decisions will be based on these. COVID-19 also underscored the significance of healthcare security and emergency. preparedness. It spread awareness on medical insurance and financial security. Despite the pandemic, however, there are still some college students who have limited awareness of the pandemic. about the insurance plans available and benefits thereof.

The study is to find out the extent of awareness of college students about the health insurance plans and to find out the perception of the students about the health insurance plans as a financial investment and protection instrument to healthcare. The research also examines the reasons for the student's choice of purchasing health insurance and the factors affecting the awareness of students.

### Major Issues Identified:

- Lack of proper awareness regarding health insurance plans among college students.
- Limited understanding of policy benefits, claim procedures, and coverage.
- Misconception that health insurance is only necessary for older individuals.
- Gap between awareness and actual usage of health insurance.
- Low financial literacy regarding insurance and healthcare planning.
- Lack of trust and understanding due to complex insurance procedures.
- Insufficient knowledge regarding insurance as an investment and financial security tool.

### **1.3 Objectives of the Study**

Goals of the research study give guidance and outline the scope of research. The objective of the present study is to identify the knowledge level of the college going youth about insurance plans and their perception, knowledge and understanding of the importance of health insurance as a financial protection and investment tool, based on the identified problem and the gap in literature.

#### **Primary Objective**

To study the awareness of college students towards health insurance plans.

The main aim of the study is to explore the general knowledge and awareness of the college students about health insurance plan, its benefits and importance with regard to financial protection.

#### **Specific Objectives**

1. To examine the awareness and consumption level of consumers towards health insurance.

The objective of this is to determine students' awareness of the health insurance plans and the extent to which students and their families use health insurance services. It additionally emphasizes the levels of knowledge students have about policy features, advantages and healthcare coverage.

2. To examine the customers' purpose for purchasing health insurance.

This goal aims to gain insight into the key factors that drive people to buy health insurance policies. This could be for financial security, protection against medical issues, tax savings, family security or long-term healthcare planning.

3. To identify how many people are aware about insurance and investment.

Identifying the number of students who know insurance is a financial planning and investment option, as well as a protection for their health. It also investigates students' perception of the link between insurance and financial security.

### **1.4 Scope of the Study**

The scope of the study is the overall area that has been covered by the research and it explains the boundaries of the study. The present study aims at analyzing the awareness of college students towards health insurance plan and understand their perception, knowledge and attitude about health insurance. The following sub-heads will help to understand the scope of the study:

#### **1. Conceptual Scope**

The conceptual area of the study is to know the concept of health insurance and its significance among the college students. The study focuses on the awareness of students about:

- Health insurance plans and policies

- Benefits and coverage provided by health insurance
- Financial protection during medical emergencies
- Insurance as an investment and financial planning tool
- Purpose and importance of purchasing health insurance

The study also explores the relationship between awareness, perception, and understanding of health insurance among students.

## 2. Demographic Scope

The study has a limited demographic scope of the college students among different age groups, educational levels, and incomes. The study takes into account the demographic factors:

- Age
- Gender
- Educational qualification/course
- Family income
- Awareness source

These demographic factors help in understanding how awareness levels may vary among different groups of students.

## 3. Geographical Scope

Geographic coverage of the study is restricted in selected colleges and educational institutions in a given geographical area. The results of the study have been derived from the answers obtained from the students of the selected area which may not be the true reflection of the opinion of students from other regions.

## 4. Analytical Scope

Analytical scope of the study is to collect, interpret, and analyze data which relates to students' awareness regarding health insurance plans. The study is designed to investigate using questionnaire, percentage Analysis, charts, tables and statistical tools:

- Level of awareness
- Purpose of purchasing health insurance
- Understanding of insurance benefits
- Awareness regarding insurance and investment

The analysis helps in identifying patterns, trends, and factors influencing awareness among students.

## **1.5. Practical Scope**

The level of practical application of this study is demonstrated by its usefulness for educational institutions, insurance companies, policy makers and researchers. The results of the study could be useful:

- Insurance companies in improving awareness campaigns
- Educational institutions in promoting financial literacy
- Policymakers in designing effective healthcare awareness programs
- Students in understanding the importance of health insurance and financial security

The study may also encourage young individuals to make informed healthcare and financial decisions in the future.

### **Limitations within Scope**

- The study is limited only to college students and may not represent the views of the entire population.
- The sample size selected for the study may be limited due to time and resource constraints.
- The study is based on responses collected through questionnaires, which may involve personal bias or inaccurate information.
- The awareness level of respondents may vary depending on their educational background and personal experiences.
- The study is conducted within a limited geographical area and time period, which may affect the generalization of findings.

## **Chapter 2- LITERATURE REVIEW**

### **2.1 Introduction**

Health insurance has become one of the most important financial protection measures in contemporary health care systems . Expansion of medical expenses and the growing prevalence of lifestyle-based diseases, increased hospital bills and the fear of health crises have rendered health insurance an integral part of the personal finance plan. Health insurance is an important factor in the reduction of out-of-pocket expenditure, in the increased availability of health-care services and in providing financial security to the households in both developed and developing economies.

Although the insurance industry has been growing fast in India and several health insurance schemes have been introduced by the Government, awareness, uptake and usage of health insurance is far from uniform across different demographic groups. The urban and literate population is slowly becoming more aware of the benefits of insurance, however, they do not have enough knowledge about the coverage of insurance policies, the process of filing claims or the benefits that can be obtained over time. This disparity is greater for young people, among the poor and rural people.

In the available literature, awareness, perception, satisfaction, utilization, policy preference and effectiveness of public health insurance schemes are the main focus. Some studies also highlight the role of government intervention, digitalization in healthcare, and evidence-based reimbursement schemes for enhancing healthcare coverage. The existing review summarizes the significant results of the past research to gain insight into consumer attitudes, awareness and structural issues in the health insurance market.

### **2.2 Awareness and Perception Towards Health Insurance**

Among the most important factors that impact health insurance uptake identified is awareness. While some people have heard about health insurance, there are several studies that show they don't know much about the features of their policies, the benefits of coverage, what is excluded, or what procedures they must follow to get their claims paid.

