

Analysis of College Students' Personal Insurance Consciousness

-- A Case Study of Students of Wuxi Vocational Institute of Commerce

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Abstract: In the form of questionnaire survey, the personal insurance consciousness of students in Wuxi Vocational Institute of Commerce was investigated. By analyzing 1442 valid questionnaires, it is found that the students' personal insurance consciousness is insufficient. The reasons are as follows: the students have poor independence, and they are in good physical condition with a fluke mentality towards serious diseases; the publicity of medical insurance policy and insurance awareness education are not in place on campus; the medical insurance for urban residents has its own limitations; the insurance industry in China is not in good reputation. It is suggested that schools should attach importance to the publicity of medical insurance policy and strengthen insurance awareness education; the government further expands the scope of use of medical insurance, simplifies the reimbursement process, and strengthens the publicity of commercial insurance; insurance companies strengthen staff quality training.

1 Background and significance of the investigation

1.1 Investigation Background

With the improvement of China's social security system, college students have been included in the scope of urban residents' basic health insurance since 2008. Take college students in Wuxi as an example. Every student needs to pay 720 RMB per year, of which 570 RMB is the financial subsidy and 150 RMB is the individual contribution. However, as an inclusive medical security, this system has limitations such as complicated reimbursement procedures, narrow scope of protection, and low guarantee amount. Likewise, commercial insurance is needed as a supplement. It is in this context that the investigation of students' insurance awareness was carried out in Wuxi Vocational Institute of Commerce (WXIC) in the form of questionnaires

1.2 Objectives of the Investigation

The investigation aims to analyze the degree of college students' cognition of urban residents' medical insurance and life insurance, and to analyze their configuration of life insurance. Then, this paper recognizes the deficiency of college students' insurance consciousness and puts forward suggestions to improve it.

1.3 Significance of the Investigation

1.3.1 Theoretical Significance

At present, most researches on college students' insurance are analyzed from the perspective of medical insurance. This paper studies college students' cognition of medical insurance and their understanding and configuration of life insurance. This paper provides theoretical basis for the construction of publicity system of medical insurance and commercial insurance in the future.

1.3.2 Practical Significance

Medical insurance for urban residents cannot fully meet the medical needs of policy-holders. Commercial insurance is needed as a supplement. This paper recognizes the deficiency of college

students' insurance consciousness and puts forward suggestions to improve it.

2 Sample Descriptions

A total of 1442 valid questionnaires were collected, among which 62.34% are females and 37.66% are males, conforming to the gender distribution in WXIC. Also, freshmen account for 78.29%, sophomores 21.43% and juniors 0.28%. As freshmen must attend evening self-study, it is easy to get access to them, while junior students take the internship, and very few stay on campus.

School of Accounting and Finance (29.89%) has the largest number of respondents, followed by Art and Design (24.27%), Business (13.94%), Digital Media (9.99%), Automotive Technology (6.93%), Mechanical and Electrical Technology (5.89%), Internet of Things (5.69%) and Tourism Management (3.4%). Proportions basically accord with those of each major in WXIC.

3 Analysis of Questionnaire Results

3.1 Cross analysis based on different majors

As the sample sizes of Schools of Mechanical and Electrical Technology, Internet of Things and Tourism Management are relatively low, these three schools are not included in the cross-analysis between majors.

First, 50.86% of students of Art and Design can actively pay attention to their physical condition, followed by Automotive Technology (50%), Business (47.26%), Digital Media (45.14%), and the proportion of Accounting and Finance students is the lowest (37.59%).

Second, Automotive Technology (44%) has the highest proportion of commercial insurance allocation, followed by Art and Design (38%), Business (34.33%), Digital Media (34.03%), and Accounting and Finance (33.87%). Also, the proportion of students in Automotive Technical who have used medical insurance is the highest (82%), and the intention to deploy commercial insurance in the future is the strongest (47%).

It is recognized that students of Art and Design are usually exposed to detailed drawing work, so they are more careful than students in other majors. The high proportion and high willingness of commercial insurance allocation of automotive college students are related to the risks encountered in the learning process. In contrast, although it is easier for students of Accounting and Finance to get to know the relevant knowledge of insurance, the actual allocation ratio of commercial insurance is relatively low.

