

**FROM AWARENESS TO ACTION: A STRUCTURAL MODEL
OF MICRO INSURANCE PURCHASE INTENTION IN
SECTORAL CONTEXTS**

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Abstract

This study attempts to assess the psychological and situational factors that induce the buying attitude of economically weak people of Ernakulam district, Kerala to purchase microinsurance. Mobilized around awareness, perception, attitude, & effects of sectoral context, the study develops & supports a structural model using Structural Equation Modelling (SEM). The findings report that a higher level of awareness corresponds with better perception and attitude, playing significant roles as intermediaries who finally decide on purchase intention. Moreover, people's sectoral membership becomes critical in supporting the transition from an intention to buy in the organized or unorganized sector. Analytically sound due to consistent R-squared values and model fit indices, the equivalent model demonstrated robust explanatory capacity. This finding highlights the relevance of psychological factors and occupational backgrounds and gives workable intelligence in implementation of individualized outreach efforts and policy targets for micro insurance expansion and improved financial stability of the marginalized groups.

Keywords: Awareness, Perception, Attitude, Purchase intention, Sectoral variation, Structural Equation Modelling, Financial resilience

1. Introduction:

Micro insurance plays an essential financial role as it intends to provide risk protection to low-income individuals, who normally lack the opportunity for standard insurance services. It is designed with thrift, accessibility, and friction for local conditions in mind. However, despite significant advancement in the coverage of micro insurance, the actual adoption of these products has remained paltry. With the difference between the potential and the level of actual consumption of micro insurance, it is crucial to continue investigating the cognitive and institutional forces behind the consumers' choices in this market. This work draws primarily

on important theories of consumer behaviour which include Theory of Planned Behaviour (Ajzen, 1991) as central. Using this framework, this study tries to understand how psychological internal factors ranges from awareness, perception and attitude influence the intended buying of micro insurance. Further, we take sector (public versus private) as a moderating element while keeping in view that various institutional environment, regulatory norms and outreach strategies may impact on how consumers perceive and respond toward micro insurance products.

The relevance of this work is based on its ability to contribute to the design of particular interventions. Awareness has been concretised and translated in people so that beneficiaries can make informed decisions. The research provides practical lessons to the insurance sector and policymakers determining the most effective ways to enhance uptake, depending on whether the insurance is public or private driven. The insights from the study can be applied to assist the strengthening of inclusive insurance systems on both public and private entities.

2. Review of Literature:

Earlier research on the adoption of microinsurance repeatedly indicates the importance of exploring behavioural, cognitive and contextual factors that impact policyholders' intentions. Innovatively, the current study builds a structural model of awareness, perception, attitude, and sector characteristics for predicting acquisition intent and purchasing behaviour in Ernakulam district. Awareness is commonly recognized to be the first bedrock for people to decide to take insurance. Churchill's 2006 study shows that the lack of awareness is a significant barrier among low-income classes in developing nations: a tested pattern in all reviewed studies. Our study supports earlier findings, emphasizing that increased awareness is associated with better perception and attitude towards insurance, and further proves its contribution towards making clearer benefits of insurance and undermining risk. People's perception of the importance and quality of microinsurance fills the gap between comprehension and later actions. Concurring with Wipatayotin's work (2010), the current model confirms that sector specific exposures, such as agriculture/port-local employment converts perception, in turn significantly influencing attitude and purchase intention. A person's attitude to microinsurance, which is personal beliefs and past experiences, is a crucial predictor. Various findings by Panda et al. (2020) reveal that attitude of an individual is a very important factor that impacts directly the intention of an individual of purchasing microinsurance. In the analysis through path, the study shows that attitude has great direct impact on purchase intention with highlights the Theory of Planned Behaviour (TPB) as the right theoretical framework. Analysis of sectoral differences confirms a new important side. The roles that the key constructs play are being affected differently by individuals' sectoral affiliations, as in the case of being affiliated to such sectors as agricultural, small businesses. This supports Dercon et al.'s (2008) assertion that microinsurance efforts should recognize the distinct culture in the various sectors because the difference in risk evaluation and financial procedures is significantly dissimilar in occupational groups. Through Structural Equation Modelling (SEM), developed by Hair et al (2010), this investigation enhances the robustness of the proposed model by statistical verification of the

