# THE INFLUENCE OF DEMAND DETERMINANTS AND REGULATIORY POLICIES ON UPTAKE OF LIFE ASSURANCE PRODUCTS AMONG PUBLIC PRIMARY SCHOOL TEACHERS IN KISUMU COUNTY,KENYA

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**A RESEARCH THESIS SUBMITTED TO THE BOARD OF POST GRADUATE, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE CONFERMENT OF THE DEGREE OF DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION (INSURANCE),DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF BUSINESS AND ECONOMICS OF KISII UNIVERSITY**

**2023**

## DECLARATION AND RECOMMENDATIONS

## DECLARATION BY THE STUDENT:

This research thesis is my original work and has not been submitted for a degree in any other University.

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## DEDICATION

I wish to dedicate this work to my late parents, Jacob Khisa Khureba and Norah Nabatsoe Khisa.

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## ABSTRACT

One cannot overstate the importance of Life Assurance products' use in the world. In general, Life Assurance offers two main elements in society: protection and savings. However, low insurance penetration in Kenya has led to overstretched support systems. The symptoms of low uptake of Life Assurance policies in Kenya are manifested in members of the Kenyan population resorting to informal ways of risk management especially in cases of premature deaths of household bread winners. This study's objective was to ascertain how demand factors and regulatory regulations affected public elementary school teachers in Kisumu County, Kenya's adoption of life insurance products. The Human Life Value theory served as the study's foundation, and the Prospect and Expected Utility theories provided support. The particular goals of the study were to determine how regulatory policies modulated the effects of socioeconomic, institutional, distribution channel, and cultural factors on the uptake of life insurance products. The study was quantitative in character and using a descriptive survey technique. A representative sample of 537 respondents—calculated using the Taro Yamane (1970) formula—was chosen using the stratified random selection approach from a study population consisting of 6376 public primary school teachers in Kisumu County. The Lawshe approach was used to determine the content validity ratio (CVR), which was used to verify the content validity of each item. The Cronbach alpha coefficient () test was used to assess the questionnaire's reliability, and a score of at least 0.7 indicated the dependability of the data. 10% of the sample, or 54 questionnaires, from six public primary schools in Kakamega County were used in a pilot study. descriptive statistics, like standard deviation and mean, variance, Percentages and frequency distribution were utilised to examine the gathered data. The study employed basic, multivariate, and hierarchical regression for inferential statistics in order to establish the proposed causal relationships. Pearson correlation was used to assess the degree of relationship between the independent and dependent variables. The results show that demand factors and policyholders' adoption of Life Assurance products in Kisumu County were significantly correlated, with demand factors by themselves accounting for 52% of the variation in Life Assurance product uptake. Similarly, among public primary school teachers in Kisumu County, Kenya, regulatory regulations had a 5.9% influence on the link between demand factors and the uptake of Life Assurance products. According to the study's findings, public primary school teachers in Kisumu County, Kenya, are more likely to use Life Assurance products when socioeconomic, institutional, distribution channel, and cultural factors are present. Additionally, the relationship between demand factors and the acceptance of life insurance products is positively and significantly impacted by regulatory rules. The study suggests that managers working in the insurance industry should be aware that regulatory regulations need to align with the overarching business strategy in order to boost the adoption of Life Assurance products. A qualitative research design with more variables might be considered for future studies.

## TABLE OF CONTENTS

## LIST OF TABLES

## LIST OF FIGURES

## LIST OF APPENDICES

## ABREVIATIONS AND ACRONYMS

**AKI**: Association of Kenyan Insurers

**ANOVA:** Analysis of Variance

**HLV:** Human Life Value

**ICT:** Information Communication Technology

**IRA**: Insurance Regulatory Authority

**GDP**: Gross domestic product

**GWP:** Gross written premium

**KRA:** Kenya Revenue Authority

**KNBS:** Kenya National Bureau of Statics

**L.A:** Life Assurance

**LIMRA**: Life Assurance Market Research Association

**NACOSTI:** National Comission for Science Technology and Innovation

**NHIS:** National Health Insurance Service

**RBA**: Retirement Benefits Authority

**SDG:** Sustainable development goals

**TSC:** Teachers Service Comission

# CHAPTER ONE:
# INTRODUCTION

## 1.1 Background Information

Most nations all around the worldhave been interested in the uptake of insurance products. The importance of insurance protection cannot be overemphasized and more so the uptake of Life Assurance. Life Assurance has been practiced since the days of ancient Rome when they created burial clubs among the military troops as early as 100 B.C so that the funds collected could be used to defray funeral expenses for their members. Several other similar clubs sprung up then since the Romans believed that anyone who was not accorded a decent burial would become an unhappy ghost and therefore such clubs were heavily embraced by the government as well as the military due to the deep conviction that everyone deserved a decent burial regardless of their social standing. The clubs later evolved to also provide some form of stipend to the deceased's dependants to assist them maintain the level of their living standards. More than 70% of American adults and more than 90% of married couples had some type of Life Assurance by the middle of the 1970s, thanks in large part to as World War II came to a conclusion and theeconomic boom that followed. Subsequent studies after 2010 indicate that the uptake of Life Assurance has been increasing at a decreasing rate (Corey, 2013)

Insurance scholars have made several attempts to come up with insurance consumption models but these keep changing with the dynamics and differences in consumer risk attitudes, consumption patterns, perceptions and experiences. The Swiss Re Sigma report indicates that Life Assurance premium volumes had a negative growth rate of 4.5% in 2010 due to the rising joblessness, reduced purchasing power and reduced investment income as a result of ultra-low interest rates. Although it was rationally expected that the Covid-19 pandemic would raise consumer awareness about the value of mortality products it was revealed that potential Life Assurance policyholders were not motivated to buy Life Assurance due to a combination of infrequent client communication and a pervasive perception of high cost and transaction complexity. Life Assurance, unlike some forms of insurance, has always been optional in nature. There are no laws compelling prospective policyholders to effect this form of insurance and its uptake has elicited a lot of interest in the academic world, particularly as relates to the demand determinants.

Various scholars have come up with varying factors deemed to affect or influence the uptake of Life Assurance policies ranging from economic, social, financial and even cultural factors among others. (Power J D, 2021).

The Geneva Association of Insurance notes in the Geneva papers 2020 that, given the industry's historical contribution to retirement funding and mitigating biometric risks, the relevance of life insurance has been worryingly declining in many mature markets in recent decades. The terrifying COVID 19 pandemics only made matters worse. A structural shift in this pattern may also be brought on by a number of societal issues, including the reversal mortality improvement in the US, worldwide pandemics and antimicrobial resistance, and lifestyle-related diseases like diabetes and obesity. It is important therefore for insurance researchers to shed light on drivers behind the deteriorating Life Assurance penetration level such as ultra-loose monetary policies, behavioral patterns and perceived product shortcomings and offer recommendation to stimulate Life Assurance demand. Although Life Assurances have already began responding to the society's rapidly evolving needs there is still need to keep pace with this dynamic. Not all the levers for mitigating these challenges are within the domain of the Life Assurance industry. However, those measures that need to be integrated in the corporate decision making are in order for life insurers to implement in order to sustain a robust Life Assurance industry. These global patterns illustrate the correlation between microeconomic factors and Life Assurance demand especially for saving-type and longevity-protection product such as endowment policies and annuities that account for a high percentage of the global Life Assurance premiums (Geneva Papers, 2020).

In Kenya, Life Assurance comprises of Life Assurance policies, GropuLife Policies, Deposit administration/Pension contracts and Investment or Unit-linked policies. In this study Life Assurance refers to Term Assurance, Endowment, Whole-life and regulations related to units. Life Assurance may also cover burial and funeral expenses in the event the insured person dies depending on the terms of preferences in the contract. Life Assurance policies can be taken for security only but at times can combine as both security and investment. Life Assurance is further divided into main classes but not limited to: ordinary/individual Life Assurance, group Life

Assurance, pension/retirement plans, annuity, investment/unit linked contract and funeral insurance (AlAmeer et al., 2021).

The elusive nature of Life Assurance uptake has elucidated the interest of many insurance scholars seeking to analyze the effects of various demand determinants in relation to the uptake or consumption of insurance. For instance, Dash (2018) studied how different socioeconomic and demographic factors affected the demand for life insurance in 14 countries in Central and Southern Eastern Europe; Acheampong (2018) looked into how Ghana's household profile affected the country's insurance demand; and Gitau and Sile (2016) investigated how cultural factors affected Kenya's insurance uptake.

### 1.1.1 Demand determinants

To investigate the factors that influence the demand for life insurance, several international research have been done. Gao (2003), Annamalah (2013), Browne and Kim (1993), Kjosevski (2012), Li et al. (2007), and Segodi and Sibindi (2022) are a few noteworthy works. The rapid expansion of the sector since the nation's economic reforms in 1978 was explained in a managerial finance article that looked at the important factors influencing the need for insurance for life in China (Akhter, Pappas, & Khan, 2017; Gao, 2003).

Empirical analysis using time series data in the Chinese context revealed that the main factors driving Life Assurance purchases were directly linked to the success of economic reforms. These included improvements in social structure, improved levels of education, and increased economic security. It's interesting to note that despite China experiencing substantial inflation in the mid-1990s, the research did not discover evidence of a negative impact of inflation on the use of life insurance. American International Assurance (AIG), an international insurer, held the highest stake, with a market share of approximately 2% (Gao, 2003).

From the extensive review of the literature, there is a large variety of demand determinants for the uptake and consumption of Life Assurance. However, this study takes into consideration the most relevant demand determinants in Kenya and these include among others, the Socio demographic factors, socio economic factors, Institutional factors, Distribution channel and Cultural factors. The Socio demographic factors are denoted by age, level of education, marital status and number of dependants. Previous studies indicate that the age of a person determines

the uptake of Life Assurance in the sense that the working population in the age range of 30-45 years tend to be more willing to take up Life Assurance as they appreciate both the investment and protection elements derived from these products apart from insurance companies mortality limitations in age. The level of Education is said to have a positive influence on the demand and consumption of Life Assurance as knowledge tends to widen the understanding of risk exposures and thereby the need for protection. Some studies have shown that married couples with dependent children tend to be more receptive to the uptake of Life Assurance as compared to their single counter parts. Age is also one of the underwriting considerations and has a direct bearing on the premium levels. The mortality tables from which the premium rates are derived have lots to do with age (EEA, 2019).

Various socioeconomic variables have also been found to influence the consumption of Life Assurance policies, including but not limited to the level of disposable income, life expectancy, premium levels, and risk aversion. People with a higher level of disposable income are more likely to afford Life Assurance than those with low levels of income who may view Life Assurance as a luxury good that can be avoided in the short run. Studies have also indicated that Life expectancy has an adverse effect on the adoption of Life Assurance as the desire to take Life Assurance and the insurability tends to diminish for those people who have a high expectation of living. The demand and consumption of Life Assurance policies also depends on the risk attitude of the consuming public and this brings into perspective the issue of risk aversion. Premiums, the amount charged for the Life Assurance cover has been found to have a negative influence on uptake of the insurance cover (AKI, 2020).

Life Assurance companies handle their claims management issues carefully but sometimes it becomes one of the factors that influence the uptake of Life Assurance policies. Studies have also shown that such institutional factors as innovation of new products and adoption of ICT is a major boost to the uptake of Life Assurance products. Internet connectivity has created a great open space for interactive business deals and the Life Assurance sector has embraced this to its advantage. Distribution channel has played a major role in the uptake of Life Assurance products. For instance, clients of financial institutions like banks tend to develop some level of trust with the service provider in terms of financial advice and to this end bancassurance has

been a force to reckon with in the distribution of Life Assurance products. The Aki report of 2021 ranks Bancassurance second to Tied agents, then the independent agents and brokers with a small portion of the business being done through direct sales in the distribution of Life products in Kenya. In terms of life performance per product line, the same report indicates that Endowment policies are the most preferred followed by Unit linked, then Term and Whole life respectively (AKI, Annual Report , 2021)

Cultural factors have featured prominently in the reviewed literature as having an influence in the purchase and consumption of Life Assurance products. In most African Countries, the gender factor is held very dear to the hearts of many. For instance, in some African communities, property ownership has remained patriarchal. In this regard women are not allowed to own property unless through their husbands. This cultural norm has had a negative impact on the general uptake of certain insurance policies including Life Assurance. The Kenyan Constitution 2010 allows equal access to property irrespective of gender thereby creating a favourable environment for all and sundry to enjoy property rights. This Kenyan scenario is great boost to women opportunities in terms of access to investments and property decisions. Another cultural factor that has had great impact in the area of insurance uptake has been religion. Certain religious teachings and beliefs have been anti investments. These has been accelerated by the negative public attitude towards insurance. It has been reported that some people in Kenya view insurance as an elitist kind of thing and beyond the reach of the poor. Some people hold the view that taking a Life Assurance policy is tantamount to signing a death warrant. In as much as this may be so, quite a number of people purchase and consume Life Assurance due to the bequest motive, the need to leave an inheritance or fall back for their dependants in case of their untimely demise (IRA, 2020).

The distribution channel, according to Zikmund and D'Amico (2010), is a way to make it easier for producers to get their products to the market they want. Businesses employ distribution networks to ensure that goods and services are delivered at the appropriate time and convenient location. In the distribution chain, businesses use intermediaries to bring their products and services to the final customer. Distribution networks are used by businesses to guarantee that their goods will reach consumers at the best possible time (Amato & Amato, 2009). Distribution

strategies, which focus on how goods and services are made available to customers, dictate distribution routes.

In order to provide value for customers at the lowest possible cost, most businesses assess the demands and preferences of their customers (Mutua, 2017). Intermediaries have a major impact on customer awareness, satisfaction, claims management, and premium sales in the retail insurance distribution chain, according to Dominique-Ferreira (2018) (LIMRA, 2011).

With the creation of the Insurance Regulatory Authority (IRA) and the legislative provisions under the income tax department of the Kenya Revenue Authority (KRA), Kenya boasts of a robust regulatory environment within the Insurance sector. For instance, the KRA regulations provide for favourable tax treatment for those having Life Assurance policies in force which entitles policyholders to tax rebates upon prove of existing Life Assurance policies. This is a great tax incentive and subsidy in terms of reduction of the tax burden as well as the net insurance premiums on the side of the policyholders. A positive regulatory climate that moderates for better adoption of life assurance policies has been created in part by IRA's efforts to the Kenyan insurance market in the areas of policyholder protection and insurance awareness raising. The number of policies in force for each of the following product lines: endowment, term assurance, whole life, and unit-linked policies—measures the uptake of life assurance products (IRA, 2020).

### 1.1.2 Regulatory policies

Kenya's long-term development strategy, Vision 2030, has aims that are in line with the insurance industry's position as a major tenet of the the banking industry. The Vision 2030 acknowledges the role that the insurance industry plays in advancing inclusivity, expanding access, and deepening financial services. There is an expectation of growth in insurable assets as the economy grows and disposable incomes rise, which in turn increases demand for insurance services. To address this expanding need, the Vision 2030 places a strong emphasis on the need to increase the effectiveness and reach of insurance service providers. This can be accomplished in a number of ways, including the consolidation of insurance companies, public awareness and education campaigns about insurance products, and investments in new technologies that help the industry reach a larger audience and offer coverage at low cost. The insurance sector is

anticipated to contribute more to the GDP of the nation by putting these plans into practice. This is consistent with Kenya's Vision 2030's overarching objective of achieving sustainable economic growth and development (IRA, 2018).

In Kenya, regulatory policies related to the insurance industry fall into two distinct categories. The first category deals with tax incentives, which are under the jurisdiction of the Kenya Revenue Authority (KRA) and are stipulated in the Income Tax Act. These incentives specifically apply to life and education insurance. For Life Assurance, policyholders who have coverage for themselves, their spouse, or child qualify for tax relief in Kenya. Individuals having a Life Assurance policy may be eligible for a tax credit equal to 15% of the premium, up to a maximum of Kshs. 5,000 per month or Kshs. 60,000 per year, under Section 31 of the Income Tax Act (Cap 470). Only employees who are liable to PAYE tax are eligible for this relief. The tax-paying life policyholder must receive an annual insurance premium contribution certificate from the insurer and provide a copy to their employer in order to be eligible for the 15% insurance premium tax relief. The letter asking the relief must be enclosed with the certificate. The employer then implements the relief through payroll by 15% deducting the insurer's premium. Employees can write to the KRA to request a refund if premiums have already been paid to the insurer without taking the relief into account. For those who are self-employed, the KRA must be contacted via the annual tax returns in order to obtain the 15% Insurance Premium Relief computed by KRA.

Kenya's second group of regulatory regulations, which deal with consumer protection, is overseen by the Insurance Regulatory Authority (IRA), the industry regulator. The Consumer Protection Act of 2012 and other pertinent laws were passed after the Constitution was declared in 2010, making substantial advancements in the consumer protection agenda. Due to these changes, notably in terms of information availability and service delivery, the regulator's responsibility and rights with respect to consumers of insurance services have changed. The Kenyan insurance market is to be governed, supervised, and developed by the Insurance Regulatory Authority (IRA). The safeguarding of policyholders is one of its main obligations. The IRA seeks to build an inclusive, competitive, and stable insurance market, as well as to deliver top-notch customer services. The intricacy of insurance agreements and the dependent character of services supplied (such as claim handling and payments), and the possibility that

services may be provided over a lengthy period, insurance consumers frequently struggle to evaluate the product quality. Because of this, it can be challenging for customers to evaluate the quality of a product before making a purchase, which emphasizes the necessity of regulatory control in a consumer-driven market and intermediation. These regulatory policies, both in terms of tax incentives and consumer protection, aim to create a favorable environment for the insurance industry in Kenya, ensuring transparency, accountability, and the well-being of policyholders (AKI, 2021).

### 1.1.3 Life Assurance Products Uptake

The uptake of Life Assurance products has been fluctuating overtime and the relevance of Life Assurance in many mature markets has experienced a worrying decline in the recent decades.

Life Assurance policies can be taken in various forms and may provide both protection and savings component. For instance, Term Life Assurance policies are a good fit for most people and particularly young couples or families as they are cheap compared to the other life products. However, Term life policies have no value other than the guaranteed death benefit. There is no savings component as is found in the rest of the Life Assurance products. WholeLife Assurance policies on the other hand provide both death benefits as well as a saving component. There are three reasons why people purchase Whole Life Assurance policies, bequest motive where one wants to leave money to the next generation, better retirement income strategy where the Whole life policy proceeds are converted into an annuity for life and finally, a tax-free cash value. However, since Whole life policy premiums are costly, Term life would still be the better option (Norton, 2022).

The share of Life Assurance premiums as a percentage of GDP has declined from 5.4% to 3.8% since the beginning of the 21st century across all OECD countries. This trend is influenced by factors such as an aging population, societal challenges including reverse mortality improvement, global antimicrobial resistance, pandemics, and lifestyle-related diseases like diabetes and obesity. These factors have caused structural shifts in the insurance industry, which is concerning due to its historical role in retirement funding and managing biometric risks. The COVID-19 pandemic has further exacerbated this concern. Given these circumstances, it is crucial for insurance researchers to investigate the reasons behind the decreasing Life Assurance penetration, including factors like loose monetary policies, behavioral patterns, and perceived limitations of insurance products. It is

important to offer recommendations that stimulate the demand for Life Assurance. While the Life Assurance sector has already started adapting to evolving societal needs, it is essential to keep up with the dynamic nature of these changes. Not all solutions lie solely within the insurance industry, but integrating certain measures into corporate decision-making is necessary to sustain a robust Life Assurance industry. These global trends highlight the relationship between microeconomic factors and Life Assurance demand, particularly for products focused on savings and longevity protection such as endowment policies and annuities, which account for nearly 90% of global Life Assurance premiums. The market for biometric risk coverage, such as term-Life Assurance, although relatively small, has been experiencing steady growth. However, it has not been able to compensate for the declining popularity of savings-oriented products like endowments and unit-linked insurance products (Geneva Insurance Reports, 2020).

Uptake of Life Assurance products depend on the interplay of several demand determinants which may be related to the socio-demographic factors, socioeconomic factors, institutional factors, type of distribution channel used, cultural factors, even government regulation activities, amongst others. Generally, a high level of uptake would act as an indication of whether the Country is experiencing economic development and social well-being. Kenya's national long-term development blueprint launched in 2008 intended to turn Kenya into a recently industrialising, "middle income country providing high quality life for all its citizens by the year 2030". A relatively high uptake of Life Assurance products, a situation where at least one in every ten households owns a type of Life policy in terms of Life Assurance, whole life, endowment (or its derivatives), unit-link or even a last-expense would go a long way towards the realization of this vision (AKI, 2020).

According to the Consumer Report of 2019, the majority of EEA member states reported a rise in the total written life insurance premium in 2018, which increased significantly compared to the end of 2017. This growth mainly led to an increase in other Life Assurance products including "with profit policies", unit linked insurance policies and endowment policies. The report also highlighted those different countries experienced different trends in different line of Life Assurance. For instance, in Norway, there was an increase in the uptake of endowment policies in 2018 while Belgium, Italy and Hungary experienced a decrease at the same time. Unit linked insurance contracts have been ranked as one of the top three consumer protection

concerns in the insurance sector worldwide. The main issue of concern relating to unit liked insurance contract touch on claims managements, product information, conflict of interest, financial literacy, digitalization issues, cross-selling, customer segmentation and product administration and governance. According to the report most consumers often do not understand the unit linked insurance product. Whereas their cloud be much provision behind the various problems affecting unit linked products including luck of customer centric culture high commissions can be a key driver of detriment with regard to unit linked products conducts risks. An analysis of commission paid to intermediaries and agents for both index linked and unit linked insurance shows that there was an increase in growth in 2018 over and above the expected and that despite numerous challenges Life Assurance still remains most preferred line of insurance in most parts of the world (EEA, 2019) According to the 2021 AKI report, the insurance industry in Kenya has witnessed the registration of numerous companies offering various group and individual Life Assurance policies. With a 1% penetration rate, life insurance is, nevertheless, rather uncommon in Kenya. The majority of policyholders are people with fixed jobs, such as teachers and civil officers. To enhance the distribution of life insurance coverage, self-employed people and those working in the unorganized sector must be the primary focus. Gross written premium as a percentage of GDP, or insurance penetration, is a crucial indicator of the amount of insurance activity.. Kenya's insurance penetration rate is still low compared to other countries. The non-Life Assurance sector, particularly motor and medical insurance, has a higher uptake due to legal requirements. On the other hand, Life Assurance is largely voluntary and relies heavily on the agency distribution model. Kenya has a low insurance penetration rate due to a number of problems, including low insurance awareness, competitiveness, gaps in data and skills, a lack of innovation and technology adoption, and skewed business models that prioritize mandatory lines of business. To increase insurance penetration and guarantee the long-term viability of the insurance industry in Kenya, efforts must be made to solve these issues, including raising insurance knowledge, implementing creative solutions, and utilizing technology (AKI, Association of Kenya Insurers, 2021).

The economy of Kenya is significantly influenced by the life assurance sector. Although it makes up less than 1% of Kenya's GDP (compared to the banking sector), it nonetheless employs thousands of Kenyans and fosters economic development. A greater number of people using life insurance would boost GDP and create more job opportunities for the general public.

Consequently, Life Assurance makes a substantial economic development contribution to the country. Additionally, Life Assurance serves as a major instrument for mobilizing savings, which are necessary for investments and economic development. Increased disposable income from the life insurance industry's growth increases investor confidence and encourages the growth of other economic sectors. Moreover, life insurance offers tax benefits that can be applied to investments in many businesses, contributing to the expansion of the economy (AKI, Annual Report, 2021).

The insurance industry in Kenya has witnessed the registration of numerous companies offering various group and individual Life Assurance policies. However, the penetration of Life Assurance in Kenya is relatively low, with a penetration rate of 1%. Majority of the policyholders are individuals on permanent employment terms, such as civil servants and teachers. There is a need to target self-employed individuals and those in the informal sector to increase the spread of Life Assurance coverage. Insurance penetration, expressed as gross written premium as a percentage of GDP, is an important metric for measuring insurance activity. Kenya's insurance penetration rate is still low compared to other countries. The non-Life Assurance sector, particularly motor and medical insurance, has a higher uptake due to legal requirements. On the other hand, Life Assurance is largely voluntary and relies heavily on the agency distribution model (Mutegi & Kijogi, 2018). Kenya has a low insurance penetration rate due to a number of problems, including low insurance awareness, competitiveness, knowledge and skill shortages, a lack of innovation and technology adoption, and skewed business models that concentrate on mandatory lines of business. To increase insurance penetration and guarantee the long-term viability of the insurance industry in Kenya, efforts to solve these issues, such as raising awareness of insurance, implementing creative techniques, and utilizing technology, are essential.Pappas, Khan, and Akhter (2017).

### 1.1.4 Public Primary School Teachers in Kisumu,County , Kenya

Kisumu County has a total number of 6376 TSC employed teachers spread all over 8 sub counties of Kisumu County; namely Kadibo, Kisumu East, Seme, Muhoroni, Kisumu West, Nyakach, Nyando and Kisumu Central. The County has 616 public primary schools out of

which ,6 schools offer special education hosted to pupils with disabilities especially the deaf ,blind and other physical disabilities.

## 1.2 Statement of the Problem

Ideally, it is anticipated that people who have a higher level of education and high-income levels, those with many dependents, and with liberal religious beliefs and modest cultural values, would be more responsive in their decision to initiate and own Life Assurance policies. A high uptake of Life Assurance policies would ensure quality life as envisaged by Kenya's vision 2030, According to Industries Statistics insurance penetration (both life and nonlife) in Kenya stands at a low of 2.63% in contrast to the penetration rate of other African nations like South Africa stands at 9.94% of GDP. However, insurance penetration in Kenya has remained very low standing at only 1% of the population having insurance compared to other countries such as Malaysia with a greater percentage of the population owning some form of Life Assurance (IRA, 2018).

The low insurance penetration in Kenya has led to overstretch support systems. The symptoms of low uptake of Life Assurance policies in Kenya are manifested in members of the Kenyan population resorting to informal ways of risk management especially in cases of premature deaths of household bread winners. Evidence in Kenya indicates that religion, cultural values and the language used by insurance sales personnel have a negative effect on uptake of Life Assurance product. It is also evidenced that the price of Life Assurance products negatively influences the uptake of Life Assurance. More evidence of the problem is seen through very high and frequent funeral contributions collected on various WhatsApp groups due to death related cases, sometimes leading to strained family relationships.

Although many studies have been done world over on the relationship between the various demand determinants and uptake of Life Assurance, none has been specifically done to examine the role of regulatory policies on the relationship between demand determinants and uptake of Life assurance products. Despite major strides in the enactment of consumer-friendly government regulations and a favorable economic environment, the penetration rate of Life Assurance in Kenya remains a miserable low of 0.3 per cent compared to about 10 percent in the

developed world, thus raising fundamental questions as to why the low penetration rate and what exactly influences the same.

Several local studies have attempted to link demand determinants on uptake of Life Assurance products (McDonald et al,2020;Kungu,2019;Seka and Justus,2019; Kamau &Weda,2019; Naibei and Gatere,2017; Gitau and Sile ,2016; Njuguna and Kimani,2016) There is a dearth of research in the field because these studies, which were conducted in diverse geographical contexts, did not investigate how demand drivers affected teachers at public elementary schools in Kisumu County's adoption of life assurance goods. Moreover, the research produced inclusive and inconsistent results and ignored regulatory initiatives. Regarding the extent of the content, prior research focused primarily on the impact of socioeconomic determinants on demand life insurance, neglecting the role of institutional factors, distribution channels, and cultural elements.This study therefore aimed to determine the impact of demand determinants and regulatiory policies on uptake of life assurance products among public primary school teachers in Kisumu County, Kenya

## 1.3 Objectives of the Study

### 1.3.1 General Objective

The primary aim of the research was to determine the influence of demand determinants and regulatiory policies on uptake of life assurance products among public primary school teachers in Kisumu County, Kenya

### 1.3.2 Specific objectives of the Study

The specific objectives of the study were :

i. To determine the influence of socio-economic factors on the uptake of Life Assurance products among Public Primary school teachers in Kisumu County.
ii. To determine the influence of institutional factors on uptake of Life Assurance products among Public Primary school teachers in Kisumu County.
iii. To determine the influence of distribution channel on uptake of Life Assurance products among Public Primary school teachers in Kisumu County.

iv. To determine the influence of cultural factors on uptake of Life Assurance products among Public Primary school teachers in Kisumu County

v. To establish the influence of regulatiory policies on the relationship between demand determinants and life assurance products uptake among public primary school teachers in Kisumu County, Kenya

Va. To determine the impact of regulatory policies on the relationship between social economic factors and Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

Vb. To establish the influence of regulatory policies on the relationship between institutional factors and Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

Vc. To establish the influence of regulatory policies on the relationship between distribution channel and Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

Vd. To establish the influence of regulatory policies on the relationship between cultural factors and Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

**1.4 Research Hypothesis**

The following are the hypotheses of the study, stated in the null hypothesis for the purpose of empirical testing:

$H_{01}$: Socio-economic factors do not have a statistically significant influence on Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

$H_{02}$: Institutional factors do not have a statistically significant influence on Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

$H_{03}$: Distribution channels do not have a statistically significant influence on Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

$H_{04}$: Cultural factors do not have a statistically significant influence on Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

$H_{05}$: Regulatory policies do not have a statistically significant moderating effect on the relationship between demand determinants and Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

$H_{05}$ (a) Regulatory policies do not have a statistically significant moderating effect on the relationship between socio economic factors and Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

$H_{05}$ (b) Regulatory policies do not have a statistically significant moderating effect on the relationship between institutional factors and Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

$H_{05}$ (c) Regulatory policies do not have a statistically significant moderating effect on the relationship between distribution channel type and Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

$H_{05}$ (d) Regulatory policies do not have a statistically significant moderating effect on the relationship between cultural factors and Life Assurance products uptake among Public Primary school teachers in Kisumu County,Kenya.

### 1.5 Significance of the Study

The study's conclusions will be advantageous to many parties. First and foremost, the study would help Kenyan insurance company management by establishing a connection between demand factors and policyholders' adoption of life assurance products. The results will show how government regulation modifies the relationship between demand factors and life insurance product acceptance. The management will be able to focus on adoption of ICT and broadening their catchment areas by embracing the most promising distribution channel for the coordination and maintenance of the right distribution channels to improve the uptake of Life Assurance

products in Kenya to allow prudent financial planning and investments thereby ensuring improved quality of life to both existing and potential Life Assurance policyholders as well as their dependents in Kenya.

Secondly the study findings will provide insights to the insurance sector policymakers . Improved uptake of Life Assurance products will contribute more to the economic growth as well as raise government tax revenue in the realization of vision 2030. The study is also expected to help expand literature and stimulate more research in this area. Future researchers will utilize the findings of this study as a basis for future research.

### 1.6 Scope and Justification of the Study

The purpose of this study was to ascertain the impact of regulatory policies and demand drivers on the adoption of life insurance products by public elementary school teachers in Kisumu County, Kenya. Socioeconomic, institutional, distribution channel, and cultural determinants on the uptake of life insurance products were among the aspects examined. Establishing the impact of regulatory regulations on the relationship between demand factors and the acceptance of Life Assurance products among public primary school teachers in Kisumu County, Kenya, was another goal of the study. All of Kisumu County's public elementary school teachers were the study's target audience. Primary school teachers have the lowest acceptance of life assurance products compared to all other categories in the education industry. Since primary schools represent the lowest cadre in the Kenyan basic education structure besides secondary and tertiary level institutions.

Kisumu County is predominantly occupied by the Luo community. The community has a unique culture during the times of bereavement. They spend lavishly on funeral related expenses to the extent of depriving the bereaved families of resources left by the bread winners, thereby pushing them to a lower economic status. Policymakers would benefit from the study's findings in understanding the relationship between demand factors and the uptake of life insurance products. Insurance companies might utilize this information to create creative models and treatments that are tailored to the special needs of public primary school teachers. The insurance industry will face both opportunities and problems as a result of the findings, which also show how well life

assurance products are adopted generally. Therefore, insurers would determine appropriate mechanisms to finance the innovation of Life Assurance products that meet the needs of the large pool of Public Primary school teachers.

### 1.7 Limitations of the study

One limitation encountered was slowness in filling the questionnaires. This could have resulted in incomplete or rushed responses, potentially affecting the quality and accuracy of the data collected. The speed at which participants fill out the questionnaires can influence the level of attention and thoughtfulness they give to their answers, which may impact the reliability and validity of the responses. The fear of revealing "too much" information and the reluctance of teachers to fill in the questionnaire may have introduced a selection bias in the study. Those who were more open and willing to disclose personal information might have had different perspectives or characteristics compared to those who were more hesitant to share information. This could potentially limit the diversity of viewpoints represented in the data and affect the comprehensiveness of the findings.

To address these limitations, the researcher implemented strategies to improve response rates, such as providing clear instructions, reminders, and incentives for timely completion of the questionnaires. Ensuring maintaining anonymity and highlighting the study's scholarly goal also helped alleviate concerns about privacy and encouraged participation. Additionally, the researcher ensured proper timing and scheduling of data collection to minimize disruptions and conflicts with participants' busy schedules.

### 1.8 Assumptions of the study

The intended respondents were seen as being capable of answering the questions truthfully and as soon as possible. Additionally, it was believed that the respondents would voluntarily complete the questionnaires.

## 1.9 Operational Definitions of Terms

**Demand determinants** — The factors that influence the purchase decisions of the policyholders namely, Socio-demographic, Socio-economic, Institutional, Distribution channel, and Cultural factors

**Endowment policy** — A Life Assurance policy that provides both protection and investment elements and also pays partial maturities during the duration of the policy term before maturity time. Some insurance companies call them Education policies eg “Bima ya Karo”, “Uniplan”, “Money Max plan” and “Hekima policy” of Madison insurance

**Life Assurance** — Individual Life Assurance product lines specifically, Whole-Life policies, Term Assurance, Endowment, and Unit Linked insurance contracts excluding Group Life Assurance and Deposit administration schemes (Pensions).

**Regulatory policies** — Guidelines and legislations given by the Kenya Government for purposes of regulating the Insurance Regulatory Authority, which oversees the insurance industry in Kenya and the Kenya Revenue Authority.

**Term Assurance** — A Life Assurance policy that guarantees payment of a stated death benefit to the insured's beneficiaries if the insured person dies during a specified term. If the insured outlives the policy term, no benefit is paid out and the policy simply expires but with the option of possible renewed term if the insured so desires.

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| **Whole Life policy** | A Life Assurance policy that only pays upon the death of the policyholder but nothing during his/her lifetime |
| **Unit-linked policy** | A Life Assurance policy offering both protection and investment components while giving the policyholders an opportunity to participate in the investment decisions of the fund |
| **Premium levels** | The money one must pay to an Insurance Company for a Life Assurance cover |
| **Interactive website** | The ability of a website to promote remote interactions with the users such that it encourages communication and engagement with the visitors |
| **Underwriting considerations** | The factors that insurers would take into account before accepting to grant a Life Assurance cover to a prospective policyholder |
| **Policy riders** | These are optional provisions that provide additional benefits/covers over and above the standard coverage in a Life policy, an example is funeral cash rider, Cost of Living rider etc |
| **Direct business** | When a person walks into an insurance company office and buys a Life Assurance policy without the help of an agent , it is said to be direct business since it does not attract payment of commissons. |
| **Referrals** | This is when prospective policyholder is given favorable information by another familiar person other than an insurance agent about a given insurance company for purposes of buying a Life Assurance cover |
| **Bequest motive** | This is the desire to accumulate wealth presently for inheritance by heirs in the future, eg ability to invest now for the benefit of your children in future |
| **Risk aversion** | This is the tendency to avoid risk, a risk averse person would not be willing to invest in risky ventures even if the returns could be high |

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| **Policyholders** | Both current and prospective consumers of Life Assurance products<br><br>In this study, the teachers of Public Primary schools in Kisumu County |
| **Policyholder protection** | The act of ensuring that the policyholder is not exploited as a result of ignorance or lack of knowledge about the Life Assurance provisions and rights |
| **Arbitration** | A process where the policyholder and the insurance company allow one or more arbitrators to make a binding decision in settlement of a dispute regarding the Life Assurance contract. |
| **Insurance approvals** | The recognition granted by the Insurance Regulatory Authority regarding a given Life Assurance product of an Insurance Company in Kenya |
| **Socio-economic factors** | These are factors influencing the uptake of Life Assurance policies and they include Disposable income, Life expectancy, Premium levels, Internet access, Inflation and Savings mechanisms |
| **Institutional factors** | These are factors influencing the uptake of Life Assurance products and they include Claims management, ICT adoption, Innovation, Interactive website, underwriting considerations and policy riders |
| **Distribution channel** | The various ways in which the Life Assurance products were distributed to the policyholders |
| **Cultural factors** | These are factors such as Bequest motive, religious beliefs, attitudes & values, Risk Aversion, Property ownership and cultural taboos |
| **Uptake of Life Assurance products** | The number of Life Assurance policies bought and in force in terms of Term Assurance, Endowment, Whole life and Uni-linked policies in Kisumu County |

# CHAPTER TWO
# LITERATURE REVIEW

## 2.1 Theoretical Literature Review

### 2.1.1 Human Life Value Theory

The foundation of this investigation was the Human Life Value Theory. S.S. Huebner created the idea in 1942 as a theoretical framework for examining the fundamental financial dangers that people encounter. According to Huebner, the economic value of a human life is derived from its qualitative qualities. Further, that the human value is prone to loss through premature death, incapacity, retirement, and unemployment. According to the Human Life Value Theory, each circumstance that has an impact on a person's ability to make money also has an equivalent effect on that person's value as a human being. Insofar as it offers a framework for comprehending the economic importance of life insurance and the estimation of insurance value and need, the theory of human life value is indeed pertinent to the subject. According to the hypothesis, those who produce more money than they require to support themselves have a financial worth to those who depend on them. This viewpoint emphasizes the need of taking future income, costs, responsibilities, and assets into account when estimating the worth of a person's life and the amount of insurance coverage required to safeguard their dependents.

