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UNDERSTANDING CUSTOMER BEHAVIOUR "WISEINSURE PLC"

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1. EXECUTIVE SUMMARY

WISEINSURE, a renowned insurance and asset management organisation with an extensive history dating back to 1848 and a global presence, is briefly described in this executive summary. The report details a market research study that was conducted with 285 clients in order to get further information about their preferences, demographics, and views of the calibre of services they got. For understanding client characteristics and any changes in outcome measures, the study makes use of relevant statistics such as T test, frequency, cross tabulation, Chi square test, regression, and correlation, among others.

Additionally, a predictive model is developed to assess suggestions and client satisfaction based on performance metrics. The study concludes with suggestions for enhancing customer understanding and impacting WISEINSURE's next marketing strategies.

The study analysed the connections between the demographics of customers and their propensity to suggest WiseInsure, offering practical advice for tailored customer support. Furthermore, associations between suggestions and the assessment of overall service quality as well as perceptions along certain aspects were investigated.

These findings put WiseInsure in a position to create a focused marketing strategy for the upcoming year that is based on a sophisticated knowledge of the tastes and expectations of its target audience.

2. INTRODUCTION

2.1 BACKGROUND

In the global financial scene, the insurance and asset management sectors are pillars that provide essential services that protect people, companies, and their assets.

The sector is going through a paradigm shift as a result of the integration of blockchain, data analytics, and artificial intelligence in the middle of the current technological revolution. Innovations in insurtech companies are changing risk management, simplifying the underwriting procedure, and rewriting client experiences.

The WiseInsure Mutual Assurance, Investment, and Loan Association, founded in 1848, is now a multinational insurance and asset management organization. WiseInsure has a long history, has grown globally, and is currently a major force in the market.

WiseInsure plc still has its premium listing and company headquarters are in London today. Strategic acquisitions, such as the 1986 acquisition of Jackson National Life Insurance Company in the United States and the 1994 founding of WiseInsure Corporation Asia, have characterized the company's growth trajectory.

WiseInsure surveyed its present customers to gain a deeper understanding of its position and improve the services it provides. Assessing consumer opinions of service quality and highlighting areas in need of development were the goals of the study.

Bill Gate, vice president of customer service, and Ben Potts, her assistant, have identified important concerns that were addressed in this report. Based on information gathered from 285 respondents—who are thought to be a representative sample of WiseInsure's clientele—the analysis and suggestions provided here are derived.

2.2 RESEARCH OBJECTIVES

The purpose of the study is to evaluate the perceived level of service quality among WISEINSURE's current clientele and identify any particular areas in need of improvement. In order to achieve this goal, a thorough study was carried out by a reputable marketing research company.

3. RESEARCH METHODOLOGY

The research methodology for this study is structured to provide an in-depth analysis of customer perceptions and satisfaction within the context of wiseinsure.

Using various statistics like Cross Tabulation , Descriptive analysis , T test ,Chi square Test, Liner Regression , Logistic regression etc.

3.1. RESEARCH PROBLEM STATEMENT &DATA ANALYSIS

The research problem revolves around the assessment of customer perceptions and satisfaction with WISEINSURE's services, with a focus on understanding their demographic profiles and the factors influencing their satisfaction and willingness to recommend the company while looping service quality dimensions of the company.

3.2. DATA COLLECTION

Data was collected through a survey of existing WISEINSURE customers, conducted by a reputable marketing research firm.

A total of 1000 policyholders from WISEINSURE's customer database received a 4-page questionnaire, leading to the receipt of completed questionnaires from 285 respondents.

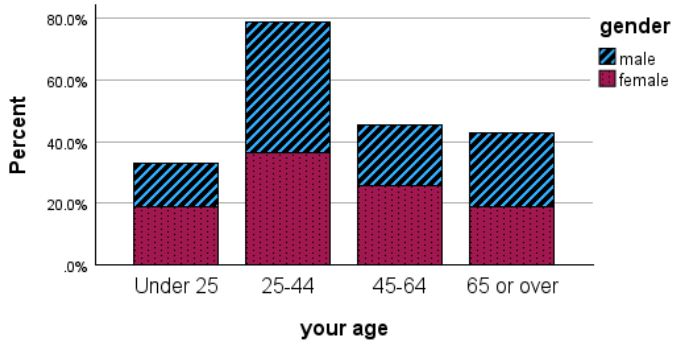
3.3. DEMOGRAPHIC PROFILING

(Frequency and Descriptive Analysis)

To create a demographic profile of the survey participants by looking at details like age, income, marital status, and education to learn more about the composition of WISEINSURE's clientele.