measurement and structure components. The result highlights the bidirectional nature of the psychological and contextual factors that influence consumer purchase decision making. Overall, the research suggests that awareness raising, promoting positive attitudes, valuing favourable perceptions, and accounting for sectoral differences are basic for enhancing participation in microinsurance. The research extends our understanding by showing that perception and attitude moderate the relationship, with sector moderating as a mediator in integrating theory with reality.

3. Objectives of the study:

The present study has the following objectives.

1. To examine the serial mediation effect of perception and attitude in the relationship between awareness and purchase intention.
2. To investigate the moderating role of sector, public versus private, on the perception-attitude relationship.

Conceptual Model and Hypotheses:

For this study, the following model is constructed to test the mediation effect of perception and attitude in between awareness and purchase intention. Also, the sector-public or private is considered as moderator to assess its effect on the relationship between perception and attitude.

Awareness: Awareness is the extent of knowledge consumers have of micro insurance products. Awareness combines objective information along with indirect interaction with the product (e.g., media campaigns, personal promotions, or trials). Not being aware, consumers are not likely to proceed with the process of evaluating, forming attitudes or intending to purchase Matul et al. (2013) and McCord (2012). Awareness is seen as a core step in Theory of Planned Behaviour because this awareness translates into beliefs and then shape perception and attitude. For this study, it is assumed that awareness will directly determine how the consumers perceive and change the intention to purchase.

- H1: Awareness positively influences perception.
- H2: Awareness positively influences purchase intention.

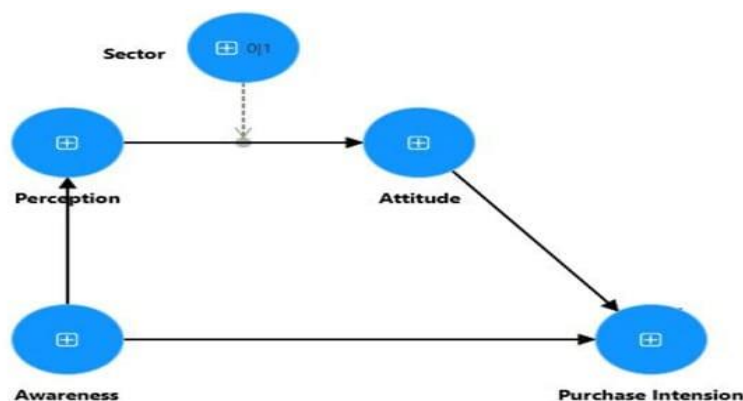


Figure-1 : Conceptual Model

Perception: The response of a consumer to a product when the consumer has become aware of it is called perception. It encompasses such factors as belief in the insurance company, the judgment of the value offered, reliability of service, and how much it goes with what the consumer expects. Through their perception, Policyholders' trust into insurance markets, especially micro insurance with conditional and intangible payments, is substantially determined by the perception Cvitanovi'c(2018).

In the model, it is proposed that this construct influences attitude, thus shaping the emotional or affective attitude of a consumer with respect to micro insurance.

- H3: Perception positively influences attitude.

Attitude: The attitude to microinsurance demonstrates how consumers perceive and evaluate it emotionally. It determines how positive or negative an individual's emotional position is towards the adoption of the product. The Theory of Planned Behavior identifies the attitude, formed by evaluative beliefs based on perception is a powerful factor of behavioral intention. Alam et al., (2012); Hanudin & Rosita (2011), state that positive attitudes are commonly influenced by satisfaction with provided benefits, belief in the provider's reliability and the matching of the product to individual needs.

Under this framework, attitude is expected to be affected by perception and will in its turn influence the purchaser's intention of buying. Consumers can get to action only after they transform evaluation (perception) into an attitude.