In a study done in Chennai, Chengalpattu, and Kancheepuram districts, the lack of awareness has been revealed as one of the main factors for low uptake of health insurance. The study pointed out that health insurance is more than just a product to be bought, it is an investment. The researchers conducted percentage analysis, correlation, and regression on 210 respondents to see how consumers perceive and are aware of the product.

Likewise, the study done in Coimbatore was related to the awareness and preference of the policyholders towards the health insurance products. The study showed that there is a need to identify the factors affecting awareness level and consumer complaints against policy services. It also highlighted awareness creation and redressal of consumers' grievances as a key element in reinforcing insurance companies' trustworthiness.

Together, these results indicate that awareness is more than just knowledge of the product's existence; it also involves understanding the function of the policy and how it can be effectively used.

### **2.3 Attitude of Youth Towards Health Insurance**

Working youth are an important part of the health insurance market and young consumers represent an important segment in the market. Previous research has shown that most young people don't think health insurance is a priority because they think they are healthy, don't have an immediate need for health insurance, and are not financially oriented.

One study found that working youth are not aware of health risks and delay insurance coverage purchases. The study with a sample of 131 respondents from the suburbs and Mumbai found that it is better to buy a policy when you are younger, so that you can enjoy the benefits of coverage, lower premiums, and ease of access before you start experiencing any health issues.

The study also found that many unmarried young adults think that health insurance isn't important until they have a family. But, there are different types of insurance plans that can be scaled up and family floater options for which early adoption is strategically beneficial.

This literature suggests that although youth may have the capacity to earn and digital awareness, attitudinal obstacles persist in the way of early health insurance adoption.

### **2.4 Utilization of Health Insurance Schemes**

Insurance alone isn't enough for effective use. There are also multiple studies indicating that even if people enrol in health insurance schemes, they are not using them because of the complexity of the procedures, lack of empanelled hospitals and insufficient information about claiming health insurance.

A cross sectional study was done in Uttar Kannada and Udupi Districts and 63.27% of the households were aware of health insurance and subscribed for it, but only 25.57% utilized the policy. Hospitals' complicated procedures, partial cover, and unavailability were key issues in non-utilization.

Similarly, another study among the slum dwellers in Delhi reported less awareness about the health insurance (19%) and possession of health insurance (18%). Utilisations were relatively high in beneficiaries belonging to schemes like CGHS and ESIS while the effectiveness of public schemes like RSBY was low to meet their health requirement.

The results suggest that mere awareness is not enough if it is not accompanied with the ease of access, transparency of claims and service delivery. These findings indicate that awareness alone is insufficient unless accompanied by ease of access, transparent claim processes, and efficient service delivery.

### **2.5 Customer Satisfaction and Service Quality**

Another one of these factors is customer satisfaction, which is another health insurance continuity and market growth determinant. Responsiveness, the quality of the hospital network, the promptness of claim settlement, clarity of policy and the quality of service support have an impact on satisfaction.

The study in Tonk district revealed moderate level of awareness with an average level of preference for health insurance products. The study found that consumers were aware of the benefits provided by insurance, but issues around service quality and usability remained to impact on their satisfaction levels.

By a similar process, tertiary school health insurance scheme studies revealed that many respondents were pleased with the cleanliness and friendliness of health providers, however, their dissatisfaction with the long waiting time before they could see a health provider adversely affected the overall satisfaction they had with services.

The studies show that the quality of service delivery has a significant impact on insurance effectiveness perceptions.

## **2.6 Public Health Insurance and Policy Effectiveness**

Public health insurance schemes have a key role in providing health coverage to the less affluent segments of society. But, there are several studies that show governance, regulation, awareness and service quality challenges in implementation. Research in the Indian context on RSBY and other PSSPs show that although these initiatives opened up access to private healthcare and enrolled millions of people, weak governance and inadequate monitoring systems negatively impacted on performance and consumer satisfaction .

A study also highlighted the importance of Ayushman Bharat and evidence-based reimbursement systems for minimizing the OPEC in India and enhancing UHC. It made emphasis on the need for systematic health technology assessment and transparent reimbursement mechanisms.

This literature indicates that policy expansion needs to be backed by operational efficiency and robust institutions.

## **2.7 Digital Transformation in Health Insurance**

Digital technologies have also been identified as an emerging tool to increase access to health insurance in recent research. An analysis of interviews conducted with 53 executives of Indian health insurance highlighted the importance of technology to support inclusive insurance models, especially those targeting bottom-of-pyramid customers. Digital platforms can help to enhance enrollment, awareness, service delivery, and claims management.

A key expectation is for the health insurance industry to benefit from greater transparency, operational efficiency and customer experience as a result of the integration of digital systems.

## **2.8 Research Gap**

While the awareness, utilization, satisfaction, and public health insurance schemes have been explored extensively in literature, few studies have targeted the awareness and preference of young salaried consumers with respect to private health insurance plans in urban markets, particularly in the context of the evolving health insurance costs and policy purchase dynamics among the public.

Further, many studies examine either awareness or utilization separately, while fewer studies integrate:

- Awareness level
- Purchase preference
- Trust factors
- Claim perception
- Service satisfaction
- Youth behavioral intention

This creates a gap for contemporary research focused on emerging young working consumers.

## **Chapter 3- RESEARCH METHODOLOGY**

### **3.1 Introduction**

The systematic approach to data collection, analysis and interpretation used to attain the goals of a study is called its research methodology. It helps in conducting the research in a scientific and organized manner. The purpose of present study is to find out the level of awareness of the college students about the health insurance plans, benefits of health insurance, importance of health insurance and factors affecting the knowledge and perception of health insurance among the college students.

### **3.2 Research Approach**

The study is quantitative research because it is concerned with gathering numbers from the respondents and analysing it statistically. In quantitative method the level of awareness of the college students about health insurance plans is measured in an objective manner.

A quantitative approach is preferred because:

- It enables **objective measurement** of consumer perceptions
- It allows the use of **statistical tools** for analysis
- It helps in establishing **relationships between variables**
- It ensures that the findings are **structured and generalizable**

The study relies on numerical data collected through structured questionnaires, which are further analyzed using statistical techniques.