However, it is important to acknowledge the criticisms of the Human Life Value method. These criticisms include the assumption that non-wage-earning spouses have no economic value and the failure to account for immediate financial obligations that may arise upon the death of a worker, such as loan repayments. These limitations have led to the adoption of alternative approaches, such as the Total Needs approach, which considers both cash needs and income needs to adequately insure lives. Regarding the study's background, the theory of Human Life Value helps in determining the appropriate amounts of Life Assurance needed by Public Primary school teachers to secure the future of their loved ones in the event of premature death.

Understanding the economic value of one's life and the potential financial obligations that may arise allows individuals to make informed choices about the amount of Life Assurance coverage they require.

By using the Human Life Value concept, individuals can assess the amount of money required to secure the lives of their dependents through term insurance in the event of their untimely demise. This theory emphasizes the immediate and long-term benefits of acting responsibly towards dependents and society, promoting social responsibility and the well-being of individuals. Overall, the theory of Human Life Value provides a valuable perspective on the importance of Life Assurance and the calculation of insurance needs, while also recognizing the need for alternative approaches to address the limitations of the method (Akotey, Osei, & Gemagah, 2011).

### 2.1.2 Expected Utility Theory

Expected Utility Theory was developed by John von Neumann and Oskar Morgenstern in their work "Theory of Games and Economic Behavior" (1944). The theory arises from the expected utility hypothesis, which suggests that individuals make choices between risky prospects by comparing the expected utility values associated with different outcomes. The Expected Utility Theory proposes that individuals, under conditions of uncertainty, evaluate risky options based on the expected value of a function defined over the potential outcomes. The theory assumes that decision-makers behave rationally and aim to maximize the expected value of some utility function when faced with probabilistic outcomes.

It's crucial to remember that the Expected Utility hypothesis has detractors. According to some detractors, the theory's idealized assumptions of rational behavior and the use of expected utility as a guide for decision-making are insufficient to take into account human cognitive limits. They support ideas of constrained rationality that take into account these restrictions and incorporate various estimations of expected benefit. Furthermore, critics have expressed concerns about the use of expected utility in economic and policy decisions, especially when putting a monetary value on non-financial consequences such probable fatalities or environmental harm. They contend that these appraisals can result in unfair judgements.

The Expected Utility theory can supplement the predictions from the Human Life Value theory and Prospect theory in the context of the study on the influence of demand drivers on the adoption of Life Assurance products. It offers a paradigm for comprehending trade-offs people make between possible outcomes and decision-making in the face of ambiguity. A wide range of business contexts, including insurance, investments, marketing, and operations, can benefit from the notion of expected utility. When it comes to insurance, people and organizations can estimate the likelihood of various outcomes and the financial losses or gains they would incur as a result to assess the expected utility of each choice. According to the maximization of expected utility principle, the option with the highest expected utility would be the best decision. In light of the importance of taking into account people's preferences for certainty and the evaluation of potential outcomes in decision-making processes, the theory of Expected Utility supports the main theory in establishing a strong foundation for the investigation on how demand factors affect the uptake of Life Assurance products.

### 2.1.3 Prospect Theory

The Prospect Theory, created by psychologists Daniel Kahneman and Amos Tversky, sheds light on how individuals actually behave and offers insights into decision-making under risky circumstances. By adding the idea of reference points and emphasizing how people assess benefits and losses in relation to these reference points, Prospect Theory questions the expectations of the Expected Utility Theory. It implies that while people prefer certainty over uncertainty when it comes to rewards, they are risk-averse when it comes to losses, seeking out extra risk to reduce or eliminate potential losses. The value function, which represents people's risk aversion toward gains and risk-seeking behavior toward losses, is a key component of prospect theory. This S-shaped value function illustrates "loss aversion," the tendency for people to value losses more highly than gains. Other observed behaviors, such as the disposition effect and the reflection effect, are also explained by the theory.

However, Prospect Theory has faced criticism. Some critiques argue that it lacks psychological explanations for the decision-making process it describes and overlooks important factors such as emotional and affective responses. Others question whether initial wealth is the appropriate reference point for insurance purchase decisions.

Despite these criticisms, Prospect Theory remains relevant to the investigation on how demand factors affect the uptake of Life Assurance products. It provides insights into how individuals make decisions when faced with risk and uncertainty, particularly in relation to evaluating gains and losses. Understanding these behavioral aspects can help Life Assurance companies improve their products and better understand consumer behavior in relation to the uptake of Life Assurance products. Prospect Theory is significant in shedding light on consumer behaviour with a view to improving existing services and designing innovative Life Assurance products (Schmidt, 2012).

## 2.2 Empirical Literature Review

### 2.2.1 Socio-Economic factors and uptake

It is well established that socio-economic variables play a significant role in influencing individuals' decisions regarding Life Assurance. In this study, the socio-economic factors are denoted by disposable income, life expectancy, premium/price levels, internet access, inflation rate, and savings mechanisms. Disposable income is a crucial factor as it represents the financial resources available to individuals after deducting taxes and other expenses. Higher disposable income can enable individuals to afford Life Assurance products and premiums. Life expectancy is also relevant as individuals may perceive the need for Life Assurance differently based on their anticipated lifespan. Longer life expectancy might lead individuals to prioritize other financial goals over Life Assurance (Badu & Acheampong, 2018).

In 2021, Graboya and Sharku conducted research on the variables affecting life insurance consumption in the Western Balkan nations. Finding out if and how much institutional, sociodemographic, and economic factors affect the need for life insurance in the western Balkan countries was the goal of the study. The study estimated the need for life insurance policies for the period from 2006 to 2019 using life insurer density and penetration. Crossing border analysis was conducted in the study using a regression model based on panel data and a functional generalised least squares regression model. The study discovered that while financial status and urbanisation have positive, substantial influence on the purchase of life insurance, inflation has an adverse effect on the need for life insurance. Additionally, the study demonstrated that compared to developed countries, institutional factors had a stronger negative effect on life insurance usage in developing and emerging economies. In the western Balkan countries,

economic and demographic factors have a greater impact on life insurance demand than institutional problems. The study did not take into account other pertinent proxies, such as the growth index and other demand factors for comparative analysis (Graboya & Sharku, 2021), and instead concentrated on insurance density and penetration indices as proxies for Life Assurance consumption (Graboya & Sharku, 2021).

Dash (2018), conducted a study in India etitled Determinants of Life Assurance Demand: Evidences from India. Finding the key socioeconomic and demographic factors influencing the purchasing of life insurance policies was the study's main objective. The independent factors included age, gender, marital status, occupation, education, family size, annual income, place of residence, and selling business. More than 400 Life Assurance policyholders made up the sample size for the study, which was done in rural Odisha. To identify significant differences and correlations between the various variables, the study performed a one-way ANOVA test and correlation analysis. To determine the levels of significance, factor analysis (EFA and CFA) and linear multiple regression were also performed. The number of policies that the policyholders acquired was the study's dependent variable. Since the study aimed to examine policyholders' perceptions of the provided demographic and socioeconomic factors, it used a descriptive research approach as opposed to an experimental one. Dash conducted the study in South Odisha, an overwhelmingly rural region in Eastern India. Data was gathered in two districts, ganjan and gajapati, which included semi-urban and rural areas as well as two towns with populations of over 100,000. The study used primary data that was gathered using a structured questionnaire over the course of two consecutive months in July and August of 2017 utilizing a sample design that included both convenient and quota sampling strategies. The study's target audience was explicitly divided into the two categories of customers and executives. Customer referred to individuals who had recently acquired a policy, while Executive referred to those who had recently sold a policy. The study, which included a sample size of 405 people, found that premium amount had a significantly negative impact on life insurance demand whereas age and education had favorable significant effects. However, because the study was carried out in India, a gap exists that the current study seeks to bridge by doing a comparable study in the Kenyan setting (Dash, 2018).

In order to ascertain if the cost of insurance has an effect on the adoption of life insurance in Kenya, Nderitu, 2019, performed study. The majority of respondents believed that the cost of the insurance had a greater impact on the number of individuals who purchased it, according to research data. The research also revealed that there is a noteworthy inverse relationship between life insurance premiums and policy adoption (Nderitu, Kungu, & Gichuhi, 2019).

Gamage, Lin, and Haq (2016) made an effort to look at the things that affect life assurance demands in the central region of Sri Lanka while incorporating social capital as a demand determinant for life insurance in a related study titled Economic and demographic characteristics, social capital, and demands for life assurance: evidence from central region of Sri Lanka. The study's components were gender, age, religion, employment position, income, degree of education, and social capital. Primarily, a logistic model was employed for data analysis after a random sample strategy was employed to gather primary data for the study. Between December 2015 and January 2016, structured questionnaires were used to gather the data. The results of the study demonstrated that the demand for life insurance in the studied area was significantly influenced by gender, income, trust, and social capital. Social capital was shown to have a statistically significant negative influence on the demand for life insurance, but that age, religion, employment status, and educational achievement had no apparent effects. Nevertheless, the study's limitations in focusing only on the Central region of Sri Lanka prevented it from analyzing the influence of gender, income, and trust on the demand for life insurance (Gamage, Lin, & Haq, 2016).

Another study on Changes of Life Assurance ownership among Indian households was done by Giri and Chatterjee (2016). The goal of the study was to find out what factors influence both the purchase and cancellation of life insurance policies in urban and rural families. The panel data set used for the study covered 39,290 households in India between the years 2004/05 and 2011/12. The National Council for Applied Economic Research (NCAER) gathered the information using the Indian Human Development Survey. 4155 homes were questioned in the first round, which was performed in 2004 and 2005, and 42152 households were surveyed in the second phase, which was undertaken in 2011 and 2012 and contained some repeat interviews, qualifying the 39,290 households surveyed in the first and second rounds. The independent

variables were created from a number of derivations of the raw data, and they included household characteristics, alterations in the state of the household, alterations in the relationship with the banks, as well as alterations in the family structures, such as new children being born and different heads of households. The research study aimed to precisely explore how key socioeconomic and demographic characteristics affect a given household's decision to get life insurance or stop receiving coverage, as well as any disparities in such decisions between urban and rural households. The independent variables were classified under four categories namely Financial condition, financial inclusion, assets and land handlings, and demographic factors. The study revealed that financial condition and education level highly influenced the household's decision to acquire or discontinue a Life Assurance policy. However, although the study covered a very large data set across Indian households, the variables used were limited to what was included in the Indian government report other available records notwithstanding (Giri & Chatterjee, 2016).

Using Uganda as a case study, Sanlam Insurance carried out research to determine how socioeconomic factors affect the uptake of life insurance coverage in that nation. With 155 target respondents, the study employed a cross-sectional study design to collect data using both qualitative and quantitative approaches. The study found that socio-economic factors, such as the cost of life insurance, differences in occupation and income levels, variations in family sizes, including the degree of dependency on others, and variations in social security savings, among others, have a significant impact on the uptake of life insurance in Uganda, where life insurance accounts for less than 1% of the market. Nonetheless, there exist other explanations for the restricted uptake and acceptance of life insurance. The study, however, did not particularly take into account the adoption of Life Assurance plans and instead only considered socioeconomic characteristics as a determinant of life insurance policy uptake (Pascal, 2019).

In order to determine the effect of household sociodemographic characteristics on the number of Ghanaians who enrolled for and used the National Health Insurance Scheme (NHIS), Badu Agieyei-Baffour and Acheampong conducted a study. Age, monthly income, household size, gender, education level, marital status, location of residence, ethnic background, and religion were among the sociodemographic variables taken into account in the study. A multistage cluster sampling technique was used to choose the 380 participants, and a cross-sectional design and quantitative methodology were employed to gather the data. The data were gathered using a

semi-structured questionnaire, and analyses of multiple logistic regression and descriptive statistics were carried out. The results of the study showed that judgments on whether to purchase and renew health insurance were significantly influenced by household elements like age, gender, marriage status, and income, and education. Particularly, married people, women, and people with more education had a higher likelihood of buying health insurance. On the other hand, older people, people of color, and those of certain religious backgrounds, like Muslims, were less likely to purchase health insurance. It's crucial to remember that even though this study concentrated on health insurance rather than life insurance, it still offers insights into how socio-demographic characteristics affect people's decisions to purchase insurance coverage. These results imply that household insurance uptake and utilization in Ghanaian households can be significantly influenced by variables like gender, education level, family income, age, and marital status (Badu & Acheampong, 2018).

The 2019 study, conducted in Uganda, was intended to assess the factors influencing the uptake of life insurance contracts. It collected data from 155 respondents using a cross-sectional study design and both qualitative and quantitative methodologies. The results of the study showed that Uganda has a low life insurance acceptance rate, mostly because of a range of issues, including sociodemographic traits and attitudes. The adoption of life insurance plans has been found to be influenced by sociodemographic factors such as age, gender, education, occupation, and marital status. These elements may influence people's views, tastes, and financial capacities, which may have an effect on their choice to buy life insurance. Additionally, the study revealed a high level of financial illiteracy among low-income earners, posing a challenge for marketers of Life Assurance services targeting this group. The lack of awareness and understanding of Life Assurance and its associated benefits hindered the willingness of individuals to embrace such policies. It is important to note that other pertinent variables impacting the need for life insurance were not taken into account in favor of the study's primary focus on sociodemographic characteristics. Thus, other variables that were not investigated in this study might potentially have an impact on Uganda's adoption of life insurance plans. In summary, the present study illuminates the significance of taking into account sociodemographic variables and tackling financial illiteracy as means of encouraging the adoption of life insurance in Uganda. Additional investigation may delve into additional factors and devise focused approaches to enhance

cognizance and comprehension of Life Assurance across various demographic groups (Akhter & Khan, 2017).

In a different study, "Household socio-demographic profile as predictors of health insurance uptake and service utilization: a cross sectional study in municipalities of Ghana," Badu Agieyei-Baffour and Acheampong (2018) aimed to ascertain the influence of household profiles on NHIS enrollment as well as the impact of household sociodemographic factors on subsequent health care utilization. The sociodemographic factors were identified using age, monthly income, gender, household size, level of education, marital status, place of residence, ethnic background, and religion. With the aid of a multistage cluster sampling and a cross-sectional design and quantitative approach, 380 respondents in all were included in the study. A semi-structured questionnaire was used to collect the data, and multiple logistic regression and descriptive analysis were used to evaluate it. Health use was the study's dependent variable, whereas education, marital status, place of residence, and NHIS status were its independent variables. The study discovered that a person's decision to buy and renew health insurance was significantly influenced by a number of criteria, including gender, income, age, education level, and marital status. It also shows that insurance coverage rates were lower for older members of minority ethnic and religious groups, including Muslims, than for married couples, women, and people with higher educational backgrounds. Nevertheless, the study gave health insurance a higher priority than life insurance (Badu & Acheampong, 2018).

In Kenya, several studies have been done regarding the uptake of insurance. For instance, Kuloba(2011), Naibei(2017), Masese(2013),Sile(2016), Kusi(2016), Wanjiru and Wambua(2016) , Njuguna and Kimani(2016) and Seka(2019) among others. Seka & Tari (2019) conducted a study to examine what influences persistency of Life Assurance policies of policy holders. The study used quantitative data collected from 48 respondents who included 24 life underwriters and 24 marketing managers within the Kenyan insurance firms. The study findings showed that there was a statistically significant effect of policyholder factors on the persistency of Life Assurance policies. Although it examined the moderating role of regulatory framework on the relationship between the intermediary factors and persistency of Life Assurance policy, however, it did not address factors affecting the uptake of Life Assurance (Teyie & Tari, 2019). Wanjiru and Wambua (2016) did a study focusing on good governance in the insurance industry. Oino & Kuloba (2011) examined a study that focuses on

the uptake of Life Assurance among teachers in Kisii County. Naibei (2017) used CIC insurance Kericho as a case study to investigate the factors that influence the uptake of insurance in developing nations. These studies' flaw is that they did not pay attention to how regulatory policies affected the relationship between demand factors and policyholder adoption of life assurance products. Similar to Masese (2013), who looked into the variables affecting Britam Insurance, Mombasa's acceptance of life insurance services. Government policy is a moderating element in that study, but the study has a flaw in that it only looked at one insurance provider. A study on the influences of cultural variables on insurance uptake was done by Gitau & Sile (2016). The study by Kamau and Weda (2019) focuses on how socioeconomic factors affect the demand for life insurance. Njugua & Kimani (2016) focus on financial factors affecting insurance penetration in Kenya while McDonald et al. (2019) examine the distribution Models and Performance of Private Health Insurance Sector in Kenya. However, no study has focused specifically on the effect of demand determinants on uptake of Life Assurance policies.

In contrast, a survey of Nairobi's central business district was carried out in 2016 as part of a study that sought to determine how cultural factors affected the uptake of insurance. The study's goal was to ascertain how cultural factors impacted insurance adoption in Nairobi, Kenya. The research approach employed in the study was descriptive, and it comprised both primary and secondary data. The original data came from a questionnaire; the secondary data came from books, journals, and the internet. The study's target demographic, consisting of current and potential insurance clients in the Nairobi Central Business District, was selected stratified random sampling to yield a sample size of 100 respondents. The study found that Kenyans' acceptance of insurance was negatively impacted by religion, cultural taboos and beliefs, cultural attitudes and values, language used by insurance salespeople, and educational attainment. It is acknowledged, although, that in spite of these basic study results, a number of concerns were left unaddressed, requiring further investigation into specific facets of the demand for life insurance (Gitau & Sile, 2016).

Additionally, Kamau and Weda studied the impact of socioeconomic characteristics on life insurance demand in Kenya. The primary goal of the study was to determine how Kenya's socioeconomic demands for life insurance were influenced by those needs. The study's independent factors were awareness of insurance, perception of insurance, and the amount of

income insurance premium. The demand for life insurance was the dependent variable. The study's target population consisted of 290 sales agents employed by Kenya's 70 licensed life insurance companies. To find the association between the independent and dependent variables, the study used regression analysis, correlation, and descriptive statistics. The study found that while insurance premiums had a significantly negative influence, income level had a significantly beneficial impact on the demand for life insurers. The study also shows that consumer perception and insurance awareness have a considerable beneficial impact on the demand for life insurance. However, Kamau and Weda (2019) found that the study only looked at income level, customer perception of insurance premium, and product awareness as factors influencing the demand for life insurance, leaving out other important factors like demographic, cultural, institutional, and distribution channels (Kamau & Weda, 2019).

These studies provide insight into how cultural, socioeconomic, and price perception aspects affect insurance demand. Below is a synopsis of the main conclusions from every study:In the first place, religion, cultural taboos, beliefs, attitudes, and values had a negative influence on insurance uptake in Nairobi CBD, Kenya, according to Gitau and Sile's 2016 review of cultural variables impacting insurance adoption. The acceptance of insurance is influenced by the educational background of insurance salespeople as well as the language they employ. The analysis highlights the need for more investigation into specific demand variables for life insurance. Furthermore, with respect to the 2019 research conducted by Kamau & Weda, "Influence of Socioeconomic Factors on the Demand for Life Assurance," The demand for life insurance rose greatly with income level, while it fell significantly with insurance premiums. The demand for life insurance, however, was greatly boosted by customer perception and insurance awareness. The primary focus areas of the study were income level, customer perception, insurance premiums, and product awareness; however, other aspects such as demographic, cultural, and institutional factors were not considered. Thirdly, Determinants of Life Assurance Demand: Evidences from India (Dash, 2018) looked at a number of socioeconomic and demographic factors influencing life insurance purchases in rural Odisha, India. Age and education have a positive and considerable impact on the demand for life insurance. The amount of life insurance that people desire is strongly impacted negatively by the size of the premium. While the study offers information about the Indian environment, it also emphasizes the necessity for a comparable study in Kenya.

Using information from the Kenyan branch of CIC insurance in Kericho, Langat, Naibei, and Getere (2017) performed study on the elements impacting the acceptance of insurance in developing countries. Finding out how consumer behavior affects Kenyans' propensity to buy life insurance was the goal of the study. The acceptance of life insurance was the dependent variable in the study, whereas social, psychological, economic, and demographic aspects were the independent variables. Descriptive research methods were applied in this study. The 300 clients of the CIC Kericho branch, who were the study's target group, provided a random sample of 171 replies. Data were gathered using self-administered structured questionnaires, and analysis was done using SPSS. According to the study, there is a direct link between consumer behavior and life insurance use. It also demonstrated the influence of financial considerations, demographic traits, and product knowledge on the adoption of life insurance. Despite these findings, the study (Langat, Naibei, & Getere, 2017) focused on three aspects that affect the uptake of life insurance but omitted to compare these aspects with other relevant variables and life insurance products (Langat, Naibei, & Getere, 2017).

### 2.2.2 Institutional factors and uptake

Hwang and Gao's 2003 study on the main factors influencing life insurance demand in China was an effort to provide an explanation for the industry's explosive rise there. According to the time series analysis used in the study's investigation, the main factors influencing life insurance products are good economic reforms that have elevated people to higher economic strata, higher levels of education, and changes in peoples' social status. Even though China had severe inflation in the 1990s the study did not discover any adverse effects of inflation on the consumption of life insurance (Hwang & Gao, 2003).

According to a study conducted in Cameroon in 2020 to determine the factors affecting successful uptake of Life Assurance, one of the demand determinants for uptake of insurance products has to do with institutional factors such as claims management practices, adoption of ICT and level of innovation or ability to come up with new products that give policyholders value for money, the company’s interactive website, underwriting considerations and availability of policy riders. Some insurance companies settle the claims promptly while others have unending and tedious claim procedures. The study identified numerous issues affecting

Cameroon's rapidly expanding insurance companies, including high premium costs, a lack of integrity, low disposable income, a lack of national presence, unsatisfactory customers, ineffective claim settlement, and ineffective distribution channels (Golden Nkengmenche, 2020).

The Insurance Regulatory Authority (IRA-Kenya, 2011) study in Kisii County focused on public primary school teachers who were present at an educational conference. A structured questionnaire that was self-administered by the respondents was used to gather the data. The study's objectives were to evaluate the degree of insurance policy awareness and uptake among teachers, as well as the causes of non-insurance and potential strategies to increase insurance uptake. In Kisii County, public primary school instructors had an insurance penetration rate of 60%, according to the research findings. This indicates a potential for expanding insurance uptake among teachers as 40% of the forum attendees were not covered. The survey also emphasized certain disparities between genders in teachers' insurance preferences. In comparison to female teachers, men teachers preferred medical policies more than education and life policies.

Negative insurance discussion, a lack of understanding of insurance, and anticipated difficulties in remuneration have all been highlighted as factors in teachers' non-purchase of insurance. Obtaining insurance was hampered by the inaccessibility of information about insurance products, the deceit of insurance salespeople, and the delays in payment. Nonetheless, the poll also revealed that instructors had positive opinions on insurance. 92% of respondents said they would recommend insurance to friends and family, and the majority (87%) indicated they would get insurance in the future. To address the problems and increase teachers' adoption of insurance, additional education seminars and educating insurance brokers while promoting integrity were among the recommended solutions. Overall, the study's findings point to opportunities and difficulties in getting teachers in Kisii County to get insurance. By addressing the concerns raised and providing more education and transparent information, the insurance industry has an opportunity to increase insurance uptake among this target group.

In the insurance sector, namely in the claims department management, the study by Duffy (2016) emphasizes the value of customer service and technical improvements. The results imply that insurers face an increasing challenge in offering top-notch customer service that satisfies changing consumer standards. The study underlines that claims handling is the insurance industry's "shop window" since customers ultimately evaluate insurers based on the claims service they offer. Therefore, insurers are striving to offer the best customer service in order to

differentiate themselves in a competitive market. Efficiency and productivity are crucial factors for claims departments, as there is a financial demand to increase efficiency while keeping administrative costs under control. Insurers are constantly seeking increased efficiencies without compromising customer service or accuracy. This often leads to pressure on headcount, requiring every staff member to be constructively and productively occupied. The study also highlights the importance of keeping up with technological advancements. Outdated claims, policy administration, and billing systems can hinder flexibility and efficiency due to high levels of manual processing. Consumers nowadays expect to interact with insurers through new channels such as the mobile devices, SMS, and the internet. insurers who don't adopt and leverage advanced technologies may experience a decline in competitiveness, while more technologically savvy competitors could overtake the market (Duffy, 2016).

In summary, the study underscores the need for insurers to prioritize customer centricity, enhance efficiency, and embrace technological advancements in order to meet changing consumer demands, improve claims handling, and remain competitive in the insurance industry. The AKI report of 2017 highlights some challenges and disparities in the bancassurance model between insurance companies and banks. According to the report, bancassurance tends to favor banks more than insurance companies. Banks often prioritize products that align with their needs, without necessarily considering the needs and profitability of insurance companies. For example, motor insurance is popular with banks because they can easily sell it alongside car loans. However, insurance companies bear the burden of increased claims associated with motor insurance. On the other hand, Life Assurance products are considered less attractive to banks compared to general insurance products such as commercial or private motor insurance. Insurance companies, however, view Life Assurance as more profitable.

The study also revealed gaps in how customer information is obtained from banks, which impacts the development of appropriate insurance products. Many insurance companies expressed that banks were reluctant to share customer information, resulting in a lack of access to crucial data. This limitation in accessing customer information could potentially hinder the uptake of Life Assurance products and services. To foster a more fruitful relationship in bancassurance, the report suggests that banks should allow insurance companies to access

customer information. This sharing of information could lead to better product development and improved customer offerings (AKI, 2017).

### 2.2.3 Distribution channel and uptake

The distribution channels of the Indian insurance industry were the subject of a study by Bawa and Chathha (2016) that was conducted in India. Probit regression was reportedly used on a primary survey of 617 consumers, and the study found that the projected likelihood of customer awareness of distribution channels was low. Among the numerous channels now used in the market, most consumers exhibit comprehensive awareness of the individual agent channel. The study also revealed that Internet and television are important mediums for disseminating comprehensive information to policyholders (Bawa & Chathha, 2016). In general, the study by Bawa & Chathha (2016) found that, although the concept of a distribution channel is not new and is becoming more well understood over time, consumers are still not well-known due to the popularity of alternative channels including corporate agents, bancassurance, and direct marketing (Bawa & Chathha, 2016) .

Cummins claimed in a different study that various sectors and businesses use various distribution channels to reach various market niches. The channels include personnel-based, branch networks, electronic, and middlemen. In the insurance industry, every insurance transaction involves a middleman who acts as a market maker between the insurer and the potential customer. This intermediary is typically an insurance agent or broker. In order to connect buyers with suitable insurers, the intermediary assists purchasers in determining their coverage and risk management needs. Cummins and Doherty (2006) claim that intermediaries support market research, match buyers with appropriate insurers that are capable, willing to take on risk, and have the financial wherewithal to underwrite the risk, and help their client select among a variety of offers. The traditional branch and agency network channels have been supplemented by bancassurance and internet-based channels due to technological advancements and client sophistication. Since more and more people have bank accounts and the banking sector is larger than the insurance sector, bancassurance has expanded. The advent of internet-based channels is another example of how information technology has advanced (Cummins & Doherty, 2006).

A recent study was carried out in India on emergence and growth of online Life Assurance. The study conducted by Naidu and Paramasivan (2021) examined the emergence and growth of online Life Assurance transactions in India compared to traditional face-to-face product distribution. The research was based on a published report by Google India and Boston Consulting Group (BCG) that projected a

significant growth in the online insurance industry in India. According to the report, the online Life Assurance sector in India was expected to grow at a compounded rate of 3-5% per annum up to the year 2020, while the non-Life Assurance market was projected to grow at a rate of 15-20% per annum during the same period. The study highlighted the preference of customers for online insurance transactions, indicating a shift towards internet-based interactions. Furthermore, the study emphasized the importance of insurers understanding the buying behavior of online customers, developing innovative and attractive products, and implementing robust communication and customer engagement strategies to establish themselves as market leaders in online insurance distribution in India. It is important to note that this study specifically focused on the Indian insurance industry and may not be directly applicable to emerging economies in Africa. African markets may have different social preferences that favor face-to-face interactions, and internet connectivity challenges could hinder the adoption of online insurance platforms. Therefore, further research specific to African markets would be necessary to understand the dynamics and potential of online insurance distribution in the region (Naidu & Paramasivan, 2021).

From time immemorial Insurance companies have always made use of intermediaries such as insurance agents and brokers as a link between these companies and the potential policy holders.In this study. Distribution channel is indicated by Company agents, Bancassurance, Brokers, Independent agents, direct business and referrals from confidants. Bancassurance for instance has been a recent channel introduced in the industry to reach out to potential clients through the banking sector. Golden in Cameroon found limited/poor distribution channel as one of the contributing barrier to the uptake of the Life Assurance (Golden Nkengmenche, 2020).

A survey done by IRA-Uganda in 2020 identified a number of characteristics that are crucial for boosting the uptake of insurance. The study revealed that more consumers now anticipate carrying out the majority of their transactions online or on mobile devices. To give customers more flexibility and control, insurers should improve their web-based capabilities. Second, one of the main forces behind empowering the next generation of workers is the interaction between people and technology. In order to prepare their companies for the challenges that lie ahead, insurers should take this into account. Insurance companies must adopt technology that targets customers who do not have a physical presence in order to improve their distribution channels. As a result, expenses are decreased, making insurance more affordable and easier to obtain. Third, develop a strong market with a focus on the younger generation to raise knowledge of the

value of insurance through advertising in regional newspapers, radio, and television, as well as through planning trade shows across the nation to connect with the general public. The expansion of insurance will most certainly be boosted by such a plan (IRA-Uganda,2020).

Nkengmenche (2020) looked for or determined the elements influencing Cameroon's successful adoption of life insurance. In 2019, a sample of data was taken in the town of Buea utilizing questionnaires. These surveys included 50 correspondents and a random selection of open-ended and closed questions from the general population. The study found that Cameroon's life insurance market was unable to gain traction due to a poor distribution channel. The report recommends that life insurance companies lower their rates, provide efficient claim settlement, improve customer happiness and service, and strengthen agent integrity in order to help life insurance firms and companies successfully enter Cameroon.

Olobo, M., Karyeija, G. K., Sande, P., & Okello, R. R. (2022) examined the effect of competitive strategies on life insurance uptake in Uganda using the Kampala Central Business District as a case study. The study primarily examined the impact of distribution channels, cost leadership measures, and differentiation techniques on Ugandans' acceptance of life insurance. A cross-sectional research design and a mixed research approach were employed, together with both qualitative and quantitative data collection and analysis methods. A sample size of 306 respondents was selected from a study population of 1500 using Krejcie & Morgan's table. The data were evaluated using the mean and standard deviation for a descriptive analysis. In order to determine which of the independent variables was the most significant predictor and to investigate the connection between competitive strategies and life insurance uptake, regression analysis and Pearson's correlation were also employed. At the bivariate level, the uptake of life insurance is highly positively connected with distribution channels, cost leadership approach, and differentiation strategy. The outcomes of the multiple regressions demonstrated that cost leadership, distinctiveness, and distribution channels all had a substantial influence on the uptake of life insurance. Experts suggest differentiating life insurance products and services more since doing so will help companies grow in terms of premium volume, market share, and profitability. In order to make life insurance policies affordable for those with modest incomes, the researchers encourage life insurance companies to develop low-cost products and insurance

rates. Additionally, they advise developing a range of product distribution channels so that customers may get reliable products and services for incredibly inexpensive prices.

Kamiru (2016) investigated 51 underwriting managers from all Kenyan insurance companies in a similar manner. According to the study, increasing the penetration of insurance in Kenya and, as a result, the uptake of life insurance can be achieved through the employment of in-house agents, independent contractors, and sales through branch networks of insurance companies. By educating end users about insurance products and assisting in the correction of common misconceptions about the insurance industry, direct distribution channels improve penetration. The distribution of insurance-related products through internet channels helps insurance firms differentiate themselves from their competitors by offering consumers branchless, mobile, online, e-marketing, and telemarketing insurance (Kamiru, 2016).

The impact of life bancassurance on the conventional insurance firms' distribution channels in Kenya was the subject of a study by Naserian and Tari (2019). Data were gathered using a structured questionnaire and a descriptive study design. The study's independent factors included life bancassurance, conventional distribution channels, and the legal system. The study's conclusions showed a considerable connection between life bancassurance and the conventional insurance businesses in Kenya distribution channels. According to the study's findings, the primary distribution channels for life insurance and other assurance products in Kenya continue to be brokers, agents, and direct sales. It is significant to note that the uptake of life insurance through these traditional distribution channels was not thoroughly examined in the study. It also failed to consider the impact that demand variables may have on life insurance policy purchases. This implies that additional characteristics or factors that were not investigated in this particular study may exist and influence the demand for life insurance products. Further research might be conducted to examine the impact of life bancassurance on the uptake of life policies via traditional channels of distribution, as well as the role that demand determinants have in influencing the demand for life assurance in Kenya (Ntikalai, 2019).

### 2.2.4 Cultural factors and uptake

Cultural factors have a substantial impact in determining the demand for insurance products, and several studies have examined their influence. These factors encompass various elements such as

bequest motives, religious beliefs, attitudes, values, risk aversion, rules regarding property ownership within communities, as well as taboos and beliefs. Bequest motives, which refer to the desire to leave an inheritance or financial support to future generations, have been found to impact the uptake of Life Assurance. Various perspectives on the intensity of bequest motives have been offered by empirical studies, with estimates of the proportion of bequests in total private savings ranging from 17 to 46 percent (Derakhshideh & Jalaee, 2014).

According to yet another study by Zhong done in China, consumers and businesses have the option of purchasing non-traditional insurance products that contain investing components or the minimal minimum of insurance required by law and other rules. Savings products compete with insurance for clients, but for certain people, saving may be a good alternative to insurance. Additionally, saving tendencies vary among agents and are impacted by culture and religious beliefs. To match the cultural influence on insurance consumption, the gross savings to GDP ratio is actually included. the hypothesis that people in towns or urban setup areas value insurance more than people in rural setups, potentially as a result of having less familial ties and a stronger feeling of autonomy. Zhong thought that culture played a vital part in the insurance sector. Because culture has a significantly bigger impact on the demand for insurance compared to its production, the cultural influence hypothesis predicts that demand factors will have a higher impact on insurance consumption than supply factors in China. Having financial independence is valued more highly in Chinese culture than purchasing insurance. As a result, we believe that saving solutions would appeal to customers more than insurance products. We divide demand-side factors into those related to culture and those related to the economy using the same logic. Demand factors that are affected by culture are more accurate proxies for insurance consumption than those based on the economy. Culture proxies are important in explaining the differences in insurance participation rates between different countries. Chinese customers prioritize family values and social harmony more than Western shoppers do. As a result, the strong need for insurance is constrained by Chinese culture. For insurance regulators, our study of how culture affects insurance usage has real-world applications. When making decisions to enter a developing insurance market, insurance company executives should consider the cultural effects (Zhong,2015).

According to research, bequest-motivated households tend to save about 25% more than other households (Kopczuk & Lupton, 2007). According to international research, countries with a high dependence ratio, low inflation, a high per capita income, and a strong banking industry have higher life insurance demand (Beck & Webb, 2002). Research has indicated that the urge to depart inheritances for one's children can have a major impact on household demand and life insurance consumption (Bernheim, 1991). These findings highlight the significance of bequest motives and the desire to transfer wealth to future generations as factors influencing the demand for Life Assurance. Understanding cultural factors and their impact on insurance preferences is crucial for insurers to design products that align with the values and motivations of potential customers (Kopczuk & Lupton, 2007).

Sauter and Winter conducted research on life insurance demand, tax incentives, and bequest motivations in Germany. The study's goal was to determine the impact of tax incentives and bequest motives on life insurance demand after the projected tax revisions in 2000 cut the tax exemption ceiling for capital income in Germany by 50%. The study discovered that whereas demand for term insurance is primarily influenced by bequest motives, demand for whole life insurance is influenced by both bequest motives and tax incentives. The study focused mostly on tax incentives and bequest motives as drivers of demand for term and whole life insurance, ignoring other significant demand variables. Endowment and unit-linked life assurance contracts are examples of life assurance products (Sauter & Winter, 2010).

Mitra also did a study on Influencers of Life Assurance investment with an empiral evidence from Europe. The research aimed to analyse the impact of economic demographic and cultural factors on the Life Assurance con Sumption in 28 European countries. The study was motivated by the post-financial crises of 2009-2014 and considered many emerging eastern European countries which had had significant insurance sector reforms. The independent variables were economic, demographic and cultural factors. The economic factors were denotated by GDP per capita, Gross savings, competitiveness of nations, and inflation. The demographic factors were denoted by population and education. While cultural factors were indicated by individualism and long term orientation. The dependent variable was Life Assurance consumption. The study used data from the Swiss-Re report of 2014. The study revealed that GDP per capita positively influenced Life Assurance consumption while inflation had a negative effect. The study also

showed that while cultural characteristics like individualism and long-term orientation had a favorable influence on demand for life insurance, demographic factors, on the other hand, had both positive and negative effects on insurance consumption. However the study focused on the macrolevel analysis of life insurance demand and did not consider the individual life component of life insurance product such as term-life insurance, WholeLife Assurance and endowment (Mitra, 2016).