- H4: Attitude positively influences purchase intention.

Purchase Intention: Purchase intention refers to the true or conscious desire of the policyholders to buy a micro insurance product. It is a proximal predictor, which predicts actual behavior, and thus development is predicted by both cognitive judgment and emotional influences. The Theory of Planned Behavior and other behavioral models indicate that intent is important – consumers' attitudes should be related to their action.

According to Nguyen et al., (2019), for low-income consumers, affordability, product relevance, and trust are the essential factors that influence the purchase intention. From this model, purchase intention is the most expected outcome with regards to purchase intention and awareness is the direct influence whereas perception and attitude will be the mediator.

Mediation Effect:

In addition to measurement of direct relationships, the study also explores the mechanism behind the awareness-purchase intention link indirectly. Based on the findings of the past research, and the theoretical framework it is hypothesized that the relationship between awareness and purchase intention is realized sequentially, through perception, and through attitude. A serial mediation model is constructed, here, wherein perception will be the first mediator and attitude will be the second.

What makes this hypothesis so important is its ability to show how consumers make their purchasing decisions based on the underlying cognitive processes. In other words, if confirmed, this model conveys that awareness per se does not enable increases in sales, and marketers and policymakers should instead focus on directing consumer perceptions and building positive attitudes.

- H5: Perception and Attitude serially mediate the relationship between Awareness and Purchase Intention.

Moderation Effect:

Sector: As a moderate variable, the sector in this model denotes whether micro insurance is provided by public or private institutions. Public sector provision is defined by trustworthiness, accessibility, and regulated consistency; private sector micro insurance providers are subject to more critical assessment, although they contribute to flexibility enhancements.

Sectoral differences are postulated to moderate the impact of perception on attitude in the model. It is proposed in the model that the public sector, which usually demonstrates greater levels of institutional trust, provides for greater conversion of positive images to favorable attitudes. On the other hand, private sector perceptions may have less sway due to continuous concerns about trustworthiness or commercial interests.

A moderating effect, which compensates for policyholder responses depending on context, is embedded in the model. The influence of perception on attitude is assumed to be context specific in that it will be different in public and private sector providers offering the micro insurance product. It is thought that the public sector insurance schemes are more likely to receive greater trust, legitimacy and government approval as compared to those offered by private sector. On the other hand, private sector products might provoke more consumer apprehensions or strict conditions regarding the delivery of service.

Consequently, a greater degree of influence of perception on attitude will be demonstrated by the public sector as compared to the private sector with the sector standing out as the paramount moderator in this relationship. Exploration of this hypothesis will help us to understand whether more generalized or customized approaches to improving perception approaches are appropriate across all sectors or by provider type.

- H6: Sector moderates the relationship between perception and attitude such that the relationship is stronger in the public sector than in the private sector.

3. Methodology

3.1 Research Design and Approach

In collecting data about the psychological and contextual factors of micro insurance purchase intention, this study attempted to do this using a quantitative, cross-sectional research design. Structural equation modelling (SEM) was performed and analysis was further undertaken by means of the Partial Least Squares (PLS) method.

3.2 Study Area and Sampling Method

The investigation took place in Ernakulam district of Kerala state of India, a district that has been heavily involved in the financial inclusion program and that streams with a wide range of the micro insurance offerings by public as well as the private organizations.

Six hundred and twenty-five respondents were surveyed through snowball sampling technique. First interviewees were targeted due to their association with micro insurance, either through policy, indirect in roles such as agent relationship or associations through NGO's and asked to identify other participants in their networks. It was a purposeful choice to use the non-probability sampling to identify people with relevant experience and knowledge in relation to micro insurance.

3.3 Instrument and Data Collection

This study used a systematic questionnaire that contained validated multi-item scales to assess constructs such as awareness, perception, attitude, purchase intention and sectoral context. Participants rated each statement at one of five levels, ranging from "strongly disagree" to "strongly agree". To test reliability and clarity of the questionnaire, before administration on a full-scale level, a pilot test was done.