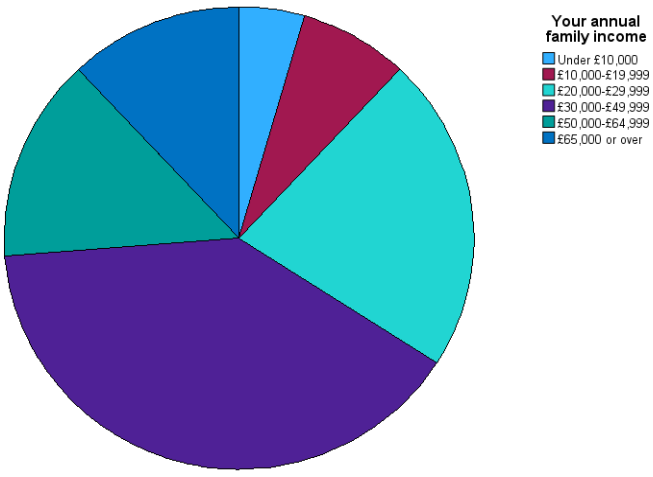
Out of the 1000 existing clients of Wiseinsure, 285 responded to the questionnaire that was sent to them. 47.8% of the respondents were Females, and 52.2% were males.

According to the data when comparing their gender 40 % of people in the 25–44 age range are men. Statistical result indicates that men make up a significant portion of the population in this age range. [Figure 1.1]



When gender and educational status were analysed, it was found that a larger proportion of men than women in the sample had completed higher education. In particular, almost 60% of the participants have some university degrees or equivalent credentials. [Figure 1.2]

When examining the respondents' marital status, 80% of them are married. Approximately 40% of the respondents are between 25 - 44years Age Group. While analysing marital status it has been found that a sizable portion of the sample contains widowed in section of female. All of those surveyed have annual family incomes of between (£30,000 to £49,999) which is around 40%. [Figure 1.3]



3.4 SERVICE DIMENSION ANALYSIS

(Cross Tabulation & Chi Square Test & One sample T test)

To determine the average service perception ratings across five service dimensions (tangibles, reliability responsiveness, assurance, and empathy) and identify the most critical and least critical dimensions as perceived by customers.

A significant degree of client loyalty is evident from the fact that the majority of respondents (71.2%) have been utilising WISEINSURE's services for five years or longer. [Table 2.1]

The Tangibles dimension had a lower response rate (76.1%), despite the fact that a significant majority of respondents provided ratings for Assurance (89.1%), Empathy (87.7%), and Reliability (88.1%), indicating active participation in assessing these aspects of WISEINSURE's services.

Notably, responsiveness had the greatest response rate (91.2%), indicating a high level of participation. Also, I looked up the median and saw that Tangibility had a lesser reaction because this is service industry and for service segment tangible aspects are not much important. [Table 2.3].

(A).Let's check is there any association between Demographics & Perception of Service Quality?

Hypothesis

Ho: No association between perceptions of Service Qualities and Demographics

H1 : There are association between perceptions of Service Qualities and Demographics

While looking at result of Chi-Square Test ($\chi 2$) to check relationship between Demographics and Service Quality mentioned as under Table below. **[Table 2.3]**

Demographics	P value	Association b/w service Quality and Demographics	What to do with Hypothesis
Gender	0.138	No	Accept Ho
Marital status	0.012	Yes	Reject Ho
Age	0.732	No	Accept Ho
Income	0.009	Yes	Reject Ho
Education	0.001	Yes	Reject Ho

Hence we can conclude here that marital status, Family Income and Education level has association with Service quality perception dimension.