Religion can play a significant role in influencing the behavior and attitudes of individuals, including their perception and uptake of Life Assurance. Historical and cultural factors associated with religious beliefs have shaped attitudes towards Life Assurance in various regions. In the past, some religious beliefs, particularly in Europe and certain Islamic countries, have been associated with a distrust of Life Assurance. The reliance on insurance was sometimes seen as a lack of faith or an indication of a lack of trust in divine protection. This religious antagonism towards Life Assurance led to its condemnation and even prohibition in some regions. Studies have indicated that Life Assurance consumption is lower in predominantly Islamic countries compared to non-Islamic countries. Religious teachings and cultural norms in Islamic societies may discourage or limit the uptake of Life Assurance. This can be attributed to the perception that Life Assurance involves elements of uncertainty (gharar) and gambling (maysir), which are discouraged in Islamic principles. These religious factors serve as determinants influencing the demand for Life Assurance in certain regions. Understanding the religious backgrounds and cultural context is crucial for insurance providers and policymakers to design appropriate products and strategies that align with the beliefs and values of the target population. It is important to respect and consider religious beliefs when promoting and offering insurance products in different cultural contexts (Akhter,2017).

The goal of Babylatha (2021) was to determine how cultural influences affected Kenyans' adoption of insurance. The research design used in the study was descriptive. Primary data for the study was gathered via a questionnaire. One hundred respondents were chosen from among the current and potential insurance clients in the Nairobi Central Business District to make up the study's target audience. The main sample technique used in this study was convenience sampling. We collected secondary data from books, journals, and the internet. Coding and

grouping the core data into themes, groupings, and patterns was the initial stage. After that, the study looked through and analyzed the data to get relevant conclusions. Relevant secondary data was analyzed in accordance with the data collected and guided by the study objectives. The findings from the main and secondary data were then integrated to produce relevant study conclusions. Based on its findings, the study concluded that Kenyans' acceptance of insurance is negatively impacted by religion. The outcomes also shown how cultural taboos and beliefs have a detrimental effect on Kenyans' decision to get insurance. Based on the data, it was also able to conclude that Kenyans' propensity to buy insurance is negatively impacted by cultural attitudes and beliefs. The study also discovered that the language used by insurance sales people has a detrimental effect on Kenyans' uptake of insurance. Finally, the study discovered that illiteracy had a detrimental effect on Kenyans' uptake of insurance. According to the report, the Insurance Regulatory Authority ought to pressure insurance companies to routinely inform the public about the benefits of the different insurance packages available.

A study by the Insurance Regulatory Authority with a primary objective to determine the enterprise perception of risks and how risks are managed in Kenya, found major issues surrounding the insurance sector. The study conducted by the Insurance Regulatory Authority in Kenya shed light on the perception and management of risks by enterprises in the country. The findings showed a number of difficulties that these businesses encountered, with theft, rivalry, expense of doing business, fire, availability of finance, politics, drought, and workplace health and safety being the main issues. The most major dangers associated with doing business were determined to be competition, cost of doing business, theft, and loan availability. These elements describe Kenya's business climate and the challenges that businesses there face. The survey also looked at the places where people learn about insurance products. The primary sources of information were determined to be schools and universities, then insurance agents and brokers. Medical insurance was found to be the insurance product category with the highest level of consumer knowledge. However, there was a lower level of awareness for short-term products such as marine, engineering, aviation, workmen compensation, agricultural insurance, and liability. On the other hand, awareness of long-term products, particularly the education policy, was relatively high. These findings highlight the areas where more attention is needed to increase awareness and understanding of insurance products, particularly in the realm of short-term coverage. It suggests the importance of targeted efforts to enhance awareness and knowledge

among businesses and individuals, particularly in sectors with lower awareness levels (IRA, 2012).

Yego conducted a study in Kenya on the impact of customer attitude on teachers in the Uasin Gishu county purchasing life insurance. A descriptive survey approach was utilized in the study, and a sample size of 302 teachers who responded was determined using the Morgan formula from 1978. Through stratified random sampling, the respondents were found. According to the survey, there is a substantial correlation between customer attitude and the percentage of teachers in Uasin Gishu county who have life insurance. However the study focused only on one determinant of Life Assurance uptake and did not consider several other relevant variables that affect the uptake of Life Assurance uptake (Yego, Salbei, & Kilonzo, 2014).

Gitau and Sile conducted a study in Kenya in 2016 to ascertain how cultural influences affect people's decision to purchase insurance. The investigation employed this descriptive study methodology to collect data. Structured questionnaires were used to collect the data. In the Nairobi Central Business District, prospective insurance clients were the study's target audience. 100 respondents were selected for the study's sample to take part. Convenience sampling was the main technique used to select a sample of respondents. Secondary data from the internet, books, and journals was also used. Following the synthesis of primary and secondary data, conclusions were reached. The results show that Kenyans' desire to buy life insurance is significantly impacted by their religious beliefs. The results also showed that Kenyans' propensity to buy insurance was negatively impacted by cultural taboos and beliefs. Based on these findings, the study concluded that cultural attitudes and beliefs constitute a major barrier to insurance purchasing for Kenyans (Gitau & Sile, 2016).

### 2.2.5 Regulatory policies and uptake

That Regulatory policies play an important role in the regulation of the insurance industry cannot be overstated. Regulatory policies in this case refer to the rules, guidelines and procedures governing the Life Assurance industry both enacted by the government agency, the Insurance Regulatory Authority (IRA) as well as those proposed and implemented by the individual Life

Assurance Companies. The Insurance Act (Chapter 487) is the primary legal document governing the insurance and reinsurance sector in Kenya. It establishes the insurance regulating body (Kitaka et al.), whose duties include supervising, checking up on, and granting licenses to Kenyan insurers and reinsurers. The government separated the Commissioner of Insurance's office from the Ministry of Finance in 2006 and granted it some autonomy in order to better regulate the insurance sector. The Insurance Regulatory Authority (IRA), a semi-autonomous organization tasked with overseeing, regulating, and promoting the growth of Kenya's insurance market, was founded by the Insurance (Amendment) Act of 2006 (Samwel, 2009).The insurance Act regulate the following but not limited to registration of the insurers and reinsurers, minimum capital, local shareholding, corporate governance and capital adequacy requirements, preparation and submission of the accounts, inspection and control of the insurers, transfer and amalgamation of the insurance business, insurance intermediaries, Insurance Tribunal, which hears appeals against decision of the IRA, policyholders compensation Fund, which involves compensations to claimants of insolvent insurers and levies payable by insurers, including the insurance premium levy and the insurance training levy (Samuel,2009).

Over the years, several studies have been conducted regarding tax incentive and the demand for insurance (Gruber & Porteba, 1994; Jappelli & Pistaferri, 2001; Stavrunova & Yerokhin, 2014). The study by Gruber & Porteba (1994) assesses the changing pattern of insurance demand introduction of a tax incentive. This study utilized difference-in-difference method and regression models to evaluate the difference in insurance coverage among the groups. The results obtained revealed that a one percent increase in insurance cost minimizes the probability of a person being insured by 1.8 percent. Jappelli & Pistaferri (2001) used repeated cross-sectional data from Italy to evaluate tax incentives and the demand for Life Assurance in Italy. In this study, it was established that tax reforms have no effect on the decision to purchase Life Assurance. This was explained by people's reluctance to commit to long-term saving, minimum investment requirements and insufficient knowledge on tax incentives (Jappelli & Pistaferri, 2001). Stavrunova & Yerokhin (2014) evaluates the effect of insurance mandate on health insurance in the Australian healthcare system. Unlike the two other studies, the results revealed that the tax incentive policy has led to an increase in the demand of insurance by 6.5 percent. This policy has also contributed to the number of insured singles by 7.2 percent (Stavrunova & Yerokhin, 2014)

The studies mentioned highlight the relationship between government controls and performance outcomes in different industries, including manufacturing and insurance. In the manufacturing industry study, the researchers examined the impact of government controls on manufacturing techniques and performance. They found that government directives had a positive influence on cost, quality, and innovation, which in turn affected financial and non-financial performance. This implies that government rules may have a substantial impact on the plans and results of industrial companies. The study of the insurance sector concentrated on how government laws affect the insurance business. The researcher observed that government control varied among different types of insurance companies. Government regulations were found to increase the cost of doing business for insurers by imposing restrictions on underwriting practices and the products and services offered to policyholders. The example of AIG facing different sanctions for credit insurance and health insurance highlights the variation in government control and its impact on insurers. These studies underscore the importance of government regulations and their potential influence on industry performance. Government controls can shape the strategies, operations, and outcomes of firms within regulated industries. Understanding the specific regulations and their implications is crucial for businesses to navigate the regulatory environment effectively and achieve their desired performance goals.

In its 2016 study, Wanjiru sought to assess the contribution made by Kenya's Insurance Regulatory Authority (IRA) to the advancement of ethical behavior in the insurance sector. The study's objective was to assess how the IRA's supervision, capacity-building, and training initiatives affected Kenyan insurance companies' management. The research employed a descriptive survey study design and focused on all 47 of Kenya's insurance companies that were governed by IRA regulations. Using stratified random sampling, participants were selected from the life insurance and non-life insurance company strata. Using quantitative data collected and processed with SPSS, a multiple linear regression model was employed to determine the impact of the independent variables on the dependent variable (governance). The study's findings demonstrated that the responsibilities played by IRA in capacity-building/training, supervision, and awareness-raising positively and significantly impacted Kenya's insurance industry's governance.

The regulatory body's performance in carrying out these duties aided in the enhancement of the industry's governance procedures. It is important to keep in mind that the study focused exclusively on the function of IRA in promoting governance, not how regulatory legislation affected the demand for life insurance policies. This suggests that although the study sheds light on the insurance sector's regulatory framework, it skips over the precise elements affecting Kenyan consumers' desire for life insurance products. The 2014 study set out to look into the relationship between regulation, governance, and the performance of Australian small enterprises that are not listed on stock exchanges. The study included 387 individuals and employed structured online questionnaires as the main method of data gathering. Governance, regulation, financial performance, social performance, and sustainable performance were among the many constructs that were explored in the study. The study's conclusions showed that corporate social responsibility and financial performance were both negatively impacted by governance. This implies that issues with governance inside unlisted small firms may have hampered their ability to function well financially and socially. But the study also showed that regulation improved both financial success and corporate social responsibility. This suggests that Australia's non-listed small firms' financial performance and social responsibility were positively impacted by the regulatory system in place. It is important to keep in mind that the study concentrated specifically on non-listed small enterprises in Australia, therefore the conclusions may not apply to other types of businesses or locations. As well as showing the potential effects of these elements on the financial and social aspects of small firms, the study offers insightful information about the relationship between governance, regulation, and performance (Achkasova, 2015).

A 2016 study carried out in Kenya by Wanjiru is titled Assessment of the Role Performed by the Kenyan Insurance Regulatory Authority in Promoting Governance of the Insurance Industry. The target population of this study, which used a descriptive survey approach, is Kenya's 47 insurance companies that are governed by the IRA. A technique of stratified random sampling was employed to choose a sample of the target population, which was then separated into two strata: life and nonlife insurance businesses. Assessing IRA's contribution to efficient insurance business governance in Kenya was the goal of the study. Roles in capacity development and training, as well as those in monitoring and awareness raising, were independent factors. After

quantitative data analysis with competitive SPSS, a model of multiple linear regression was employed to assess the relevance of the effect on the dependent variable of the independent components. The research findings indicate that the governance of insurance businesses in Kenya was significantly improved by the functions of capacity building and training, supervision, and awareness generation. The study also showed that the insurance sector encountered difficulties that had an adverse effect on its governance and rate of expansion. However, the study focuses on the role that the IRA plays in the governance of Kenyan insurance companies. However, the impact of regulatory laws on the market for life insurance policies was disregarded (Wanjiru & Wambua, 2016).

The Insurance Regulatory Authority publications in Kenya bring out the difficulty with managing insurance policies and claims procedures, and considering that the insurance industry is extremely technical, this creates information asymmetry problems. First, some of the technical language used in policy documents could be difficult to comprehend. The Authority has made progress toward making the policy papers simpler. The policy texts need to be further simplified, and there is a need for public education and awareness raising. Second, delayed claim payment is the subject of more than 70% of consumer complaints about insurance services. At least 90 days are required by law for claims payment. In other markets, the duration is often 30 days. Compared to the 30-day period, the 90-day term is fairly long. One of the main causes of claim settlement delays is an ineffective claims process. Another is a lack of experts to execute loss adjustments in fields requiring specific knowledge, such as calculating agents and crop cutters in the agricultural industry. Thus, it is well known that the insurance sector is vulnerable as a result of elements like contract complexity and conditions, distribution networks, and payment systems. Although both life and non-Life Assurance can be used to launder money, Life Assurance is thought to be more alluring to money launderers, which can harm the industry's reputation (AKI, 2020a).

The reasons for government regulation of insurance are generally for policyholder protection and to ensure availability of insurance services (AKI, 2020a). Regulatory policies also involve tax incentives through the Kenya Revenue Authority (KRA), Life Assurance policyholders enjoy some tax relief based on the currency of their life policies. With 51 insurance businesses that were registered with the Insurance Regulatory Authority, a research concerning governmental

regulation and the viability of Kenya's insurance companies was conducted (Kitaka et al., 2019). The sample for the study included of 30 companies in total—10 from Life Assurance, 15 from general, and 5 from composite companies. Data were acquired using structured questionnaires. The findings indicated that government regulation has a moderating effect on the elements that go into making insurance businesses in Kenya sustainable. The impact of regulatory policies on risk sensitivity, management capability, and capital adequacy were also shown to be positive and significant. Government regulation, however, had no moderating impact on the quality of the assets because management of the other variables—management quality, capital adequacy, and risk sensitivity—would address the capital's quality (Kitaka et al., 2019). The insurance Act provides that only registered persons can carry out insurance business in Kenya. A person can only be registered as an insurer if it is a body corporate registered under the companies Act 2015. A person who carries on insurance business in Kenya without being registered is guilty of an offence and on conviction may be liable to a fine not exceeding KES 5 million. Natural persons may also be liable to improvements for the term not exceeding two years. Once registered as insurer or reinsurers, a person cannot carry on in Kenya any business other than the registered business. Contravention of these provisions is an offence, and on conviction a person may be liable to a fine not exceeding KES 5,000 (AKI, Association of Kenya Insurers, 2021).

The Finance Act, 2021 was enacted on 29th of June 2021 and thereafter gazette on 1st July 2021 (Alert), 2021) . This introduced some policy changes and rules that the insurance industry an added advantage of getting more consumers into consuming their products and services. Of note, is the Personal Income Tax, where insurance relief was introduced to National Health Insurance Fund contributors (NHIF). According to the proposed legislation, people who contribute to the National Health Insurance Fund are entitled to an insurance relief amount equal to 15% of the premiums paid, up to a maximum of KES 5,000 each month. Previously, an insurance discount on the premiums paid was only available to policyholders of health, life, and education insurance. Individuals will receive a maximum tax break of KES 255 each month by permitting a tax break on NHIF contributions (being 15 percent of KES 1,700 which is the maximum monthly NHIF contribution). Even though the alleviation is little, it is expected to spur increased NHIF payments and help the government fulfill the Big 4 Agenda's Universal Health Coverage agenda. There have recently been plans to raise NHIF contributions in an effort to pay for UHC. This expansion may have been hampered, though, by worries about rising employment costs and burdening already overworked workers. Taxpayers may

worry if the introduction of the NHIF relief heralds the arrival of new NHIF rates (AKI, Annual Report , 2021).

The Insurance Regulatory Authority has a duty to safeguard policyholders. The Authority takes complaints from consumers seriously and has established a department to particularly accept and process them. Complaints provide the Authority with data regarding the products and services offered by participants in the insurance industry (Insurance Regulatory Authority, 2022). The IRA has a whole department with a staff that is committed to resolving submitted complaints in a fair and expedient manner. Receiving a complaint allows the IRA to evaluate the impact of certain products and services on the market. Additionally, the department receives and answers to inquiries on registered members and the products and services offered by industry participants. Customers have the right to lodge complaints regarding the items and/or services they have purchased, and to have those complaints handled professionally. The procedure for handling and resolving complaints is accessible to anyone, and information is freely available regarding its specifics. The complainants are helped to formulate and file their complaints. IRA has no fees or costs are charged for the processing of a complaint (Insurance Regulatory Authority, 2022).

### 2.3 Summary of Research gaps

From the foregoing empirical studies reviews, theoretical, conceptual and contextual gaps can be extracted. The theoretical gaps can be deduced, in that the reviewed studies have not explicitly validated, disapproved or extended the Human Life Value theory, Expected Utility theory or Prospect theory, on which this study is grounded. The focus of most of the studies was to provide empirical evidence on the influence of the variables under study Life Assurance consumption. This omission provides a basis to correlate theoretical and empirical findings in this study. Several studies have indicated the following factors amongst others, the life cycle issues, employment and income levels, negative perception of insurance products, poor claims management, lack of innovative products and rigidity, poor customer care from the service providers, lack of financial knowledge amongst the insuring public, insurance fraud, use of technical jargon in insurance documentation, high price of insurance policies (high insurance premiums), poor choice of distribution channel, prohibitive religious beliefs, risk aversion and size of family amongst others(Fernandes, 2009).

From the reviewed literature the conceptual gaps include; most work reviewed focused on international data which may not be similar to Kenya, most studies were done were using the European data, data from the OECD countries and panel data which may not adequately reflect the situation in individual countries in Africa. Some studies were limited only to whole life and Term assurance policies and household demand( (Norton, 2022). A gap also exists in data collection methods, for instance most studies reviewed used secondary data in their analysis. Such studies include (Zhong,2015) who did an empirical study in China using secondary data only.

Previous studies of Life Assurance consumption mainly relied on the use of multivariate regression analysis of panel data to examine the social, demographic or economic effects of Life Assurance purchases for a longer period of time spanning over 5 years but this study will collect empirical data at a point in time from Teachers at Public Primary Schools in Kisumu County. The Gaps also exist in the African studies reviewed, none focused on the role of Regulatory policies as a moderator with respect to Life Assurance uptake. For the reviewed work on the uptake of Life Assurance policies in Africa, none focused on Life Assurance policies specifically. For instance, the studies done by most of the reviewed studies focused on one variable and the influence it has on the consumption of Life Assurance. A gap exists in terms of the studying strength and direction of influence when all the demand determinants are considered and are acting in tandem. Second, none of the studies examined Regulatory policies as moderator with respect to uptake and Life Assurance.

**Table 2.1: Summary of Literature Review and Gaps**

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| **Demand determinants and uptake** | | | | | | | |
| **Global Studies** | | | | | | | |
| Segodi and Sibindi, 2022 | Determinants of Life Assurance Demand: Empirical Evidence from BRICS Countries | Global | * Life Assurance penetration<br>* Life Assurance density<br>*Inflation<br>*Unemployment<br>*Economic growth<br>*Financial freedom<br>*Interest rate<br>*GDP per capita | Panel data | Secondary data | It was established that the Life Assurance demand variable (proxied by Life Assurance density and alternatively by Life Assurance penetration) was negatively affected by income, unemployment, interest rates and inflation variables. | This study examined the determinants of Life Assurance demand while focusing on various countries. There is need to look at the determinants based on the specific policy holders. |
| Naidu and Paramasivan 2021 | Emergence and growth of online Life Assurance | India | | Google India and Boston Group reports | Secondary data | Insurers who understood online customer behaviour developed innovative and attractive products | Study focused on Indian insurance industry and left out the emerging economies in Africa |
| Grabova and Sharku 2021 | Drivers of Life Assurance consumption in Western Balkan countries | Balkan states | • Economic factors<br>• Sociodemographic factors<br>Institutional factors | Panel data and regression model | Secondary data | • Income ;level and urbanization had a positive effect on Life Assurance | The study focused on insurance density and penetration indexes as proxies for Life Assurance consumption but didn't consider other relevant indicators |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | | | | demand while inflation had negative effect<br>• Institutional factors had a negative effect<br>Economic and demographic factors had more effect than institutional factors | such as the growth index for comparative analysis |
| Chung 2020 | The demand for Life Assurance among Generation Y in the Klang Valley | Malaysia | • Income level<br>• Knowledge of insurance<br>• Income protection<br>• Risk atittutde<br>• Social influence | One-way annova | Primary data | All the variables had influence on Life Assurance demand | the study did not consider other segmenet of society but focused only on Generation Y |
| Ganesh Dash 2018 | Determinants of Life Assurance demand | India | • Age<br>• Genda<br>• Marital status<br>• Occupation<br>• Education<br>• Family size<br>• Annual income<br>• Residence | One way Anova | Primary data Sample size of 405 Questionnaire | • Age and education had significant positive influence life demand<br>Premium amount had | The study was done in India and did not express relevance to Kenyan context |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | • Selling company | | | negative influence on Life Assurance demand | |
| Badu 2018 | Household sociodemographic profile as predictors of health insurance uptake and service utilization | Ghana | • Age<br>• Monthly income<br>• Household size<br>• Gender<br>• Education level<br>• Marital status<br>• Ethnicity<br>• religion | Cross-sectional study | Primary data | • married couples with higher education likely to purchase Life Assurance as opposed to elderly, minority ethnic and religious groups | The study focused on health insurance only |
| Carson James ,Dumm Randy, Halek & Martin Liebenberg<br><br>2018 | What factors portend changes in household relative risk aversion | Global | *demographic characteristics ( age and education)<br>*financial characteristics ( change in assets and change in human capital)<br>* life circle events ( Marriage, new children, divorce, retirement) | Longitudinal data | Data from 1983-1989 survey of consumer finances | Increase in relative risk aversion are associated with changes in both financial and demographic characteristics | This study focused on global date and there is need for a study with specific local data. |
| Sihem 2017 | Economic and Sociocultural determinant of agricultural insurance | Global | • Religion<br>• Education level<br>• Premium subsidies<br>• Price of insurance | Logistic regulation modeling | Primary data | Premium education level and yield risk positively affected demand for agricultural | The study focused on agricultural insurance but not life |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | demand across countries | | • Cultivated surfaces<br>• Yield risks | | | insurance | |
| Sharzad and Mohammadreza 2017 | The effect of social demographic and economic factors on Life Assurance demand | India | • Age<br>• Savings<br>• Education<br>• Marital status<br>• income | • Kolmogorov -Smirnov test<br>• Spearman correlation test | Primary | Savings, marital status and income had influence on Life Assurance demand while age and education had no influence | The study only focused on sociodemographic and economic factors as demand determinants and left out other fundamental determinants |
| Sumninder Kaur Bawa and Samiya Chathha 2016 | Distribution Channels Of Indian Life Assurance Industry: Understanding Customers' Awareness | India | *Distribution channel<br>• *Level of awareness | • Cross-sectional study design | Questionnaire and personal interviews | *The analyses reveal that life insurers need to improve the insightful of their clients regarding numerous distribution channels. | *This study focuses on understanding customer awareness in the distribution channels of Indian Life Assurance. There is need to study on the role of determinants in the uptake of Life Assurance products |
| Mitra 2016 | Influencers of Life Assurance investment with empirical evidence from Europe | UK | • GDP per capita<br>• Gross savings<br>• Competitiveness of nations<br>• Inflation<br>• Population<br>• Education level | Pannel data from Swiss RE | Secondary | The study revealed that GPD per capiter positive effect while inflation had negative effect. Demographic factors and cultural factors had both | The study focused on micro level analysis of Life Assurance demand and did not consider individual life component |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | • Individualism<br>• Long term orientation | | | positive and negative effects | |
| Ming Zhong, Zhenzhen Sun, Gene Lai & Tong Yu 2015 | Cultural impact on insurance usage: Perspectives of the Chinese insurance industry | China | *Culture<br>*Supply<br>• *Economy | Empirical study | Secondary data | *This study revealed that Demand-related factors explain insurance consumption while supply factors do not. | This study focuses on cultural influence on insurance consumption. There is need to examine other factors that affect uptake of insurance and Regulatory policies. |
| Meharabian and Ansari 2015 | Effective factors on the development of Life Assurance in Guilan province | Iran | • Economic<br>• Cultural<br>• geographical | • Single dimension<br>• Exploratory factor analysis<br>Confirmatory factor analysis | Primary data | The study revealed that the economic factors ranked high in influencing the demand for Life Assurance followed by cultural and geographical factors respectively | The study did not use the regression analysis |
| Mark J. Browns & Kihong Kim 2013 | An International Analysis of Life Assurance demand | Islamic Nations , Egypt, Iran, Morocco, Pakistan, Tunisia, Turkey | *Dependancy ratio<br>*Religion<br>*Income<br>*Social security<br>*Expected Inflation rate<br>*Education level<br>8Average life expectancy<br>• *Premium charge | • Content analysis | Secondary data from published industry reports | *Life Assurance is positively correlated with national income and wealth (as provided by Social security expenditures) and negatively correlated with | The study focused on international data which may not be similar to Kenya |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | | | | inflationary expectations<br>* Life Assurance demand is increased by economic stability | |
| Jordan Kjosevski 2012 | The Determinants of Life Assurance Demand In Central and Southeastern Europe | Global | *Economic factors<br>*Demographic factors<br>*Social factors<br>• *Institutional factors | Longitudinal Study | Secondary data | The research results show that higher, GDP per capita, inflation, health expenditure, level of education and rule of law are the most robust predictors of the use of Life Assurance. | The study focused on the determinants of Life Assurance demand in European countries. There is a gap here as this may differ with the determinants in Kenya. The study did not evaluate the role of government policies in this demand. |
| Sauter, Walliser and Winter 2010 | Tax incentives, bequest motive and demand for Life Assurance | Germany | • Tax incentives<br>• Bequest motive | Panel data | secondary | • Both tax incentives and bequest motive had effect on whole-Life Assurance demand but Term insurance demand was only | • The study focused on tax incentives and Bequest motive leaving out other relevant determinants |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | | | | affected by bequest motive alone | • The study focused only on Whole-Life and Term Insurance and did nit consider other Life Assurance such as endowments, and investment contracts. |
| Li, Moshirian, Nguyen and Wee 2007 | The Demand for Life Assurance in OECD countries | OECD countries | *disposable income<br>*life expectancy<br>* quantity of reliants<br>* degree of schooling<br>* Social Security benefits paid<br>* monetary advancement<br>*foreign market share<br>*anticipated inflation<br>• *real interest rate | Cross-sectional design | Cross-sectional data of 30 OECD countries from 1993-2000 obtained from the OECD insurance statiscal year book | Socio-demographic Dependency and education level, for example, have a favourable impact on life. Assurance uptake.<br>• Increased competition in the financial service sector and distribution of Life Assurance stimulates | • The study focused on data collected from OECD countries made up of over 30 countries. There is a need for a more exhaustive study peculiar |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | | | | household demand for Life Assurance. | |
| Liebeberg.M, Carson J,M, Dumm R.E 2012 | Adynamic analysis of the demand for Life Assurance | Global | *Age<br>*Educatiion level<br>*Marital status<br>*Number of children<br>*Financial vulnerability | Cross sectional design | *examined Household data from 1983 – 1989 SCF Panel Study | *Face value of Term assurance purchased significantly was larger for those households that had had a new child and for those that had increased income<br>*The amount of new Whole Life Assurance purchased was related to new employment, growth in income and amount of Term assurance dropped<br>*New parents were more likelyb to initiate bigger Term assurance as compared to other households | *the study focused on the global figures using the SCF sPanel data which may not adequately reflect the situation in individual counties especially in Africa/<br>* the study only concentrated on Term Assurance and Whole life policies in the household demand predictions and left out Endowment policies as well as Unit-linked, thus the need to have a comprehensive study that captures the two policy types as well. |
| Sanmugam Annamalah 2013 | Profiling and Purchasing Decision of Life | Malaysia | *Socio-economic<br>*Demographic<br>*Uptake of Life Assurance | Cross-sectional study | Questionnaire | This study shows that income and education level of the household head | This study focuses on profiling and purchasing decision of Life Assurance |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | Assurance Policies among Married Couples in Malaysia | | | | | supports the explanatory variables for Life Assurance purchasing decisions among married couples. | policies among married couples in Malaysia. There is need the role of demand determinants on uptake of Life Assurance products among policyholders in Kisumu county, Kenya: a focus on Regulatory policies. |
| **African Studies** | | | | | | | |
| Martin Musonda and Taonaziso Chowa 2022 | The Barriers and Facilitators of Life Assurance Uptake – A Study of Kalumbila Mining Community | Zambia | * Social and income factors<br>*Levels of Life Assurance awareness<br>*uptake of Life Assurance | Exploratory research design | Structured questionnaire | The study revealed that awareness, regulation, innovation and technology are the factors that affect Life Assurance | This study focuses on barriers and facilitators of Life Assurance uptake. There is need the role of Regulatory policies on this relationship. |
| Maurice et al. (2022) | Competitive Strategy Alighnment in Enhancing Insurance Uptake: An Evaluation of Life Assurance | Uganda | *Differentiation Strategy<br>*Cost Leadership Strategy<br>*Distribution Channel<br>*Life Assurance Uptake | Cross-sectional research design | Questionnaire and Interview guides | This study reveals that differentiation strategy, cost leadership strategy and distribution channels had a significant influence on Life Assurance | This study examines the extent to which differentiation strategy, cost leadership strategy and distribution channel affect Life Assurance uptake in Uganda. It however |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | Products in Uganda | | | | | uptake. | does not look at the demand determinants of Life Assurance. |
| Njukang Golden Nkengmenche 2020 | Factors Affecting The Successful Uptake of Life Insurance In Cameroon | Cameroon | *Life Assurance uptake<br>*level of awareness<br>*Perception | *Case Study | *Questionnaire | Most of the problems affecting the fast growth of Life Assurance companies in Cameroon are because of high cost of premiums, poor integrity, lack of disposable income, lack of country wide presence, poor customers, inefficiency in settling claims and poor distribution channels. | This is a case study on the factors that affect uptake of Life Assurance. There is need to examine the effect of government policies on the uptake of Life Assurance products. |
| Erick Badu et al 2018 | Household sociodemographic profile as Predictors of Health Insurance Uptake and Service Utilization: A | Ghana | *Age<br>*Household size<br>*Number of dependants<br>*Gender<br>*Education<br>*Marital status<br>*Place of residence<br>* Ethnic background<br>* Religion | Cross-sectional design | *Structured questionnaire<br>* Face to face interviews | * Household profile eg Age, gender, income, education & marital status influenced the uptake of health insurance by individuals | The study focused on the uptake of Health insurance, therefore there is need for a study focusing on the uptake of life products |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | cross-sectional study in a Municipality of Ghana | | | | | | |
| Meko Lemie and Worku 2019 | Determinants of Insurance life demand | Ethiopia | • Income<br>• Inflation<br>• Real interest rate<br>• Life expectancy<br>• Age<br>• Dependency ratio<br>• Price of insurance<br>• Urbanization<br>• | • Balanced panel data from four insurance companies between 2001-2016,<br>• Random effect model | Secondary data | The study revealed that urbanization, real interest rate, life expectancy, inflation, age and dependency ratio had a positive and significant influence while GDP per capita and price of insurance had a positive but insignificant effect | The data used was limited to only four firms and did not incorporate other firms within the industry. |
| Ampaw 2017 | Gender perspective on Life Assurance demand | Ghana | • Life insured<br>• Employment type<br>• Education level<br>• Marital status<br>• Wealth quintal | • Primary data | Male household | • All variables influenced demand significantly<br>The determinants were different for male and female | It focused on gender perspective only and did not take into account other broader perspectives |
| Ama P. Fenny and Antony Kusi | Factors contributing to low uptake and renewal of health insurance: a | Ghana | *Culturalfactors<br>• *System-wide factors | • Descriptive study design with qualitative approach | Interviews | • *measures that include healthcare facilities and skilled personnel | The study focused on uptake of health insurance<br>There is need for a study that includes Life Assurance |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| 2016 | qualitative study in Ghana | | | | | contribute to low uptake and renewal of health insurance in Ghana. | uptake |
| **Kenyan studies** | | | | | | | |
| McDonald et al., (2020) | Distribution Models And Performance of Private Health Insurance Sector In Kenya | Kenya | *Distribution Models<br>*Financial measure<br>*Non-financial measure | Descriptive design | *Questionnaire | The results of this study revealed that distribution models negatively predicted performance | This study focuses on distribution models as a driver of transient advantage to enhance performance of private health insurance companies in Kenya. There presents a gap on the demand determinants on uptake of Life Assurance products among policyholders. |
| James Kungu<br><br>2019 | Does the price of Life Assurance influence the uptake of Life Assurance in Kenya? | Nakuru Kenya | Cost of premium, Perception of affordability | Descriptive research design, | Questionnaire | *Price of Life Assurance influences uptake of Life Assurance in Nakuru Kenya | Study focused on price alone as the determinant of Life Assurance uptake so there is need for a comprehensive study that brings on board the other determinants |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| Teyie Seka and Dr Tari Justus<br><br>2019 | Policyholder Factors affecting persistency of Life Assurance policies in Kenya | Kenya | *Intermediary factors<br>*Regulatory framework<br>* Persistency of Life Assurance policies<br>*Gender<br>*age of respondents<br>*Duration of service<br>*level of education<br>*risk awareness level<br>*employment status<br>*income level<br>*occupation<br>*sum assured<br>*place of residence | Descriptive Research Design | Questionnaire | The study revealed that there was a statistically significant positive relationship between persistency and policyholder factors. | This study focused on the factors affecting persistency of Life Assurance policies. There is need to study the role of demand determinants and uptake of life products among policyholders |
| Ntikalai Naserian and Dr. Tari Justus<br>2019 | Effect of Life Banc assurance On the Traditional Distribution Channels of Insurance Companies In Kenya | Kenya | * Life banc assurance<br>* Traditional Distribution Channels<br>* Regulatory Framework | Descriptive research design | Questionnaire | The study findings reveal that there is a significant relationship between life banc assurance and the traditional distribution channels of insurance companies in Kenya. Traditional distribution channels | This study assesses the effect of life banc assurance on the traditional distribution channels of insurance Companies. There is need to role of demand determinants on uptake of Life Assurance products |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | | | | i.e. brokers, agents and direct selling are still the major distribution channels for both Life Assurance products. | among policyholders |
| Kamau &Weda 2019 | Influence of Socio-Economic Factors on the Demand for Life Insurance in Kenya | Kenya | *level of income<br>*insurance premium<br>*customer perception<br>*Life Assurance demand | Descriptive research design | Questionnaire | The findings the study concluded that the level of income had a significant effect of Life Assurance intake. | This study focuses on the influence of socio-economic factors on demand Life Assurance. There is a need to examine other factors (cultural). |
| Langat, Naibei and Gatere 2017 | Determinants of insurance uptake in developing countries with evidence from CIC insurance Kericho Branch | Kenya | • Demographic factors<br>• Economic factors<br>• Psychographic factors<br>• Social factors | Descriptive research design | Primary data | Research revealed that economic factors, demographic factors and awareness factors affect the uptake of Life Assurance | The study did nt take into account other relevant determinants for comparative analysis |
| Willy K Langat Isaac Naibei 2017 | Determinants of insurance uptake in developing countries : Evidence from CIC Insurance | Kericho Kenya | *Demographic factors<br>*Economic factors<br>*Psychographic factors<br>*Social factors<br>*claim settlements<br>* product awareness<br>*perception towards | The study used descriptive research design | Administered to 171 customers of CIC insurance Kericho branch out | There is relationship between economic factors , demographic and other factors including claim settlement attributes | The study focused on only ONE insurance company and there is need to have a study that includes other insurance |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | Kericho branch Kenya | | insurance | | of a target population of 300 | and insurance uptake | companies. |
| Peter N. Gitau, Dr. Isabela Sile<br><br>2016 | An Assessment of Cultural factors affecting Insurance uptake : A survey of the Nairobi Central Business District | Nairobi, Kenya | *Religious practices,<br>*Cultural taboos and beliefs,<br>*Cultural attitudes and values,<br>*Education and language of sales agents | Descriptive research design | Questionnaire | *Religion, Cultural values, attitudes & Language used by Insurance agents have negative influence on uptake of insurance in Kenya | The study used potential insurance consumers within the Nairobi CBD, therefore there is need for a study based on the actual insurance consumers(policyholders) for a realistic view |
| Teresa Oino and Robert Kuloba 2011 | Factors Affecting Insurance Uptake by Teachers In Public Primary Schools: Case Study Kisii County | Kenya, Kisii | *Awareness levels<br>*Current level of insurance uptake<br>*Barriers to insurance | Case Study | Structured questionnaire | *The most popular insurance products in terms of awareness are the life and education policies. The insurance requirements of teachers vary depending on their age group and gender. | *This study focuses on factors affecting insurance uptake. There is need to examine the role of demand determinants on uptake of Life Assurance. |
| Wanjiru & Wambua (2016) | An Evaluation of the Role Played By the Insurance | Kenya | Awareness creation, supervisory role, capacity building- independent variable | Descriptive survey research design | Questionnaire | The IRA's supervisory and awareness-raising roles and the | The study examine the role of IRA but did not look into specific government |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | Regulatory Authority of Kenya in Promoting Governance of Insurance Industry in Kenya | | Good governance of insurance industry- Dependent variable | | | governance of the insurance sector are favourably and significantly correlated. | regulation policies. |
| G.W Njuguna and M. Kimani 2016 | Assessment of Financial Factors Affecting Insurance Penetration In Nakuru Town, Kenya | Kenya, Nakuru | *Administrative costs *Agency costs *Insurance penetration | Cross-sectional survey | Questionnaires | The study found that all the financial factors investigated had significant relationship with Insurance penetration. Similarly insurance firms incur administrative and agency costs that hamper insurance penetration | This study focuses on financial factors affecting insurance penetration. There is need to examine the role of demand determinants in the uptake of insurance products. |
| Richard Nyambane Masese 2014 | Factors Influencing Uptake of Insurance Services In Kenya: A Case Of Life Assurance Service at Britam | Kenya | * Level of awareness * Perception towards insurance * Level of income * Accessibility of Life Assurance services * Uptake of Life Assurance *Government policy | Descriptive survey design | *Questionnaire | The research study established that to a large extent awareness for insurance services, perceptions held by the people, level of income and accessibility of Life Assurance services | This study investigates the factors influencing the uptake of Life Assurance services at Britam Insurance. There is need to examine the role of demand determinants on |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | Mombasa Branch | | | | | has positive influence for the uptake of Life Assurance. | uptake of Life Assurance products among policyholders while focusing on Regulatory policies |
| Julius Odemba 2013 | Factors Affecting Uptake of Life Assurance in Kenya | Kenya | *Agent personal profile<br>*Selling method<br>*Target clientele<br>*Company structure | Descriptive and cross-sectional survey research design | Questionnaire | The study revealed that high cost of premiums and inefficiency in claims settlement are the major factors hindering the penetration of Life Assurance in Kenya. Other major factors affecting penetration of Life Assurance include poor customer service, the complicated nature of Life Assurance products, poor sales agents integrity and lack of disposable income for most Kenyans | The study focuses on the factors affecting uptake of Life Assurance. There is need to look into the role of Regulatory policies in the uptake of Life Assurance. |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| Towo,Njanile & Jonasi | An investigation on the determinants of Life Assurance Products Uptake in Zimbabwe | Zimbabwe | | | | The study concluded that there is need to build up inclusive financial systems through different policies by the government and central banks. Further, there was need for literacy education and campaigns to improve the levels of insurance uptake | The study only focused on some determinant of uptake into account any moderating role of regulation. Also, the study used data from Finsape to estimate the models did not consider primary data |
| Musonda & Chowa | To investigate the barriers and facilitators of life insurance uptake | Zambia | religious and cultural beliefs, employee benefits | mixed-methods research methodology | structured questionnaire | The study concluded that insurance uptake can be improved if the industry paid attention to four areas: awareness, regulation, | The study focused only on the barriers and facilitators of Life assurance but did not consider the role |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | | | | innovation and technology | of any moderator such as regulatory policies. |
| Ofori, Boateng and Afiku | Supply Side factors and uptake of insurance products among Ghanaian households | Ghana | | survey research design | | The study concluded that there was need for concerted effort on development of insurance products that are attractive across the brackets at an affordable premium for each income group and providing adequate awareness to enhance uptake of insurance pro | The study focused only on the supply side factors leaving out the demand-side factors. It also focused only on the role played by sales agents' effectiveness but ignored the role of the regulatory framework. It also focused on insurance which |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | | | | | is broad without narrowing down to either Life or Non-Life class. |
| Deb et al | establish whether Life asurance uptake is driven by protection or saving motive | India | demographics, risks, returns, personal income tax and precautionary motives dependent variable ; household savings and \|Life assurance enrolment | Cross-sectional research design | interview schedules | | The study focused on the savings and protection motives as determinants of uptake of assurance but did not consider other very crucial determinants. The study also focused on the moderating role of peer group influence but |

| Author & Year | Title | Study location | Variables | Methodology | Research Instruments | Conclusion | Gaps |
|---|---|---|---|---|---|---|---|
| | | | | | | | never considered the regulatory framework and the role of regulatory policies on the uptake of Life assurance products. |

*Source*: Researcher 2022

## 2.4 Conceptual Framework

A conceptual framework is a representation of the ideas or factors and how they are believed to be related.