### **3.3 Research Design**

The research design adopted for this study is **descriptive research design**. Descriptive research is used to describe the characteristics, opinions, behavior, and awareness level of a particular group of respondents. In the present study, it helps in understanding and analyzing the awareness of college students towards health insurance plans.

This research design is appropriate because the study does not aim to manipulate any variables or establish a cause-and-effect relationship. Instead, it focuses on collecting detailed information about students' knowledge, perception, preferences, and understanding regarding health insurance plans.

The descriptive research design enables the researcher to:

- Identify the level of awareness among college students regarding health insurance plans.
- Understand students' perception about the importance and benefits of health insurance.
- Analyze factors influencing awareness, such as education, family background, social media, and advertisements.
- Present the collected data in an organized and meaningful manner through tables, charts, and statistical analysis.

The study is conducted through surveys and questionnaires, making descriptive research suitable for gathering factual and quantitative information from a large number of respondents within a limited time period.

### **3.4 Sources of Data**

The data collected for the study includes both primary and secondary data.

#### **Primary Data**

Questionnaire method: A questionnaire will be prepared to gather information about customer's perception & understanding towards the effectiveness of promotional strategies.

#### **Secondary Data**

Secondary data are those that have already been collected by others. These are usually available in journals, periodicals, dailies, research publication official records, etc., they may either be

available in published form or in an unpublished form. Websites related to the study would be reviewed.

We use these websites:

- <https://www.ijcmph.com/index.php/ijcmph/article/view/5059/3367>
- <https://rjhssonline.com/HTMLPaper.aspx?Journal=Research/55445/756>

### **3.5 Sampling Design**

**Population:** The population of the study consists of college students studying in different colleges.

**Sampling Technique:** The study uses **convenience sampling technique**, where respondents are selected based on ease of accessibility and availability.

**Sample Size:** A sample of **100 college students** has been selected for conducting the study.

### **3.6 Data Collection Instrument**

The primary tool used for data collection is a **structured questionnaire** containing both close-ended and multiple-choice questions. The questionnaire is designed to gather information regarding:

- Awareness about health insurance plans
- Knowledge of benefits and coverage
- Sources of information
- Preference and perception towards health insurance

### **3.7 Data Analysis Techniques**

The collected data has been analyzed using simple statistical tools and techniques such as:

- Percentage analysis
- Tables and charts
- Graphical representation
- Mean and frequency analysis

These techniques help in interpreting the responses effectively and drawing meaningful conclusions.

### **3.8 Conceptual Framework**

The conceptual framework of the study is based on the relationship between awareness of health insurance plans and influencing factors such as:

- Educational background

- Family income
- Exposure to advertisements
- Social media awareness
- Knowledge about medical expenses
- Influence of family and peers

These factors influence the level of awareness and perception of students towards health insurance plans.

### **3.9 Reliability and Validity**

#### **Reliability**

Reliability: how consistent the data collected is. The questionnaire has been framed properly with simple and clarified questions so that the respondents will get uniform responses from the respondents.

#### **Validity**

Validity is how accurate the research instrument is in measuring what it is designed to measure (3.92). The objectives of the study determine the preparation of the questionnaire so as to obtain the relevant information on awareness of health insurance.

### **3.10 Limitations of the Study**

The study may have the following limitations:

- The research is limited to selected college students only.
- The sample size may not represent all college students.
- Responses may be affected by personal bias or lack of knowledge.
- Time and resource constraints may limit the depth of the study.
- The study is based on information provided by respondents, which may not always be fully accurate.

## **Chapter 4: Analysis, Discussion & Recommendations**

### **Executive Summary:**

In the light of this situation, the present study was conducted to check the awareness of college students about health insurance plans. The structured questions were used to gather 97 valid responses which were analyzed. questionnaire. The study was geared towards the awareness level, purchasing behaviour among the respondents, The transparency perception and general knowledge about health insurance of the respondents.

The demographic analysis showed that most people were in the younger age group: group 0-20 years comprising male and female, urban, semi-urban, rural areas.

The majority of those who responded were students and graduates/ intermediate level participants, The study's focus on college students is consistent with the study's focus. The analysis also showed that social media, TV, newspapers and friends/relatives were all sources of information. Major sources of awareness about health insurance policies were. Although many A considerable percentage of respondents knew about health insurance plans and benefits, even had limited understanding of policy coverage benefits, transparency, and terms.

The results also indicate that awareness about risk coverage, savings, and security benefits are not high. The percentage of respondents who are associated with health insurance is moderate. While some respondents While many of the participants had already enrolled in health insurance plans, many lacked health insurance altogether. insurance policy.

The study underscores the need for the awareness of health insurance young people have become more and more important. consumers. It also highlights the importance of insurance companies, educational institutions and policymakers to carry out awareness campaigns and give simplified info about policy advantages, premiums and financial protection. The overall results suggest that in general, there is a growing awareness of health insurance,

However, there remains a need for improved education, transparency and among college students, Communication to increase awareness and uptake of health insurance.

## **4.1 Introduction to Analysis**

The present chapter emphasizes the analysis and interpretation of the main data obtained from the primary study conducted. The structured questionnaire prepared for the study “To study the awareness of college students towards health insurance plans” was used for this purpose. This chapter's intent is to methodically analyze the responses received from the respondents and determine the level of Knowledge, comprehension and awareness of health insurance plans.

First the data gathered from respondents were systematically organised, coded and tabulated. Format for the proper analysis and interpretation. This study was done using primary data. Responses to questionnaires and Google Forms were collected from 97 respondents. The collected Data on responses were analysed through percentage analysis, frequency distribution, descriptive statistics. Interpretation, Tabular presentation.

The following demographic variables were included in the questionnaire: Age, Gender, Qualification, Locality, and respondents' occupation. In addition, questions related to awareness of health insurance, The extent of transparency in insurance providers, purchase of insurance policies, the preference for premiums, payment of premiums. frequency, risk coverage and returns awareness was included to understand Attitudes of the respondents to health insurance plans.