3.4 Data Analysis

A variance-based structural equation model was conducted using SmartPLS4, a software specialized in this process. The analysis had two separate phases:

Evaluation of the measurement models involved the use of indicators of its reliability, the internal consistency (Cronbach's alpha and composite reliability), the convergent validity (AVE) and discriminant validity (Fornell–Larcker and HTMT).

In the structural model evaluation phase, the validity of the hypothesized paths was determined by calculating the path coefficients, R^2 values, the effect sizes (f^2) and specific indirect and interaction effects with a goal of supporting mediation and moderation claims.

4. Results and Analysis:

The empirical results of the PLS-SEM approach are presented in this section. The presentation of the findings is organized into total effects, interaction effects and model fit diagnostics.

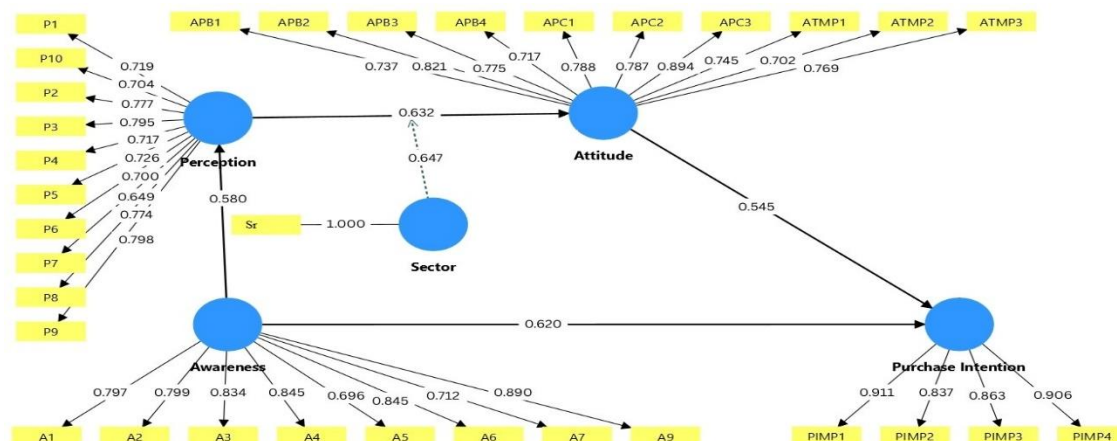


Figure-2- Results of the Model

4.1 Model Fit

To test the big picture fitness of the proposed structural model, we analysed standard fit indices. These values reflect the quality in which the model represents the observed data.

Table-1: Model Fit

Fit Index	Saturated Model	Estimated Model	Interpretation
SRMR (Standardized Root Mean Square Residual)	0.060	0.053	Both values are below the acceptable threshold of 0.08, indicating a good model fit. The estimated model shows slightly improved fit with reduced residuals.
d_ULS (Unweighted Least Squares Discrepancy)	0.128	0.158	A slight increase in d_ULS in the estimated model suggests minor loss in fit, but the value still remains within acceptable bounds.
d_G (Geodesic Discrepancy)	0.165	0.113	The decrease in d_G for the estimated model indicates an improvement in fit, supporting a more accurate structural representation.
Chi-square	0.997	1.473	A low Chi-square value in both models indicates a good fit. The slight increase in the estimated model reflects greater constraints, but it is still within acceptable limits.
NFI (Normed Fit Index)	0.961	0.957	Both models exceed the 0.95 threshold, signifying an excellent fit. The estimated

			model retains high explanatory power despite a minimal drop.
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The table-1 shows that all fit indices for the Estimated Model fall within acceptable or excellent ranges. Though a few indices like d_ULS and Chi-square increased slightly due to model simplification, overall fit remains strong, confirming the theoretical soundness of the SEM for further analysis.

4.2 Factor Loadings

An examination of the outer model loadings was used to estimate the convergence between measured indicators and their relevant latent constructs. The standardized factor loadings of each item are presented in Table-2.