(B).Perception of Service Features: (One sample T test)

To assess if customer perceptions of the service dimensions (tangibles, reliability, responsiveness, assurance, and empathy) are significantly above a certain threshold (e.g., 5.0 or 4.0), which provides insights into areas that may need improvement.

Hypothesis

H0: $\mu=5$ (Population means is equal to 5)

H1: $\mu > 5$ (population mean is greater than 5)

From the one sample T test it has been found that for all variables ($p < \alpha$) i.e. significance is < 0.05. Hence H0 must be rejected and H1 needs to be accepted by interpreting that surveyed respondent perceives high level of satisfaction and service quality in context of all five service quality dominations. Perception of the all service dimensions are significantly greater than 5.[Table 2.4]

3.5 RELATIONSHIP ANALYSIS

To investigate significant relationships between customers' **willingness to recommend** WISEINSURE to a friend and **demographic variables** to understand which customer characteristics influence recommendations. [Table 3.1(a-e)]

(A). Chi Square Test

Hypothesis

Ho: No association between Willingness to recommend and Demographics

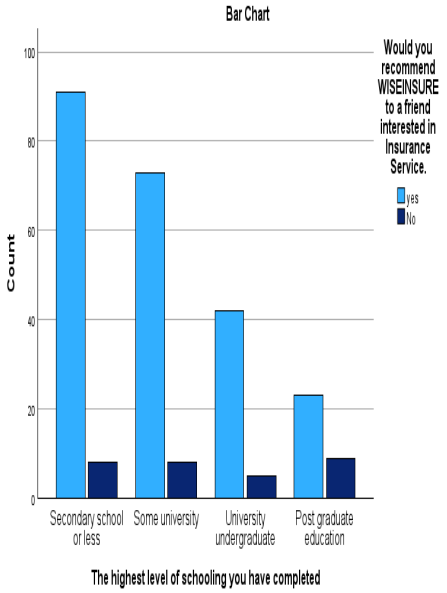
H1: There are association between Willingness to recommend and Demographics.

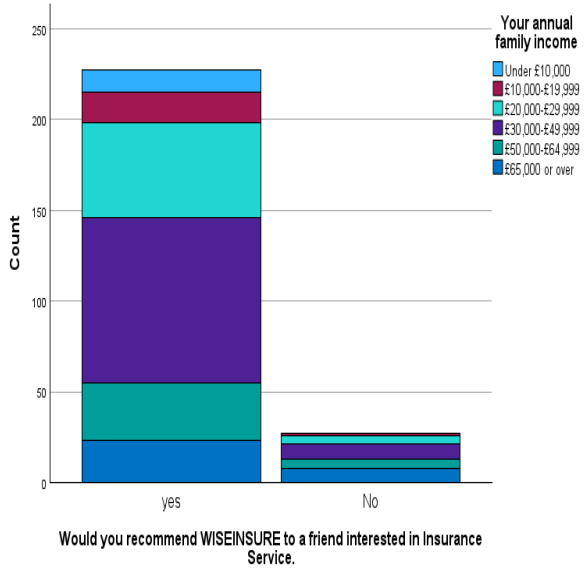
While checking cross tab and chi square it has been found that some of demographics does not have significant association in respect to willingness of recommendation ,The combined output are as under.

Demographics	P value	Association with Willingness to recommend	What to do with Hypothesis
Gender	0.469	No	Accept Ho
Marital status	0.759	No	Accept Ho
Age	0.855	No	Accept Ho
Income	0.059	Yes	Reject Ho
Education	0.019	Yes	Reject Ho

While checking cross tabulation correlation it states that **Lower education** levels (Up to some university) correspond to a greater likelihood of **recommending** WISEINSURE,Those with **lower incomes** (e.g., Up to £50K) are more likely to recommend the company compared to those with higher incomes (e.g., £50,000-£64,999 or £65,000 or over). The Chi-Square test confirms a significant association ($p < 0.001$). [Table & Figure 3.2]

From a managerial perspective, this suggests that individuals with lower incomes tend to be more satisfied with WISEINSURE's services and are more inclined to recommend them, which could be a valuable target demographic for the company's marketing efforts.