3.2 Cross analysis based on different genders

It shows that the proportion of male students taking the initiative to pay attention to their physical conditions (59.67%) is much higher than that of female students (38.49%). Meanwhile, the percentage of male students who have used health insurance is 78.45%, which is also higher than that of female (69.86%). In addition, 44.38% of male students are equipped with commercial insurance (31.59% of female), and their intention to configure commercial insurance in the future (41.99%) is also higher than that of female (38.04%).

Male students usually take more part in basketball, football and other activities, facing higher risks. Thus, they are more likely to pay attention to their physical conditions consciously, seek medical treatment in time.

3.3 Cross analysis based on the attention of body conditions

For students who are concerned with their physical conditions, only 3.43% often get sick, while the figure is 12.5% for students ignoring their physical condition. Also, 75.97% of the former have used the medical insurance, and only 55.56% is for the later. Meanwhile, 88.06% of the former think that the medical insurance fully or basically meets their needs. On the contrary, 43.06% of latter hold negative or neutral attitude to medical insurance.

In addition, among the students concerning about their physical condition, 44.48% are equipped with commercial insurance, and for those ignoring their physical condition, the figure is 26.39%.

Besides, 20.15% of the former would not buy commercial insurance in the future, yet the number is 6.94% for the latter.

It can be found that the proportion of students ignoring health condition who often get sick is the higher, but the proportion of using medical insurance card is the lower. It can be inferred that they do not bother to use medical insurance when they see a doctor. In addition, these students have the lower allocation ratio of commercial insurance, so they are more willing to have commercial insurance in the future.

3.4 Cross analysis based on different physical health conditions

According to the data, the better the physical condition, the higher the proportion of preferring school hospitals for medical treatment (61.68%) and the higher the proportion of being equipped with commercial insurance (40.31%). On the contrary, the worse the physical condition, the preferred way of medical treatment is the large off-campus hospital (54.49%), and the proportion with commercial insurance is lower (31.15%).

Also, for students whose first choice of medical treatment is university hospital, the degree of satisfaction with medical insurance reaches over 85%, and 39.88% of them will buy commercial insurance in the future. Yet, over 20% of students preferring large off-campus hospitals hold a negative or a neutral view to medical insurance, and 46.46% choose to configure commercial insurance in the future.

Generally, the school hospital cannot provide adequate medical security for serious diseases. Besides, it is easier for healthy students to configure commercial insurance. As students with poor physical conditions prefer large off-campus hospitals, their medical expenses are relatively higher. Thus, they are more likely to recognize defects of medical insurance, and have the need to relieve the burden of medical care through commercial insurance.

3.5 Cross analysis based on the use of medical insurance and satisfaction

It is found that students who have used medical insurance are more satisfied with medical insurance (90.41%) than those who have not (67.78%). Yet, the former are more willing to have commercial insurance in the future (40.7%) than the latter (36.34%).

College students are in the best physical condition. Thus, the insurance guarantee for minor diseases is enough to meet the needs of most students at this stage. Besides, students who have used medical insurance are more aware of the relevant defects, thus forming the idea of configuring commercial insurance.

3.6 Cross analysis based on the current commercial insurance configuration

The survey shows that students who have configured commercial insurance have the most positive attitude to medical insurance (90.28%). In contrast, over 20% of students who are not clear about the configuration of their own commercial insurance hold a negative or neutral attitude toward medical insurance.

Students with commercial insurance, mainly through their parents for their own configuration, have strong family insurance awareness. Besides, since commercial insurance has been configured, it is easier to find the compensation effect of commercial insurance on medical insurance through comparison.

4 Reasons for the deficiency of college students' insurance consciousness

4.1 Student level

4.1.1 High dependency of students on their parents

The common problem in Chinese families is that parents do everything and college students have poor independence. As far as commercial insurance configuration is concerned, students subjectively think it is their parents' business. Besides, the majority of college students have no fixed income for commercial insurance, so they will not take the initiative to get to know

commercial insurance.