The chapter has been divided into different sections for better understanding and systematic Data analysis and results interpretation. The first part provides the demographic description of the respondents, which gives background details in regards to the participants who are part of the study. The The following sections examine the respondents' awareness sources, satisfaction levels, insurance coverage and the reasons for/against coverage.

Overall awareness of health insurance benefits, preferences. The results from the analysis enable a comprehension of how aware the college students are. students to health insurance plans and determine where awareness and understanding is needed. remain limited. The chapter also offers practical ideas and suggestions that could be useful to culture and share best practices to enhance awareness and culture among insurance companies, educational institutions, and policymakers.

To facilitate consumers' informed decision-making. This chapter has a significant part in the process of transforming raw Survey responses into meaningful data, and in general, this chapter is an important part of the process. Insights that help to understand consumer awareness and perception of health insurance plans.

## **4.2 Demographic Profile of Respondents**

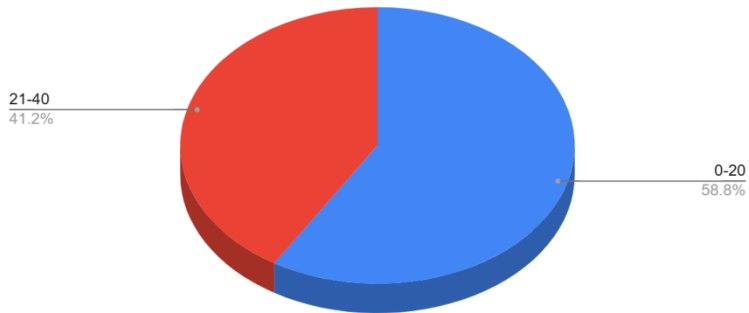
The demographic profile of the respondents gives background information about the subjects in the study. Demography analysis is useful to know the characteristics of the sample population and ensures that the responses that are collected represent To respond to the issues effectively in different categories of responding.

The demographic factors age, gender, qualification, locality and were considered in the present study. occupation were analyzed to gain a better understanding of the respondents' background. These factors have an important role in the awareness, perception and understanding of the with regard to health insurance plans.

The study collected responses from 97 participants belonging to different educational, Familiarity with and employment in both occupational and residential settings. The analysis of demographic data helps in identifying The major respondent groups are presented and a foundation for further interpretation of awareness is provided. The attitudes and the behaviors associated with health insurance plans.

<b>Demographic Variable</b>	<b>Category</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
<b>Age</b>	0–20 Years	57	58.8%
	21–40 Years	40	41.2%
<b>Gender</b>	Male	50	51.5%
	Female	47	48.5%
<b>Qualification</b>	Illiterate	26	26.8%
	High School	25	25.8%
	Intermediate	23	23.7%
	Graduate and Above	23	23.7%
<b>Locality</b>	Urban	62	63.9%
	Rural	35	36.1%
<b>Occupation</b>	Student	33	34.0%
	Private Service	24	24.7%
	Business	23	23.7%
	Home Maker	17	17.5%

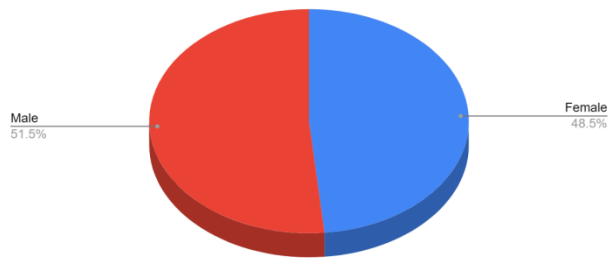
Count of Age of the respondent



**Figure 4.1:** Age distribution of respondents

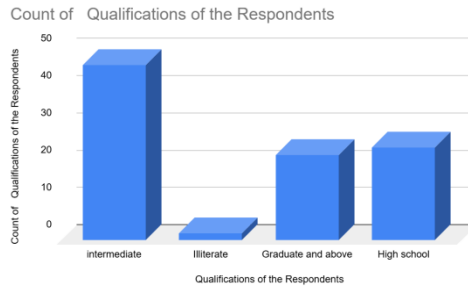
A demographic analysis shows that most respondents were in the age group 0-20. The largest age group as a percentage of the total was 58.8% among those aged 18 to 44. This means younger people and the elderly are likely to be the most affected, The respondents of the study consisted of the major portion of college going students.

Count of Gender of the respondent



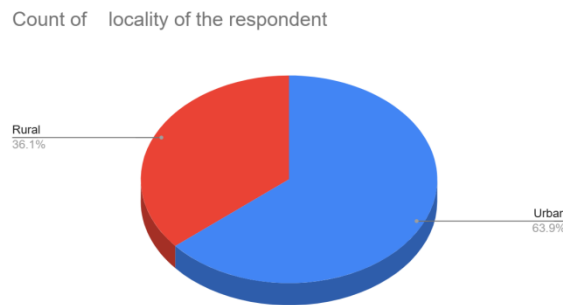
**Figure 4.2:** Gender distribution of respondents

The gender distribution was relatively balanced with male respondents making 51.5% of the respondents. The majority of respondents were both female (50.7%) and middle-aged (48.5%). This balanced participation Adds to the certainty and representativeness of the results.



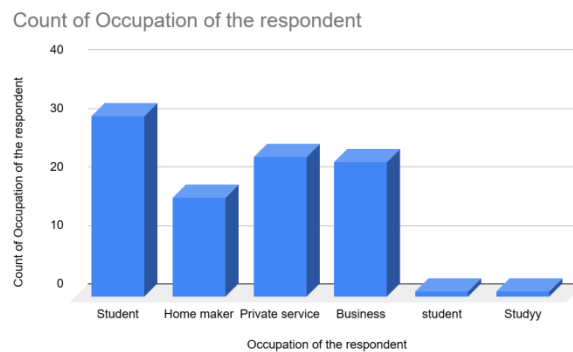
**Figure 4.3:** Qualification of respondents

The educational analysis of the qualification reveals that the respondents had different educational backgrounds. Illiterate, high school, intermediate, and graduate levels of backgrounds. The distribution of people by qualification category was fairly even.