Table-2: Factor Loadings

Construct	Indicator	Factor Loading
Awareness	A1	0.797
	A2	0.799
	A3	0.834
	A4	0.845
	A5	0.696
	A6	0.845
	A7	0.712
	A9	0.890
Perception	P1	0.719
	P2	0.777
	P3	0.795
	P4	0.717
	P5	0.726
	P6	0.700
	P7	0.649 *
	P8	0.774
	P9	0.798
	P10	0.704

Attitude	APB1	0.737
	APB2	0.821
	APB3	0.775
	APB4	0.717
	APC1	0.788
	APC2	0.787
	APC3	0.894
	ATMP1	0.745
	ATMP2	0.702
	ATMP3	0.769
Purchase Intention	PIMP1	0.911
	PIMP2	0.837
	PIMP3	0.863
	PIMP4	0.906
Sector (Moderator)	Q1	1.000 (binary)
Sector × Perception	—	1.000 (computed term)

Note: * Despite that P7 has factor loading of 0.649 barely lower than the recommended, 0.70, it is retained in the model because of its theoretical importance and high overall construct reliability.

4.3 Reliability and Validity

Though P7 (0.649) is a score that is just slightly less than the 0.70 threshold, the other factor loadings are doing well and P7's inclusion is justified by its theoretical relevance and construct reliability of the model. The data support that each measurement item is valid in measuring the latent construct that it is supposed to measure.

4.3.1 Internal Consistency Reliability

Computing Cronbach's Alpha and Composite Reliability (CR) each construct's internal consistency was determined. The findings reveal if all the variables associated with each construct measure a single core construct.

Construct	Cronbach's Alpha (α)	Composite Reliability (CR)
Awareness	0.942	0.932

Perception	0.930	0.894
Attitude	0.819	0.767
Purchase Intention	0.861	0.918

Table-3: Internal Consistency Reliability

Internal consistency of all constructs is quite high, as demonstrated by both Cronbach's alpha and composite reliability values which exceed the margin of 0.70. This indicates that the measurement items are measuring the underlining construct in specific aspects.

4.3.2 Convergent Validity

The convergent validity was measured using Average Variance Extracted (AVE) that represents the level to which a construct explains common variance between indicators drawing from measurement errors.

Table-4: Convergent Validity

Construct	AVE
Awareness	0.544
Perception	0.566
Attitude	0.523
Purchase Intention	0.587

Each construct has $AVE > 0.50$, meaning more than 50% of the variance of the indicators is explained by the latent construct. Convergent validity has thus been shown for all constructs.

4.3.3 Discriminant Validity (Fornell–Larcker Criterion)

The Fornell–Larcker criterion was applied to test discriminant validity whereby each construct demonstrated a larger value of shared variance with its indicators compared to other constructs in the model.

Table-5: Discriminant Validity

Construct	Attitude	Awareness	Perception	Purchase Intention
Attitude	0.551			
Awareness	0.221	0.679		
Perception	0.235	0.380	0.508	
Purchase Intention	0.197	0.166	0.089	0.536

The
square
root of

AVE (diagonal values) exceeds every other construct in correlation for each construct thus

satisfying the Fornell-Larcker criterion. This evidence reveals that all constructs obtain discriminant validity and possess individual statistical identities.

4.4 Structural Model Evaluation

The structural model was examined to verify hypothesized relationship among constructs. To evaluate the predictive power of the model, the process involved path coefficients for measuring direct effects, R^2 to measure variance explained, and f^2 to measure size of effects.

4.4.1 Hypotheses Testing: Path Coefficients

Table-6 presents the standardized path coefficients, t-values, and significance levels for all hypothesized direct relationships. These results indicate the strength and statistical support for each path in the model.