These findings emphasize the importance of considering policyholders' education levels (Lower or up to some university) and their Family income (up to £50K) when shaping marketing and customer engagement strategies to enhance satisfaction and encourage more recommendations to friends. (Table &Figure 3.2)

(B).Correlation

While checking correlation between Overall service quality and service dimensions:

The analysis reveals significant positive correlations between the overall quality rating of services provided by wiseinsure and its key dimensions all having ($p<0.001$): reliability ($r = 0.846$), empathy ($r = 0.822$), tangibles ($r = 0.504$), responsiveness ($r = 0.863$), and assurance ($r = 0.859$).

These findings suggest that as the levels of reliability, empathy, responsiveness, and assurance increase, so does the overall quality rating.

Notably, responsiveness and assurance demonstrate the strongest correlations, indicating their pivotal roles in influencing customers' perceptions of service quality. [Table 3.3]

(C).Multicollinearity Effect:

However, it is necessary to assess multicollinearity before finalizing the model. While checking multicolliniarity it has been found that there is a strong correlation between all those variables but based on the VIF value, there is no strong evidence of multicollinearity between Service dimensions and overall service quality as VIF value for all of them is <10.

VIF is for Reliability (4.52), Empathy (5.28), Tangibles (1.69), Responsiveness (8.54) and Assurance (7.57) in the regression model. The VIF values are within an acceptable range, so there is no strong multicolinearity.[Table 3.4]

After checking Multicolinearity effect we can build a regression model to arrive at result or model fit.

3.6 REGRESSION ANALYSIS

Underlying Assumption

When constructing a regression model, we will consider including **Assurance** as key variable as it has the strongest correlations with the overall quality rating.

This assumption is based on the premise that strengthening assurance elements will contribute to increased customer satisfaction and favourable perceptions of the company's services

Multiple Regression

The Multiple regression model conducted to analyse the overall service quality based on dimensions such as reliability, empathy, tangibles, responsiveness, and assurance. [Table 3.4]

Model Summary:

R: 0.90

$R^{2:}$ 0.81

Adjusted $R^{2:}$ 0.81

Predictors: (Constant, (X1=Reliability, X2=Empathy, X3=Tangibles, X4=Responsiveness, X5=Assurance))

Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by Wiseinsure

Where - (b0 = Expected value of Y when all X =0)

$$\acute{Y} = b0 + b1x1 + b2x2 + b3x3 + b4x4 + b5x5$$

$$\acute{Y}(\text{Overall Quality Rating}) = 0.26 + 0.50(x1) + 0.12(x2) - 0.19(x3) + 0.25(x4) + 0.69(x5)$$

Analysis

The adjusted R^2 value suggests that 81 % of the variability in the overall quality of service can be predicted by the above five factors.

While analysing this model it has been found that only three variables are significant (P=<.001) i.e. Reliability, Assurance, Tangibles is only significant so Re run the model further with these three variable and found that now Tangible is not significant (p=.071) value so now only Reliability and Assurance are significant hence need to re run regression with only significant variables. [Table 3.5]

After Removing Outliers

R: 0.89, $R^{2:}$ **0.79, Adjusted** $R^{2:}$ **0.79**

Predictors: (Constant, (X1= Assurance, X2= Reliability))

Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by Wiseinsure

Ý = b0+ b1x1 + b2x2

Ý(Overall Quality Rating) = - 0.49 +0.85(x1) + 0.64(x2)

After the removal of outliers, a rerun of the regression with only the significant variables, Reliability and Assurance revealed the existence of moderate level of multicollinearity between these two factors. Given this, careful consideration is needed to select a single variable in line with the underlying assumption. Will chose assurance as variable as it is giving higher adjusted R square 74% than of 72% given by reliability. [Table 3.6, 7, 8]

<u>Improved Regression Model:</u>

R: 0.86

$R^{2:}$ 0.74

Adjusted $R^{2:}$ 0.74

Predictors: (Constant, (X1= Assurance))

Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by Wiseinsure

Ý = b0+ b1x1

Ý(Overall Quality Rating) = - 0.17 +1.395(x1)

Model Interpretation &Analysis:

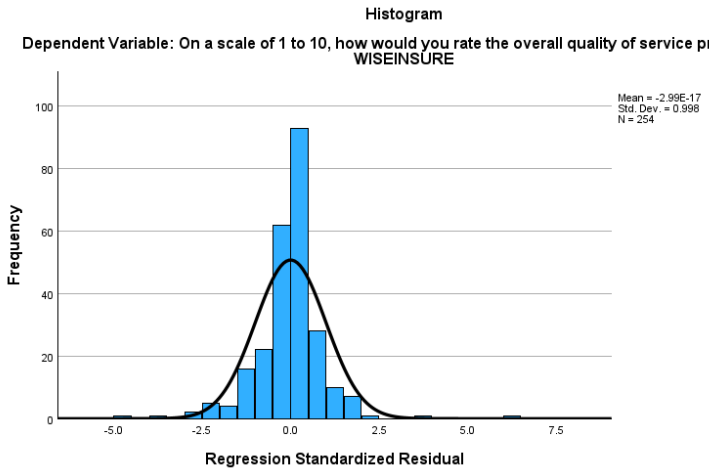
The statistically significant coefficient for Assurance (B = 1.395, p < 0.001) suggests that for every one-unit increase in Assurance, the predicted rating of service quality increases by approximately 1.395 units if other factor remains constant . The model, including the constant, provides valuable insights into the baseline rating and the impact of Assurance on service quality**.**

The regression model yields an adjusted R-squared of 0.738, signifying that approximately 74% of the variability in the overall quality of service provided by wiseinsure is explained by the predictor variable, Assurance.

The ANOVA results remain highly significant (F = 712.352, p < 0.001), emphasizing the substantial improvement in explanatory power attributed to Assurance.

The Collinearity Statistics continue to indicate no multicollinearity issues (Tolerance = 1.000, VIF = 1.000).

In summary, the ANOVA test confirms the model's strong overall fit.This suggests that they needs to work more upon Assurance so that they can improve overall service quality. [Table and figure 3.9]



3.7 LOGISTIC REGRESSION

(Would you recommend & Service quality dimension)

Upon exploring various demographic variables for doing logistic regression with service quality dimension, only education emerged as statistically significant. However, when combined it with Assurance in the dependent variable, it did not yield significance, hence processed model with only single independent variable i.e.Asuurance.

Dummy =Yes as 1 and No as 0

Independent Variable = Assurance

Dependant variable: Would you recommend wiseinsure to friend? ((With Yes as 1; No as 0)

This focused approach ensures a streamlined and meaningful analysis, emphasizing the key factor of customer recommendation in understanding and predicting perceived service quality.

$Z_i = (\beta_0 + \beta_1 x_{i1})$

$x_{i1} = Assurance$

$Z_i = (-4.79 + 1.31 x_{i1})$

The coefficient (B) for Assurance is 1.313. This indicates that for a one-unit increase in the Assurance variable, the log-odds of recommending company is occurring increase by 1.313 when other factors remains constant.

4. FINDINGS

Comparison of Linear and Logistic Regression model

Would you recommend & Assurance(Service dimension)

Would you recommend & Assurance(Service demension)					
Linear			**Logistic**		
Standard Deviation	1		Block 0	85.5	Exp(B)
R	86%		Block 1	91	
R2	74%				
Adjusted R2	74%		cox and snell R2	30%	
F-Stat	712.35		Nagelkerke R2	54%	
Significance	0.001		Significance	<.001	
Assurance	1.40 , (<.001)		Assurance	1.31 , (<.001)	3.72
Constant	-0.17 ,(.57)		Constant	-4.79 ,(<.001)	0.008

Choosing a model Fit

1. **R and R-squared:** Logistic model has higher R and R-squared, indicating better fit and higher variance explained.
2. **F-Stat and Significance:** Logistic model is highly significant, suggesting the model is effective.
3. **Assurance Coefficient:** Both models show Assurance as a significant predictor, with a stronger effect in the logistic model (Exp(B): 3.72).
4. **Constant Coefficient:** The constant coefficient in the logistic model is significant, indicating a baseline probability.