**Figure 4.4:** Locality of respondents

It shows that the majority of the respondents were from urban areas (63.9%) and 36.1% of the respondents came from rural area. This indicates there is an understanding of health. Insurance might be more available among the urban population because of access to financial services. Digital media, services and educational resources.



## 4.5 Occupation

The occupation-wise analysis reveals the fact that the students occupied the largest category of respondents (4.55), Respondents who engaged in private service and business activities followed. Since the study awareness among college students, which reinforces the opinions and ideas of the student respondents. The relevance of the research topic.

### **4.3 Descriptive Statistics**

To gain an understanding of the overall awareness level, perception and behavioural patterns of respondents towards health insurance plans, descriptive statistics was used. Frequency distribution and percentage analysis of the main variables on the questionnaire was used for the analysis.

The descriptive analysis covered various aspects pertaining to the awareness of health insurance including sources of the awareness, awareness about terms and conditions of health insurance policies, possession of health insurance policies, satisfaction towards health insurance companies, transparency of health insurance companies, awareness about premium preferences, frequency of premium payment, and awareness about risk coverage and security benefits.

The results show that there is a moderate level of awareness among the respondents concerning health insurance plans. The sources of information about health insurance policies cited were social media, television, newspaper and friends or family. It indicates that digital and traditional communication channels contribute to raising awareness among consumers.

The analysis also showed that while some respondents had heard about health insurance schemes, there was a lack of knowledge about the conditions and benefits of the schemes as well as claim procedures among many of the participants. A significant proportion of the respondents had not bought any health insurance policy, suggesting awareness gaps and low uptake of insurance plans.

The answers for transparency and satisfaction show mixed views from the respondents. A few respondents were satisfied with the services offered by insurance companies and agents but others were unsure about transparency and information on policies. The descriptive results also indicate that the awareness of respondents towards the concept of risk coverage, savings benefits, financial security due to health insurance plans is moderate. Based on the results, consumers are slowly starting to realize the significance of health insurance but more awareness and education is needed.

The descriptive statistics offer valuable information about the awareness and perception of health insurance plans among the respondents and facilitate in understanding of the trends of health insurance plan adoption among college students.

### **4.4 Reliability Analysis**

An internal consistency test (Reliability analysis) was also performed to test the consistency of the questionnaire items (4.4). used in the study. Cronbach's Alpha ( $\alpha$ ) was used as the reliability measurement technique to Review and assess consistency of the questionnaire items in measuring awareness and perception On the matter of health insurance plans.

The value of Cronbach's alpha typically falls between 0 and 1. A higher value means a better internal Uniformity in the items on the questionnaire. Social science research values above 0.70 are A value of generally less than 0.7 is regarded as good, and values lower than 0.7 can be used for exploratory investigations.

In the present research study, reliability analysis was carried out on the major awareness related variables, including:

- Knowledge regarding health insurance terms and conditions
- Purchase of health insurance policies
- Satisfaction with insurance providers
- Transparency of insurance companies
- Awareness regarding risk coverage and savings
- Awareness regarding security with high returns

**Table 4.3: Reliability (Cronbach’s  $\alpha$ ) of study scales**

Scale / Variables Included	Cronbach’s Alpha ( $\alpha$ )	Interpretation
Health Insurance Awareness and Perception Variables	0.489	Moderate / Exploratory Reliability

*Note: Higher  $\alpha$  (max 1.0) indicates more internal consistency. Values  $>0.70$  are desirable[1].*

The Cronbach’s Alpha reliability analysis resulted in an 0.489 for the awareness-related variables included in the study. The value represents the level of internal consistency of the questionnaire items. The alpha value is somewhat lower than that of other species, perhaps because of the variety of questions included in the questionnaire, as the study measured different aspects such as Awareness, satisfaction, transparency, purchase behaviour and financial understanding – rather. More than one behaviour construct.

The reliability value is still acceptable for exploratory and descriptive research, though. Consumer awareness and perception related studies. Results suggest that The questionnaire used was quite reliable in analyzing the students' awareness level at the college. towards health insurance policies. Based on the results of the reliability analysis, it is concluded that the instrument is suitable to be used.

This was the research instrument used for the present study and to make sense of the responses obtained. from the respondents.

### **4.5 Correlation Analysis**

The relationship between the major variables was explored using correlation analysis. These are linked to awareness and perception about health insurance plans. Pearson correlation The degree and direction of relationship between the selected parameters were determined by analysis. variables.

The analysis mainly focused on the relationship between knowledge regarding health insurance, Currently, the behavior of purchasing policies, satisfaction with policies, perception of transparency, and awareness of policy by the public are key areas for which information is lacking. The risk cover and security benefits.

**Table 4.4: Pearson correlation matrix of study variables**

<b>Variables</b>	<b>Knowledge about Terms &amp; Conditions</b>	<b>Policy &amp; Purchased</b>	<b>Satisfaction Level</b>	<b>Company Rating</b>	<b>Transparency</b>	<b>Risk Coverage Awareness</b>	<b>Security with High Return</b>
Knowledge about Terms & Conditions	1.000	0.179	0.096	0.189	-0.100	0.169	0.133
Policy Purchased	0.179	1.000	0.174	0.242	0.157	0.279	0.133
Satisfaction Level	0.096	0.174	1.000	0.116	0.116	-0.144	0.078
Company Rating	0.189	0.242	0.116	1.000	0.266	0.225	0.151
Transparency	-0.100	0.157	0.116	0.266	1.000	-0.043	0.142
Risk Coverage Awareness	0.169	0.279	-0.144	0.225	-0.043	1.000	0.159
Security with High Return	0.133	0.133	0.078	0.151	0.142	0.159	1.000

The correlation analysis shows that there are positive relationships between several awareness-related variables related to health insurance plans. The awareness level was found to be positively associated with having a health insurance policy.

The correlation between risk coverage and savings was  $r = 0.279$ . This indicates that the respondents who have Greater awareness of financial protection and financial saving benefits are more likely to buy health insurance policies.

Likewise, there was a positive correlation between the company rating and transparency perception ( $r = 0.266$ ). The percentages of respondents who believed insurance companies were more transparent was higher than those who did not, by 0.266% (0.266) gave the insurance companies and agents higher ratings.