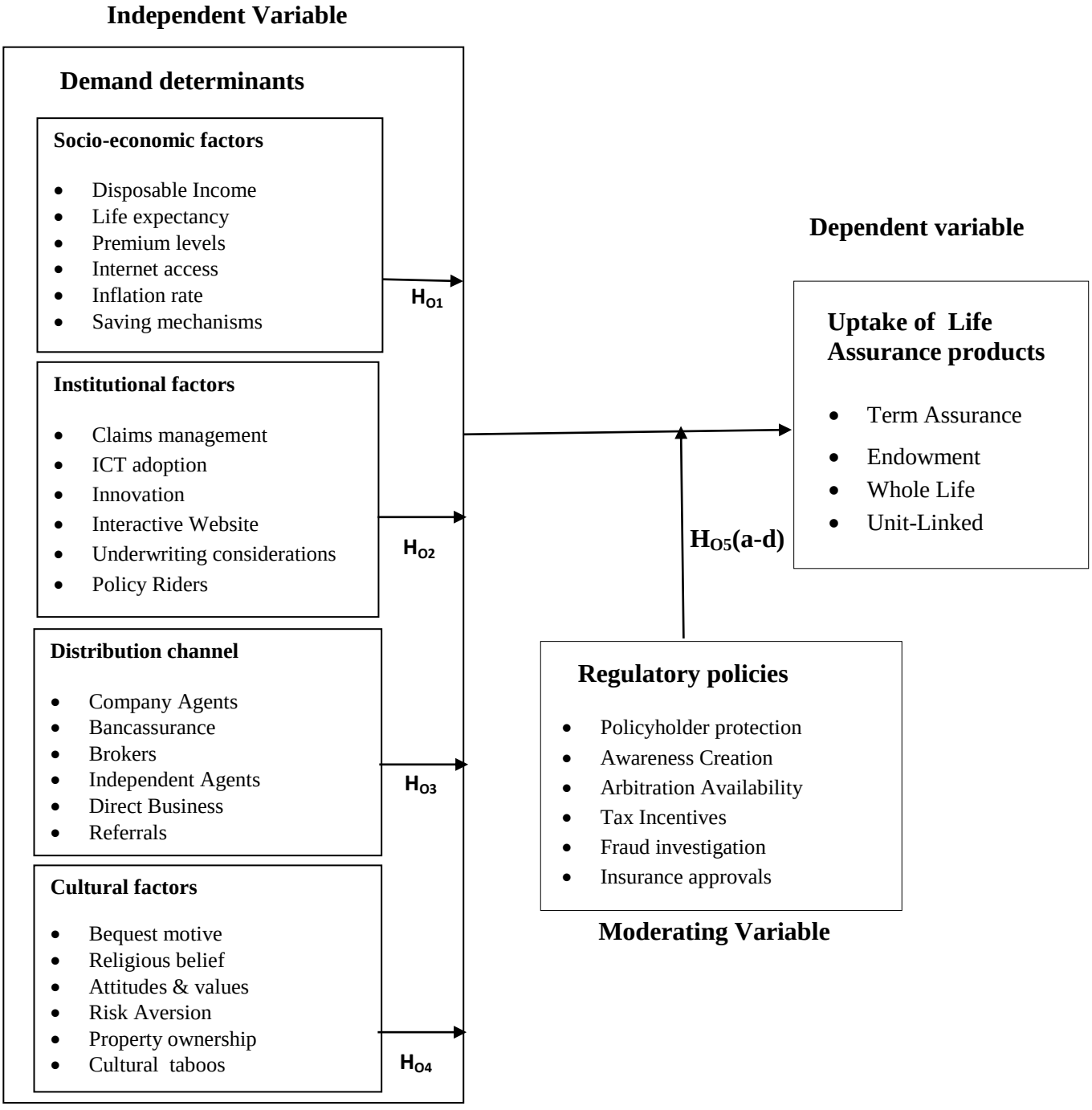


Figure 2.1: Relationship between Demand determinants and uptake of Life Assurance products as moderated by Regulatory policies

***Source*: Researcher 2022**

Figure.2.1 above illustrates how the researcher conceptualized the independent, dependent, and moderating variables while writing this thesis.The conceptual framework of this study consisted of demand determinants as independent variables with a hypothesized influence on uptake of Life Assurance products, denoted as the dependent variable. The first demand determinant was Socio-economic factors which was indicated by issues of disposable income, life expectancy, premium levels, internet access, inflation rate and savings mechanism.The second demand determinant was Institutional factors and was indicated by Claims management, ICT adoption, innovation, interactive website, underwriting considerations and policy riders. The third demand determinant was Distribution channel duly indicated by issues touching on Company agents, Bancassurance, Brokers,independent agents, direct business and referrals. The Fourth demand determinant was Cultural factors which was indicated by the bequest motive, religious belief, attitudes & values, risk aversion, property ownership and cultural taboos. The moderating variable, Regulating policies was indicated by policyholder protection, awareness creation, arbitration availability, tax incentives, fraud investigation and insurance approvals while the dependent variable, Uptake of Life Assurance products indicated by Term assurance, Endowment, Whole life and unit-linked contracts.Socio-economic factors, Institutional factors, Distribution channel, and Cultural factors were all conceptualized as bearing an influence on uptake of Life Assurance products. However, the framework indicates that the relationship between demand determinants and uptake of Life Assurance products is moderated by Regulatory policies, the moderation affecting each demand determinant's relationship with uptake of Life Assurance products.

# CHAPTER THREE
# RESEARCH METHODOLOGY

## 3.1 Research Philosophy

Research philosophies provide critical assumptions that inform the researcher's worldview. These assumptions differentiate the perspective of the researcher on the nature of truth and acceptable knowledge relevant to a specific field (Kivunja & Kuyini, 2017). Philosophical positions include: positivism and interpretivism. Positivism, explains how and why phenomena occur and uses a theory testing and deductive approach. Positivism studies yield findings that are observable and quantifiable. Interpretivism (phenomenology) creates an understanding of the way and reason why things happen and uses an inductive or theory building approach (Dieronitou, 2014). These positions are backed by ontological considerations which include objectivism and subjectivism with regard to philosophical Ontology and Epistemology. Objectivism views independently the social entities existing in social actors that facts are facts. Subjectivism approach advocates that social phenomena are a product of people's actions. Ontology refers to what exists or existence of facts or relations in the world and is concerned with questions regarding the existence of entities, their possible groupings and their hierarchical underpinnings. Epistemology on the other hand is concerned with what the belief is about certain facts in a structured understanding of knowledge and what actually constitutes knowledge and belief by seeking evidence in order to validate an empirical claim (Hennink, et al,2014).

This study adopted positivism research philosophy. The choice of positivism philosophy was grounded on the fact that the philosophical position supports the inductive approach that was used in the study. The inductive approach comprised of hypothesizing the relationships between demand determinants and uptake of Life Assurance products among policyholders in Kisumu County Kenya, moderated by Regulatory policies, then hypothesis testing done to make conclusions on the existence of the relationships (Saunders, Lewis & Thornhill, 2012). The adoption of the positivism implies that the research methodology involved selection of a sample, measurement of hypotheses indicators, analysis of the data and drawing conclusions about the hypotheses. A systematic questionnaire was used to collect data from a broad sample of the population, and quantitative methods were used to analyze the results.

As a result, the study used a descriptive survey methodology, which aims to describe and draw conclusions consistent with the positivist ideology. The philosophy of positivism is primarily concerned with making observations and conducting experiments to get numerical data (Giddings, 2006). In order to test hypotheses that would be produced from a predetermined conceptual framework, this study adopted constructivism and positivism. Positivism was modified as a research philosophy by Giddings (2016).

### 3.2 Research Design

For this investigation, a descriptive survey research design was adopted. The goal of a descriptive survey research design is to characterize the characteristics or actions of a particular group or subject. For this study, the descriptive survey study technique made sense because it permitted for sample selection and population examination to evaluate and describe the features of the population. Since it generates quantitative and numerical descriptions of a section of the population, this design was necessary for in-depth examination. In the field of insurance research, the design was appropriate for this study; first, in describing the relationship between demand determinants and uptake of Life Assurance products as moderated by regulatory policies. Similar studies adopted descriptive research design, with respondents of similar characteristics. Langat, Naibei, and Getere (2017) used the design to focus on factors influencing the acceptance of insurance in poor nations using data from the Kenyan branch of CIC insurance in Kericho. Gitau & Sile (2016) made use of the design to examine the cultural factors impacting the adoption of insurance in Nairobi's central business district. Naserian and Tari (2019) used a descriptive survey approach to examine the effect of Life Bancassurance on the Traditional Distribution Channels of Insurance Companies in Kenya. The referenced studies' use of a descriptive survey approach produced findings that were pertinent to the study's problem. policies on the adoption of life insurance products in the Kenyan market by soliciting feedback from a sample of policyholders in Kisumu County.

### 3.3 Study Area

This study was undertaken in Kisumu County. Kisumu County is located approximately 400 km to the West of Nairobi, the capital city of Kenya. Kisumu County is one of Kenya's 47 Counties formed after the new constitutional dispensation that created the devolved structure of government in Kenya in 2010. Kisumu County, which is made up of seven sub-counties, is predominantly occupied by the Luo community who are basically known to engage in fishing as their major economic activity and also for their lavish expenditure on death related ceremonies. Kisumu county also hosts Kisumu City, the first millennium city in Kenya with a population of 1,155,574 as per the 2019 census in Kenya (KNBS, 2019). The choice of Kisumu County as a study area was informed by the fact that it is predominantly occupied by the Luo community known for their lavish expenditure on death related issues adversely affecting the bereaved families in the case of premature demise of the bread winners.

### 3.4 Target population

A population can also refer to an entire collection of individuals, objects, or occurrences that share a particular characteristic. The target demographic for the study was all of Kisumu County's primary school teachers. Teachers were chosen for this study because they worked in a field where the study population would be uniform. Additionally, teachers form a significant number of low and middle-income earners. Low income earners make less than Kenya shillings 23,677 and moderate income earners make between Kenya shillings 26,065 and 135,946, according to the Kenya National Bureau of 2018/2019 (KNBS 2018) report. Teachers of public primary schools fall into this category and most insurance firms now favor low earnings when providing microinsurance, as illustrated in Table 3.1 below.

**Table 3.1 Target Population**

| Sub County | Target Population |
|---|---|
| Kadibo | 366 |
| Kisumu East | 671 |
| Seme | 793 |
| Muhoroni | 1094 |
| Kisumu West | 791 |
| Nyakach | 1327 |
| Nyando | 495 |
| Kisumu Central | 839 |
| **TOTAL** | **6376** |

**Source: Kisumu County Staffing office**

### 3.5 Sample and Sampling design

The process of choosing units from a large population for research measures, whose findings can be fairly generalized within the population, is known as sampling design. Kothari (2004) asserts that stratified sampling is practical when a sample is taken from a diverse population. As a result, the population was divided into groups according to Kisumu County's 8 sub-counties. A sample that represents 30% of the entire population is sufficient, according to Miles & Hubermann (1994). However, this applies to smaller populations of below 1,000 but for relatively larger populations up to 10,000, a sample of 10% of the total is needed to be equally accurate. This study used the formula for sample size developed by Taro Yamane (1970) to calculate the actual sample size from the total population of 6376 Public Primary school teachers in Kisumu County at a confidence level of 95% and a precision or error of 5% where sample size = $N/1+Ne^2$

#### 3.5.1 Sample size

Research sample refers to a group of respondents and population objects used to represent the entire group to form the target population and is a crucial component of every empirical investigation that aims at making inferences about a given population from a sample. The sample size of this study was determined using the Taro Yamane (1967) formula, on a study population of 6376 as indicated below:

$$n = \frac{N}{1 + N(e)^2}$$

Where;

n: sample population

N: The total population (number of Life Assurance policyholders from the 8 sub-counties)

*e*: error term indicating the level of accuracy which is $\pm$ 5%.

$$n = \frac{6376}{1 + 6376(0.05)^2} = 376$$

The formula yields 376 respondents, for a 95% confidence level with ±5% precision (p. =0.5). However, Israel (1992) recommends a 30% sample increase to cater for non-response of the respondents. Hence the actual study sample size will be as calculated below;

Tabulated sample size (Yamane) = 376

$$\text{Actual sample size with 30\% non-response} = \frac{376}{0.7} = 537$$

Thus, the study sample size was 537 respondents. The study deemed the sample size adequate since it was large enough to reduce the sampling error and it conformed to the absolute size of the sample selected relative to the complexity of the population that was sampled (Taherdoost, 2017). This formular was also successfully used by (Chaokromthong & Sintao, 2021) as well as Akintokunbo (2018) to calculate the sample size in their studies.

### 3.5.2 Sampling Frame

The sampling frame requires the population to embrace a number of distinct characteristics. The sampling frame provides a method of selecting particular individuals to constitute the target population from whom data can be collected, since accessing information from the entire population would be long and tedious. The Sampling frame was 6376 Public Primary school teachers distributed across the 8 sub-counties in Kisumu County.

### 3.5.3 Sampling procedure

For the purpose of choosing participants from among the 8 sub-counties in Kisumu County, the study used a stratified random selection technique. Groups that fall under different population subcategories have a chance of being included in the study because to randomised stratified sampling. To choose responders within each stratum, a straightforward random selection was utilised after stratification since it is thought to be successful in achieving high representation and eliminating bias. Kisumu County public primary school teachers who have life insurance policies were the study's unit of analysis. The calculation of the sample size is shown in table 3.2:

**Table 3.2: Showing name of Sub-county and their respective sample size**

| Sub County | Target Population | Sample Size |
|---|---|---|
| Kadibo | 366 | 30 |
| Kisumu East | 671 | 56 |
| Seme | 793 | 67 |
| Muhoroni | 1094 | 92 |
| Kisumu West | 791 | 67 |
| Nyakach | 1327 | 112 |
| Nyando | 495 | 42 |
| Kisumu Central | 839 | 71 |
| **TOTAL** | **6376** | **537** |

**Source:Researcher,2023**

### 3.6 Data collection

Primary data was gathered in order to accomplish the study's goals. The primary data entailed responses on all study variables: socio-economic factors, institutional factors, distribution channel, cultural factors, regulatory policies and uptake of Life Assurance products. To collect

the primary data, a closed ended questionnaire was used (See Appendix 1) for the purposes of quantitative data analysis.

### 3.6.1 Instrumentation

The study employed a closed-ended questionnaire to gather primary data. The questionnaire was effective because it gave respondents enough time to carefully consider their answers to the research questions. The questionnaire had closed-ended questions. Forced response questions, according to Hoholm and Olsen (2012), guarantee consistency in answering research questions. The questionnaire made it possible to quickly gather consistent data from a wide range of respondents, which made it perfect for the descriptive survey study. A pre-made questionnaire made sure that the information gathered was perfect for addressing the study's research goals (Bryman, 2011).

#### 3.6.1.1 Validity

Validity testing makes ensuring that the data being collected is relevant to the research being done, or that it evaluates what was meant to be measured (Heale and Twycross, 2016).

Validity in terms of both content and construct were examined. To determine if the instrument measures the study concept's content, content validity was established. For each study item, the Lawshe technique was utilized to determine the content validity index (CVI) (Taherdoost, 2016). The research instrument's construct validity verified that it measured the study's concepts and theories. The content validity was measured using the Content Validity Index (CVI). With the help of departmental experts and supervisors, a panel of experts was specifically chosen. A high degree of experience with self-management support was the most crucial selection factor. Five specialists were chosen. The researcher asked them to rate each item on a 5-point scale, with 1 being very good and 5 being extremely poor, in order to determine the content validity. The ratings might be analysed by computing the item-level CVI (I-CVI) as well as a scale-level CVI

(S-CVI). The total amount of experts divided by the amount of experts who assigned a goodness rating of 3, 4, or 5 to an item yielded the I-CVI. After reviewing the research instrument with the help of research professionals and supervisors, the researcher rated each questionnaire item on a five-point scale that is provided in Table 3.3 according to its relevance, clarity, straightforwardness, and ambiguity.

**Table 3.1: Criteria for Determining Content validity**

| Criteria | Rating |
|---|---|
| Relevance | 1 = Very poor |
| | 2 = Poor |
| | 3 = Average |
| | 4 = Good |
| | 5 = Very Good |
| Clarity | 1 = Very poor |
| | 2 = Poor |
| | 3 = Average |
| | 4 = Good |
| | 5 = Very Good |
| Simplicity | 1 = Very poor |
| | 2 = Poor |
| | 3 = Average |
| | 4 = Good |
| | 5 = Very Good |
| Ambiguity | 1 = Very poor |
| | 2 = Poor |
| | 3 = Average |
| | 4 = Good |
| | 5 = Very Good |

Then, for each item in the research instrument, CVI was computed as the number of experts giving a rating of either 3 or 4 or 5, divided by the total number of experts (Denise and Beck, 2006; Muij's, 2004). Consequently, the content validity index (CVI) of each of the items in the research instruments were calculated using equation below.

$$CVI = \frac{E_{r3.4,5}}{E_T}$$

Where, CVI is the content validity index

$E_{r.3.4}$ is the expert rating of either 3, 5 or 4

$E_T$ is the total number of experts

The items that had CVI over 0.75 were retained (Yaghmale, 2003), while the rest were modified, based on the experts' opinions.

**Table 3.2 Content Validity Result**

| | Rating | | | | | Score | Decision |
|---|---|---|---|---|---|---|---|
| **Question /item** | **V.G** | **G** | **A** | **P** | **VP** | | |
| Section B 6 items | | √ | √√ | | | 0.600 | Valid |
| Section C 6 items | √ | √√ | √ | | | 0.800 | Valid |
| Section D 6 items | √√ | √√ | | | | 0.800 | Valid |
| Section E 6 items | √√√ | √ | √ | | | 1.000 | Valid |
| Section F 6 items | √ | √√ | √ | | | 0.800 | Valid |
| Section G 4 items | √√ | √√ | | | | 0.800 | Valid |
| **Average** | | | | | | **0.800** | **Valid** |

**Key:***V.G - Very good (5); G- good (4); A-Average (3); P-Poor (2), Very Poor (1).*

In this work, this construct validity was ensured by deriving the dimensions of uptake of life assurance products, demand dterminants and regulatory policies from existing literature. Principal component analysis (PCA) was used to verify the construct validity, and the results required a loading value of at least 0.40 to be considered acceptable (Bolarinwa, 2015). The results from the tests guided in refining the questions and data analysis methods.

### 3.6.1.2 Reliability

Dependability comprises the degree to which research instrument measures a phenomenon indicating results which are stable and consistent in repeated analysis (Heale and Twycross, 2016). Reliability test estimates the consistency of measurements in the questionnaire (Taherdoost, 2016). The study adopted a test-retest reliability, in which the questionnaire was pre-tested on a sample similar to the study population sample. With the assistance of Research Assistants, pilot research was carried out among Life Assurance policyholders from 6 Public Primary school teachers namely; Kakamega primary, Amalemba primary, Kakamega Muslim primary, Mukumu girl's primary, St. Augustine Mukumu boys boarding primary and Rosterman primary in Kakamega County for the purpose of a reliability pre-test. 54 respondents, or 10% of the sample size, participated in the pre-testing of the study instrument. According to Bryman and Bell (2015), an efficient pilot study should use a sample size that ranges from 1% to 10% of the entire sample size. A sample that was pertinent to the study was used to choose the respondents. The split half method of Using the Cronbach alpha test, analyze the data from the pilot project and compute the correlations between the questions that were part of the same construct (Olsen, 2012). The test produced a Cronbach alpha coefficient of equal or higher than 0.7, according to Bolarinwa (2015), in order for the questionnaire to be validated as having acceptable reliability. The findings were used to refine the questionnaire to meet the minimum standards. Table 3.3 gives the reliability results from the pilot findings.

**Table 3.5 Reliability Analysis**

| | **Reliability Statistics** | | |
|---|---|---|---|
| | **Cronbach's Alpha** | **Cronbach's Alpha Based on Standardized Items** | **N of Items** |
| Socio-economic factors | 0.726 | 0.723 | 6 |
| Institutional Factors | 0.793 | 0.790 | 6 |
| Distribution channel | 0.748 | 0.745 | 6 |
| Cultural Factors | 0.771 | 0.735 | 6 |
| Regulatory Policies | 0.730 | 0.731 | 6 |
| Uptake of Life Assurance Products | 0.777 | 0.774 | 4 |

**Source: Researcher (2023)**

### 3.6.2 Data collection procedures

The researcher requested a study authorization letter from Kisii University's School of Post-Graduate Studies, which was then submitted to NACOSTI to enable the issue of a research letter and permit. The two documents were then given to the heads of the sampled Public Primary schools in Kisumu County, who gave the researcher permission to speak with and gather data from the instructors after receiving the two documents. Data collection was done through delivering the questionnaires to the respondents then picking the filled questionnaires after two weeks. The period of two weeks was deemed appropriate in giving the respondents time to fill the questionnaires.

## 3.7 Data Analysis

The act of using logic to understand the information gathered in order to spot recurring trends and condense the most important findings from the study is known as data analysis. Statistical software (SPSS V22) was used to code, filter, and analyze the gathered data.The study's aims and objectives, as well as the way the data was measured to find patterns in the data concerning the selected variables, all had an impact on the data analysis process. During data analysis, the researcher used descriptive statistics, such as measures of central tendency, especially the mean, for the questionnaire's likert scale variables. Standard deviation and other measures of dispersion were utilized to look at the underlying features of the teacher data from Kisumu County's Public Primary schools. Descriptive statistics covered all response criteria and the demographic information of the respondents.

To determine the relationship between the study variables, a correlation analysis was performed. The degree of dependency between two linearly connected variables is measured by correlation.

The model for multivariate linear regression was utilized to examine the linear correlations between the various research variables. Multiple linear regressions are used when there are several independent variables, according to Faraway (2002). Regression analysis is a useful tool

for determining the effect of multiple concurrent causes on a single dependent variable. Faraway defines multiple regression analysis as the process of combining different predictor variables into a single regression equation. Instead of focusing on a single predictor variable, multiple regression analysis allows us to examine the effects of several predictor factors on the dependent measure. To create graphs and tables, data was coded, sorted, and input into the statistical program for social sciences (SPSS).

To determine how each of the independent variables influence uptake of Life Assurance products among policyholders in Kisumu County,Kenya, the study regressed each of the transformed variables on uptake of Life Assurance products as given in the following set of equations (i-iv) for Socio-economic factors, Institutional factors , Distribution channel and Cultural factors using single regression equation.

Objective 1: To determine the influence of Socio-economic factors on uptake of Life Assurance products among policyholders in Kisumu County.

**$Y = \beta_0 + \beta_1 SEF + e$……equation (1(i))**

Where Y= uptake of Life Assurance products

$\beta_o$ = coefficient of the constant

$\beta_1$= regression coefficient or change induced in *SEF*.

*SEF* = independent variable (socio-economic factors)

*e* = is the error term

Objective 2: To ascertain how institutional variables affect uptake of Life Assurance products among policyholders in Kisumu County.

**$Y = \beta_0 + \beta_2 INF + e$ equation (1(ii))**

Where Y= uptake of Life Assurance products

$\beta_o$ = coefficient of the constant

$\beta_2$= regression coefficient or change induced in *INF*.

*INF* = independent variable (institutional factors)

*e* = is the error term

Objective 3: To determine the influence of Distribution channel on uptake of Life Assurance products among policyholders in Kisumu County.

**$Y = \beta_0 + \beta_3 DCF + e$ ……. equation (1(iii))**

Where Y= uptake of Life Assurance products

$\beta_o$ = coefficient of the constant

$\beta_3$= regression coefficient or change induced in *DCF*.

*DCF* = independent variable (distribution channel)

*e* = is the error term

Objective 4: To determine the influence of Cultural factors on uptake of Life Assurance products among policyholders in Kisumu County.

**$Y = \beta_0 + \beta_4 CLF + e$ ……..equation (1(iv))**

Where Y= uptake of Life Assurance products

$\beta_o$ = coefficient of the constant

$\beta_4$= regression coefficient or change induced in *CLF*.

*CLF* = independent variable (cultural)

*e* = is the error term

The multiple regression model was laid as below:

**$Y = \beta_0 + \beta_1 SEF + \beta_2 INF + \beta_3 DCF + \beta_4 CLF + e$**

Where:

Y = Uptake of Life Assurance products

**SEF** = Socio-economic factors

**INF** = Institutional factors

**DCF** = Distribution channel

**CLF** = Cultural factors

{βi; i=1,2,3,4} = The coefficients representing the various independent variables.

β0 = the Y intercept

{Xi; i=1, 2, 3, 4} = Values of the various independent (covariates) variables.

*e* = the error term which is assumed to be normally distributed with mean zero and constant variance.

In a study that looked at the connection between CEO salary and business performance in the Kenyan banking sector, Aduda (2011) employed regression analysis of data. Regression analysis was also employed by Ngugi (2001) in a study that looked at the empirical analysis of Kenyan interest rate spread. Regression analysis was utilized by Khawaja and Din (2007) to identify the variables affecting Pakistan's interest rate spread. Before running multiple models of linear regression for all study variables, univariate regressions were used to assess the impact of every predictor variable and the dependent variable:

**Testing for Moderation**

The influence of regulatory policies on demand determinants (socioeconomic factors, institutional factors, distribution channel, and cultural factors) and adoption of life insurance products among public primary school teachers in Kisumu County, Kenya, was examined using hierarchical multiple regression analysis. This provided evidence on whether to support or reject $H_{04abcd}$.The test for moderation in this study involved analysing the interaction effect between demand determinants and uptake of Life Assurance products among policyholders in Kisumu County, Kenya and reflecting upon the significance or insignificancy of the resulting effect.

To analyze the sub objectives of the sixth objective, the following models were used:

Objective 5 (a): To determine the moderating effect of Regulatory policies on the relationship between Socio-economic factors and uptake of Life Assurance products among policyholders in Kisumu County, Kenya.

**$Y = \beta o + \beta_1 SEF*RP + e$ ……..2(a)**

Where:

Y = Uptake of Life Assurance products,

$\beta_o$ = coefficient of the constant

$\beta_1$= regression coefficient or change induced in *SEF*RP*

*RP* = Regulatory policies

*SEF*RP* = Interaction between socio-economic factors and Regulatory policies

*e* = the error term.

Objective 5 (b) To determine the moderating effect of Regulatory policies on the relationship between institutional factors and uptake of Life Assurance products among policyholders in Kisumu County, Kenya

**$Y = \beta o + \beta_2 INF*RP + e$ ……..2(a)**

Where:

Y = Uptake of Life Assurance products,

$\beta_o$ = coefficient of the constant

$\beta_2$= regression coefficient or change induced in *INF*RP*

*RP* = Regulatory policies

*INF*RP* = Interaction between institutional factors and Regulatory policies

*e* = the error term.

Objective 5 (c) To determine the moderating effect of Regulatory policies on the relationship between Distribution factors and uptake of Life Assurance products among policyholders in Kisumu County, Kenya

**$Y = \beta o + \beta_3 DCF*RP + e$ ……..2(a)**

Where:

Y = Uptake of Life Assurance products,

$B_0$ = coefficient of the constant

$B_3$= regression coefficient or change induced in *DCF*

*RP* = Regulatory policies

*DCF*RP* = Interaction between Institutional factors and Regulatory policies

*e* = the error term.

Objective 5 (d): To determine the moderating effect of Regulatory policies on the relationship between Cultural factors and uptake of Life Assurance products among policyholders in Kisumu County, Kenya

**$Y = \beta o + \beta_4 CLF*RP + e$ ……..2(a)**

Where:

Y = Uptake of Life Assurance products,

$B_0$ = coefficient of the constant

$B_4$= regression coefficient or change induced in *CLF*

*RP* = Regulatory policies

*CLF*RP* = Interaction between distribution channel and Regulatory policies

*e* = the error term.

**The Final General Model**

The final model was generated from the fifth objective: To determine the moderating effect of Regulatory policies on the relationship between demand determinants and uptake of Life Assurance products among policyholders in Kisumu County, Kenya.

This model establishes the moderating effect of Regulatory policies between factors affecting uptake of Life Assurance products. It takes the form:

**$Y= \beta 0 + \beta_1 SEF*RP + \beta_2 INF*RP + \beta_3 DCF*RP + \beta_4 CLF*RP + e$ ……equation (2)**

Where Y = Uptake of Life Assurance products

$\beta 0$ = coefficient of the constant

SEF**RP* = Interaction between Socio-economic factors and Regulatory policies

*INF*RP* = Interaction between Institutional factors and Regulatory policies

*DCF*RP* = Interaction between Distribution channel and Regulatory policies

*CLF*RP* = Interaction between Cultural factors and Regulatory policies

$\beta_1, \beta_2, \beta_3,$ and $\beta_4$ represent the coefficients of the variables while;
*e* represents the error,

This hypothesis was tested at a 5 percent level of significance. This means that the null hypothesis will be rejected if it has a p-value less than 0.05.

Inferential statistical approaches was used to examine the impact of the independent variable (demand determinants) on the dependent variable (uptake of Life Assurance products) before establishing the causal links as conceptualized. The analytical methods for each hypothesis and antecedent objective, are summarized in table 3.4 below:

### 3.7.1 Assumptions of Linear Regression

To achieve the intended objectives of the study, a number of assumptions were adopted.

#### 3.7.1.1 Assumptions of Linearity

The foundation of regression analysis was the presumption that there was a linear association between both dependent and independent variables. In order to remove the impacts of outliers, the study tested the assumption of linearity using scatter plots (Casson et al., 2014).

#### 3.7.1.2 Assumptions of Normality

The study assumes that both the variables that were independent and dependent were normally distributed because abnormalities in the variable distributions skew significant testing of the correlations (Schmidt & Finan, 2018). Visual inspection of data plots (histograms) was done to confirm normality and identify any outliers.

#### 3.7.1.3 Assumptions of Multicollinearity

The study operated under the presumption that there was no collinearity or multicollinearity—that is, no relationship at all between two or more independent variables. Multicollinearity was tested in the study using the correlation matrix, and it was found that levels less than one (r1) were considered acceptable (Casson et al., 2014).

The Variance Inflation Factor (VIF) and tolerance values were examined in order to determine whether multicollinearity occurs. As to Garson's (2012) findings, multicollinearity exists when the tolerance, ascertained by 1-R squared, is below 0.2. The reciprocal of tolerance values, or VIF values, for each variable indicate the extent to which multicollinearity has increased the variances in the regression estimations, much like tolerance values do. Multicollinearity may be present when the VIF value is higher than 4. (Casson et al., 2014).

#### 3.7.1.4 Test of auto-correlation

The study analysis assumed that there was minimal or no autocorrelation at all in the data. Durbin-Watson d test that tests the null hypothesis, was used to test for autocorrelation. The test looked for values of $1.5 < d < 2.5$, for the data to be acceptable, as the value indicated that the data do not exhibit auto-correlation (Ernst & Casper, 2017).

#### 3.7.1.5 Assumptions of Homoscedasticity

The analysis held the assumption of homoscedasticity, that is, that the data values for dependent and independent variables have equal variance along the regression line. To test for homoscedasticity in the data, a visual examination of the scatter plot was used. If there is a variance across the regression line, then the data are heteroscedastic, which may lead to misrepresentation of findings hence weakening the analysis and yielding unreliable results (Williams, Grajales, & Kurkiewicz, 2013). For such an instance, a formal test for heteroscedasticity was conducted, using the Goldfeld-Quandt test to check whether the independent variable values decrease or increase in tandem with changes of dependent variable values (Schmidt & Finan, 2018)

### 3.8 Ethical Considerations

Ethical considerations seek to protect the respondents' privacy through ensuring confidentiality as well as anonymity(Makau & Akaranga, 2016). A number of ethical considerations were looked at when carrying out this study. By first requesting an introduction letter from Kisii University for purposes of identity and adherence to protocol, the researcher first legalized the study by following all procedures and research principles established by Kisii University. This letter was then presented to the National Commission for Science, Technology, and Innovation (NACOSTI) to facilitate issuance of the letter of authority for research as well as the research permit for data collection. During and after the survey, the researcher made an effort to guarantee respondents' privacy and anonymity. The researcher did not subject the respondents to any coercion in order to obtain their agreement to participate in the study. Informed consent, anonymity, confidentiality, and participant willingness were important ethical considerations. The researcher approached the insurance institution for permission to proceed with the respective relevant institution administrative channels. A voluntary written consent from all participants was received after an understanding of the research. The consent procedure involved provision of information describing the purpose of the research, the research procedures, expected risks or benefits to the participants and willingness of the researcher to answer additional questions (Deschenes, West, Vogel, Arboit, & Harris, 1996). To enable collection of data realized within the set time framework from target respondents, research assistants were hired.

# CHAPTER FOUR

# DATA ANALYSIS, PRESENTATION AND DISCUSSION

## 4.1 Response Rate

537 respondents were chosen at random from each of Kisumu County's 8 sub-counties for the study. 484 respondents provided the field data. Using SPSS descriptive statistics and visual examination by the researcher, the data set was then checked for code violations and missing data. The response rate was as indicated in table 4.1.