4.1.2 Good health of college students

The main reason why most students think that medical insurance can meet their own needs is that they are in good health. As reflected in the survey, students in poor health, who have used medical insurance and choose to seek medical treatment in large off-campus hospitals, have a better chance to learn about medical insurance and have a stronger willingness to configure commercial insurance in the future.

4.1.3 Fluke mentality in the face of great disasters

Like other social members, considering major diseases, college students have a fluke mentality, thinking that these low probability events will not happen to themselves, thus configuring insurance is a waste of money. It is observed that students in poor health who have used health insurance are more likely to be insured in the future, reflecting that the need for commercial insurance is easier to be aroused after relevant experience.

4.2 School level

4.2.1 Inadequate publicity of medical insurance policies

The school's interpretation of the medical insurance policy is not clear enough, and it does not actively provide a channel for students to know about the medical insurance policies of urban residents. More often, students take the initiative to know about the medical insurance policy when they need medical treatment outside school or reimbursement of medical expenses.

4.2.2 Insufficient insurance awareness education

As most students will not take the initiative to get to know insurance, combined with the school does not provide relevant publicity or education channels, many students have insufficient cognition of commercial insurance, do not know their own commercial insurance configuration, even do not know if they have participated in medical insurance for urban residents.

4.3 Government level

4.3.1 Limited scope of medical insurance

Take WXIC as an example. Besides the school infirmary, there are only Hu Dai Hospital and Wuxi No.9 People's Hospital where medical insurance cards can be directly used. If students go to another hospital, they have to make a referral. In addition, in case of medical treatment out of Wuxi, students need to pay in advance and then reimburse later.

4.3.2 Cumbersome medical reimbursement procedures

Medical insurance reimbursement requires students to prepare a lot of materials including the copy of the bank card and the ID card etc. In lack of relevant materials, the reimbursement cannot be made. Even the material review process is completed; the reimbursement cannot be received in time, which is usually settled every semester.

4.3.3 Limited reimbursement of medical insurance

For students, the payment proportion within the limit of outpatient service is only 50% for community and 40% for hospital, with the cap of 1000 RMB/year. Without the referral procedure, the reimbursement is implemented in half. Besides, for major disease needs, the corresponding limit is 200,000 RMB.

4.4 Industry level

4.4.1. Bad reputation of the insurance industry

In the early development of the insurance market, most salesmen focused only on sales volume of the insurance policy, and did not pay attention to the needs of customers, and were not

responsible for the follow-up claims. Nowadays, still many sales sell insurance mainly for the commission. Such chaos discourages the public's confidence in the insurance industry.

5 Countermeasures to improve college students' insurance awareness

5.1 School level

5.1.1 Pay attention to the publicity of medical insurance policies

The school hospital should hold lectures on a regular basis to interpret the relevant medical insurance policies. Also, the school can organize activities such as quiz on medical insurance, and organize insurance-related student associations to encourage students to take the initiative to learn about medical insurance policies.

5.1.2 Strengthen insurance awareness education

First, the school may encourage insurance professional teachers to practice in insurance enterprises to better understand insurance in the practical level and enhance their own awareness of insurance. Second, the school can open insurance-related elective courses to students of all majors to improve their insurance awareness. Third, the school may carry out school-enterprise cooperation, inviting industry professionals to deliver insurance-related lectures or training.

5.2 Government level

5.2.1 Expand the scope of medical insurance

For one thing, the government may set up more designated hospitals for medical insurance and simplify referral procedures. For the other, a reimbursement system can be established to simplify the procedure for medical treatment in other places.

5.2.2 Simplify medical reimbursement procedures

The ideal way is the medical insurance swipe card type reimbursement. A complete set of use mechanism and credit mechanism can be developed to reduce the lengthy reimbursement links, facilitating the users of medical insurance card.

5.2.3 Strengthen the publicity of commercial insurance

The government is recommended to strengthen the publicity of commercial insurance to popularize the idea that commercial insurance supplements medical insurance. The public is encouraged to configure commercial insurance to relieve the pressure of medical insurance reimbursement.

5.3 Industry level

5.3.1 Strengthen the education of insurance practitioners

The industry association should raise the entry threshold of insurance industry. Also, insurance companies should be assessed to regularly carry out trainings for insurance salesmen, improving their compliance awareness and customer service awareness.

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