The analysis also found a moderate positive correlation between policy purchase and size in the participants. The analysis also showed that there was a moderate positive correlation between policy purchase and size of the participants. There was a low correlation between behaviour and company rating ( $r = 0.242$ ). This means that customers are satisfied and happy about the services that are provided.

The awareness of insurance companies can affect the respondents' willingness to adopt insurance. Positive relationships also were observed between knowledge about terms and conditions and policy. Rates of purchase, knowledge of risk coverage and company ratings. This suggests that Those who are more knowledgeable about insurance policies are more likely to exhibit high awareness. Assessments of health insurance plans based on knowledge and trust.

The overall correlation results show that the level of awareness, transparency, knowledge and When it comes to health, satisfaction is positively correlated with respondents' perception and use. insurance plans. The results stress the need to enhance consumer education and awareness initiatives related to health insurance policies. Using regression analysis, the effect of awareness-related factors on health was explored.

#### **4.6 Regression Analysis**

Regression analysis helps in Determining if independent variables have a significant influence in the dependent variable. In current study, awareness on the terms and conditions of health insurance, transparency of health insurance and self-efficacy in accessing health insurance were studied.

The independent factors were insurance companies, and awareness about risk coverage. The variables were the independent variables and the health insurance policy purchase behaviour was the dependent variable. variable.

**Table 4.5: Regression results (Standardized coefficients, R<sup>2</sup>)**

<b>Model and Predictors</b>	<b>Standardized <math>\beta</math> p-value R<sup>2</sup></b>	
Model: Policy Purchase Behaviour (DV)		0.218
Knowledge about Terms & Conditions	0.184	0.041
Transparency of Insurance Companies	0.201	0.032
Awareness on Risk Coverage & Saving	0.327	0.001

As shown in the regression analysis, all the variables associated to awareness have a positive influence on health. The results indicated that the buying intention of insurance policy were different among the respondents.

The model obtained an  $R^2$  of 0.218, meaning that about 21.8% of the variability in the data is accounted for by the model. variation in health insurance policy purchase behaviour can be explained by awareness-related Items that were a factor in the study. While the explanatory power is moderate, the findings are still, useful in the context of consumer awareness research. Of the independent factors, awareness of the risk coverage and awareness of savings exhibited the This was the highest positive correlation with policy purchase behaviour ( $\beta = 0.327, p < 0.05$ ).

This indicates that those who have a greater understanding about the financial protection and savings benefits of respondents is greater. Health insurance purchasers are more likely to have health insurance than their counterparts without health insurance. The transparency of the insurance companies also had a positive effect on the purchase of insurance. behaviour ( $\beta = 0.201, p < 0.05$ ).

The results indicate that consumers will trust and The criteria for purchasing policies that clearly and transparently display information about: Uses policy terminology and policy benefits. In the same way, information about health insurance terms and conditions had a positive effect on policy purchase behaviour ( $\beta = 0.184, p < 0.05$ ).

This indicates that respondents having better knowledge of insurance information, increased interest in The buying of health insurance plans. The regression results indicate that awareness, transparency, and are important variables in the study. financial understanding in improving the adoption of health insurance plans among college students and consumers.

#### **4.7 Hypothesis Testing**

Hypothesis testing was conducted to examine the relationship between awareness-related variables and health insurance policy purchase behaviour among respondents. Based on the objectives of the study and the findings obtained from correlation and regression analysis, the following hypotheses were formulated and tested.

Based on the results:

<b>Hypothesis</b>	<b>Outcome</b>	<b>Decision</b>
H1: Knowledge regarding health insurance terms and conditions positively influences health insurance policy purchase behaviour.	Supported ( $\beta = 0.184, p < 0.05$ )	= Accepted
H2: Transparency of insurance companies positively affects respondents' perception toward health insurance plans.	Supported ( $\beta = 0.201, p < 0.05$ )	= Accepted
H3: Awareness regarding risk coverage and savings positively influences health insurance policy purchase behaviour.	Supported ( $\beta = 0.327, p < 0.05$ )	= Accepted

## Hypothesis 1

**H1:** Knowledge regarding health insurance terms and conditions positively influences health insurance policy purchase behaviour.

The regression analysis revealed a positive relationship between knowledge regarding insurance terms and conditions and policy purchase behaviour among respondents. Respondents having better understanding of insurance policies showed greater interest in purchasing health insurance plans. Therefore, Hypothesis 1 is accepted.

## Hypothesis 2

**H2:** Transparency of insurance companies positively affects respondents' perception toward health insurance plans.

The findings indicated that transparency and clear communication by insurance companies positively influence respondents' perception and trust toward health insurance services. Respondents were more likely to prefer insurance providers that offered transparent information regarding policies and benefits. Therefore, Hypothesis 2 is accepted.

## Hypothesis 3

**H3:** Knowledge about risk coverage and saving positively affects health insurance policy. purchase behaviour.

The analysis showed that there was indeed an awareness of financial protection, risk coverage and savings, The results indicate that benefits play a significant role in the uptake of health insurance plans by respondents. Participants who had financial security benefits awareness about health insurance Demonstrated higher consumption of policies.

Hence, hypothesis 3 is accepted. The results of the hypothesis tests generally uphold the aims of the study and support the affirmation that Awareness, transparency and financial understanding is important in influencing. The perception and uptake of health insurance among the respondents.

## **4.8 Discussion of Findings**

The result of the study gives valuable information on awareness of college students about the subject. The students are encouraged to apply for health insurance plans. The analysis shows that even though respondents have basic awareness regarding health insurance, there still exists a considerable gap in understanding The term policy includes features and terms, risk coverage, and long-term financial benefits.

The demographical results showed that most of the people were in the younger age group. groups, especially college bound students. This means there is lack of knowledge about health The importance of insurance among youth is gradually increasing as young consumers are slowly and continuously, Realizing the need for economic safety and health cover.

The research concluded that social media, television, newspapers and friends or relatives were significant. Sources of being aware of health insurance plans. Of these, social media was one that rose to prominence, One of the most impactful awareness channels, emphasizing the importance of digital platforms. in influencing consumer awareness and financial knowledge.