**Table 4.1: Response Rate**

| Sample size | Number | Percent |
|---|---|---|
| Questionnaires Given out | 537 | 100 |
| Total questionnaires Returned | 484 | 90.1 |
| Non usable questionnaire | 21 | 3.9 |
| Usable questionnaire | 463 | 86.2 |

**Source ;( Field data, 2022)**

As a consequence, 21 questionnaires were eliminated since they were incomplete resulting in an actual response rate of 86.2%(463). This high response rate and proper representation of the population can therefore be attributed to special requests made to the head teachers of the specific Public Primary schools that were picked for the study which allowed access to the institutions. Besides, the use of research five research assistants who were specialized in insurance in their training to help in dropping and picking the questionnaires also improved the response rate. This was supplemented with frequent reminders via short messages and telephone calls to the contact persons from the institutions.

## 4.2 Screening and Preparation

Data screening was done to ensure that the data complied with the statistical assumptions that underpin multiple regression, that the data accurately reflected the respondents' responses, that every piece of information was available and recorded for, that any missing data did not follow any pattern, and that no out-of-the-ordinary or extreme answers were found in the information that may have impeded comprehension of the topic being studied. In order to verify correct data entry, check for any missing values or outliers, and guarantee normalcy, the data was reviewed. The SPSS software (version 22) was then used to enter all of the scores for analysis.

### 4.2.1 Analysis of Data Entry Errors

Analysis of data entry errors involves identifying and correcting errors that occur during the process of entering data into (SPSS 22) in this study. Data entry errors can occur due to a variety of reasons, such as human error, computer glitches or incorrect data formatting. Data from the questionnaires (463) were all entered into SPSS version 22 for data management and analysis. There after a reviewing was done on the entry process so as to ensure no errors were reported.

### 4.2.2. Analysis of Outliers

Data points that differ greatly from the other data points in a data set are known as outliers. Before doing a statistical analysis on a data collection, it is crucial to check for outliers because they can have a major impact on data analysis (Hair Jr et al., 2010). Outliers also considerably affect the process of estimating statistics (such as the average and standard deviation of a sample), leading to inflated or underestimated values (Kwak & Kim, 2017). Outliers cause a major bias in the results and reduce the efficiency of the data.

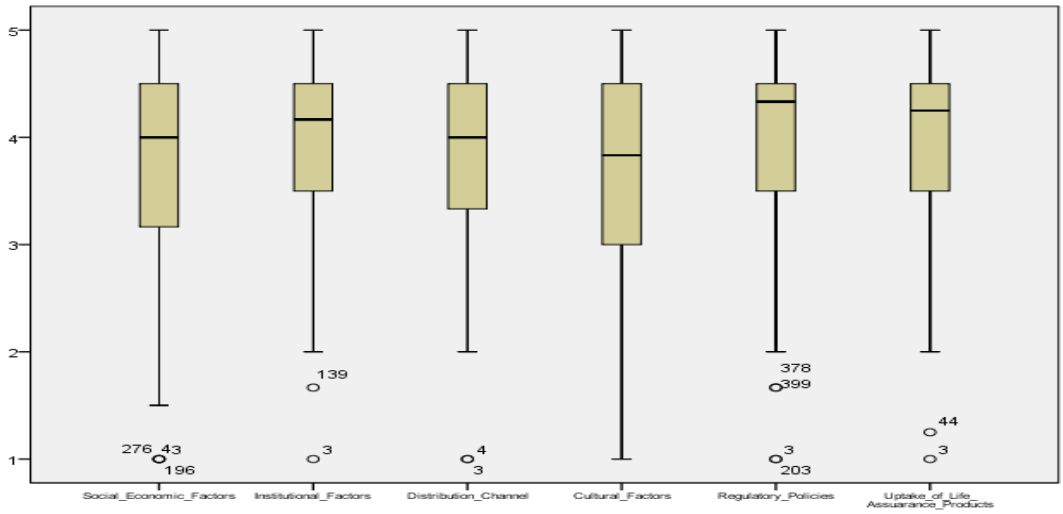


**Figure 4.1: A Box Plot Showing Outliers**

In this study, (Figure 4.1**)** variables such as social economic factors, institutional factors, distribution channel, regulatory policicies, and uptake of Life Assurance products had outliers. These outliers came as a result of variability of the measurements under these variables. All the outliers identified were within the expected range of values and were retained for analysis.

### 4.2.3 Analysis of Out of Range Values

Out of range values are data points that fall outside the expected or valid range of for a particular variable. The observations with the out-of-range values were made missing and could be made available for analysis.

**Table 4. 2: A Table Showing Out-of-range Values**

| Indicator/variable (s) | Out-of-range values (n) | Percentages (%) |
|---|---|---|
| Type of life Policy | 8 | 1.7% |
| Highest level of education | 1 | 0.2% |
| High inflation rate has affected my decision to purchase Life Assurance | 1 | |
| I would consider purchasing a Life Assurance products from a company that provides policy riders | 2 | 0.2% |
| I am likely to purchase a Life Assurance product that has been recommended to me by a confidant | 1 | 0.4%<br>0.2% |
| **Total** | **13** | **2.7%** |

**Source ;( Field data, 2022)**

The variable with the highest number of out range values was type of policy that respondents had with 8 (1.7%). Purchasing a Life Assurance products from a company that provides policy riders had 2 (0.4%). The other variables; Highest level of education, High inflation rate has affected my decision to purchase Life Assurance, and I am likely to purchase a Life Assurance product that has been recommended to me by a confidant each had 1 (0.2%) out of range values. These out of range values were treated by assuming missing values.

### 4.2.4 Analysis of Missing Data

Missing data, is the lack of an appropriate value for any of the variables utilised in data analysis, as defined by Hair et al. (2010). Due to the negative impacts of missing data in the study,

precautionary measures were implemented from the beginning in an effort to reduce or assure that the data was free of any missing values. The researcher swiftly went through any properly filled surveys after receiving them to make sure that every question was addressed in an appropriate manner. 21 questionnaires had missing values, according to the results of the descriptive statistics. According to Hair et al. (2010), as long as there is a sufficient sample, any instance with more than 50% missing values should be eliminated. Similar findings were made by Tabachnich and Fiddel (2001), who noted that the case would simply be closed if there were any missing data. Therefore, 21 questionnaires in this study that had above 50% missing values were eliminated.

### 4.2.5 Analysis of Normality

Normality tests were used to determine whether a data set is sufficiently represented by a normal distribution and to calculate the probability that a random variable underlying the data set is normally distributed. The commonly used Kolmogorov-Smirnov and Shapiro-Wilk tests were utilized to test for normalcy in the study (Garson 2012; Ghasemi & Zahediasi, 2012). It is possible because there is irregular distribution of the data even when the normality test findings are significant.

**Table 4.3: Analysis of Normality**

| | Kolmogorov-Smirnov[a] | | | Shapiro-Wilk | | |
|---|---|---|---|---|---|---|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| Social Economic Factors | .161 | 463 | .300 | .900 | 463 | .220 |
| Institutional Factors | .184 | 463 | .145 | .907 | 463 | .140 |
| Distribution Channel | .167 | 463 | .236 | .913 | 463 | .138 |
| Cultural Factors | .190 | 463 | .120 | .878 | 463 | .211 |
| Regulatory Policies | .208 | 463 | .130 | .870 | 463 | .216 |
| Uptake of Life Assurance Products | .182 | 463 | .210 | .900 | 463 | .138 |

a. Lilliefors Significance Correction

**Source ;( Field data, 2022)**

The results in Table 4.3 showed that there was no issue with the normality of the data because none of the variables' tests for K-S and S-W were significant. As a result, the study's data distribution was deemed suitable for multivariate analysis.

### 4.3 Demographic Characteristics of the Respondent's

Several variables were used to categorize the respondents' demographic make-up, including gender, age, marital status, type of insurance, monthly income, and highest degree of education. More information about this is provided below.

#### 4.3.1 Profile of Respondents

##### 4.3.1.1 Gender of the Respondents

In order to have a rough idea on the gender distribution about the adoption of life insurance products The investigator aimed to determine the representation of as indicated in table 4.4 below.

**Table 4.4: Respondents Gender**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Male | 279 | 60.3 |
| | Female | 184 | 39.7 |
| | **Total** | **463** | **100.0** |

**Source ;( Field data, 2023)**

Out of the 463 respondents, 60.3 per cent (279) were male while 39.7 per cent (184) were female. According to gender factor, men have a higher level of uptake of Life Assurance products than women. the implications of more males than females on the uptake of life assurance products highlight the importance of addressing gender disparities in insurance coverage. Policymakers, insurance companies, and society as a whole should work together to ensure that insurance products are accessible, fair, and equitable for everyone, regardless of gender.

##### 4.3.1.2 Age of the Respondents

Table 4.5 shows the descriptive statistics of age. The researcher sought to evaluate whether age played a major role in the uptake of Life Assurance products among Public Primary school teachers.

**Table 4.5: Respondents Age**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | 18-35 yrs | 116 | 25.1 |
| | 36-45yrs | 137 | 29.6 |
| | 46-55yrs | 168 | 36.3 |
| | 56yrs and above | 42 | 9.1 |
| | **Total** | **463** | **100.0** |

**Source ;( Field data, 2023)**

As shown in table 4.5, the data were arranged in a frequency distribution of four clusters in order to demonstrate trends in respondents' ages. There were 168 responders, or 36.3% of the total, who were between the ages of 46 and 55. 25.1% of respondents (116) and 29.6% of respondents (137) were between the ages of 18 and 35. Therefore, it follows from this fact that 66% of consumers who purchase life insurance products are between the ages of 36 and 55. This is the age group that has the highest human life value perceived by their dependants. Their premature exit will be detrimental to their dependants to their dependents and hence the desire acquire life assurance polices. Only 34% of people are over 56 years old and under 35 years old combined.The low uptake of age group 56 years and above could be attributed to high premium levels chargable by the insurance companies due to unfavourable mortality rates.

#### 4.3.1.3 Respondent's Marital Status

The study collected data on respondents' marital status by offering them four choices to select one: single, married, divorced, and widowed. Frequencies were as generated in Table 4.6

**Table 4.6: Marital status**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Single | 108 | 23.3 |
| | Married | 246 | 53.1 |
| | Divorced | 68 | 14.7 |
| | Widowed | 41 | 8.9 |
| | **Total** | **463** | **100.0** |

**Source ;( Field data, 2023)**

From the study, married people 53.1% uptake Life Assurance products as compared to unmarried (single) 23.3%, divorced 14.7% and the widowed 8.9%. The married were perceived as being more in favor of insurance products uptake than the divorced, widowed and single. The

married like to be protected against risk and to have funds for their children; the widowed and divorced would also prefer to have these products, but their loss of economic stability has a negative impact on them and makes them less likely to get insurance.

#### 4.3.1.4 Respondent's Type of Life Policy

The study wanted to determine the type of life policy that policy holders had taken. Frequencies were as generated in table 4.7.

**Table 4.7: Type of Life Policy**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Term Assurance Policy | 195 | 42.1 |
| | Endowment Assurance Policy | 136 | 29.4 |
| | Whole Life Policy | 104 | 22.5 |
| | Unit Linked Policy | 28 | 6.0 |
| | **Total** | **463** | **100.0** |

**Source ;( Field data, 2023)**

From the study, 42.1% of the respondents have a term assurance policy ,29.4% have endowment assurance policy,22.5% whole life policy. Respondents that have unit linked policy are 6%. a high uptake of Term assurance would ease the burden of meeting short-term financial needs such as paying off debts, income replacement and other financial obligations. Term assurance also offers financial security for the entire lifetime as well as financial relief to the family in case of premature death of the policyholder. As well, a high uptake of Endowment policies implies that there would be increased savings and investments, hence improved livelihoods for households as well as boosting the economy and contributing to the GDP of the country. Also, since Endowment policies pay partial maturities at specified intervals during the currency of the policy as well as a lumpsum payment at the expiry of the policy period, its high uptake implies widespread peace of mind amongst households and thereby reducing the incidences of diseases associated with stress. Furthermore, Endowment policyholders benefit from the added advantage

of improved creditworthiness since they can use their policy documents as collateral to secure loans from other financial institutions besides the enjoying the policy loans offered by insurance companies. Also, a high uptake of whole life would ensure a lifetime protection for the policyholders thereby providing peace of the mind since one can relax knowing the financial needs of their loved ones would be taken care of in the events of their unfortunate demise. Since most whole life policies do have a cash value component that build over time due to paid premium, there is a potential to earn dividends leading to improved livelihoods.

#### 4.3.1.5 Respondent's Monthly Income

In order to measure income levels, respondents were asked to estimate their monthly earnings. Their estimates on monthly income ranged between KSh 11,000 and above KSh 75,000. The findings were as generated in table 4.8.

**Table 4.8: Monthly Income**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | 11000-30000 | 102 | 22.0 |
| | 31000-50000 | 166 | 35.9 |
| | 51000-75000 | 106 | 22.9 |
| | Over 75000 | 89 | 19.2 |
| | **Total** | **463** | **100.0** |

**Source ;( Field data, 2023)**

The study findings indicate that 35.9% of the respondents get a monthly income of between 31000-50000,22.9% earn between 51000-75000,22% earn between 11000 to 30000 while 19.2% earn over 75000.This implies that a formally employed individual is more likely to uptake Life Assurance products.

#### 4.3.1.6 Highest Level of Education

Respondents' level of education was captured by asking them to state the highest level of education achieved. For analysis purposes, this was treated as a categorical variable and it was coded into: Diploma, graduate and post graduate levels given the fact that the respondents were Public Primary school teachers within Kisumu County.

**Table 4.9: Highest Level of Education**

| | Frequency | Percent |
|---|---|---|

| | | | |
|---|---|---|---|
| Valid | Certificate | 15 | 3.2 |
| | Diploma | 65 | 14.0 |
| | Degree | 271 | 58.5 |
| | Postgraduate | 112 | 24.3 |
| **Total** | | **463** | **100.0** |

**Source ;( Field data, 2023)**

From the study, the distribution of the respondents by education level shows that 3.2% of the respondents have certificate level of education, those with diploma and graduate level were 14.0%(diploma) and 58.5%(graduate) respectively. Respondents with postgraduate represented 24.3%. However,1 respondent did not indicate the level of education. Higher levels of education guarantee better understanding and appreciation of health insurance products.

### 4.4 Demographic Characteristics of Public Primary schools in Kisumu County Kenya

Kisumu County has 616 Public Primary schools out of which 5 schools provide special education.

### 4.5 Descriptive Statistics for the Various Variables Under Investigation

#### 4.5.1 Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The study dependent variable is uptake of Life Assurance products among Public Primary school teachers in Kisumu County, Kenya. The study employed a Likert scale with five points to gauge participants' agreement levels on several claims pertaining to uptake of Life Assurance products. Table 4.10 highlights the findings.

**Table 4.10: Descriptive Statistics on the Uptake of Life Assurance Products**

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| **G1**:I would sign up for another Term Life Assurance for its inexpensive premiums and to improve my savings | 463 | 1 | 5 | 4.17 | 1.049 | -1.469 | .113 | 1.804 | .226 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **G2**:I would sign up for another Endowment Life Assurance policy for its ability to fulfil the dual need of life cover and savings under the same plan to boost my retirement package | 463 | 1 | 5 | 3.92 | .972 | -.928 | .113 | .740 | .226 |
| **G3**:I would sign up for another Whole Life Assurance to give my dependents financial support in the event of my untimely demise | 463 | 1 | 5 | 4.09 | .955 | -1.271 | .113 | 1.592 | .226 |
| **G4**: I would sign up for an additional Unit-linked Life Assurance for flexibility and protected investment returns | 463 | 1 | 5 | 3.71 | 1.169 | -.899 | .113 | .059 | .226 |
| **Average Mean** | | | | **3.97** | **1.04** | **-1.14** | | **1.18** | |

**Source ;( Field data, 2023)**

The findings displayed in Table 4.10 demonstrated that the majority of the participants (Mean= 4.17; SD= 1.049), agreed with the statement that they would sign up for another term Life Assurance for its inexpensive premiums and to improve their savings. Also, respondents would sign up for another endowment Life Assurance policy for its ability to fulfil the dual need of life cover and savings under the same plan to boost their retirement package (Mean= 3.92; SD= 0.972). Further, respondents agreed that they would sign up for another Whole Life Assurance to give their dependents financial support in the event of their untimely demise (Mean= 4.09; SD= 0.955). Furthermore, they agreed to the statement; that they would sign up for an additional Unit-linked Life Assurance for flexibility and protected investment returns Mean= 3.71; SD= 1.169). Overall, the items on uptake of Life Assurance products among policyholders summed up to a mean of 3.97, standard deviation of 1.04, implicating that demand determinants could be key in influencing uptake of Life Assurance products among Public Primary school teachers in Kisumu County, Kenya moderated by Regulatory policies. The findings further revealed that the

distribution of data was negatively skewed (-1.14) (a large number of data-pushed on the left-hand side) while kurtosis was a platykurtic (1.18) (data-pushed towards the left side).

### 4.5.2 Demand Determinants

#### 4.5.2.1 Socio-economic factors

The responses on 6 items relating to social-economic factors provided by the respondents were discussed using a five- point likert scale. The findings regarding the minimum score, maximum score, mean, standard deviations skewness and kurtosis of the scores are presented in table 4.11.

**Table 4.11: Descriptive Statistics on Socio-economic factors**

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| **B1:** I purchased Life Assurance products because I had a higher disposable income | 463 | 1 | 5 | 3.95 | 1.403 | -1.108 | .113 | -.214 | .226 |
| **B2:** Life expectancy uncertainty motivated me to purchase Life Assurance | 463 | 1 | 5 | 3.98 | 1.086 | -1.110 | .113 | .727 | .226 |
| **B3:** The amount of premium influenced my decision to purchase Life Assurance | 463 | 1 | 5 | 3.78 | 1.138 | -1.037 | .113 | .428 | .226 |
| **B4:** I purchased Life Assurance products because I had internet access | 463 | 1 | 5 | 3.31 | 1.410 | -.518 | .113 | -1.118 | .226 |
| **B5**: High inflation rate has affected my decision to purchase Life Assurance | 463 | 1 | 5 | 3.66 | 1.242 | -.676 | .114 | -.566 | .226 |
| **B6:** I chose to take up Life Assurance as a saving mechanism | 463 | 1 | 5 | 3.89 | 1.240 | -1.093 | .113 | .230 | .226 |
| **Average Mean** | | | | **3.76** | **1.25** | **-0.924** | | **-0.086** | |

**Source ;( Field data, 2023)**

Findings in table 4.11 stated that majority of the respondents (Mean= 3.95; SD=1.403) agreed with the assertion that; they purchased Life Assurance products because they had a higher

disposable income. Majority of respondents also agreed that life expectancy uncertainty motivated them to purchase Life Assurance (Mean= 3.98; SD=1.086). Further, the amount of premium also influenced their decision to purchase Life Assurance (Mean= 3.78; SD=1.138). However, respondents were indifferent with regard to the statement 'I purchased Life Assurance products because I had internet access' (Mean= 3.31; SD=1.410). Majority of respondents were in agreement that high inflation rate has affected my decision to purchase Life Assurance (Mean= 3.66; SD=1.242). Respondents also agreed that they chose to take up Life Assurance as a saving mechanism (Mean= 3.89; SD=1.240).

The general mean of responses was 3.76 which suggests that majority of the respondents agreed with social-economic factors statements. In addition, the standard deviation of 1.25 shows variations in the responses. The study results further show that social-economic factors items have an average negative skewness of (-0.924), indicating that the distribution is skewed to the left with a longer tail on the left side while kurtosis value of (-0.086) suggests that the distribution is platykurtic, meaning that it has a flatter peak and thinner tail than a normal distribution. The results are compatible with Langat, Naibei and Getere (2017) which found that social-economic factors have a significant effect on uptake of Life Assurance products. Further support to the research findings, Shahrzad and Mohammadreza (2017), Gamage, Lin and Haq (2016), Giri and Chatterjee ( 2016), Mishra (2014) found socio-economic factors to be influential in the uptake of Life Assurance products.

#### 4.5.2.2 Institutional Factors

The second objective sought to assess the effect of institutional factors on uptake of Life Assurance products among Public Primary school teachers in Kisumu County. Using a five point likert scale, the research attempted to understand the level of agreement of the respondents on different statements concerning institutional factors.

**Table 4.12: Institutional Factors**

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| **C1:**I am likely to buy insurance products from companies that have a transparent and clear claims procedure | 463 | 1 | 5 | 4.51 | .840 | -2.171 | .113 | 1.183 | .226 |
| **C2:**Use of latest technology by insurance companies has led to high penetration of Life Assurance uptake | 463 | 1 | 5 | 4.00 | 1.026 | -1.121 | .113 | .959 | .226 |
| **C3:**I am likely to purchase Life Assurance products that are new in the market as compared to traditional ones | 463 | 1 | 5 | 3.71 | 1.168 | -.780 | .114 | -.194 | .227 |
| **C4:**Acompany's interactive website will influence my decision to sign up for a Life Assurance product | 463 | 1 | 5 | 3.67 | 1.158 | -.852 | .113 | -.017 | .226 |
| **C5:**I am likely to purchase Life Assurance products that have favorable underwriting considerations | 463 | 1 | 5 | 3.83 | 1.140 | -.935 | .113 | .107 | .226 |
| **C6**:I would consider purchasing a Life Assurance products from a company that provides policy riders | 463 | 1 | 5 | 3.91 | 1.141 | -.882 | .114 | -.061 | .227 |
| **Average Mean** | | | | **3.94** | **1.08** | **-1.12** | | **0.33** | |

**Source ;( Field data, 2023)**

Results in table 4.12 indicate that majority of respondents (Mean= 4.51; SD= 0.840) agreed with the statement that they are likely to buy insurance products from companies that have a transparent and clear claims procedure. Similarly, insurance companies that use of latest technology has led to high penetration of Life Assurance uptake (Mean= 4.00; SD= 1.026). Most respondents also agreed that they are likely to purchase Life Assurance products that are new in the market as compared to traditional ones (Mean= 3.71; SD= 1.168). Further, respondents were in agreement that a company's interactive website will influence their decision to sign up for a Life Assurance product (Mean= 3.67; SD= 1.158). A great number of respondents agreed that

they are likely to purchase Life Assurance products that have favorable underwriting considerations (Mean= 3.83; SD= 1.140). This was further supported by a statement that they would consider purchasing a Life Assurance product from a company that provides policy riders (Mean= 3.91; SD= 1.141).

The study findings gave a general mean of 3.94 using a five-point likert scale mean, which implies that most respondents agreed with institutional factors statements. A standard deviation of 1.08 indicated a variation in responses. The findings further show that the distribution of data is negatively skewed (a large number of data-pushed on the left-hand side) while kurtosis was a platykurtic.

In line with the study, Witherspoon (2015) findings depicted that adopting ICT is paramount to the performance of the business offering micro insurance. ICT adoption has significant effects on the client's appraisal and enhanced more capturing of the clients details beyond know your customer (KYC) details. ICT adoption has also proved to have influence on the performance of the staff in processing of the claims, the turnaround time is short and convenient and efficient unlike manual systems that were time consuming and inconveniencing a lot of customers.

#### 4.5.2.3 Distribution Channel

Distribution channel are various ways in which the Life Assurance products were distributed to the policyholders. Using a five-point likert scale, the study therefore deemed it important to establish the influence of distribution channel on the uptake of Life Assurance products among Public Primary school teachers in Kisumu County, Kenya.

**Table 4.13: Descriptive Statistics on Distribution Channel**

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| **D1:** I will buy a Life Assurance product if it is sold to me by a company insurance agent | 463 | 1 | 5 | 4.24 | 1.061 | -1.469 | .113 | 1.523 | .226 |
| **D2:** I will purchase a Life Assurance product offered through my bank | 463 | 1 | 5 | 3.87 | 1.002 | -.774 | .113 | .158 | .226 |
| **D3:** would purchase a Life Assurance product through an insurance broker | 463 | 1 | 5 | 3.57 | 1.237 | -.537 | .113 | -.827 | .226 |
| **D4:** I would purchase a Life Assurance product through an independent agent | 463 | 1 | 5 | 3.59 | 1.179 | -.732 | .113 | -.356 | .226 |
| **D5**: I would purchase a Life Assurance product directly from an insurance company | 463 | 1 | 5 | 4.08 | .988 | -1.035 | .113 | .605 | .226 |
| **D6:**I am likely to purchase a Life Assurance product that has been recommended to me by a confidant | 463 | 1 | 5 | 3.90 | 1.135 | -1.064 | .114 | .453 | .227 |
| **Average Mean** | | | | **3.88** | **1.10** | **-0.936** | | **0.26** | |

**Source ;( Field data, 2023)**

Results depicted in table 4.13 revealed that a majority of the respondents will buy a Life Assurance product if it is sold by a company insurance agent (Mean= 4.24; SD= 1.061). In addition, respondents also indicated that they would purchase a Life Assurance product offered through my bank (Mean= 3.87; SD= 1.002). The respondents also indicated that they would purchase a Life Assurance product through an insurance broker (Mean= 3.57; SD= 1.237). The findings indicated that majority of the respondents agreed that they would purchase a Life Assurance product through an independent agent (Mean= 3.59; SD= 1.279). Respondents also agreed to the statement; they would purchase a Life Assurance product directly from an insurance company (Mean= 4.08; SD= 0.988). The study revealed that respondents are likely to purchase a Life Assurance product that has been recommended to them by a confidant (Mean= 3.90; SD= 1.135).

Overall, the results of the ratings of all the areas in table 4.13 show an average mean of 3.88 and a standard deviation of 1.10. The results of this study which are above average give an indication of enhanced channels of distribution by insurance companies to access their clients.

Consistent with the results, (Bawa & Chathha, 2016) revealed that Internet and television are important mediums for disseminating comprehensive information to policyholders. In a similar vein, Kamiru (2016) who conducted a study among 51 underwriting managers in all insurance companies, established use of in-house agents, use of freelance sales agents and sale through insurance company branch network will improve the penetration of insurance in Kenya, thus upscaling the uptake in Life Assurance.

#### 4.5.2.4 Cultural Factors

These are factors influencing the uptake of Life Assurance products and they include Bequest motive, religious beliefs, attitudes & values, Risk Aversion, Property ownership and cultural taboos. The study therefore deemed it important to establish the influence of cultural factors on the uptake of Life Assurance products among Public Primary school teachers in Kisumu County Kenya as shown in table 4.14.

**Table 4.14: Descriptive Statistics on Cultural Factors**

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| **E1**:I will not purchase a Life Assurance policy to protect my dependents because I don't believe in premature death | 463 | 1 | 5 | 3.90 | 1.476 | -.951 | .113 | -.687 | .226 |
| **E2**:I will not sign up for a Life Assurance policy because I believe in God | 463 | 1 | 5 | 3.37 | 1.347 | -.491 | .113 | -1.005 | .226 |
| **E3:** I will not sign up for Life Assurance because it is not in line with my attitude & values | 463 | 1 | 5 | 3.30 | 1.394 | -.446 | .113 | -1.159 | .226 |
| **E4:** I will not sign up for Life Assurance due to my risk aversion nature | 463 | 1 | 5 | 3.26 | 1.399 | -.380 | .113 | -1.201 | .226 |
| **E5:** I will not sign up for Life Assurance due to restrictions in property ownership in my community | 463 | 1 | 5 | 3.35 | 1.501 | -.395 | .113 | -1.329 | .226 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **E6:** I will not sign up for Life Assurance because it is not in line with my taboos & beliefs | 463 | 1 | 5 | 3.36 | 1.491 | -.425 | .113 | -1.290 | .226 |
| **Average Mean** | | | | **3.42** | **1.44** | **-0.52** | | **-0.92** | |

**Source ;( Field data, 2023)**

As evidenced in table 4.14, majority of respondents were of the opinion that they will not purchase a Life Assurance policy to protect their dependents because they don't believe in premature death (Mean= 3.90; SD= 1.476). This affirms a study by the Insurance Regulatory Authority , (IRA-Kenya, 2011) carried in Kisii County on Teachers from public primary schools participating in an education conference which showed a stronger inclination towards Education policy (38%) to Life policy (31%) among male Public Primary school teachers. However, respondents were neutral with regard to the statement of not signing up for a Life Assurance policy because they believe in God (Mean= 3.37; SD= 1.347). Further, respondents were indifferent with regard to the statement; they will not sign up for Life Assurance because it is not in line with their attitude & values (Mean= 3.30; SD= 1.394). Besides, they will not sign up for Life Assurance due to my risk aversion nature (Mean= 3.26; SD= 1.399). Most respondents were neutral to the statement; that they will not sign up for Life Assurance due to restrictions in property ownership in my community (Mean= 3.35; SD= 1.501). Respondents also had divergent opinion that they will not sign up for Life Assurance because it is not in line with their taboos & beliefs (Mean= 3.36; SD= 1.491).

Overall, the items on cultural factors summed up to a mean of 3.42 and a standard deviation of 1.44. The findings suggest that there exist several gaps in cultural factors within regard to uptake of Life Assurance products among Public Primary school teachers in Kisumu County, Kenya. Particularly, there are gaps in the attitude & values, property ownership in my community and taboos & beliefs which are impacting heavily on Life Assurance products uptake. The findings further show that the distribution of data is negatively skewed (-0.52) (a large number of data-pushed on the left-hand side) while kurtosis was a platykurtic (-0.92) (data-pushed towards the left side).

These findings agree with that of Gitau and Sile (2016), that cultural taboos and beliefs had a detrimental impact on willingness to purchase insurance. Based on these results, the study came to the conclusion that cultural attitudes and beliefs significantly hinder ability to purchase insurance. According to (IRA, 2012), more attention is needed to increase awareness and understanding of

insurance products, particularly in the realm of short-term coverage. It suggests the importance of targeted efforts to enhance awareness and knowledge among businesses and individuals, particularly in sectors with lower awareness levels**.** For insurance companies, Understanding cultural factors and their impact on insurance preferences is crucial for insurers to design products that align with the values and motivations of potential customers (Kopczuk & Lupton, 2007).

### 4.5.3 Regulatory Policies

The goal of the study was to ascertain the moderating effect of regulatory policies on the relationship between demand determinants on uptake of Life Assurance products among Public Primary school teachers in Kisumu County, Kenya. With the use of a Likert scale with five points, the study sought to gauge participants' agreement levels on various regulatory policies statements in table 4.15.

**Table 4.15: Descriptive Statistics on the Regulatory Policies**

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| **F1:**The consumer protection provided by the Insurance Regulation Authority encouraged me to sign up for a life assurance product | 463 | 1 | 5 | 4.32 | .966 | -1.651 | .113 | 2.470 | .226 |
| **F2:**The awareness creation provided by the Insurance Regulation Authority encouraged me to sign up for a Life Assurance product | 463 | 1 | 5 | 4.06 | .916 | -1.033 | .113 | 1.053 | .226 |
| **F3:**The Insurance Regulatory Authority's arbitration role between insurance companies and policyholders encouraged me to purchase Life Assurance products | 463 | 1 | 5 | 3.99 | 1.051 | -1.189 | .113 | .992 | .226 |
| **F4:**The tax incentives and subsidies provided through the Kenya Revenue Authority encouraged me to purchase Life Assurance products | 463 | 1 | 5 | 3.88 | 1.123 | -1.128 | .113 | .654 | .226 |
| **F5:**Establishment of insurance fraud investigation unit encouraged me to purchase Life Assurance products | 463 | 1 | 5 | 3.84 | 1.152 | -.989 | .114 | .274 | .227 |
| **F6:** Approval of insurance products by government assures me of their viability | 463 | 1 | 5 | 3.94 | 1.116 | -1.160 | .114 | .718 | .227 |

| | | | | |
|---|---|---|---|---|
| **Average Mean** | **4.01** | **1.05** | **-1.19** | **1.03** |

**Source ;( Field data, 2023)**

Evidently, the consumer protection provided by the Insurance Regulation Authority encouraged respondents to sign up for a Life Assurance product (Mean= 4.32; SD= 0.966). Moreover, the awareness creation provided by the Insurance Regulation Authority encouraged them to sign up for a Life Assurance product (Mean= 4.06; SD= 0.916). As well, the Insurance Regulatory Authority's arbitration role between insurance companies and policyholders encouraged them to purchase Life Assurance products (Mean= 3.99; SD= 1.051). Most respondents were also in agreement that the tax incentives and subsidies provided through the Kenya Revenue Authority encouraged them to purchase Life Assurance products (Mean= 3.88; SD= 1.123). Similarly, establishment of insurance fraud investigation unit encouraged them to purchase Life Assurance products (Mean= 3.84; SD= 1.152). In addition, approval of insurance products by government assures me of their viability (Mean= 3.94; SD= 1.116).

The regulatory policies-related items had a mean of 4.01 and a standard deviation of 1.054 when taken as a whole. These results suggest that regulatory rules play a significant role in influencing Kisumu County Public Primary school teachers' adoption of life insurance products. The laws may have an impact on the relationship between demand factors and the adoption of life insurance by public primary school teachers in the insurance sector. The management of insurance companies should therefore think about updating their regulatory guidelines. The results also demonstrate that the data are negatively skewed (-1.19), with a substantial amount of data pushed to the left, and that the kurtosis is platykurtic (1.03), with data pushed to the left.

The study's findings are consistent with those of Wanjiru and Wambua (2016), whose research showed that the roles of capacity building and training, supervision, and awareness creation had a positive substantial impact on the governance of the insurance businesses in Kenya. The AKI report(2020a), which highlighted that regulatory measures had positive and significant effects on capital sufficiency, management capability, and sensitivity to risk, provides more support for these conclusions. The results concur with those of Cheng & Wang (2012), who came to the conclusion that government rules significantly improve cost, quality, and innovation.

Additionally, they discovered that innovation and cost had a substantial beneficial impact on non-financial success, whereas quality and cost had a big positive impact on financial performance.

### 4.6 Correlations Analysis

In order to determine if there is a connection between variables, the researcher ran a correlation matrix using Pearson product moment correlation coefficient (r).

**Table 4.16: Correlation Matrix**

| | | Social_Economic_Factors | Institutional Factors | Distribution Channel | Cultural Factors | Uptake_of_Life_Assuarance_Products |
|---|---|---|---|---|---|---|
| Social_Economic_Factors | Pearson Correlation | 1 | | | | |
| | Sig. (2-tailed) | | | | | |
| | N | 463 | | | | |
| Institutional Factors | Pearson Correlation | .639** | 1 | | | |
| | Sig. (2-tailed) | .000 | | | | |
| | N | 463 | 463 | | | |
| Distribution Channel | Pearson Correlation | .712** | .728** | 1 | | |
| | Sig. (2-tailed) | .000 | .000 | | | |
| | N | 463 | 463 | 463 | | |
| Cultural Factors | Pearson Correlation | .658** | .498** | .570** | 1 | |
| | Sig. (2-tailed) | .000 | .000 | .000 | | |
| | N | 463 | 463 | 463 | 463 | |
| Uptake_of Life Assurance Products | Pearson Correlation | .649** | .607** | .646** | .548** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 463 | 463 | 463 | 463 | 463 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Source ;( Field data, 2023)**

Results in table 4.16 indicate the correlation results between social economic factors and the uptake of Life Assurance products, where the findings disclosed a solid, fulfilling, and important connection (r=0.649, p=0.000,p<0.05). Further, the correlation coefficient of (r=0.607, p=0.000, p<0.05) revealed a strong, favourable, and noteworthy connection between institutional factors and the uptake of Life Assurance products. In the same vein, a strong, positive and significant relationship was established between distribution channel and uptake of Life Assurance products (r=0.646, p=0.000, p<0.05). A moderate, positive and significant relationship was established between cultural factors and uptake of Life Assurance products (r=0.548, p=0.000, p<0.05).

### 4.7 Diagnostic Tests

A variety of diagnostic tests are carried out during regression analysis to assess the model based on presumptions. Scholars stress the need of ensuring that the evidence supports the presumptions of the scientific procedures that were used in the review. This is due to the fact that tests of assumptions assist the analyst in validating the nature of the data and highlighting the pertinent research model that upholds objective, consistent, and competent evaluations. For this investigation, diagnostic tests for linearity, normalcy, multicollinearity, autocorrelation, and homoscedasticity were performed.

#### 4.7.1 Tests of Normality

To determine if the study data was regularly distributed, normality tests were run. The model's residuals may produce results for parametric tests that are mistakenly positive if the assumption is untrue. The commonly used Kolmogorov-Smirnov and Shapiro-Wilk tests were utilized to test for normalcy in the study (Garson 2012; Ghasemi & Zahediasi, 2012). Even if the normality test findings are substantial, it is possible that the data is not normally distributed.

**Table 4.17:Tests of Normality**

| | Kolmogorov-Smirnov[a] | | | Shapiro-Wilk | | |
|---|---|---|---|---|---|---|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| Social_Economic_Factors | .161 | 463 | .300 | .900 | 463 | .220 |
| Institutional Factors | .184 | 463 | .145 | .907 | 463 | .140 |
| Distribution Channel | .167 | 463 | .236 | .913 | 463 | .138 |
| Cultural Factors | .190 | 463 | .120 | .878 | 463 | .211 |
| Regulatory Policies | .208 | 463 | .130 | .870 | 463 | .216 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Uptake_of_Life_Assuarance_Products | .182 | 463 | .210 | .900 | 463 | .138 |

a. Lilliefors Significance Correction

**Source ;( Field data, 2023)**

The findings in table 4.17, established because all of the variables' K-S and S-W tests were not significant, there was no issue with the data's normalcy. Therefore, it was determined that the study's data distribution was suitable for multivariate analysis.