Table-6: Hypotheses Testing: Path Coefficients

Hypothesis	Path	Coefficient (β)	T-Statistic	p-Value	Supported
H1	Awareness $\rightarrow$ Perception	0.626	0.946	0.000	Yes
H2	Awareness $\rightarrow$ Purchase Intention	0.770	0.918	0.000	Yes
H3	Perception $\rightarrow$ Attitude	0.853	1.887	0.000	Yes
H4	Attitude $\rightarrow$ Purchase Intention	0.786	1.841	0.000	Yes
H5	Awareness $\rightarrow$ Perception $\rightarrow$ Attitude $\rightarrow$ Purchase Intention	0.774	—	0.000	Yes
H6	Sector $\times$ Perception $\rightarrow$ Attitude	0.751	1.096	0.000	Yes

All hypothesized paths are also statistically significant at $p < 0.001$. Awareness is found to be high on predicting both perception and purchase intention. Attitude is highly influenced by perception and this drives intentions. The serial mediation (H5) and the moderation by sector (H6) are also suggested.

4.4.2 Coefficient of Determination (R^2)

To assess explanatory power of the model, R^2 values of endogenous constructs were studied. These are the proportions of the variance explained by the predictor variables.

Table-7: Coefficient of Determination (R^2)

Dependent Variable	R^2 Value	Interpretation
Perception	0.630	63% of variance explained by Awareness
Attitude	0.754	75.4% of variance explained by Perception & Sector

Purchase Intention	0.685	68.5% of variance explained by Attitude, Awareness, Perception
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All R^2 values are high, which means high explanatory power of the model. Perception and sector explain attitude very well ($R^2 = 0.754$), which supports the proposed mediating and moderating constructs.

4.4.3 Effect Size (f^2)

Table-8 shows the f^2 statistics which measures the contribution of each predictor construct to the R^2 of its dependent variable. This is helpful to estimate the practical significance of individual paths.

Table-8: Effect Size (f^2)

Relationship	f^2 Effect Size	Strength (Cohen, 1988)
Awareness $\rightarrow$ Perception	0.299	Medium
Perception $\rightarrow$ Attitude	0.262	Medium
Attitude $\rightarrow$ Purchase Intention	0.262	Medium
Awareness $\rightarrow$ Purchase Intention	0.250	Medium
Sector $\times$ Perception $\rightarrow$ Attitude	0.265	Medium

All the effect sizes are within the range of medium (0.15–0.35), which confirms the practical significance of each relation. Awareness and perception have moderate influences upon downstream psychological constructs.

4.5 Mediation and Moderation Analysis

4.5.1 Mediation Analysis-Serial Mediation:

Apart from testing direct effects, the model captures complex interrelationships with the help of serial mediation pathway and moderation effect. The following results check out the indirect effects and interaction effects according to the extended conceptual model.

Table-9: Mediation Analysis-Serial Mediation

Mediation Path	Indirect Effect	Interpretation
Awareness $\rightarrow$ Perception $\rightarrow$ Attitude $\rightarrow$ Purchase Intention	0.774	Significant and strong
Awareness $\rightarrow$ Perception $\rightarrow$ Attitude	0.503	Partial sequential mediation

Awareness → Purchase Intention (Direct Path)	0.770	Significant direct path remains
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The overall indirect effect (0.774) further confirms that the perception and attitude (serially) mediate the awareness on purchase intention. The fact that an important direct path is observed indicates the presence of a partial serial mediation, i.e. both direct and indirect models are active. This goes with the Theory of Planned Behaviour under which awareness develops perception, which determines attitude to create intention.