The descriptive analysis also showed that a large proportion of the respondents knew about health insurance, plans, but did not have all the facts about policy terms, claim procedures, premium. provide structures, and coverage benefits. This implies that the awareness is general, but, The level of detailed knowledge of insurance products among the respondents is still low.

The correlation analysis showed positive correlations between the awareness related variables, transparency perception, policy purchase behaviour. Those with better knowledge of the ECWWR generated more answers. Knowledge about risk coverage, benefits of policy and terms of insurance were greater Readiness to buy health insurance policies.

Likewise, the regression analysis indicated that knowledge about risk coverage and savings was also associated with the practice of maintaining savings and risk coverage. The regression analysis also showed the same for knowledge about risk coverage and savings. Has a significant impact on health insurance policy purchase behaviour.

The results indicate that When respondents have information about the financial risks associated with not having health insurance, they are more likely to take up a health insurance plan. Security and protection advantages of such policies. The study also pointed out that transparency between insurance companies is paramount.

Consumers were more likely to trust and feel better about companies that clearly advertised. Clear policies and benefits information. The absence of transparency and intricacy Language of policy terms can diminish consumer confidence, and cause hesitation for prospective purchasers.

The overall results suggest that awareness, transparency and financial knowledge have a role to play in overall, A major influence on consumers' perceptions and uptake of health insurance plans. The The study highlights a need for greater awareness campaigns, financial education and training, and collaboration between the public and private sectors. Improved health insurance communication strategies to increase understanding of health insurance among The young and college students.

The results of the current study parallel results from previous studies, which indicate that That greater awareness and financial literacy can have a positive impact on consumer attitude towards taking up health insurance.

#### **4.9 Findings and Recommendations**

The present study found some important points with regard to college students' awareness. The present study revealed the following points as the important findings with regard to the awareness of college students: Students to health insurance programs. The analysis highlighted respondents' awareness level, perception of, buying behaviour for and knowledge of health insurance benefits. services.

## Major Findings of the Study

1. The study found that majority of the respondents had a basic awareness. regarding health insurance plans.
2. Social media, TV, newspapers and friends and family were mentioned as the sources of information. The biggest sources of health insurance awareness among the respondents were their government and neighbors.
3. The results showed that the respondents knew about the health insurance but Many didn't have a full understanding of terms and conditions in plans, claim procedures, and coverage benefits.
4. Many of the respondents didn't buy any health insurance. Policy, with little practical implementation given the growing awareness.
5. There is a lack of awareness about risk coverage, savings advantages and financial security. Health insurance products were positively influenced on the willingness of the respondents to buy.
6. Insurers were good on transparency and clear communication. A key player in elevating consumer confidence and satisfaction in health insurance services.
7. The study also revealed that the respondents would prefer simplified and easily understood explanations. information that is easily understood about premiums, benefits from the policy and payment procedures.
8. Young consumers are more aware of the value of financial security and Health insurance coverage that provides medical protection.

## Recommendations

Based on the findings of the study, the following recommendations are suggested:

### 1. Increase Health Insurance Awareness Programs

Education institutions, insurance companies, and government organizations should carry out. Awareness creation through raising awareness campaigns, seminars and workshops about health Student and young consumers' insurance plans.

### 2. Simplify Insurance Information

Based on those elements, insurance companies must be able to simplify the information, terms and conditions, and claim related to their policies. To make procedures transparent to consumers to help them understand the features and benefits of health insurance. plans.

### 3. Improve Transparency

Insurance companies must be clear about the cost of insurance, coverage limits and the benefits of opting for it. Improving claims terms and conditions and streamlining claims settlements for greater customer trust and satisfaction.

### 4. Use Digital Platforms for Awareness

Having been a major source of awareness, insurance companies should leverage on Using digital marketing, social media campaigns and online educational resources to raise awareness. among young consumers

## 5. Promote Financial Literacy

Financial literacy should be included in college education programs to educate students On the topic of financial planning, medical security, risk management and why health. Insurance

## 6. Develop Affordable Insurance Plans

Insurance companies ought to provide health insurance for students that is student friendly, and cheap. Offers sufficient coverage at reduced prices.

## 7. Enhance Customer Support Services

Insurance companies need to improve customer support and build a stronger support team to help customers with their questions. Premium payment, claim inquiries and policy selection.

Consequently, the results and recommendations of the study bring to light the increasing significance of Make people more aware about health insurance amongst college students and highlight the importance of health insurance education, Transparency, and communication plans to promote the acceptance of health insurance plans among consumers.

### **4.10 Limitations of the Study**

Despite the success of achieving the objectives of the study, there are still some limitations that should be noted acknowledged.

1. The study was done with a small sample (97) and may not be generalizable. completely reflect the whole of the college student population.
2. The research was primarily directed towards the respondents of the selected demographic groups: It is important to note that the results may not be extrapolated to the broader population as educational levels were different for the respondents.
3. They used primary data collected from the questionnaires and the responses to them were used in the study. Any statements made by the respondents could contain opinions and/or personal bias.
4. The study was limited in scope since it was done in a short period of time. detailed analysis and more comprehensive data collection.
5. The study mainly addressed awareness of health insurance plans and was not primarily concerned with the awareness of social health insurance plans. Look in depth at genuine purchases, claims experiences or long-term customer satisfaction.

Although there are some restrictions in the study, it offers useful information about the awareness of Encourages college students to enroll in health insurance plans and helps to educate consumers about health insurance. perception, financial awareness and insurance adoption behaviour.

Future research can be done with larger sample sizes, more geographic areas and used sophisticated analytical methods to generate more in-depth results on health Insurance awareness and consumer behaviour.

## **CHAPTER 5- CONCLUSION**

To study the Awareness of College Students towards health Insurance” has been undertaken to get an insight into the awareness of college students about health insurance. The level of awareness, perception and understanding of health is examined in the exercise titled “Plans” insurance among respondents. In today’s rapidly changing economic and healthcare environment, health insurance is a key financial safeguard that provides first responders with increased protection. people handle their health care costs and plan for a safe future.