### 4.7.2 Collinearity Test

Multiple linear regressions make the assumption that the data are not multicollinear. When the independent variables have an excessive amount of correlation with one another, multicollinearity occurs. Compiling a matrix of Pearson's bivariate correlations between all independent variables is one technique to check for multicollinearity. Multicollinearity should not be an issue if the correlation coefficients are smaller than.80 in magnitude. More importantly, the variance inflation factor (VIF) and tolerance values are used to determine whether multicollinearity is present. The tolerance, which is determined by 1-R squared, is said to be present, in accordance with Garson (2012), when it is less than 0.2. Similar to tolerance values, VIF values for each of the variables (which are the reciprocal of tolerance values) demonstrate the extent to which multicollinearity has increased the variances in the regression estimations. According to Garson (2012) and Hair et al. (2014), VIF values more than 4 point to the probability of multicollinearity.

**Table 4.18 Multicollinearity Test**

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | **Tolerance** | **VIF** |
| 1 | (Constant) | | |
| | Social Economic Factors | .386 | 2.590 |
| | Institutional Factors | .397 | 2.521 |
| | Distribution Channel | .322 | 3.105 |
| | Cultural Factors | .566 | 1.768 |
| | Regulatory Policies | .495 | 2.021 |

**Source ;( Field data, 2023)**

The results in table 4.18 showed that all of the independent variables' VIF values were below 4.0 and their respective tolerance values were all below 0.2. This indicates that multicollinearity was not found for any of the predictor variables as well as the moderating variable (Regulatory Policies).

### 4.7.3 Autocorrelation Test

Autocorrelation occurs when there is a correlation between the residuals of two observations in a regression model. (2009) Field. If residuals from a statistical regression study show autocorrelation, it can be determined using the Durbin Watson (DW) statistic (Garson, 2012). The expected range of the Durbin-Watson statistic is 0 to 4, and a value of 2.0 is generally interpreted as the absence of autocorrelation in the sample. Field (2009) states that numbers between zero and less than two indicate positive autocorrelation whereas values between two and four indicate negative autocorrelation. The Durbin-Watson statistic, according to Garson (2012), should be between 1.5 and 2.5 to verify the independence of the observations.

**Table 4.19 Autocorrelation Test**

| | Statistics |
|---|---|
| Std. Error of the Estimate | .49968 |
| Durbin-Watson | 1.838 |

**Source ;( Field data, 2020)**

As can be seen from the results in table 4.19, the dependent, independent, and moderating variables all have Durbin-Watson values between 1.5 and 2.5, indicating that the observations are independent (not auto correlated). (1.838) As a result, it can be seen that the study's data does not contravene the independence test's assumption that there is no autocorrelation.

## 4.8 Regression Analysis

The test results and their interpretation for each of the eight research null hypotheses are presented in this section. The direct association between the four variables—socioeconomic factors, institutional factors, distribution channel, and cultural factors on the acceptance of Life Assurance products among public primary school teachers in Kisumu County—was tested using the first four null hypotheses. The final four hypotheses examined the moderating role that regulatory regulations had on the association between demand determinants and public primary school teachers in Kisumu County, Kenya's uptake of Life Assurance products. Additionally provided are goodness of fit tests such as ANOVA, t-tests, standard error of estimate (Se), and coefficient of determination ($R2$). A review of the results for each of the tested hypotheses closes the chapter.

### 4.8.1 Socio Economic Factors and Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The first objective of the study was to assess the relationship between socio-economic factors and the uptake of Life Assurance products among Public Primary school teachers in Kisumu County. A univariate regression model was used. Hypotheses $H_{01}$, stated;

$H_{01}$: Socio-economic factors do not have a statistically significant influence on uptake of Life Assurance products among Public Primary school teachers in Kisumu County

To test hypothesis $H_{01}$, linear regression model was conducted. The model was formulated as;

$Y=\beta_0+\beta_1$ SEF $+e$.... ……(i)

Where Y= uptake of Life Assurance products

$\beta_o$ = coefficient of the constant

$\beta_1$= regression coefficient or change induced in SEF.

SEF = independent variable (socio-economic factors)

$e$ = is the error term

The model summary findings are presented in Table 4.20a.

**Table 4.20a:Model Summary for Socio-Economic Factors**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .649[a] | .422 | .421 | .57318 |

a. Predictors: (Constant), Social Economic Factors

**Source ;( Field data, 2023)**

The results in Table 4.20a stated that 42.2 % of the total differences in the uptake of Life Assurance products among Public Primary school teachers in Kisumu County are explained by the social economic factors. This was indicated by an R square of 0.422.

**Table 4.20b:ANOVA[a] for Socio-Economic Factors**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 110.480 | 1 | 110.480 | 336.281 | .000[b] |
| | Residual | 151.455 | 461 | .329 | | |
| | Total | 261.935 | 462 | | | |

a. Dependent Variable: Uptake of Life Assurance Products

b. Predictors: (Constant), Social Economic Factors

**Source ;( Field data, 2023)**

The results of the variance analysis (ANOVA) are shown in Table 4.20b. The results pointed to a broad model that was statistically significant. The computed value of 336,281 F, which was larger than the 2.71 F crucial value, supported this. A recorded p value of 0.000, which was less than the expected probability of 0.05, added support for the results. The null hypothesis H01 was rejected since the results indicate that the model of the social economic factor is statistically significant.

**Table 4.20c:Coefficients[a] for Socio-Economic Factors**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.816 | .120 | | 15.099 | .000 |
| | Social Economic Factors | .569 | .031 | .649 | 18.338 | .000 |

a. Dependent Variable: Uptake of Life Assurance Products

**Source ;( Field data, 2023)**

Table 4.20c displays the coefficients' results. The findings, supported by a p value of 0.000 and a beta coefficient of 0.649, demonstrated a clear and significant relationship between social and economic aspects and the use of life insurance products by policyholders in Kisumu County. Accordingly, an increase of one unit in the social economic determinants would result in a 0.649 unit increase in the consumption of life insurance products. Additionally, a t-test result of 18.338 indicates that social and economic factors are 18 times more significant than the standard error. Therefore, the following was used to create the new regression equation:

$Y = 1.816 + 0.569SEF$

The results agree with Langat, Naibei and Getere (2017) who established that Life Assurance uptake in developing countries is hugely influenced by demographic, Economic, Psychographic and Social factors. The findings are also in line with Badu Agieyei-Baffour and Acheampong (2018), who's study revealed that the household profile such as gender, education income, age, and marital status had a significant influence on individual decisions to purchase and renew their health insurance. Further the findings agree with Gamage, Lin and Haq (2016) who found that trust and social capital had a significant effect on the demand for Life Assurance in the area of study. Undoubtedly, socio-economic factors are essential in enhancing uptake of Life Assurance products among Public Primary school teachers in Kisumu County.

### 4.8.2 Institutional Factors and Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The second objective of the study was to assess the effect of institutional factors on uptake of Life Assurance products among Public Primary school teachers in Kisumu County. Hypotheses $H_{02}$, stated;

$H_{02}$: Institutional factors do not have a statistically significant influence on uptake of Life Assurance products among Public Primary school teachers in Kisumu County

The model was formulated as;

$Y=\beta_0+\beta_2$ INF $+e$.... ……(i)

Where Y= uptake of Life Assurance products

$\beta_o$ = coefficient of the constant

$\beta_2$= regression coefficient or change induced in INF.

INF = independent variable (Institutional factors)

$e$ = is the error term

**Table 4.21a: Model Summary for Institutional Factors**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .607[a] | .368 | .367 | .59921 |

a. Predictors: (Constant), Institutional Factors

**Source ;( Field data, 2023)**

Table 4.21a shows that 36.8 percent of the total differences in the uptake of Life Assurance products among Public Primary school teachers in Kisumu County are explained by the institutional factors. An R-squared showed this of 0.368.

**Table 4.21b: ANOVAa for Institutional Factors**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 96.412 | 1 | 96.412 | 268.518 | .000[b] |
| | Residual | 165.523 | 461 | .359 | | |
| | Total | 261.935 | 462 | | | |

a. Dependent Variable: Uptake of Life Assurance Products

b. Predictors: (Constant), Institutional Factors

**Source ;( Field data, 2023)**

The study findings in table 4.21b proposed a broad model that is statistically significant. The F computed 268.518, which was above the 2.71 F critical threshold, provided evidence in favour of this. A documented p value of 0.000, which was less than the normal probability of 0.05, provided additional evidence in favour of the results. According to the results, the framework of the institutional factors is statistically significant, hence null hypothesis $H_{02}$ rejected.

**Table 4.21c: Coefficientsa for Institutional Factors**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.372 | .161 | | 8.532 | .000 |

| | | | | | |
|---|---|---|---|---|---|
| Institutional Factors | .659 | .040 | .607 | 16.387 | .000 |

a. Dependent Variable: Uptake of Life Assurance Products

**Source ;( Field data, 2023)**

The results in table 4.21c showed that there is a direct and significant relationship between institutional factors and the uptake of Life Assurance products among policyholders in Kisumu County, supported by a p value of 0.000 and a beta coefficient of 0.607. This means that a one-unit improvement in the institutional factors would boost Life Assurance products uptake by 0.607 units. The findings gave a t-test value of 16.387 implying that institutional factors are 16 times relative to its standard error. Therefore, the new regression equation was generated as follows;

$Y = 1.372 + 0.659INF$

These results concur with those of Duffy (2016), who found that consumers now prefer to communicate via new channels such the internet, SMS, and mobile devices. Insurance companies who don't keep up with technology advancements may face a reduction in their competitiveness and new competitors ready to take over with more sophisticated technologies.

### 4.8.3 Distribution Channel and Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The third objective sought to assess the effect of distribution channel on uptake of Life Assurance products among Public Primary school teachers in Kisumu County. Hypotheses $H_{03}$, stated;

$H_{03}$: Distribution channel do not have a statistically significant influence on uptake of Life Assurance products among Public Primary school teachers in Kisumu County

The model was formulated as;

$Y=\beta_0+\beta_3 DCF + e$.... ……(i)

Where Y= uptake of Life Assurance products

$\beta_o$ = coefficient of the constant

$\beta_3$= regression coefficient or change induced in DCF.

DCF = independent variable (Distribution channel)

*e* = is the error term

The model summary findings are presented in Table 4.22a.

**Table 4.22a: Model Summary for Distribution Channel**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .646[a] | .418 | .416 | .57525 |

a. Predictors: (Constant), Distribution Channel

**Source ;( Field data, 2023)**

The results in Table 4.22a stated that 41.8 percent of the total differences in the uptake of Life Assurance products among Public Primary school teachers in Kisumu County are explained by the distribution channel. This was indicated by an R square of 0.418.

**Table 4.22b: ANOVAa for Distribution Channel**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 109.385 | 1 | 109.385 | 330.559 | .000[b] |
| | Residual | 152.550 | 461 | .331 | | |
| | Total | 261.935 | 462 | | | |

a. Dependent Variable: Uptake of Life Assurance Products

b. Predictors: (Constant), Distribution Channel

**Source ;( Field data, 2023)**

The results of the variance analysis (ANOVA) are shown in Table 4.22b. The results pointed to a broad model that was statistically significant. This was supported by the computed value of 330,559 F, which was higher than the critical value of 2.71 F. A p value of 0.000, which was less than the normal probability of 0.05, added support for the results. The findings suggest that distribution channel is statistically significant and therefore concluded that $H_{03}$ rejected.

**Table 4.22c:Coefficients[a] for Distribution Channel**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.342 | .147 | | 9.141 | .000 |
| | Distribution Channel | .678 | .037 | .646 | 18.181 | .000 |

a. Dependent Variable: Uptake of Life Assurance Products

**Source ;( Field data, 2023)**

The results in table 4.22c showed that there is a direct and significant relationship between distribution channel and the uptake of Life Assurance products among Public Primary school teachers in Kisumu County, supported by a p value of 0.000 and a beta coefficient of 0.646. This means that a one-unit improvement in the distribution channel would boost Life Assurance products uptake by 0.646 units. The findings gave a t-test value of 18.181 implying that distribution channel are 18 times relative to its standard error. Therefore, the new regression equation was generated as follows;

$Y = 1.342 + 0.678DCF$

### 4.8.4 Cultural Factors and Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The fourth objective sought to establish effect of cultural factors on uptake of Life Assurance products among Public Primary school teachers in Kisumu County. Hypotheses $H_{04}$, stated;

$H_{04}$: Cultural factors do not have a statistically significant influence on uptake of Life Assurance products among Public Primary school teachers in Kisumu County

The model was formulated as;

$Y=\beta_0+\beta_4 X_4+e$.... ……(i)

Where Y= uptake of Life Assurance products

$\beta_o$ = coefficient of the constant

$\beta_4$= regression coefficient or change induced in CLF.

CLF = independent variable (Cultural factors)

$e$ = is the error term

The model summary findings are presented in Table 4.23a.

**Table 4.23a: Model Summary for Cultural Factors**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .548[a] | .301 | .299 | .63034 |

a. Predictors: (Constant), Cultural Factors

**Source ;( Field data, 2023)**

As depicted in Table 4.23a, 30.1% of the total differences in the uptake of Life Assurance products among Public Primary school teachers in Kisumu County are explained by the cultural factors. This was indicated by an R square of 0.301.

**Table 4.23b: ANOVAa for Cultural Factors**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 78.764 | 1 | 78.764 | 198.231 | .000[b] |
| | Residual | 183.171 | 461 | .397 | | |
| | Total | 261.935 | 462 | | | |

a. Dependent Variable: Uptake of Life Assurance Products

b. Predictors: (Constant), Cultural Factors

**Source ;( Field data, 2023)**

Table 4.23b shows the variance analysis's results (ANOVA). A statistically significant generic model was proposed by the results. The computed 198.231 F, which was above the 2.71 F crucial value, demonstrated this. A p value of 0.000, which was less than the normal probability of 0.05, provided additional evidence in favour of the results. The findings suggest that distribution channel is statistically significant and therefore $H_{04}$ rejected.

**Table 4.23c: Coefficientsa for Cultural Factors**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 2.461 | .111 | | 22.197 | .000 |
| | Cultural Factors | .415 | .029 | .548 | 14.079 | .000 |

a. Dependent Variable: Uptake of Life Assurance Products

**Source ;( Field data, 2023)**

The results in table 4.23c showed that there is a direct and significant relationship between cultural factors and the uptake of Life Assurance products among Public Primary school teachers in Kisumu County, supported by a p value of 0.000 and a beta coefficient of 0.548. This means

that a one-unit improvement in the distribution channel would boost Life Assurance products uptake by 0.548 units. The findings gave a t-test value of 14.079 implying that cultural factors are 14 times relative to its standard error. Therefore, the new regression equation was generated as follows;

$$\mathbf{Y = 2.461 + 0.415CLF}$$

These findings are in agreement with those of (Yego, Salbei, & Kilonzo, 2014),who found out that there was a significant relationship between customer attitude and level of Life Assurance uptake among the teachers in Uasin Gishu county. Similarly ,a study by (Mitra, 2016),revealed that cultural factors such as individualism and long term orientation had a positive influence on demand for Life Assurance. The researcher is also in agreement with a study by (Zhong,2015) that when making decisions to enter a developing insurance market, insurance company executives should consider the cultural effects.

### 4.8.5 Multiple Regression Model Summary

The joint influence of predictor variables on uptake of Life Assurance products was put to the test in this part. The impact of specific predictor factors on the connections represented in the conceptual structure (Chapter 2, Figure.2.1) has been addressed in the preceding sections.

The model was formulated as follows.

$$\mathbf{Y = \beta_0+\beta_1 SEF+\beta_2 INF+\beta_3 DCF+\beta_4 CLF + \mathit{e}}$$

Where:

Y = Uptake of Life Assurance products

SEF = Socio-economic factors

INF = Institutional factors

DCF = Distribution channel

CLF = Cultural factors

{βi; i=1,2,3,4} = The coefficients representing the various independent variables.

$\beta 0$ = the Y intercept

{Xi; i=1, 2, 3, 4} = Values of the various independent (covariates) variables.

*e* = the error term which is assumed to be normally distributed with mean zero and constant variance.

The findings are presented in table 4.24a, b and c.

**Table 4.24a: Model Summary for Demand Determinants**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .721[a] | .520 | .516 | .52390 |

a. Predictors: (Constant), Cultural Factors, Institutional Factors, Social_Economic_Factors, Distribution Channel

**Source ;( Field data, 2023)**

The regression results from Table 4.24a show that the study multiple regression model had a coefficient of determination ($R^2$ ) of 0.52. This means that 52% variation of uptake of Life Assurance products is explained and predicted by joint contribution of social economic factors, institutional factors, distribution channel, and cultural factors.

### 4.8.6 Analysis of Variance (ANOVA)

**Table 4.24b: ANOVAa for Demand Determinants**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 136.225 | 4 | 34.056 | 124.077 | .000[b] |
| | Residual | 125.710 | 458 | .274 | | |
| | Total | 261.935 | 462 | | | |

a. Dependent Variable: Uptake of Life Assurance Products
b. Predictors: (Constant), Cultural Factors, Institutional Factors, Social Economic Factors, Distribution Channel

**Source ;( Field data, 2023)**

The joint forecast for all the independent variables, as shown in table 4.24b below, was statistically significant, according to the ANOVA model ($F$ = 124.077, $\rho$=.000). Thus, the model was fit to predict uptake of Life Assurance products using demand determinants.

### 4.8.7 Regression Coefficients

**Table 4.24c: Coefficients[a] for Demand Determinants**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | .909 | .148 | | 6.154 | .000 |
| | Social Economic Factors | .229 | .046 | .262 | 4.992 | .000 |
| | Institutional Factors | .214 | .053 | .197 | 4.047 | .000 |
| | Distribution Channel | .245 | .057 | .234 | 4.327 | .000 |
| | Cultural Factors | .109 | .033 | .145 | 3.300 | .001 |

a. Dependent Variable: Uptake of Life Assuarance Products

**Source ;( Field data, 2023)**

The coefficient of estimate in Table 4.24c indicate that social economic factors had ($\beta_1$=0.262, sig.000, p<0.05), institutional factors ($\beta_2$=0.197, sig.000, p<0.05) distribution channel ($\beta_3$=0.245, sig.000, p<0.05) and cultural factors ($\beta_4$= 0.139 sig. .001, p < 0.05). The study results further indicated that social economic factors, institutional factors, distribution factors are 4 times relative to its standard error, while cultural factors are 3 times relative to its standard error. In addition, social economic factors contributed highly to the model, after which distribution channel, institutional factors and cultural factors respectively. The new linear regression model was generated as shown below.

$$Y = 0.909 + 0.229SEF + 0.214INF + 0.245DCF + 0.109CLF$$

### 4.9 Testing moderating effect of Regulatory Policies

Moderating effect of regulatory policies on relationship between demand determinants and and uptake of life assurance among public primary school teachers in kisumu county was tested using multiple regression. The Enter method was employed in this study to examine the indirect impacts of

demand determinants, or predictor factors, on the predicted outcome (uptake of quality of life assurance). Since the experimenter does not choose the order in which the variables are entered, the Enter method is advised for theory testing and reduces the impact of the experimenter's selections on the entry of predictor variables (Field, 2009).

### 4.9.1 Role of Regulatory Policies in the influence of Socio-economic factors on Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The first sub objective of objective five sought to determine the moderating role of regulatory policies in the relationship between Socio-economic factors and Uptake of Life Assurance Products among policyholders in Kisumu County, Kenya. The hypothesis stated as;

$H_{01}$: Socio-economic factors do not have a statistically significant influence on uptake of Life Assurance products among Public Primary school teachers in Kisumu

The regression model was expressed as follows:

$$\mathbf{Y = \beta o + \beta_1 SEF*RP + \mathit{e} \ldots\ldots\ldots\ldots\ldots\ldots 2(a)}$$

Where:

Y = Uptake of Life Assurance products,

$\beta_o$ = coefficient of the constant

$\beta_1$ = regression coefficient or change induced in SEF*RP

RP = Regulatory policies

SEF*RP = Interaction between socio-economic factors and Regulatory policies

*e* = the error term.

Baron and Kenny's (1986) technique was used to calculate the moderating impact. This required evaluating the moderating variable's major impacts as well as the independent variable's (social economic aspects). (regulatory policies) and the interaction term between social economic factors and regulatory policies (SEF*RP) on the dependent variable (Uptake of Life Assurance Products). Social economic variables and regulatory policies measurements were first centred, and a single item indicator reflecting the outcome of the two measures was generated in order to construct an interaction term. (SEF*RP).

**Table 4.25a:Model Summary for Socio Economic Factors, Regulatory Policies and Uptake of Life Assurance Products**

| | | | | | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .649[a] | .422 | .421 | .57318 | .422 | 336.281 | 1 | 461 | .000 |
| 2 | .741[b] | .548 | .547 | .50706 | .127 | 129.075 | 1 | 460 | .000 |

a. Predictors: (Constant), Social Economic Factors

b. Predictors: (Constant), Social Economic Factors, SEF*RP

**Source ;( Field data, 2023)**

As presented in table 4.25a, model 1 shows that social economic factors contributed 42.2% of the total differences in the uptake of Life Assurance products among Public Primary school teachers in Kisumu County. After introducing the regulatory policies (SEF*RP) model 2 contributed 54.8% of the total differences in the uptake of Life Assurance products among Public Primary school teachers in Kisumu County. This implies that regulatory policies account for 12.6% of the changes on the relationship between social economic factors and uptake of Life Assurance products among Public Primary school teachers in Kisumu County.

**Table 4.25b:ANOVA[a] for Socio Economic Factors, Regulatory Policies and Uptake of Life Assurance Products**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 110.480 | 1 | 110.480 | 336.281 | .000[b] |
| | Residual | 151.455 | 461 | .329 | | |
| | Total | 261.935 | 462 | | | |
| 2 | Regression | 143.666 | 2 | 71.833 | 279.391 | .000[c] |
| | Residual | 118.269 | 460 | .257 | | |
| | Total | 261.935 | 462 | | | |

a. Dependent Variable: Uptake of Life Assuarance Products

b. Predictors: (Constant), Social Economic Factors
c. Predictors: (Constant), Social Economic Factors, SEF*RP

**Source ;( Field data, 2023)**

The ANOVA model table 4.25b shows that social economic factors and regulatory policies were statistically significant F calculated = 279.391 which was higher than the f critical =1.55, $\rho$=.000). This is a strong indicator that the model is fit to predict Life Assurance products uptake using regulatory policies moderating social economic factors. Therefore, $H_{01}$ was rejected.

**Table 4.25c:Coefficients[a] for Socio Economic Factors, Regulatory Policies and Uptake of Life Assurance Products**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.816 | .120 | | 15.099 | .000 |
| | Social Economic Factors | .569 | .031 | .649 | 18.338 | .000 |
| 2 | (Constant) | 2.480 | .121 | | 20.429 | .000 |
| | Social Economic Factors | .104 | .065 | .118 | 1.590 | .012 |
| | SEF*RP | .122 | .011 | .846 | 11.361 | .000 |

a. Dependent Variable: Uptake of Life Assurance Products

**Source ;( Field data, 2023)**

The findings shown in table 4.25c show that the interaction term regulatory policies and social economic factors (SEF*RP) is positive and significant = 0.846 (p-value 0.000, p < 0.05. This means that a one-unit improvement in social economic factors enhances Life Assurance products uptake by 0.846 units. The findings also gave a t-test value = 11.361 implying its effect is 11 times relative to its standard error. The new equation is as shown below.

**Y = 2.480 + 0.122** SEF*RP

### 4.9.2 Role of Regulatory Policies in the influence of Institutional Factors on Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The second sub objective assessed the moderating role of regulatory policies on the relationship between institutional factors and uptake of Life Assurance products among Public Primary school teachers in Kisumu County. The hypothesis stated as;

$H_{02}$: Institutional factors do not have a statistically significant influence on uptake of Life Assurance products among Public Primary school teachers in Kisumu County

The regression model was expressed as follows:

**$Y = \beta o + \beta_2$ INF*RP + *e* ……..ii(a)**

Where:

Y = Uptake of Life Assurance products,

$\beta_o$ = coefficient of the constant

$\beta_2$= regression coefficient or change induced in INF*RP

RP = Regulatory policies

INF*RP = Interaction between institutional factors and Regulatory policies

*e* = the error term.

**Table 4.26a:Model Summary for Institutional Factors, Regulatory Policies and Uptake of Life Assurance Products**

| | | | | | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .607[a] | .368 | .367 | .59921 | .368 | 268.518 | 1 | 461 | .000 |
| 2 | .705[b] | .497 | .495 | .53525 | .129 | 117.763 | 1 | 460 | .000 |

a. Predictors: (Constant), Institutional Factors

b. Predictors: (Constant), Institutional Factors, INF*RP

**Source ;( Field data, 2023)**

Table 4.26a, model 1 shows that institutional factors contributed 36.8% of the total differences in the uptake of Life Assurance products among policyholders in Kisumu County. The interaction term between institutional factors and regulatory policies (INF*RP) in model 2 contributed 49.7% of the total differences in the uptake of Life Assurance products among policyholders in Kisumu County. This implies that regulatory policies account for 12.9% of the changes on the relationship between institutional factors and uptake of Life Assurance products among policyholders in Kisumu County.

**Table 4.26b:ANOVA[a] for Institutional Factors, Regulatory Policies and Uptake of Life Assurance Products**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 96.412 | 1 | 96.412 | 268.518 | .000[b] |
| | Residual | 165.523 | 461 | .359 | | |
| | Total | 261.935 | 462 | | | |
| 2 | Regression | 130.150 | 2 | 65.075 | 227.146 | .000[c] |
| | Residual | 131.785 | 460 | .286 | | |
| | Total | 261.935 | 462 | | | |

a. Dependent Variable: Uptake of Life Assurance Products

b. Predictors: (Constant), Institutional Factors

c. Predictors: (Constant), Institutional Factors, INF*RP

**Source ;( Field data, 2023)**

The ANOVA model table 4.26b shows that institutional factors and regulatory policies were statistically significant ($F$ = 227.146, $\rho$=.000). This is a strong indicator that the model is fit to predict Life Assurance products uptake using regulatory policies moderating institutional factors. The researcher therefore rejected the null hypothesis $H_{05b.}$

**Table 4.26c:Coefficients[a] for Institutional Factors, Regulatory Policies and Uptake of Life Assurance Products**

| | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.372 | .161 | | 8.532 | .000 |
| | Institutional Factors | .659 | .040 | .607 | 16.387 | .000 |
| 2 | (Constant) | 2.484 | .176 | | 14.078 | .000 |

| | | | | | |
|---|---|---|---|---|---|
| Institutional Factors | .143 | .082 | .132 | 1.745 | .042 |
| INF*RP | .127 | .012 | .821 | 10.852 | .000 |

a. Dependent Variable: Uptake_of_Life_Assuarance_Products

**Source ;( Field data, 2023)**

As depicted in Table 4.26c, the interaction term regulatory policies and institutional factors ($X_2$*Z) is positive and significant = 0.821 (p-value 0.000, $p < 0.05$. Therefore, a unit increase in institutional factors enhances Life Assurance products uptake by 0.821 units. The findings show a t-test value = 10.852 which indicated that the effect of institutional factors * regulatory policies (INF*RP) was over 10 times that of the error associated with it. The new equation is as shown below.

Y = 2.484 + 0.127 INF*RP

### 4.9.3 Role of Regulatory Policies in the influence of Distribution channels on Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The third sub objective assessed the moderating role of regulatory policies on the relationship between Distribution channels and uptake of Life Assurance products. The hypothesis stated as;

The regression model was expressed as follows:

$H_{03}$: Distribution channels do not have a statistically significant influence on uptake of Life Assurance products among Public Primary school teachers in Kisumu County

**$Y = \beta o + \beta_3 DCF*RP + e$ ……..iii(a)**

Where:

Y = Uptake of Life Assurance products,

$\beta_o$ = coefficient of the constant

$\beta_3$= regression coefficient or change induced in DCF*RP

RP = Regulatory policies

DCF*RP = Interaction between distribution channel and Regulatory policies

*e* = the error term.

**Table:4.27a:Model Summary for Distribution Channel, Regulatory Policies and Uptake of Life Assurance Products**

| | | | | | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .646[a] | .418 | .416 | .57525 | .418 | 330.559 | 1 | 461 | .000 |
| 2 | .720[b] | .518 | .516 | .52383 | .101 | 95.948 | 1 | 460 | .000 |

a. Predictors: (Constant), Distribution Channel

b. Predictors: (Constant), Distribution Channel, DCF*RP

**Source ;( Field data, 2023)**

The results in table 4.27a showed that 41.8 percent ($r^2$=0.418) of the total differences in the uptake of Life Assurance products among Public Primary school teachers in Kisumu County are explained by distribution channel in model 1. After inclusion of the interaction term distribution channel* regulatory policies, model 2 contributed 51.8% of the total differences in the uptake of Life Assurance products among Public Primary school teachers in Kisumu County. Hence regulatory policies accounts for 10.0 % of the changes.

**Table 4.27b: ANOVAa for Distribution Channel, Regulatory Policies and Uptake of Life Assurance Products**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 109.385 | 1 | 109.385 | 330.559 | .000[b] |
| | Residual | 152.550 | 461 | .331 | | |
| | Total | 261.935 | 462 | | | |
| 2 | Regression | 135.713 | 2 | 67.857 | 247.295 | .000[c] |
| | Residual | 126.222 | 460 | .274 | | |
| | Total | 261.935 | 462 | | | |

a. Dependent Variable: Uptake_of_Life_Assuarance_Products

b. Predictors: (Constant), Distribution Channel

c. Predictors: (Constant), Distribution Channel, DCF*RP

**Source ;( Field data, 2023)**

Table 4.27b shows that the calculated f 247.295 was higher than the critical value 1.55 at significance level of 5%. The null hypothesis was thus rejected and Thus, the model was fit to predict the moderation of regulatory policies between distribution channel and uptake of Life Assurance products.

**Table 4.27c:Coefficients[a] for Distribution Channel, Regulatory Policies and Uptake of Life Assurance Products**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.342 | .147 | | 9.141 | .000 |
| | Distribution Channel | .678 | .037 | .646 | 18.181 | .000 |
| 2 | (Constant) | 2.294 | .165 | | 13.879 | .000 |
| | Distribution Channel | .035 | .080 | .033 | .432 | .006 |
| | DCF*RP | .114 | .012 | .750 | 9.795 | .000 |

a. Dependent Variable: Uptake of Life Assurance Products

**Source ;( Field data, 2023)**

Results in table 4.27c, show that the interaction term regulatory policies and distribution channel (DCF*RP) is positive and significant = 0.750 (p-value 0.000, $p < 0.05$. Therefore, a unit increase in institutional factors enhances Life Assurance products uptake by 0.821 units. The findings show a t-test value = 9.795 which indicated that the effect of distribution channel * regulatory policies (DCF*RP) was over 9 times that of the error associated with it. The new equation would therefore be.

$Y = 2.294 + 0.114$ DCF*RP

### 4.9.4 Role of Regulatory Policies in the influence of Cultural Factors on Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The fourth sub objective assessed the moderating role of regulatory policies on the relationship between institutional factors and uptake of Life Assurance products. The hypothesis stated as;

$H_{05d}$ Regulatory policies do not have a statistically significant moderating effect on the relationship between cultural factors and uptake of Life Assurance products among Public Primary school teachers in Kisumu County

The regression model was expressed as follows:

$$\mathbf{Y = \beta o + \beta_4 CLF*RP + \mathit{e}} \text{ ……....iv(a)}$$

Where:

Y = Uptake of Life Assurance products,

$\beta_o$ = coefficient of the constant

$\beta_4$= regression coefficient or change induced in CLF*RP

RP = Regulatory policies

CLF*RP = Interaction between cultural factors and Regulatory policies

*e* = the error term.

**Table 4.28a:Model Summary for Cultural Factors, Regulatory Policies and Uptake of Life Assurance Products**

| | | | | | Change Statistics | | | |
|---|---|---|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .548[a] | .301 | .299 | .63034 | .301 | 198.231 | 1 | 461 | .000 |
| 2 | .692[b] | .479 | .477 | .54468 | .178 | 157.412 | 1 | 460 | .000 |

a. Predictors: (Constant), Cultural Factors

b. Predictors: (Constant), Cultural Factors, CLF*RP

**Source ;( Field data, 2023)**

The results in table 4.28a show that model 1, 30.1% ($R^2$0.301) of uptake of Life Assurance products was explained by cultural factors. With the moderating effect of regulatory policies and cultural factors (CLF*RP) the model (2) contributed 47.9% of the total differences in the uptake of Life Assurance products among policyholders in Kisumu County. Therefore, regulatory policies accounted for 17.8 % of the changes.

**Table 4.28b:ANOVA[a] for Cultural Factors, Regulatory Policies and Uptake of Life Assurance Products**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 78.764 | 1 | 78.764 | 198.231 | .000[b] |
| | Residual | 183.171 | 461 | .397 | | |
| | Total | 261.935 | 462 | | | |
| 2 | Regression | 125.464 | 2 | 62.732 | 211.450 | .000[c] |
| | Residual | 136.471 | 460 | .297 | | |

| | | | |
|---|---|---|---|
| | Total | 261.935 | 462 |

a. Dependent Variable: Uptake_of_Life_Assuarance_Products
b. Predictors: (Constant), Cultural Factors
c. Predictors: (Constant), Cultural Factors, CLF*RP

**Source ;( Field data, 2023)**

Table 4.28b shows that the calculated f 211.450 was higher than the critical value 1.55 at significance level of 5 %. The null hypothesis was thus rejected and Therefore the model was fit to predict the moderation of regulatory policies between cultural factors and uptake of Life Assurance products.

**Table 4.28c:Coefficients[a] for Cultural Factors, Regulatory Policies and Uptake of Life Assurance Products**

| | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 2.461 | .111 | | 22.197 | .000 |
| | Cultural Factors | .415 | .029 | .548 | 14.079 | .000 |
| 2 | (Constant) | 3.048 | .107 | | 28.588 | .000 |
| | Cultural Factors | .351 | .066 | .464 | 5.305 | .000 |
| | CLF*RP | .147 | .012 | 1.097 | 12.546 | .000 |

a. Dependent Variable: Uptake of Life Assurance Products

**Source ;( Field data, 2023)**

Table 4.28c, show the interaction term regulatory policies and cultural factors (CLF*RP) is positive and significant = 1.097 (p-value 0.000, $p < 0.05$. Therefore, a unit increase in cultural factors enhances Life Assurance products uptake by 1.097 units. The findings show a t-test value = 12.546 which indicated that the effect of cultural factors * regulatory policies (CLF*RP) was over 12 times that of the error associated with it. The new equation would therefore be.

$Y = 3.048 + 0.147$ CLF*RP

### 4.9.5 Role of Regulatory Policies in the influence of demand determinants on Uptake of Life Assurance Among Public Primary school Teachers in Kisumu County

The study's last objective was to determine the influence of demand determinants on uptake of Life Assurance products Public Primary school teachers in Kisumu County, Kenya. Moderated role of regulatory policies. Hierarchical regression analysis was used to establish the extent to which regulatory policies moderate the relationship between demand determinants and uptake of Life Assurance products. The technique allows researchers to determine the relative importance of each variable to determine the relative importance of each variable in predicting the outcome variable, as well as to explore the relationships between variables and the mechanisms through which they may be related. Additionally, it helps researchers to test theoretical models and hypotheses, evaluate the significance of individual variable and detect possible interactions between variables. The hypothesis stated as;

$H_{05}$: Regulatory policies do not have a statistically significant moderating effect on the relationship between demand determinants and uptake of Life Assurance products among Public Primary school teachers in Kisumu County

$$\mathbf{Y = \beta_0 + \beta_1 SEF*RP + \beta_2 INF*RP + \beta_3 DCF*RP + \beta_4 CLF*RP + \mathit{e}\ldots equation\ (2)}$$

Where Y = Uptake of Life Assurance products

$\beta_0$ = coefficient of the constant

SEF*****RP = Interaction term between socio-economic factors and regulatory policies

INF*RP = Interaction term between institutional factors and regulatory policies

DCF*RP = Interaction term between distribution channel and regulatory policies

CLF*RP = Interaction term between cultural factors and regulatory policies

RP = Regulatory policies

$\beta_1$, $\beta_2$, $\beta_3$, and $\beta_4$ represent the coefficients of the variables while;

*e* represents the error,

**Table 4.29a:Model Summary for Demand Determinants, Regulatory Policies and Uptake of Life Assurance Products**

| | | | | | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .721[a] | .520 | .516 | .52390 | .520 | 124.077 | 4 | 458 | .000 |
| 2 | .761[b] | .579 | .571 | .49302 | .059 | 15.794 | 4 | 454 | .000 |

a. Predictors: (Constant), Cultural Factors, Institutional Factors, Social Economic Factors, Distribution Channel
b. Predictors: (Constant), Cultural Factors, Institutional Factors, Social Economic Factors, Distribution Channel, INF*RP, CLF*RP, SEF*RP, DCF*RP

**Source ;( Field data, 2023)**

Findings in table 4.29a shows that model 1 had a combined effect of demand determinants contributed 52% on the uptake of Life Assurance products among Public Primary school teachers in in Kisumu County. A moderating relationship between demand determinants, regulatory policies and uptake of Life Assurance products explained 57.9 % of the changes among the Public Primary school teachers in Kisumu County. Hence, regulatory policies accounted for 5.9 % effect (57.9%-52).