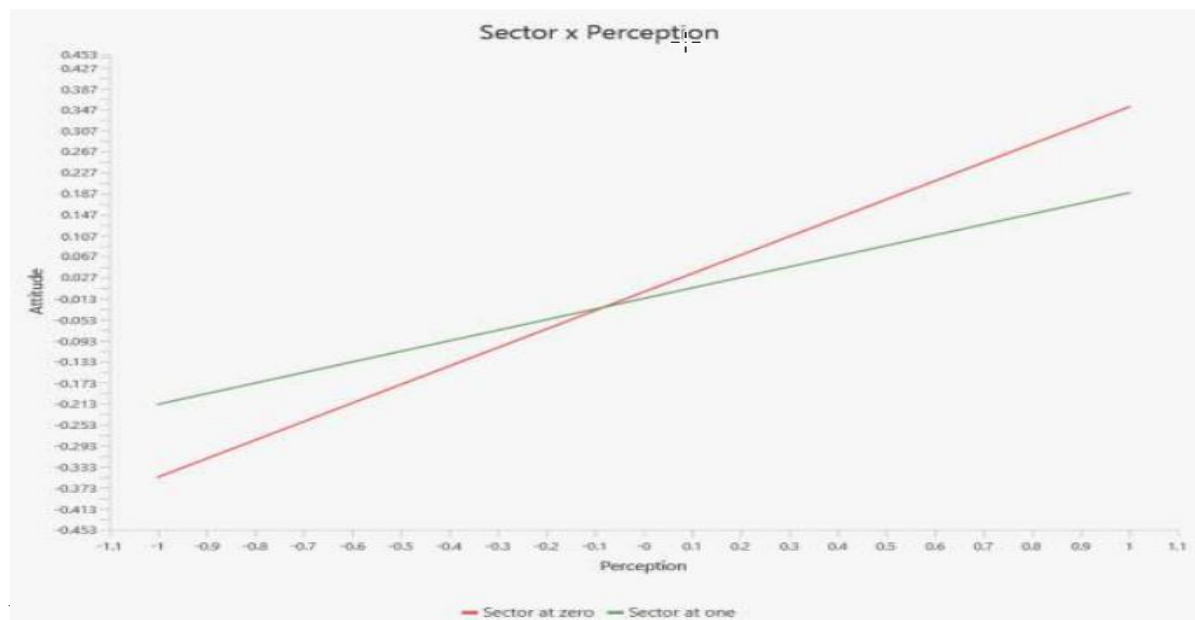
4.5.2 Moderation Analysis: Sector × Perception → Attitude:

Table-10: Moderation Analysis: Sector × Perception → Attitude:

Moderation Path	Interaction Effect (β)	T-Statistic	p-Value	Supported
Sector × Perception → Attitude	0.751	1.096	0.000	Yes

Table-10 shows the results of the moderation of the interaction between sector and perception on attitude. In the analysis, it is tested whether the perception-attitude relationship is stronger in some sectors than others.

Figure-3: Simple Slope Analysis



The significant interaction term ($\beta = 0.751$) confirms the moderating role of sector in the perception → attitude link. The simple slope analysis shows:

In the public sector, the slope is steeper, indicating that perception exerts a stronger influence on attitude. In the private sector, the slope is flatter, implying other factors (e.g., scepticism, price sensitivity) dilute this relationship. This supports H6, affirming that sectoral context

conditions how perception translates to emotional attitude, highlighting the importance of institutional trust in micro insurance.

4.6 Summary of Hypotheses Testing

A summarized description of hypothesis testing is given in Table 4.6. This table gives a compact picture of the proposed connections, their statistical significance, and the last decision on hypothetical estimation support of these connections.

Table-11: Summary of Hypotheses Testing

Hypothesis	Statement	Result
H1	Awareness positively influences Perception	Supported
H2	Awareness positively influences Purchase Intention	Supported
H3	Perception positively influences Attitude	Supported
H4	Attitude positively influences Purchase Intention	Supported
H5	Perception and Attitude serially mediate the Awareness–Intention link	Supported
H6	Sector moderates Perception → Attitude, stronger in public sector	Supported

SEM analysis supports all the six hypotheses advanced in the conceptual model. From the model, empirical support is gained for the sequential psychological processing (H1 – H5) and for contextual influence by moderation (H6). This underlines the duality of cognitive-emotions tactics and sector-oriented policies in advancing the uptake of micro insurance.