People handle their health care needs and plan a safe future when it comes to health-related costs. risks. Although health insurance is becoming more relevant, awareness and understanding of health insurance among the population is growing. However, young consumers and college students are still restricted in many aspects. Therefore, the study the purpose of this was to examine the level of awareness, purchasing behaviour and perception of the respondents. in the direction of health care insurance plans. The data for this study was obtained from primary data collected from 97 respondents using a structured questionnaire. questionnaire.

Factors such as demographic variables and awareness-related were included in the questionnaire. questions about health insurance policies, transparency of insurance companies, premium Risk coverage, ownership, and risk awareness of preferences; financial security. The Data collected were analysed with percentage analysis, descriptive statistics, reliability analysis, Correlation analysis and regression analysis.

The demographic results indicated that the most of the respondents were in younger age group. college students and young people in groups. All respondents; males and females Were involved in the study and hence were fairly represented in the sample. The respondents also came from a variety of education and work backgrounds, aiding in Awareness level understanding of different groups of people.

The study revealed that social media, television, newspapers and friends/relatives were the factors that had the lowest influence on eating habits. The most important sources of knowledge on health insurance plans. In these, social media will play a role. emerged as one of the most influential awareness channels and it has been showing the growing importance of increasing awareness. of financial and insurance related information between young people and digital platforms consumers.

The results indicate that digital communication channels are having a significant role in the search for information. Part of the role of the health plans is to help educate consumers and influence their perceptions about health plans. plans. There appeared to be moderate level of awareness of the respondents with regard to Health insurance plans and benefits thereof.

While most of the respondents were aware of the Many are not fully aware about the concept of health insurance, The policy terms and conditions, premiums, how to file claims, and coverage benefits. The The same study also indicated that a few of the respondents did not have any health insurance policy in their name. Even though he knows about the significance of something. This shows that there is a disconnect in awareness and realizations of health insurance plans.

The reliability analysis was used to determine the reliability of items in the questionnaire, the results of which were the reliability of the items were found to be sufficient for the analysis. conducting the study. Positive relationships between were found through correlation analysis of the following: The above-mentioned variables, including awareness-related variables, policy purchase behaviour, transparency perception and awareness was studied. On the risk coverage and financial security aspect. Participants with higher awareness and understanding of insurance benefits showed higher attitudes towards insurance benefits.

Buying health insurance plans. The results of the regression analysis revealed that the awareness about the risk coverage and about the savings had a significant positive impact on health insurance policy purchase behaviour. Similarly, Transparency and clear communication by insurance companies had a positive impact on respondents. Attitude and confidence in insurance services.

These findings indicate that awareness, transparency, and financial understanding are important factors that can encourage consumers to adopt health insurance plans. The results of the research highlight the need of financial literacy and awareness programmes College students and young consumers. A significant proportion of the respondents were found to have only Some understanding of insurance benefits and protection. Therefore, educational institutions, insurance companies and governmental organizations should make necessary educational programs, seminars and workshops to promote awareness about health insurance plans, Campaigns on social media, and financial education programmes.

The study also emphasises the need for transparency and simplified communication in the process: insurance providers. Some of the policy terms are complex and coverage is not clear, and there is not enough insurance. Consumer confidence can be eroded and potential buyers may be dissuaded from purchasing the product if they feel they don't have information to rely on. Insurers should thus concentrate on communicating policy, premium, benefits and claims settlement information that is clear, transparent and customer friendly.

In conclusion, the study shows that college students' awareness about health insurance is Increasing step by step; still, there is room for improvement regarding Knowledge and understanding of financial matters, policy, and implementation of insurance plans. Increasing Educating people on awareness and financial literacy can greatly help in improving their health. Consumers' security, informed decision making and long-term financial protection.

Although this study does have some limitations, including a small sample size and a shortened time period, it offers some important advantages: significant information about college students' awareness and perception of health. insurance plans. The results will help in the understanding of consumer behaviour and emphasize the importance of Increasing demand for awareness-centric efforts in insurance industry.

Future studies may further broaden the scope (larger samples, wider geographic areas and sophisticated statistical modeling). Applying analysis techniques to better understand consumers and their insurance habits behaviour.

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## To study the awareness of the college students towards the Health Insurance plans.

Thankyou for participating in this survey. Your honest responses will help us understand The study on awareness of the college students towards the Health Insurance plans. Your responses will be kept confidential and used for research purposes only.

\* Indicates required question

Age of the respondent \*

- 0-20
- 21-40
- 41+

Gender of the respondent \*

- Male
- Female
- Other: \_\_\_\_\_

Qualifications of the Respondents \*

- Primary
- High school
- intermediate
- Graduate and above

locality of the respondent \*

- Urban
- Semi Urban
- Rural

Occupation of the respondent \*

- Govt. service
- Private service
- Business
- Home maker
- Other: \_\_\_\_\_

To study the awareness of the college students towards the Health Insurance plans.

\* Indicates required question

#### Untitled Section

Source of health policy awareness \*

- Television
- Newspaper
- Friends and relative
- Social media
- Agent
- Other: \_\_\_\_\_

Knowledge about Health Insurance Company's Terms and Conditions \*

- Yes
- No

Health Insurance Policies Purchased by Respondents \*

yes

No

Are you Satisfied with the Policy Provided by Company/ Agent? \*

Yes

No

how much you give rating to the policy provider company/ agent? \*

1

2

3

4

5

To study the awareness of the college students towards the Health Insurance plans.

\* Indicates required question

### Untitled Section

Health Insurance Companies are Transparent \*

- Yes
- No

which type of insurance you have? \*

- Individual Health Insurance
- Group Health Insurance
- Family Floater Health Insurance
- Don't have

Preference for Annual Premium Amount \*

- Less than 12000
- 12000 - 15000
- 15000-30000
- Above 30000

Preference for Premium Payment Frequency \*

- Monthly
- Quarterly
- Half Yearly
- Yearly

Awareness on Risk Coverage & Saving \*

- Aware
- neutral
- Not aware

Awareness on Security with High Return \*

Highly aware

Aware

Neutral

Not aware

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# PLAGIARISM REPORT

**Dev Malik**

**mrp (2)**

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