**Table 4.29b:ANOVA[a] for Demand Determinants, Regulatory Policies and Uptake of Life Assurance Products**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 136.225 | 4 | 34.056 | 124.077 | .000[b] |
| | Residual | 125.710 | 458 | .274 | | |
| | Total | 261.935 | 462 | | | |
| 2 | Regression | 151.581 | 8 | 18.948 | 77.951 | .000[c] |
| | Residual | 110.354 | 454 | .243 | | |
| | Total | 261.935 | 462 | | | |

a. Dependent Variable: Uptake of Life Assurance Products
b. Predictors: (Constant), Cultural Factors, Institutional Factors, Social Economic Factors, Distribution Channel
c. Predictors: (Constant), Cultural Factors, Institutional Factors, Social Economic Factors, Distribution Channel, INF*RP, CLF*RP, SEF*RP, DCF*RP

**Source ;( Field data, 2023)**

The findings in table 4.29b show that demand determinants and regulatory policies significantly predicted uptake of Life Assurance products ($F = 77.951$, $p=0.000$ $\rho<0.05$). Therefore, the null hypothesis which predicted that regulatory policies do not have a statistically significant moderating effect on the relationship between demand determinants and uptake of Life Assurance products among Public Primary school teachers in Kisumu County, Kenya was rejected.

**Table 4.29c;Coefficients[a] for Demand Determinants, Regulatory Policies and Uptake of Life Assurance Products**

| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|

| | | B | Std. Error | Beta | | |
|---|---|---|---|---|---|---|
| 1 | (Constant) | .909 | .148 | | 6.154 | .000 |
| | Social Economic Factors | .229 | .046 | .262 | 4.992 | .000 |
| | Institutional Factors | .214 | .053 | .197 | 4.047 | .000 |
| | Distribution Channel | .245 | .057 | .234 | 4.327 | .000 |
| | Cultural Factors | .109 | .033 | .145 | 3.300 | .001 |
| 2 | (Constant) | 1.728 | .194 | | 8.885 | .000 |
| | Social Economic Factors | .359 | .229 | .410 | 1.570 | .017 |
| | Institutional Factors | .123 | .246 | .113 | .501 | .017 |
| | Distribution Channel | .270 | .310 | .257 | .870 | .015 |
| | Cultural Factors | .294 | .162 | .389 | 1.815 | .021 |
| | SEF*RP | .037 | .060 | .258 | .614 | .035 |
| | INF*RP | .063 | .061 | .407 | 1.032 | .003 |
| | DCF*RP | .110 | .081 | .722 | 1.358 | .005 |
| | CLF*RP | .056 | .041 | .420 | 1.381 | .008 |

a. Dependent Variable: Uptake_of_Life_Assuarance_Products

**Source ;( Field data, 2023)**

Table 4.29c show that interaction term social economic factors* regulatory policies ($X_1Z$=0.258, sig.035, p<0.05), institutional factors* regulatory policies (INF*RP =0.407, sig.003, p<0.05), distribution channel* regulatory policies (INF*RP =0.722, sig.005, p<0.05) and cultural factors*regulatory policies (INF*RP = 0.420 sig. .008, p < 0.05). The results further show an interaction between distribution channel* regulatory policies was the most significant contributor to the model, followed by cultural factors*regulatory policies, institutional factors* regulatory policies and social economic factors* regulatory policies respectively. A new multiple linear regression model was generated as shown below.

**Y = 1.728 + 0.037SEF*RP + 0.063 INF*RP + 0.110 DCF*RP + 0.056 CLF*RP**

## 4.10 Comparison of the Direct Model and the Indirect Model on the Basis of Regression Outputs

This study examined how demand factors affected teachers at public primary schools in Kenya's Kisumu county's adoption of life insurance products. Regulatory policies' moderating function. Existing literature and empirical data from earlier studies served as the foundation for the conceptual framework for the investigation. By include socioeconomic factors, institutional

factors, distribution channel factors, and cultural factors as independent variables in the model, the study diverged from earlier studies. The impact of these four factors was responsible for up to 52% of the public primary school teachers in Kisumu County purchasing life insurance policies.

The results also showed a very strong correlation between demand drivers, regulatory policies, and the outcome of the uptake of life insurance products, with demand determinants and regulatory policies accounting for 57.9% of changes in the outcome of the uptake of life insurance products. According to the findings, regulatory regulations have a greater influence of 5.9% (57.9% - 52%).

# CHAPTER FIVE
# SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

## 5.1 Summary of Findings

The goal of the study was to determine the influence of demand determinants and regulatiory policies on uptake of life assurance products among public primary school teachers in Kisumu County, Kenya. The study aimed to tackle four research questions which included establish relationship between socio-economic factors on uptake of Life Assurance products, effect of institutional factors on uptake of Life Assurance products, effect of distribution channel on uptake of Life Assurance products and effect of Cultural factors on uptake of Life Assurance products among Public Primary school teachers in Kisumu county Kenya.

The study used a positivist approach to fill in the research gaps found in the literature analysis because it recognized that demand determinants and regulatory policies were crucial to getting Kisumu County public primary school teachers to purchase life insurance products. The research design used for the study was descriptive. Since the research problem comprises a case study and the design shows the data (gathered using questionnaires), this design was perfect for the study.

Given that various indicators were employed to quantify demand determinants and regulatory policies, hierarchical multi regression analysis was performed to confirm the correctness of the prediction correlations. Positive connections were found when five main hypotheses were explored. Four sub hypotheses total were investigated as well.

### 5.1.1 Socio-Economic Factors on the Uptake of Life Assurance Products

The first objective sought to establish the influence of socio-economic factors and the uptake of Life Assurance products among Public Primary school teachers in Kisumu County Kenya. The study focused on socio-economic factors which included: disposable income, life expectancy, premium levels, internet access, inflation rate and saving mechanisms. The use of the above wide range of measures in a balanced and weighted manner lend to some support of the findings.

It was hypothesized socio-economic factors do not have a statistically significant influence on uptake of Life Assurance products among Public Primary school teachers in Kisumu County. However, the findings in chapter 4 above confirmed that there is a positive and statically effect and hence the hypothesis was rejected. This captures and unravels the methodological weaknesses noted by Norton (2022) that discussions of quantitative and uptake of Life Assurance products are noticeably excluded in most studies.

### 5.1.2 Institutional Factors on the Uptake of Life Assurance Products

The second objective sought to establish influence of institutional factors on uptake of Life Assurance products among Public Primary school teachers in Kisumu County. The study hypothesized that institutional factors do not have a statistically significant influence on uptake of Life Assurance products among policyholders in Kisumu County.

There was a clear, substantial, and positive correlation found between institutional factors on the uptake of Life Assurance products. The research revealed that most clients would consider insurance firms that have a transparent and clear claims procedure and higher levels of efficiency. According to Duffy's (2016) findings, insurers who are unable to keep up with technology advancements would experience a fall in their competitiveness, and new competitors who possess more sophisticated technologies will be poised to take over. The results further support Witherspoon's (2015) assertion that the use of ICT influences staff performance in

processing claims; in contrast to manual systems, which were laborious and inconvenient for many clients, the turnaround time is quick, convenient, and efficient.

### 5.1.3 Distribution Channel on the Uptake of Life Assurance Products

The third objective of the study was to determine the effect of distribution channel on uptake of Life Assurance products among policyholders in Kisumu County. Majority of the respondents agreed that they would prefer buying insurance products directly from company agents, directly from the insurance company, or after a recommendation from a close confidant. This is in line with Kamiru (2016) who in a survey of 51 underwriting managers in all insurance companies established that use of in-house agents, use of freelance sales agents and sale through insurance company branch network will improve the penetration of insurance in Kenya, thus upscaling the uptake in Life Assurance. In addition, direct distribution channels help in eradicating misconception of the insurance industry and it also create awareness on the insurance products to the end users hence increase penetration.

Distribution channels and the uptake of life insurance products are positively and strongly associated, according to analysis of correlation. Additionally, regression study demonstrated that distribution channels have a favorable and significant impact on policyholders' adoption of Life Assurance products in Kisumu County, Kenya. According to the hypothesis's findings, there is a strong correlation between life insurance product uptake and distribution channels.

### 5.1.4 Cultural Factors on the Uptake of Life Assurance Products

The fourth objective of the study was to determine the effect of Cultural factors on uptake of Life Assurance products among policyholders in Kisumu County. The findings indicated that clients are not willing to purchase a Life Assurance policy to protect their dependents because they don’t believe in premature death. However, respondents were indifferent with regard to attitudes and values, property ownership, cultural taboos and risk aversion.

An examination of the correlation showed a strong and favourable link between cultural characteristics and the acceptance of life insurance products. Regression study also revealed that cultural factors have a favorable and significant impact on Kisumu County Public Primary school teachers' adoption of life insurance products. According to the hypothesis's findings,

cultural variables and the adoption of life insurance products have a good impact and a big role to play.

### 5.1.5 Moderating Role of Regulatory Policies on the Relationship between Demand Determinants on Uptake of Life Assurance Products

The fifth objective of the study sought to establish the moderating influence of regulatory policies on the relationship between demand determinants and uptake of Life Assurance products among Public Primary school teachers in Kisumu county. Four sub hypotheses were derived from this objective. It was anticipated that Regulatory policies do not have a statistically significant moderating effect on the relationship between demand determinants and uptake of Life Assurance products among Public Primary school teachers in Kisumu county.

It has been found that variances in the adoption of life insurance products among public primary school teachers in Kisumu County can be attributed to regulatory policies and demand-determinant factors in the amount of 57.9%. These findings corroborate Wanjiru's (2016) study, which discovered that the functions of capacity building and training, supervision, and awareness raising greatly enhanced the governance of the insurance enterprises in Kenya. Additionally, this study is in favor of the existance of an insurance regulatory body with responsibility for protecting policyholders. The IRA assesses the effects of certain insurance services on the market after receiving a complaint.

## 5.2: Conclusions

The findings clearly demonstrated a significant correlation between demand factors and Kisumu County Public Primary school teachers' use of life insurance products. The connection between demand factors and uptake of life assurance products among Public Primary school teachers in Kisumu County was also shown to be significantly moderated by regulatory regulations. Therefore, based on the research findings, the hypotheses that were put forth using the conceptual model are supported.

Theoretically, the study has clearly distinguished demand determinants and regulatory policies are two important factors that can be used to enhance Life Assurance products uptake. This therefore supports human life value Theory as a sound theory to study the demand determinants

within the operational dimension of uptake Life Assurance products. This study has given useful insights to the use of human life value based on earlier work of Akotey, Osei, & Gemagah, (2011). which had identified that family bread winners will make informed choices in the determination of the amount of Life Assurance they will take in order to secure the future of their loved ones in case of premature death.

In conclusion, socio-economic factors are key in enhancing uptake of Life Assurance products among Public Primary school teachers in Kisumu County., there could be a resultant positive impact on the uptake of Life Assurance products. Despite the role of socio-economic factors enhancing Life Assurance products uptake, insurance firms are yet to fully capitalize on it. For instance, there are gaps in the use of internet to reach out clients for more products uptake. Clients need to have prior information on various products offered by insurance firms, claims procedures and premiums charged in order to make informed decisions.

Distribution channels are instrumental in improving uptake Life Assurance product. Particularly, insurance firms that have put in place clear management claims procedures, adopted ICT, good interactive websites, underwriting consideration and policy riders with the goal of attracting more clients for their product.

Insurance firms need to put more effort with regard to cultural factors that are hindering Life Assurance products uptake. This study found varied responses with regard on their religious beliefs, cultural taboos and property ownership. According to the findings of univariate regression, cultural factors in Kisumu County, Kenya, had a favorable and substantial impact on the acceptance of life insurance products among public primary school teachers. The null hypothesis that cultural influences have no appreciable impact on the adoption of life insurance products by Public Primary school teachers in Kisumu County was disproved as a consequence of the regression results.

Finally, based on the findings the study inferred that presence of regulatory policies such as policy protection, awareness creation, availability of arbitration, fraud investigation, tax incentives and insurance approvals enhances uptake of Life Assurance products. Following the results, the null hypothesis of Regulatory policies has no moderating influence on the connection

between that is statistically significant demand determinants and uptake of Life Assurance products among Public Primary school teachers in Kisumu County was rejected.

### 5.3: Contributions of the Study Findings

The results of this investigation add to the corpus of information in the insurance field, demand determinants, regulator policies, and uptake of Life Assurance products under the Human Life Value Theory paradigm. Each of these areas has important theoretical and managerial implications. The theoretical implications will be contributions to knowledge while managerial implications will be benefits to corporate practice from the results of this research.

#### 5.3.1 Contributions to Knowledge

The current study contributes to academic knowledge in a number of ways by demonstrating empirical evidence pointing towards the significant use of demand determinants that will lead to different levels of achievement in uptake of Life Assurance products. This is done by empirically testing the degree to which demand determinants are associated with uptake of Life Assurance products. The results of this empirical study demonstrate the significance of the human life value theory in the investigation of the factors that influence demand for life insurance products. By stating that Life Assurance encourages the individual to be socially accountable, this broadens the conceptual and empirical investigation. It underlines the advantages of acting responsibly for reliant people and society, both now and in the future. Therefore, life insurance is essentially a social tool that provides for people.

The field of study for the moderating effect of legal requirements on the connection between demand factors and adoption of life assurance products is further expanded by this study. Researchers can utilize the findings to examine the adoption of life insurance products, compare various sample sets, and search longitudinal data for break-even thresholds on the application of regulatory policies and demand factors. Lastly this study contributes to insurance sector as a long term strategic effort that should be supported by regulatory policies aimed at improving the

clients trust, customer service levels, the insurance firm's internal operations, product and service delivery while maximizing the firm's value in the network and that of its Life Assurance products uptake. This is based on the relationship modelled in this study.

### 5.3.2: Contribution to Managerial Policy and Practice

Managers in the insurance industry will benefit from the insights of the results of this investigation regarding the nature of regulatory policies' contribution to the relationship between demand factors and life assurance product uptake. The empirical findings can also assist managers in realizing the necessity of demand determinants indicators that should be in line with the overall business plan in order to increase the uptake of life assurance products. The managers within the insurance industry need to be privy to the reasons that enhance uptake of life assurance products.These include; Policy holder protection,awareness creation,arbitration availability,tax incentives,fraud investigation and insurance approvals all which are provided by the Insurance Regulatory Authority as well as the Kenya Revenue Authority.

## 5.4: Recommendations

The current study not only advances academic knowledge in a variety of ways, but it also has a number of practical consequences on issues connected to the usage of demand drivers that will result in varying degrees of success in increasing the uptake of Life Assurance products. The study has demonstrated how business managers should evaluate the results of their firms' investments in demand determinants and regulatory regulations. The following recommendations are addressed in detail: (1) that the results of this study will give managers knowledge about the regulatory policies to take into account in the relationship between demand factors and adoption of life insurance products; (2) that the empirical results can help managers recognize the need demand determinants which should be aligned with overall business strategy to uptake of Life Assurance products. (3) the demand determinants and regulatory policies need to be applied jointly as revealed by the study's findings, so that improved Life Assurance products uptake can be achieved; and (4) that insurance firms should focus on what regulatory policies can translate to in terms of getting an increased client base that is willing to secure their families future. There

is empirical evidence that insurance firms that use regulatory policies exist but it is not fully exploited due to reluctance from most insurance firms.

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# APPENDICES

## APPENDIX 1: LETTER OF INTRODUCTION

Dear Sir/Madam,

**RE: INVITATION TO PARTICIPATE IN RESEARCH**

I am a PhD student at the Kisii University pursuing a PhD degree in Business Administration. I would like to invite you to participate in the study on **"Influence of Demand Determinants on Uptake of Life Assurance Products Among Public Primary School Teachers in Kisumu County Kenya, Moderating Role of Regulatory Policies".**

Please locate an attachment with a questionnaire to help gather the necessary data. Please answer the questions honestly and as accurately as possible. Every response will only be utilised for the study's academic objectives. Do not write your name for purposes of confidentiality and anonymity. An informed consent form is provided for you to kindly sign as an indication of your consent to voluntarily participate as a participant in this research.

Thanking you in advance and I look forward to your maximum co-operation.

Yours faithfully,

Janepher G.K.Kodia

## APPENDIX II: QUESTIONNAIRE

### PART A: SOCIO-DEMOGRAPHIC FACTORS

1 What is your gender Male ☐ Female ☐

2 What is your age?

18-35 years ☐

☐

36-45years
46-55 years
56 years and above

3 What is your marital status?
Single
Married
Divorced
widowed

4 What type of Life policy do you have?
Term Assurance Policy
Endowment Assurance policy
Whole Life policy
Unit-linked policy

5 What is your monthly income in thousands Kenya shillings?
Below 11
11 – 30
31 -50
51 – 75
Over 75

6 What is your highest level of education?
Certificate
Diploma
Degree
Postgraduate

**For section B-G below, use a scale of 1-5, where: 5- Strongly agree (SA); 4- Agree (A); 3- Neutral (N); 2- Disagree (D); 1 Strongly Disagree (SD)**

**PART B: SOCIO-ECONOMIC FACTORS**

| N0. | Proposition | SA | A | N | D | SD |
|---|---|---|---|---|---|---|

| | | | | | | |
|---|---|---|---|---|---|---|
| B1. | I purchased Life Assurance products because I had a higher disposable income | | | | | |
| B2. | Uncertainty in life motivated me to purchase Life Assurance | | | | | |
| B3. | The amount of premium influenced my decision to purchase Life Assurance | | | | | |
| B4. | I purchased Life Assurance products because I had internet access | | | | | |
| B5. | High inflation rate has affected my decision to purchase Life Assurance | | | | | |
| B6. | I chose to uptake Life Assurance as a saving mechanism | | | | | |

**PART C: INSTITUTIONAL FACTORS**

| **No.** | **Proposition** | **SA** | **A** | **N** | **D** | **SD** |
|---|---|---|---|---|---|---|
| C1. | I am likely to buy assurance products from companies that have a transparent and clear claims policy | | | | | |
| C2. | Use of latest technology by insurance companies has led to high penetration of Life Assurance uptake | | | | | |
| C3. | I am likely to purchase Life Assurance products that are new in the market as compared to traditional ones | | | | | |
| C4 | A company's interactive website will influence my decision to sign up for a Life Assurance product | | | | | |
| C5 | I am likely to purchase a Life Assurance product that prioritizes underwriting considerations | | | | | |
| C6 | I would consider purchasing a Life Assurance products from a company that provides policy riders | | | | | |

**PART D: DISTRIBUTION CHANNEL**

| **N0.** | **Proposition** | **SA** | **A** | **N** | **D** | **SD** |
|---|---|---|---|---|---|---|

| | | | | | | |
|---|---|---|---|---|---|---|
| D1. | I will buy a Life Assurance product if it is sold to me by a company insurance agent | | | | | |
| D2. | I will purchase a Life Assurance product offered through my bank | | | | | |
| D3. | I would purchase a Life Assurance product through an insurance broker | | | | | |
| D4 | I would purchase a Life Assurance product through an independent agent | | | | | |
| D5 | I would purchase a Life Assurance product directly from an insurance company | | | | | |
| D6 | I am likely to purchase a Life Assurance product that has been recommended to me by a confidant | | | | | |

**PART E: CULTURAL FACTORS**

| **N0.** | **Proposition** | **SA** | **A** | **N** | **D** | **SD** |
|---|---|---|---|---|---|---|
| E1. | I will not purchase a Life Assurance policy to protect my dependents because I don't believe in premature death | | | | | |
| E2. | I will not sign up for a Life Assurance policy because I believe in God | | | | | |
| E3. | I will not sign up for Life Assurance because it is not in line with my attitude & values | | | | | |
| E4. | I will not sign up for Life Assurance due to my risk aversion nature | | | | | |
| E5. | I will not sign up for Life Assurance due to restrictions in property ownership in my community | | | | | |
| E6. | I will not sign up for Life Assurance because it is not in line with my taboos & beliefs | | | | | |

**PART F: REGULATORY POLICIES**

| N0. | Proposition | SA | A | N | D | SD |
|---|---|---|---|---|---|---|
| F1. | The consumer protection provided by the Insurance Regulatory Authority encouraged me to sign up for a Life Assurance product | | | | | |
| F2. | The awareness creation provided by the Insurance Regulatory Authority encouraged me to sign up for a Life Assurance product | | | | | |
| F3 | The act of government acting as an arbitrator between insurance company and policy taker encouraged me to purchase Life Assurance products | | | | | |
| F4 | The tax incentives and subsidies provided by the Kenyan government encouraged me to purchase Life Assurance products | | | | | |
| F5 | Establishment of insurance fraud investigation unit encouraged me to purchase Life Assurance products | | | | | |
| F6 | Approval of assurance products by government assures me of their viability | | | | | |

**PART G: UPTAKE OF LIFE ASSURANCE PRODUCTS**

| N0. | Proposition | SA | A | N | D | SD |
|---|---|---|---|---|---|---|
| G1. | I would sign up for another Term Life Assurance for its inexpensive premiums and to improve my savings | | | | | |
| G2. | I would sign up for another Endowment Life Assurance policy for its ability to fulfil the dual need of life cover and savings under the same plan to boost my retirement package | | | | | |
| G3. | I would sign up for another Whole Life Assurance to give my dependents financial support in the event of my untimely demise | | | | | |
| G4. | I would sign up for an additional Unit-linked Life Assurance for flexibility and protected investment | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | returns | | | | | |

**Thank You**

## APPENDIX III: NACOSTI PERMIT

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Ref No: **761663**

Date of Issue: **17/January/2023**

## RESEARCH LICENSE

**This is to Certify that Ms.. Janepher Grace Kodia Khisa of Kisii University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Kisumu on the topic: Demand determinants on uptake of Ordinary Life assurance products among policyholders in Kisumu County Kenya Moderated by Regulatory policies for the period ending : 17/January/2024.**

License No: **NACOSTI/P/23/23245**

**761663**

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Verification QR Code

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**See overleaf for conditions**

## APPENDIX IV: LIST OF PUBLIC PRIMARY SCHOOLS IN KISUMU COUNTY

| S/N | COUNTY | SUB-COUNTY | SCHOOL | NUMBER OF TSC TEACHERS |
|---|---|---|---|---|
| 1 | Kisumu | Kadibo | Nyamware | 8 |
| 2 | Kisumu | Kadibo | Nyang'ande | 12 |
| 3 | Kisumu | Kadibo | Alendu | 13 |
| 4 | Kisumu | Kadibo | Kasaan'any | 6 |
| 5 | Kisumu | Kadibo | Bwanda | 6 |
| 6 | Kisumu | Kadibo | Rongo | 13 |
| 7 | Kisumu | Kadibo | Reru Aic | 10 |
| 8 | Kisumu | Kadibo | Okana Pri | 8 |
| 9 | Kisumu | Kadibo | Nyamrundu | 8 |
| 10 | Kisumu | Kadibo | Korwana | 7 |
| 11 | Kisumu | Kadibo | Nduru Mhm | 7 |
| 12 | Kisumu | Kadibo | Odienya | 7 |
| 13 | Kisumu | Kadibo | Kobura | 9 |
| 14 | Kisumu | Kadibo | Kibarwa | 7 |
| 15 | Kisumu | Kadibo | Kowalla | 9 |
| 16 | Kisumu | Kadibo | Hongo Radhiang | 8 |
| 17 | Kisumu | Kadibo | Kandaria | 7 |
| 18 | Kisumu | Kadibo | Mao | 7 |
| 19 | Kisumu | Kadibo | Osteh | 5 |
| 20 | Kisumu | Kadibo | Lela | 8 |
| 21 | Kisumu | Kadibo | Kolal | 7 |
| 22 | Kisumu | Kadibo | Kadete | 5 |
| 23 | Kisumu | Kadibo | Onong'no | 9 |
| 24 | Kisumu | Kadibo | Kaluore | 8 |
| 25 | Kisumu | Kadibo | Sian Kabonyo | 7 |
| 26 | Kisumu | Kadibo | Masogo | 9 |
| 27 | Kisumu | Kadibo | Nyamkebe | 9 |
| 28 | Kisumu | Kadibo | Rabuor | 22 |
| 29 | Kisumu | Kadibo | Ranjira | 8 |
| 30 | Kisumu | Kadibo | Korowe | 10 |
| 31 | Kisumu | Kadibo | Arombo | 7 |
| 32 | Kisumu | Kadibo | Migingo | 20 |
| 33 | Kisumu | Kadibo | Bungu Koraga | 8 |
| 34 | Kisumu | Kadibo | Mbega | 6 |
| 35 | Kisumu | Kadibo | Bonde Kakoko | 7 |

| | | | | |
|---|---|---|---|---|
| 36 | Kisumu | Kadibo | Withur | 11 |
| 37 | Kisumu | Kadibo | Ongeche | 5 |
| 38 | Kisumu | Kadibo | Ogenya | 8 |
| 39 | Kisumu | Kadibo | Miguye | 8 |
| 40 | Kisumu | Kadibo | Ugwe | 5 |
| 41 | Kisumu | Kadibo | Hongo Ogosa | 7 |
| 42 | Kisumu | Kadibo | Karombe | 7 |
| 43 | Kisumu | Kadibo | Nyakakana | 8 |
| 44 | Kisumu | Kisumu East | Alango | 8 |
| 45 | Kisumu | Kisumu East | Angira | 17 |
| 46 | Kisumu | Kisumu East | Anywang | 9 |
| 47 | Kisumu | Kisumu East | Ayaro | 9 |
| 48 | Kisumu | Kisumu East | Bukna | 22 |
| 49 | Kisumu | Kisumu East | Bungu | 8 |
| 50 | Kisumu | Kisumu East | Buoye | 17 |
| 51 | Kisumu | Kisumu East | Chiga | 11 |
| 52 | Kisumu | Kisumu East | Dago Shabbir | 14 |
| 53 | Kisumu | Kisumu East | Got Nyabondo | 10 |
| 54 | Kisumu | Kisumu East | Kadiju | 11 |
| 55 | Kisumu | Kisumu East | Kasagam | 26 |
| 56 | Kisumu | Kisumu East | Kianja | 19 |
| 57 | Kisumu | Kisumu East | Kibos | 18 |
| 58 | Kisumu | Kisumu East | Kindu RC | 13 |
| 59 | Kisumu | Kisumu East | Kunya | 11 |
| 60 | Kisumu | Kisumu East | Mayenya | 9 |
| 61 | Kisumu | Kisumu East | Mbeme Primary | 17 |
| 62 | Kisumu | Kisumu East | Nyaimbo | 9 |
| 63 | Kisumu | Kisumu East | Nyalunya | 14 |
| 64 | Kisumu | Kisumu East | Nyamasaria | 37 |
| 65 | Kisumu | Kisumu East | Nyamonge | 10 |
| 66 | Kisumu | Kisumu East | Nyatege | 10 |
| 67 | Kisumu | Kisumu East | Obino | 8 |
| 68 | Kisumu | Kisumu East | Obwolo | 32 |
| 69 | Kisumu | Kisumu East | Ofunyu | 9 |
| 70 | Kisumu | Kisumu East | Ogango | 16 |
| 71 | Kisumu | Kisumu East | Okago | 11 |
| 72 | Kisumu | Kisumu East | Okok | 18 |
| 73 | Kisumu | Kisumu East | Omung'i | 8 |
| 74 | Kisumu | Kisumu East | Ong'adi | 12 |

| | | | | |
|---|---|---|---|---|
| 75 | Kisumu | Kisumu East | Orongo | 15 |
| 76 | Kisumu | Kisumu East | Oyola | 11 |
| 77 | Kisumu | Kisumu East | Rae-Kajulu | 12 |
| 78 | Kisumu | Kisumu East | Rae-Kanyaika | 25 |
| 79 | Kisumu | Kisumu East | Ragumo | 15 |
| 80 | Kisumu | Kisumu East | Rarieda kaloo | 8 |
| 81 | Kisumu | Kisumu East | Renja | 8 |
| 82 | Kisumu | Kisumu East | Rweya | 10 |
| 83 | Kisumu | Kisumu East | Snr. Chief Onunga | 10 |
| 84 | Kisumu | Kisumu East | St. Antony Bwanda | 12 |
| 85 | Kisumu | Kisumu East | St. Francis Nyamonge | 13 |
| 86 | Kisumu | Kisumu East | St. John's Masawa | 10 |
| 87 | Kisumu | Kisumu East | St. John's Oriang' | 9 |
| 88 | Kisumu | Kisumu East | St. Mark's Nyabera | 26 |
| 89 | Kisumu | Kisumu East | Tido | 23 |
| 90 | Kisumu | Kisumu East | Wandiege Pri | 21 |
| 91 | Kisumu | Seme | Lela | 9 |
| 92 | Kisumu | Seme | Nyabera | 7 |
| 93 | Kisumu | Seme | Korwenje | 9 |
| 94 | Kisumu | Seme | Got Agulu | 7 |
| 95 | Kisumu | Seme | St Francis Oriang' | 11 |
| 96 | Kisumu | Seme | Pith Kabonyo | 8 |
| 97 | Kisumu | Seme | Runda | 7 |
| 98 | Kisumu | Seme | Got Kodongo | 6 |
| 99 | Kisumu | Seme | Kambudi | 7 |
| 100 | Kisumu | Seme | Keyo Kodo | 8 |
| 101 | Kisumu | Seme | Nanga Koker | 7 |
| 102 | Kisumu | Seme | Atol | 6 |
| 103 | Kisumu | Seme | Opande | 7 |
| 104 | Kisumu | Seme | Pith Kochiel | 7 |
| 105 | Kisumu | Seme | Asol | 5 |
| 106 | Kisumu | Seme | Manywanda | 7 |
| 107 | Kisumu | Seme | Nduru Kadero | 8 |
| 108 | Kisumu | Seme | Ochok | 6 |
| 109 | Kisumu | Seme | Kamagore | 7 |
| 110 | Kisumu | Seme | Onyinjo | 7 |
| 111 | Kisumu | Seme | Nduta | 8 |
| 112 | Kisumu | Seme | Gumo | 7 |
| 113 | Kisumu | Seme | Kitare | 9 |

| | | | | |
|---|---|---|---|---|
| 114 | Kisumu | Seme | Ami | 8 |
| 115 | Kisumu | Seme | Kirindo | 6 |
| 116 | Kisumu | Seme | Kaloka | 7 |
| 117 | Kisumu | Seme | Nyamgun | 12 |
| 118 | Kisumu | Seme | Nyaundi | 6 |
| 119 | Kisumu | Seme | St Elizabeth | 11 |
| 120 | Kisumu | Seme | Lunga | 8 |
| 121 | Kisumu | Seme | Akonya | 7 |
| 122 | Kisumu | Seme | Milugo | 8 |
| 123 | Kisumu | Seme | Langi | 7 |
| 124 | Kisumu | Seme | Bonde | 10 |
| 125 | Kisumu | Seme | Kuoyo Kaila | 9 |
| 126 | Kisumu | Seme | Awanya | 8 |
| 127 | Kisumu | Seme | Reru RC | 6 |
| 128 | Kisumu | Seme | Osewre | 7 |
| 129 | Kisumu | Seme | Barkorwa | 12 |
| 130 | Kisumu | Seme | Ridore | 9 |
| 131 | Kisumu | Seme | Okode | 7 |
| 132 | Kisumu | Seme | Pap Othany | 8 |
| 133 | Kisumu | Seme | Omore | 11 |
| 134 | Kisumu | Seme | Rapogi | 7 |
| 135 | Kisumu | Seme | Otenga | 6 |
| 136 | Kisumu | Seme | Asino | 8 |
| 137 | Kisumu | Seme | Olare | 4 |
| 138 | Kisumu | Seme | Dago Kanyagaya | 8 |
| 139 | Kisumu | Seme | Oruga | 7 |
| 140 | Kisumu | Seme | Wachara | 6 |
| 141 | Kisumu | Seme | Ng'op Ngeso | 8 |
| 142 | Kisumu | Seme | Okuto | 5 |
| 143 | Kisumu | Seme | Aduong Monge | 5 |
| 144 | Kisumu | Seme | Ratta | 12 |
| 145 | Kisumu | Seme | Mayieka | 7 |
| 146 | Kisumu | Seme | Ramuya | 5 |
| 147 | Kisumu | Seme | Kajulu | 8 |
| 148 | Kisumu | Seme | Obola | 14 |
| 149 | Kisumu | Seme | Kuoyo kowe | 7 |
| 150 | Kisumu | Seme | Omuya | 7 |
| 151 | Kisumu | Seme | Orando | 10 |
| 152 | Kisumu | Seme | Ndiru | 7 |

| | | | | |
|---|---|---|---|---|
| 153 | Kisumu | Seme | Ranen | 7 |
| 154 | Kisumu | Seme | Abol | 8 |
| 155 | Kisumu | Seme | Ombo | 7 |
| 156 | Kisumu | Seme | Magwako | 7 |
| 157 | Kisumu | Seme | Nyatigo | 6 |
| 158 | Kisumu | Seme | Jonyo | 9 |
| 159 | Kisumu | Seme | Mirieri | 8 |
| 160 | Kisumu | Seme | Magwar | 6 |
| 161 | Kisumu | Seme | Ngutu | 5 |
| 162 | Kisumu | Seme | Nyaguda | 8 |
| 163 | Kisumu | Seme | Nyamor | 6 |
| 164 | Kisumu | Seme | Alungo | 8 |
| 165 | Kisumu | Seme | Akado | 11 |
| 166 | Kisumu | Seme | Alwala | 8 |
| 167 | Kisumu | Seme | Nyarombo | 8 |
| 168 | Kisumu | Seme | Nyawanga | 7 |
| 169 | Kisumu | Seme | Nyalik | 7 |
| 170 | Kisumu | Seme | Kindu | 7 |
| 171 | Kisumu | Seme | Urudi Ratta | 7 |
| 172 | Kisumu | Seme | Kitmikayi | 8 |
| 173 | Kisumu | Seme | Rabongi | 7 |
| 174 | Kisumu | Seme | Mbeka | 7 |
| 175 | Kisumu | Seme | Diemo | 15 |
| 176 | Kisumu | Seme | Odienya Kagai | 6 |
| 177 | Kisumu | Seme | Kamonye | 6 |
| 178 | Kisumu | Seme | Ogona Kadero | 8 |
| 179 | Kisumu | Seme | Rachilo | 4 |
| 180 | Kisumu | Seme | Miranga | 7 |
| 181 | Kisumu | Seme | Anyanga | 7 |
| 182 | Kisumu | Seme | Lieye | 6 |
| 183 | Kisumu | Seme | Atoya | 6 |
| 184 | Kisumu | Seme | Ochara | 6 |
| 185 | Kisumu | Seme | Jimo | 7 |
| 186 | Kisumu | Seme | Simba Gero | 8 |
| 187 | Kisumu | Seme | Malela | 8 |
| 188 | Kisumu | Seme | Siala Kaila | 7 |
| 189 | Kisumu | Seme | Oluti | 5 |
| 190 | Kisumu | Seme | Otwero | 4 |
| 191 | Kisumu | Seme | Nyamboyo | 8 |

| | | | | |
|---|---|---|---|---|
| 192 | Kisumu | Seme | Ojola Kadero | 7 |
| 193 | Kisumu | Seme | Mariwa | 7 |
| 194 | Kisumu | Seme | Nyamisiri | 6 |
| 195 | Kisumu | Seme | Rodi | 7 |
| 196 | Kisumu | Seme | Ngere | 8 |
| 197 | Kisumu | Muhoroni | Achego Primary | 8 |
| 198 | Kisumu | Muhoroni | Chemelil B1 Primary | 12 |
| 199 | Kisumu | Muhoroni | Chemelil Factory Pri | 17 |
| 200 | Kisumu | Muhoroni | Gatundu | 6 |
| 201 | Kisumu | Muhoroni | God Abuoro Primary | 7 |
| 202 | Kisumu | Muhoroni | Gul Primary | 8 |
| 203 | Kisumu | Muhoroni | Kware Primary | 5 |
| 204 | Kisumu | Muhoroni | Lwala Primary | 7 |
| 205 | Kisumu | Muhoroni | Makindu Primary | 8 |
| 206 | Kisumu | Muhoroni | Mashambani Primary | 7 |
| 207 | Kisumu | Muhoroni | Nyangore Primary | 8 |
| 208 | Kisumu | Muhoroni | Oduwo Primary | 10 |
| 209 | Kisumu | Muhoroni | Ogen Primary | 12 |
| 210 | Kisumu | Muhoroni | Onenonam Primary | 9 |
| 211 | Kisumu | Muhoroni | Oseng Teti Primary | 10 |
| 212 | Kisumu | Muhoroni | Songhor Primary | 9 |
| 213 | Kisumu | Muhoroni | Tamu Central | 8 |
| 214 | Kisumu | Muhoroni | Tamu Primary | 10 |
| 215 | Kisumu | Muhoroni | Yago Primary | 9 |
| 216 | Kisumu | Muhoroni | Amilo | 10 |
| 217 | Kisumu | Muhoroni | Kodhiambo Primary | 10 |
| 218 | Kisumu | Muhoroni | Magare Primary | 9 |
| 219 | Kisumu | Muhoroni | Minyange Primary | 8 |
| 220 | Kisumu | Muhoroni | Ng'iti Primary | 6 |
| 221 | Kisumu | Muhoroni | Nyakoko Primary | 12 |
| 222 | Kisumu | Muhoroni | Nyakunguru Primary | 9 |
| 223 | Kisumu | Muhoroni | Obago Primary | 7 |
| 224 | Kisumu | Muhoroni | Ogilo Primary | 8 |
| 225 | Kisumu | Muhoroni | Ogwodo Primary | 10 |
| 226 | Kisumu | Muhoroni | Olikoliero | 11 |
| 227 | Kisumu | Muhoroni | Omanyi Primary | 10 |
| 228 | Kisumu | Muhoroni | Rang'ombe Primary | 12 |
| 229 | Kisumu | Muhoroni | Sanda Primary | 9 |
| 230 | Kisumu | Muhoroni | Sang'ayo Primary | 7 |

| | | | | |
|---|---|---|---|---|
| 231 | Kisumu | Muhoroni | Wambi Primary | 7 |
| 232 | Kisumu | Muhoroni | Waware Primary | 10 |
| 233 | Kisumu | Muhoroni | Bishop Okoth | 6 |
| 234 | Kisumu | Muhoroni | Cheptuiyet Primary | 10 |
| 235 | Kisumu | Muhoroni | Dr Robert Ouko | 9 |
| 236 | Kisumu | Muhoroni | Got Ruke Primary | 7 |
| 237 | Kisumu | Muhoroni | God Nyithindo Pri | 9 |
| 238 | Kisumu | Muhoroni | Homalime Primary | 8 |
| 239 | Kisumu | Muhoroni | Jaber Primary | 7 |
| 240 | Kisumu | Muhoroni | Kandege Primary | 8 |
| 241 | Kisumu | Muhoroni | Kipchorian Primary | 10 |
| 242 | Kisumu | Muhoroni | Kipturi Primary | 9 |
| 243 | Kisumu | Muhoroni | Koru Primary | 8 |
| 244 | Kisumu | Muhoroni | Koru Township | 12 |
| 245 | Kisumu | Muhoroni | Mariwa Primary | 9 |
| 246 | Kisumu | Muhoroni | Menara Primary | 13 |
| 247 | Kisumu | Muhoroni | Muhoroni Factory | 16 |
| 248 | Kisumu | Muhoroni | Muhoroni Primary | 17 |
| 249 | Kisumu | Muhoroni | Muhoroni Township | 16 |
| 250 | Kisumu | Muhoroni | Mutwala Primary | 13 |
| 251 | Kisumu | Muhoroni | Nyando Primary | 7 |
| 252 | Kisumu | Muhoroni | Ogwedhi Primary | 11 |
| 253 | Kisumu | Muhoroni | Oyani | 9 |
| 254 | Kisumu | Muhoroni | Sauset Primary | 9 |
| 255 | Kisumu | Muhoroni | Tonde Primary | 9 |
| 256 | Kisumu | Muhoroni | Jagir Singh Primary | 8 |
| 257 | Kisumu | Muhoroni | Karunga Primary | 5 |
| 258 | Kisumu | Muhoroni | Kibigori Primary | 8 |
| 259 | Kisumu | Muhoroni | Kibigori Railways | 10 |
| 260 | Kisumu | Muhoroni | Kibos Prison Primary | 27 |
| 261 | Kisumu | Muhoroni | Kibos School For The Bl | I 21 |
| 262 | Kisumu | Muhoroni | Miwani Estate | 7 |
| 263 | Kisumu | Muhoroni | Miwani Section Iii | 7 |
| 264 | Kisumu | Muhoroni | Nyang' Primary | 9 |
| 265 | Kisumu | Muhoroni | Oroba Primary | 9 |
| 266 | Kisumu | Muhoroni | St. George Wuok Pri | 8 |
| 267 | Kisumu | Muhoroni | Kibos Sugar Research | 15 |
| 268 | Kisumu | Muhoroni | Ang'ogo Primary | 10 |
| 269 | Kisumu | Muhoroni | Kolang Primary | 7 |