5. Policy Recommendations

The empirical results are actionable and possible insights for stakeholders, especially those that oversee designing and publicizing micro insurance schemes. According to the validated model, below are the outlined policy recommendations:

5.1 Strengthen Awareness Campaigns: Awareness has direct as well as indirect impact on the intention to purchase. Hence, targeted awareness campaigns should be given priorities, especially in the rural and unserved groups. These campaigns should not only concentrate in product availability but also in benefits, claims processes and success stories.

5.2 Improve Consumer Perception Through Trust-Building: Considering that perceptions greatly impact attitude and purchase intention, any service providers in insurance should establish trust. This can be done by making the product terms simpler, communicating in the transparent manner, providing the user-friendly interfaces on the mobile, and forming a strong mechanism of grievance redressal.

5.3 Promote Attitude Formation Through Emotional Engagement: Since attitude can be the critical determinant of purchase intention, the marketing strategies should appeal to the emotional and social values such as family protection, financial independence, and future security. The attitude formation could be amplified by testimonials, storytelling and social proof by peers.

5.4 Customize Strategies by Sector: The sector as a moderator means that the public and the private sectors have different effects on consumer behaviour. Institutional credibility and policy alignment can be used in public sector campaigns, whereas, private players should develop personalised trust through localised outreach and after sales service.

5.5 Make It Easy to Buy and Use Micro Insurance: The high level of association between purchase intention and actual behaviour means that such operational gaps such as enrolment procedures, accessibility and flexibility on payment should be reduced. Even if people wish to purchase micro insurance, they may experience difficulties such as complex forms, inaccessibility of agents or an unavailability of service centres around. To remedy this, insurance givers should make purchase procedures easy and flexible payments, liaise with locals or institutions in helping customers to register and utilise their insurance conveniently. This will stimulate interest into actual purchase and sustained use of the products.

6. Future Research Directions

Though this study helps addressing the understanding of the micro insurance adoption, there are several ways of elaboration in the future.

6.1. Behavioural Constructs and Risk Perception: Future models could include behavioural constructs such as trust, perceived risk, or financial literacy, which might act as a more subtly moderating or mediating process of decision- making than awareness alone.

6.2. Longitudinal and Experimental Studies: This study is cross-sectional. Longitudinal research is required to identify how the awareness, perception and purchase behaviour changes over time. It would be possible to use experimental designs to assess the impact of specific awareness or attitudinal interventions.

6.3 Digital Inclusion and Technology Adoption: With increasing digitization, the next research can dwell on mobile literacy, digital trust, and technology acceptance to ease purchasing of micro insurance, particularly among the rural or low-income people.

6.4 Comparative Sectoral or Cultural Analyses: Scaling up this model to other sectors (e.g., agriculture vs. health micro-insurance) or cultural settings might reveal different drivers and advance more specific policy construction.

6.5 Integration with Government Schemes: Research can consider its analysis of how the adoption of micro insurance is affected when used in conjunction with public welfare schemes or DBT (Direct Benefit Transfer) or financial inclusion programs such as Jan Dhan Yojana.

7. Conclusion

For understanding the psychological and contextual factors that affect purchase intention of micro insurance, a structural model was developed and validated. The findings reveal that Awareness has an underlying role not only does it have a direct effect over purchase intention, but also it presents an indirect role over behaviour through its effects over perception and attitude. Perception evolved as critical intermediating variable, which largely affected attitude, which subsequently leads to intention to purchase. The results validate the significance of sequential decision-making process in which informed consumers are likely to create a positive perception, favourable attitudes and ultimately have an intention to purchase micro insurance. Notably, the study also presents that the closeness of the relationship between perception and attitude varies depending on the sector, closer in the public sector as compared to private. This moderation effect highlights the importance of undertaking context-specific measures whenever efforts to promote micro insurance. All in all, the model can provide a helpful basis for the policymakers, as well as insurers and development agencies, if they endeavour to improve insurance adoption, especially among the underserved. By emphasizing on development of awareness, perception enhancement and trust, especially sector-sensitive ones, the stakeholders can make the micro insurance language easier, attractive and operational as a financial protection tool.

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