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| 270 | Kisumu | Muhoroni | Mikiria Primary | 11 |
| 271 | Kisumu | Muhoroni | Milenye Primary | 7 |
| 272 | Kisumu | Muhoroni | Ngeny Primary | 9 |
| 273 | Kisumu | Muhoroni | Ngeny Special Primary | 9 |
| 274 | Kisumu | Muhoroni | Ngere Kagoro Primary | 17 |
| 275 | Kisumu | Muhoroni | Nyadundo Primary | 14 |
| 276 | Kisumu | Muhoroni | Nyalenya Primary | 7 |
| 277 | Kisumu | Muhoroni | Nyang'oma Primary | 13 |
| 278 | Kisumu | Muhoroni | Nyarenda Primary | 13 |
| 279 | Kisumu | Muhoroni | Nyatao Primary | 13 |
| 280 | Kisumu | Muhoroni | Okwach Primary | 11 |
| 281 | Kisumu | Muhoroni | Orago Primary | 7 |
| 282 | Kisumu | Muhoroni | Osiri Migere Primary | 15 |
| 283 | Kisumu | Muhoroni | Pawteng Primary | 19 |
| 284 | Kisumu | Muhoroni | St. Joseph Ngula Pri | 9 |
| 285 | Kisumu | Muhoroni | Simbi Luora Primary | 10 |
| 286 | Kisumu | Muhoroni | Thurbie Primary | 9 |
| 287 | Kisumu | Muhoroni | Achuodho Primary | 8 |
| 288 | Kisumu | Muhoroni | Bacho Primary | 8 |
| 289 | Kisumu | Muhoroni | Kang'o Primary | 9 |
| 290 | Kisumu | Muhoroni | Keyo Primary | 9 |
| 291 | Kisumu | Muhoroni | Kigoche Primary | 8 |
| 292 | Kisumu | Muhoroni | Kiliti Primary | 13 |
| 293 | Kisumu | Muhoroni | Kore | 9 |
| 294 | Kisumu | Muhoroni | Marega Primary | 12 |
| 295 | Kisumu | Muhoroni | Masara Primary | 10 |
| 296 | Kisumu | Muhoroni | Mitando Primary | 9 |
| 297 | Kisumu | Muhoroni | Nyangoto Primary | 12 |
| 298 | Kisumu | Muhoroni | Obiayo Primary | 12 |
| 299 | Kisumu | Muhoroni | Obumba Primary | 11 |
| 300 | Kisumu | Muhoroni | Ombeyi Primary | 17 |
| 301 | Kisumu | Muhoroni | Orenge Primary | 9 |
| 302 | Kisumu | Muhoroni | Osembe Primary | 10 |
| 303 | Kisumu | Muhoroni | Ramula Primary | 8 |
| 304 | Kisumu | Muhoroni | Wagai Primary | 12 |
| 305 | Kisumu | Muhoroni | Yawo Primary | 7 |
| 306 | Kisumu | Kisumu West | St.Alloys Ojolla | 20 |
| 307 | Kisumu | Kisumu West | Kibwayi | 13 |
| 308 | Kisumu | Kisumu West | Ongalo | 9 |

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|---|---|---|---|---|
| 309 | Kisumu | Kisumu West | Rota | 8 |
| 310 | Kisumu | Kisumu West | Bara | 9 |
| 311 | Kisumu | Kisumu West | Usare | 7 |
| 312 | Kisumu | Kisumu West | Lisuka | 9 |
| 313 | Kisumu | Kisumu West | Sabembe | 10 |
| 314 | Kisumu | Kisumu West | Uradi | 9 |
| 315 | Kisumu | Kisumu West | Ogal | 7 |
| 316 | Kisumu | Kisumu West | Gongo | 8 |
| 317 | Kisumu | Kisumu West | Osiri | 10 |
| 318 | Kisumu | Kisumu West | Nyang'inja | 8 |
| 319 | Kisumu | Kisumu West | Oyiengo | 9 |
| 320 | Kisumu | Kisumu West | Nyawara | 11 |
| 321 | Kisumu | Kisumu West | Sabako | 9 |
| 322 | Kisumu | Kisumu West | Obambo | 9 |
| 323 | Kisumu | Kisumu West | Bar Ogwal | 9 |
| 324 | Kisumu | Kisumu West | Dago Thim | 8 |
| 325 | Kisumu | Kisumu West | Thim Bonde | 8 |
| 326 | Kisumu | Kisumu West | Sidika Primary | 9 |
| 327 | Kisumu | Kisumu West | Bar Union | 19 |
| 328 | Kisumu | Kisumu West | Geta Primary | 8 |
| 329 | Kisumu | Kisumu West | Akingli Primary | 7 |
| 330 | Kisumu | Kisumu West | Obede Primary | 10 |
| 331 | Kisumu | Kisumu West | Mkendwa Muslim | 10 |
| 332 | Kisumu | Kisumu West | Ogada Primary | 15 |
| 333 | Kisumu | Kisumu West | Alara Primary | 10 |
| 334 | Kisumu | Kisumu West | Yath Rateng | 10 |
| 335 | Kisumu | Kisumu West | Orinde Primary | 8 |
| 336 | Kisumu | Kisumu West | Dago Kokore | 10 |
| 337 | Kisumu | Kisumu West | Gee Primary | 9 |
| 338 | Kisumu | Kisumu West | Kanyamedha | 30 |
| 339 | Kisumu | Kisumu West | Kotetni Primary | 13 |
| 340 | Kisumu | Kisumu West | Kodiaga Primary | 7 |
| 341 | Kisumu | Kisumu West | Kirembe Pri | 8 |
| 342 | Kisumu | Kisumu West | Dr.Robert Ouko | 9 |
| 343 | Kisumu | Kisumu West | Nawa Primary | 7 |
| 344 | Kisumu | Kisumu West | Usoma Primary | 8 |
| 345 | Kisumu | Kisumu West | Ngege Primary | 10 |
| 346 | Kisumu | Kisumu West | Tiengre Pri | 17 |
| 347 | Kisumu | Kisumu West | Kanyamony | 10 |

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|---|---|---|---|---|
| 348 | Kisumu | Kisumu West | Ogongo Pri | 10 |
| 349 | Kisumu | Kisumu West | Okore Ogonda | 14 |
| 350 | Kisumu | Kisumu West | Kisian  Primary | 12 |
| 351 | Kisumu | Kisumu West | Maseno Girls | 9 |
| 352 | Kisumu | Kisumu West | Aboge | 8 |
| 353 | Kisumu | Kisumu West | Gombe Kokulo | 8 |
| 354 | Kisumu | Kisumu West | Maseno Mixed | 12 |
| 355 | Kisumu | Kisumu West | Bar Mathonye | 8 |
| 356 | Kisumu | Kisumu West | Agulu | 7 |
| 357 | Kisumu | Kisumu West | Kawino | 10 |
| 358 | Kisumu | Kisumu West | Sunga | 8 |
| 359 | Kisumu | Kisumu West | Ochok Kadongo | 17 |
| 360 | Kisumu | Kisumu West | Eluhobe | 8 |
| 361 | Kisumu | Kisumu West | Arude | 8 |
| 362 | Kisumu | Kisumu West | Sanganyinya | 8 |
| 363 | Kisumu | Kisumu West | Ulalo | 8 |
| 364 | Kisumu | Kisumu West | Maliera | 8 |
| 365 | Kisumu | Kisumu West | Esivalu | 7 |
| 366 | Kisumu | Kisumu West | Sianda | 8 |
| 367 | Kisumu | Kisumu West | Oluowa | 7 |
| 368 | Kisumu | Kisumu West | Kuoyo | 9 |
| 369 | Kisumu | Kisumu West | Odowa | 8 |
| 370 | Kisumu | Kisumu West | Nyaduong | 7 |
| 371 | Kisumu | Kisumu West | Maseno Deaf | 22 |
| 372 | Kisumu | Kisumu West | Bar Anding’o | 11 |
| 373 | Kisumu | Kisumu West | Huma | 9 |
| 374 | Kisumu | Kisumu West | Mbaka Oromo | 8 |
| 375 | Kisumu | Kisumu West | Marera | 9 |
| 376 | Kisumu | Kisumu West | Lwala Kadawa | 6 |
| 377 | Kisumu | Kisumu West | Chulaimbo | 11 |
| 378 | Kisumu | Kisumu West | Mawembe Kodero | 8 |
| 379 | Kisumu | Kisumu West | Wandega | 6 |
| 380 | Kisumu | Kisumu West | Dwele | 8 |
| 381 | Kisumu | Kisumu West | Sinyolo | 12 |
| 382 | Kisumu | Kisumu West | Nyakune | 6 |
| 383 | Kisumu | Kisumu West | Nyakongo | 8 |
| 384 | Kisumu | Kisumu West | Nametsa | 7 |
| 385 | Kisumu | Kisumu West | Wachara | 9 |
| 386 | Kisumu | Kisumu West | Mboto Sunrise | 8 |

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|---|---|---|---|---|
| 387 | Kisumu | Nyakach | Abwao | 8 |
| 388 | Kisumu | Nyakach | Achego | 10 |
| 389 | Kisumu | Nyakach | Achingure | 8 |
| 390 | Kisumu | Nyakach | Agai | 20 |
| 391 | Kisumu | Nyakach | Akado | 9 |
| 392 | Kisumu | Nyakach | Anding'o Bware | 8 |
| 393 | Kisumu | Nyakach | Anding'o Opanga | 9 |
| 394 | Kisumu | Nyakach | Aomo | 9 |
| 395 | Kisumu | Nyakach | Apoko | 8 |
| 396 | Kisumu | Nyakach | Apondo-Kasaye | 11 |
| 397 | Kisumu | Nyakach | Asawo | 11 |
| 398 | Kisumu | Nyakach | Bala | 8 |
| 399 | Kisumu | Nyakach | Barkawarinda | 9 |
| 400 | Kisumu | Nyakach | Bodi | 9 |
| 401 | Kisumu | Nyakach | Bugo | 10 |
| 402 | Kisumu | Nyakach | Bungumeri | 7 |
| 403 | Kisumu | Nyakach | Bur-Kamach | 10 |
| 404 | Kisumu | Nyakach | Burkamwana | 8 |
| 405 | Kisumu | Nyakach | Bwaja | 9 |
| 406 | Kisumu | Nyakach | Chachi | 10 |
| 407 | Kisumu | Nyakach | Cherwa | 8 |
| 408 | Kisumu | Nyakach | Dirubi | 8 |
| 409 | Kisumu | Nyakach | Got Onyuongo | 8 |
| 410 | Kisumu | Nyakach | Gul Maembe | 9 |
| 411 | Kisumu | Nyakach | Guu | 9 |
| 412 | Kisumu | Nyakach | Holo | 9 |
| 413 | Kisumu | Nyakach | Innis Educational Cent | 9 |
| 414 | Kisumu | Nyakach | Kabete | 10 |
| 415 | Kisumu | Nyakach | Kabondo | 8 |
| 416 | Kisumu | Nyakach | Kabuya | 11 |
| 417 | Kisumu | Nyakach | Kachan | 9 |
| 418 | Kisumu | Nyakach | Kagwel | 9 |
| 419 | Kisumu | Nyakach | Kamtudi | 8 |
| 420 | Kisumu | Nyakach | Kandiege | 9 |
| 421 | Kisumu | Nyakach | Kanyalwal | 9 |
| 422 | Kisumu | Nyakach | Kanyateng' | 9 |
| 423 | Kisumu | Nyakach | Kasawo | 8 |
| 424 | Kisumu | Nyakach | Kawili | 8 |
| 425 | Kisumu | Nyakach | Keyo Nyadundo | 11 |

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|---|---|---|---|---|
| 426 | Kisumu | Nyakach | Kibwon | 9 |
| 427 | Kisumu | Nyakach | Kobeto | 9 |
| 428 | Kisumu | Nyakach | Kobongo | 10 |
| 429 | Kisumu | Nyakach | Kodum | 9 |
| 430 | Kisumu | Nyakach | Kokungu | 7 |
| 431 | Kisumu | Nyakach | Konditi | 12 |
| 432 | Kisumu | Nyakach | Kosogo | 10 |
| 433 | Kisumu | Nyakach | Kowire | 11 |
| 434 | Kisumu | Nyakach | Kusa | 9 |
| 435 | Kisumu | Nyakach | Lisana | 9 |
| 436 | Kisumu | Nyakach | Lwanda | 11 |
| 437 | Kisumu | Nyakach | Magunga | 10 |
| 438 | Kisumu | Nyakach | Maraba | 8 |
| 439 | Kisumu | Nyakach | Mbora | 9 |
| 440 | Kisumu | Nyakach | Mbugra | 8 |
| 441 | Kisumu | Nyakach | Michura | 8 |
| 442 | Kisumu | Nyakach | Miriu | 10 |
| 443 | Kisumu | Nyakach | Miruka | 8 |
| 444 | Kisumu | Nyakach | Moro | 9 |
| 445 | Kisumu | Nyakach | Naki | 10 |
| 446 | Kisumu | Nyakach | Ndori Bc | 8 |
| 447 | Kisumu | Nyakach | Ndori R.C | 9 |
| 448 | Kisumu | Nyakach | Nduga | 9 |
| 449 | Kisumu | Nyakach | Ngege | 11 |
| 450 | Kisumu | Nyakach | Ng'omo | 10 |
| 451 | Kisumu | Nyakach | Ng'ope | 7 |
| 452 | Kisumu | Nyakach | Nyabola | 9 |
| 453 | Kisumu | Nyakach | NyabondoBoys Boarding | 14 |
| 454 | Kisumu | Nyakach | Nyabondo Day | 13 |
| 455 | Kisumu | Nyakach | NyabondoGirls Boarding | 14 |
| 456 | Kisumu | Nyakach | Nyabondo Mixed | 9 |
| 457 | Kisumu | Nyakach | Nyadero | 10 |
| 458 | Kisumu | Nyakach | Nyadina | 9 |
| 459 | Kisumu | Nyakach | Nyagweno | 8 |
| 460 | Kisumu | Nyakach | Nyakach Mixed | 8 |
| 461 | Kisumu | Nyakach | Nyaksure | 8 |
| 462 | Kisumu | Nyakach | Nyakwere | 9 |
| 463 | Kisumu | Nyakach | Nyalng'anya | 10 |
| 464 | Kisumu | Nyakach | Nyalunya R.C | 9 |

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|---|---|---|---|---|
| 465 | Kisumu | Nyakach | Nyamanyinga | 9 |
| 466 | Kisumu | Nyakach | Nyamarimba | 9 |
| 467 | Kisumu | Nyakach | Nyamarumbe | 10 |
| 468 | Kisumu | Nyakach | Nyawalo | 10 |
| 469 | Kisumu | Nyakach | Nyong'ong'a | 9 |
| 470 | Kisumu | Nyakach | Obingo | 9 |
| 471 | Kisumu | Nyakach | Oboch | 9 |
| 472 | Kisumu | Nyakach | Obugi-Nam | 10 |
| 473 | Kisumu | Nyakach | Obuon | 8 |
| 474 | Kisumu | Nyakach | Obuora | 8 |
| 475 | Kisumu | Nyakach | Ochol | 8 |
| 476 | Kisumu | Nyakach | Ochwado | 9 |
| 477 | Kisumu | Nyakach | Odhong' | 8 |
| 478 | Kisumu | Nyakach | Ogeka | 9 |
| 479 | Kisumu | Nyakach | Ogilo-Komulo | 10 |
| 480 | Kisumu | Nyakach | Olembo | 7 |
| 481 | Kisumu | Nyakach | Olwa | 16 |
| 482 | Kisumu | Nyakach | Olwalo | 9 |
| 483 | Kisumu | Nyakach | Ombugo | 8 |
| 484 | Kisumu | Nyakach | Onego | 9 |
| 485 | Kisumu | Nyakach | Ongielore | 8 |
| 486 | Kisumu | Nyakach | Onwango | 7 |
| 487 | Kisumu | Nyakach | Onyinge Nazarene | 9 |
| 488 | Kisumu | Nyakach | Onyuongo R.C | 8 |
| 489 | Kisumu | Nyakach | Oremo | 9 |
| 490 | Kisumu | Nyakach | Orobi | 8 |
| 491 | Kisumu | Nyakach | Othith | 8 |
| 492 | Kisumu | Nyakach | Otho Abwao | 8 |
| 493 | Kisumu | Nyakach | Pap Ndege | 8 |
| 494 | Kisumu | Nyakach | Pap-Lisana | 8 |
| 495 | Kisumu | Nyakach | Pawtenge | 9 |
| 496 | Kisumu | Nyakach | Pedo | 9 |
| 497 | Kisumu | Nyakach | Pundo | 8 |
| 498 | Kisumu | Nyakach | Rachier | 9 |
| 499 | Kisumu | Nyakach | Radienya | 8 |
| 500 | Kisumu | Nyakach | Rae | 10 |
| 501 | Kisumu | Nyakach | Rae Mixed | 9 |
| 502 | Kisumu | Nyakach | Ragen A.I.C | 8 |
| 503 | Kisumu | Nyakach | Ragen M.H.M | 10 |

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|---|---|---|---|---|
| 504 | Kisumu | Nyakach | Rakwaro | 8 |
| 505 | Kisumu | Nyakach | Ramula Odowa | 8 |
| 506 | Kisumu | Nyakach | Rarieda Kokech | 9 |
| 507 | Kisumu | Nyakach | Saka | 9 |
| 508 | Kisumu | Nyakach | Sango Buru | 9 |
| 509 | Kisumu | Nyakach | Sang'oro | 9 |
| 510 | Kisumu | Nyakach | Siany | 9 |
| 511 | Kisumu | Nyakach | Sigoti | 9 |
| 512 | Kisumu | Nyakach | Soko | 7 |
| 513 | Kisumu | Nyakach | Sondu Union | 18 |
| 514 | Kisumu | Nyakach | St Marys' Kananda | 8 |
| 515 | Kisumu | Nyakach | St. Agnes Obanda | 9 |
| 516 | Kisumu | Nyakach | St. Aloys Gem | 9 |
| 517 | Kisumu | Nyakach | St. Jeromo-Andingo Ola | 10 |
| 518 | Kisumu | Nyakach | St. Mairead Oriang' | 10 |
| 519 | Kisumu | Nyakach | St. Martin Deppores Spe | 19 |
| 520 | Kisumu | Nyakach | St. Patrick's Obange | 8 |
| 521 | Kisumu | Nyakach | St. Peter's Kogola | 11 |
| 522 | Kisumu | Nyakach | St. Regina Aponde | 9 |
| 523 | Kisumu | Nyakach | St. Teresa's Girls Bolo | 7 |
| 524 | Kisumu | Nyakach | St.Hillary Kajimbo | 8 |
| 525 | Kisumu | Nyakach | Thurdibuoro | 9 |
| 526 | Kisumu | Nyakach | Thurgem | 9 |
| 527 | Kisumu | Nyakach | Tulu | 8 |
| 528 | Kisumu | Nyakach | Urudi | 9 |
| 529 | Kisumu | Nyakach | Wasare | 6 |
| 530 | Kisumu | Nyakach | Wenwa | 8 |
| 531 | Kisumu | Nyando | Akwanya | 10 |
| 532 | Kisumu | Nyando | Achego Central | 8 |
| 533 | Kisumu | Nyando | Angoro | 7 |
| 534 | Kisumu | Nyando | Apondo | 7 |
| 535 | Kisumu | Nyando | Awasi | 20 |
| 536 | Kisumu | Nyando | Ayucha Pri. | 13 |
| 537 | Kisumu | Nyando | Bondo Kachola | 9 |
| 538 | Kisumu | Nyando | Boya | 11 |
| 539 | Kisumu | Nyando | Bunde | 8 |
| 540 | Kisumu | Nyando | Disi | 6 |
| 541 | Kisumu | Nyando | Ger Liech | 8 |
| 542 | Kisumu | Nyando | Holo Orucho | 8 |

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|---|---|---|---|---|
| 543 | Kisumu | Nyando | Kagimba | 6 |
| 544 | Kisumu | Nyando | Kamunda | 6 |
| 545 | Kisumu | Nyando | Kanyangoro | 9 |
| 546 | Kisumu | Nyando | Kanyipola | 8 |
| 547 | Kisumu | Nyando | Karanda | 22 |
| 548 | Kisumu | Nyando | Kasuna | 9 |
| 549 | Kisumu | Nyando | Katolo | 7 |
| 550 | Kisumu | Nyando | Kochieng | 8 |
| 551 | Kisumu | Nyando | Kogwedhi | 6 |
| 552 | Kisumu | Nyando | Kokuoyo | 7 |
| 553 | Kisumu | Nyando | Kolunga | 12 |
| 554 | Kisumu | Nyando | Konim | 8 |
| 555 | Kisumu | Nyando | Kosida Pri. | 7 |
| 556 | Kisumu | Nyando | Kowuor | 6 |
| 557 | Kisumu | Nyando | Kuth Awendo | 6 |
| 558 | Kisumu | Nyando | Luora Ayweyo Pri. | 7 |
| 559 | Kisumu | Nyando | Miringo | 7 |
| 560 | Kisumu | Nyando | Nyachoda | 7 |
| 561 | Kisumu | Nyando | Nyakongo | 6 |
| 562 | Kisumu | Nyando | Nyalenda | 9 |
| 563 | Kisumu | Nyando | Nyamasao | 8 |
| 564 | Kisumu | Nyando | Nyomwaro Pri. | 13 |
| 565 | Kisumu | Nyando | Obugi | 6 |
| 566 | Kisumu | Nyando | Ogwedhi Pag | 8 |
| 567 | Kisumu | Nyando | Ojere | 7 |
| 568 | Kisumu | Nyando | Ojienda | 9 |
| 569 | Kisumu | Nyando | Okanja | 17 |
| 570 | Kisumu | Nyando | Okiro Pri. | 7 |
| 571 | Kisumu | Nyando | Olasi Primary | 6 |
| 572 | Kisumu | Nyando | Ombaka | 7 |
| 573 | Kisumu | Nyando | Ombaka Special | 6 |
| 574 | Kisumu | Nyando | Onera | 6 |
| 575 | Kisumu | Nyando | Onjiko | 10 |
| 576 | Kisumu | Nyando | Onjiko Kobongo | 8 |
| 577 | Kisumu | Nyando | Oren | 6 |
| 578 | Kisumu | Nyando | Osino | 8 |
| 579 | Kisumu | Nyando | Pala | 13 |
| 580 | Kisumu | Nyando | Sare | 9 |
| 581 | Kisumu | Nyando | St.Annes | 30 |

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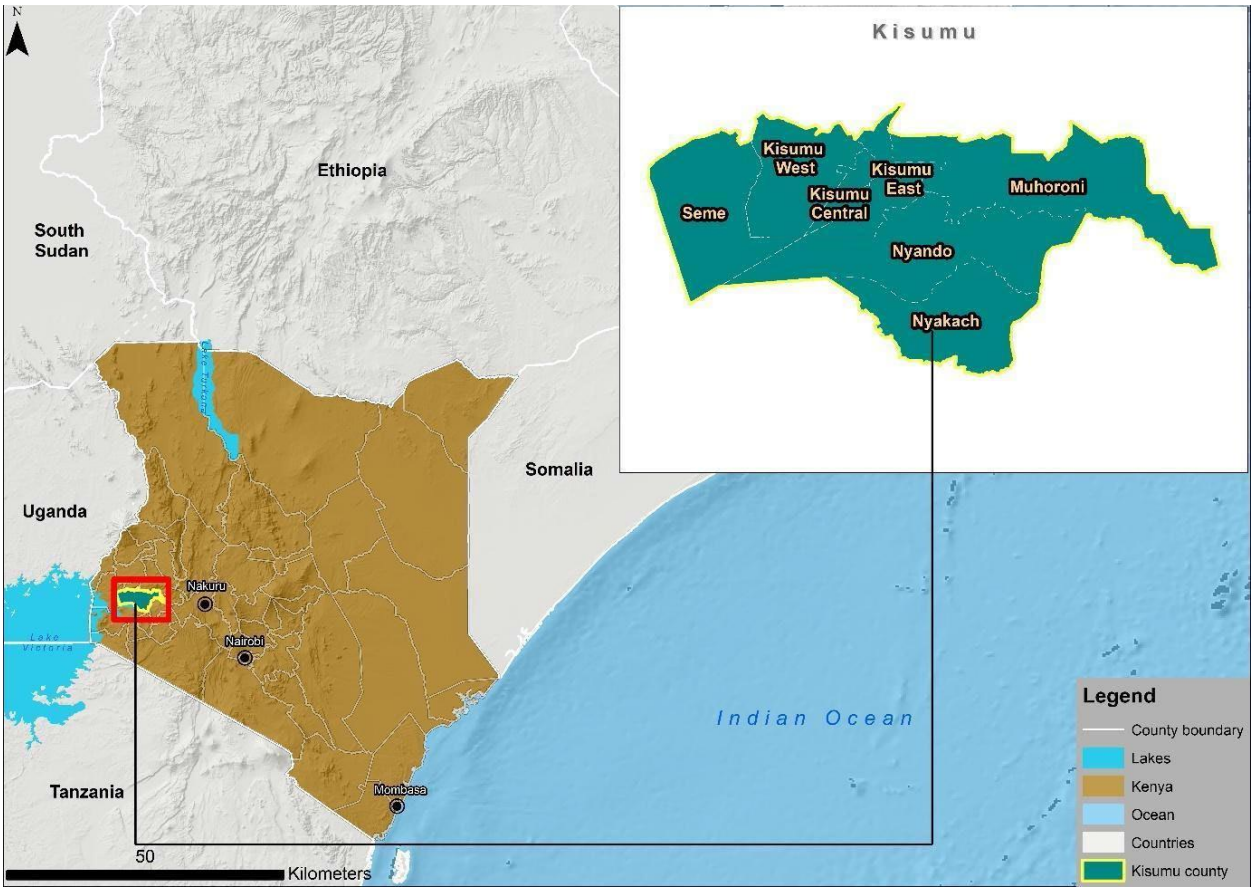
| 582 | Kisumu | Nyando | Wanganga | 8 |
| 583 | Kisumu | Nyando | Waradho | 7 |
| 584 | Kisumu | Nyando | Yogo | 8 |
| 585 | Kisumu | Nyando | Nyarombe | 5 |
| 586 | Kisumu | Nyando | Nyarombe | 5 |
| 587 | Kisumu | Kisumu Central | Arina Primary | 39 |
| 588 | Kisumu | Kisumu Central | Arya Primary | 32 |
| 589 | Kisumu | Kisumu Central | Central Primary | 34 |
| 590 | Kisumu | Kisumu Central | Dunga Primary | 10 |
| 591 | Kisumu | Kisumu Central | Ezra Gumbe | 29 |
| 592 | Kisumu | Kisumu Central | Highway Primary | 22 |
| 593 | Kisumu | Kisumu Central | Joel Omino | 35 |
| 594 | Kisumu | Kisumu Central | Joyland Special | 17 |
| 595 | Kisumu | Kisumu Central | Kaloleni | 10 |
| 596 | Kisumu | Kisumu Central | Kibuye Girls' Primary | 16 |
| 597 | Kisumu | Kisumu Central | Kibuye Mixed | 16 |
| 598 | Kisumu | Kisumu Central | Kisumu Union | 10 |
| 599 | Kisumu | Kisumu Central | Kondele Primary | 35 |
| 600 | Kisumu | Kisumu Central | Kosawo Primary | 56 |
| 601 | Kisumu | Kisumu Central | Kudho Primary | 19 |
| 602 | Kisumu | Kisumu Central | Lake Primary | 34 |
| 603 | Kisumu | Kisumu Central | M.M Shah | 49 |
| 604 | Kisumu | Kisumu Central | Magadi Primary | 37 |
| 605 | Kisumu | Kisumu Central | Manyatta Arab | 30 |
| 606 | Kisumu | Kisumu | Manyatta Primary | 54 |

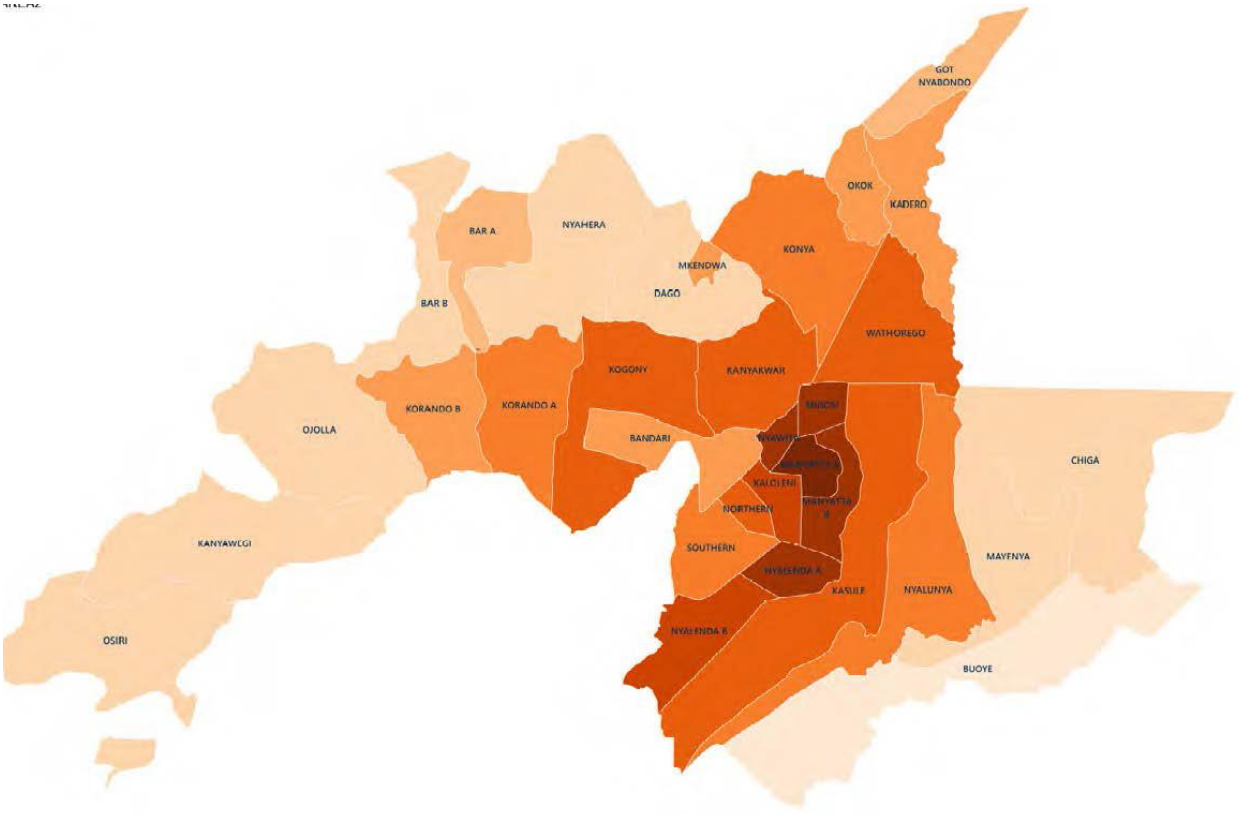
| | | | | |
|---|---|---|---|---|
| | | Central | | |
| 607 | Kisumu | Kisumu Central | Mathew Ondiek | 10 |
| 608 | Kisumu | Kisumu Central | Migosi Primary | 42 |
| 609 | Kisumu | Kisumu Central | Obinju Kanyakwar | 20 |
| 610 | Kisumu | Kisumu Central | Pandpieri Primary | 39 |
| 611 | Kisumu | Kisumu Central | Shaurimoyo Primary | 27 |
| 612 | Kisumu | Kisumu Central | St. Paul's Kanyakwar | 11 |
| 613 | Kisumu | Kisumu Central | St. Vitalis Nanga | 30 |
| 614 | Kisumu | Kisumu Central | Victoria Primary | 28 |
| 615 | Kisumu | Kisumu Central | Xaverian Primary | 34 |
| 616 | Kisumu | Kisumu Central | Lutheran Special | 14 |
| | | | **TOTAL** | **6376** |

## APPENDIX V: LOCATION OF KISUMU COUNTY ON THE KENYAN MAP




Source : www.Kisumu County

## APPENDIX VI: MAP OF KISUMU COUNTY POPULATION DENSITY




Source: Kisumu County Final Public report June 29th, 2020

## APPENDIX VII: PLAGIARISM REPORT

INFLUENCE OF DEMAND DETERMINANTS ON UPTAKE OF LIFE ASSURANCE PRODUCTS AMONG PUBLIC PRIMARY SCHOOL TEACHERS IN KISUMU COUNTY KENYA, MODERATING ROLE OF REGULATORY POLICIES

ORIGINALITY REPORT

| 20% | 20% | 8% | % |
|---|---|---|---|
| SIMILARITY INDEX | INTERNET SOURCES | PUBLICATIONS | STUDENT PAPERS |

PRIMARY SOURCES

| | | |
|---|---|---|
| 1 | ir.jkuat.ac.ke<br>Internet Source | 2% |
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| 3 | erepository.uonbi.ac.ke<br>Internet Source | 1% |
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| 8 | www.researchgate.net<br>Internet Source | 1% |