The logistic model appears to be a better fit for predicting the likelihood of recommending wiseinsure based on the Assurance service dimension. It provides higher predictive accuracy and better captures the binary nature of the recommendation.

5. RECOMMENDATION

- Wiseinsure needs to give emphasis on improving assurance because it affects customer satisfaction and likelihood of recommendation in a most significant way,
- After all customer is the king of market hence make them happy is crucial and they will be happier with company if the company sticks with their commitment and assure their client base to provide best services as committed.
- Wiseinsure should start focusing on group with higher education (UG and PG level) and higher income (i.e.> £40k) because lower income group and slightly lower educated people are already happy with company's service quality and ready to recommend company to their friends.
- To target them company needs to customise marketing and communication methods.Wiseinsure need to create services and rules that are specifically tailored to these groups' need.
- Using advanced technologies like AI and Block chain in this digital age may completely transform customer service. By putting these technologies into practise, procedures may be streamlined to ensure speedy and secure transactions, improving service quality as well.
- These are the areas of focus that wiseinsure may employ to increase clients and boost customer satisfaction, both of which will contribute to a successful business strategy.

6. LIMITATIONS

- The survey was conducted on a sample of 285 respondents, which might not fully represent the diversity of WISEINSURE's customer base.
- Respondents may be persuaded by social desirability bias to give responses that they think would be accepted by others rather than ones that accurately express their genuine feelings.
- A cross-sectional approach could not adequately reflect the dynamic character of buyer habits and preferences over time, as customer views and choices can change over time.
- It is important to understand that the survey's data are a simulated sample rather than actual data from WISEINSURE Plc.
- The model assumes a linear connection between independent and dependent variables, and unobserved factors may affect prediction power.
- Over fitting might cause the model to perform well on current data but struggle to generalise to new data.
- The model's various performance factors may make it difficult for non-technical stakeholders to understand.

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8. APPENDIX

1. DEMOGRAPHICS

Graphs with Summary Table

Figure. 11: Distribution of gender with among the age groups

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	144	50.5	52.2	52.2
	female	132	46.3	47.8	100.0
	Total	276	96.8	100.0	
Missing	System	9	3.2		
Total		285	100.0		

your age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 25	45	15.8	16.4	16.4
	25-44	109	38.2	39.6	56.0
	45-64	62	21.8	22.5	78.5
	65 or over	59	20.7	21.5	100.0
	Total	275	96.5	100.0	
Missing	System	10	3.5		
Total		285	100.0		

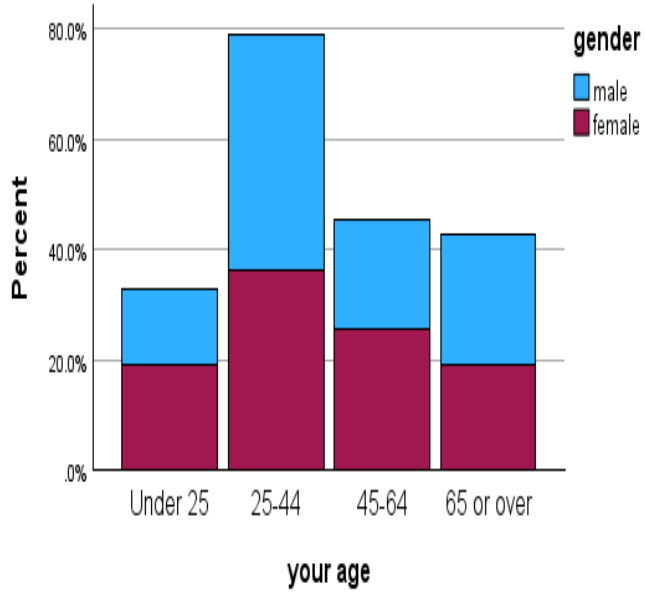


Figure 1.2: Comparison of Educational level and Gender

The highest level of schooling you have completed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary school or less	102	35.8	37.4	37.4
	Some university	86	30.2	31.5	68.9
	University undergraduate	50	17.5	18.3	87.2
	Post graduate education	35	12.3	12.8	100.0
	Total	273	95.8	100.0	
Missing	System	12	4.2		
Total		285	100.0		

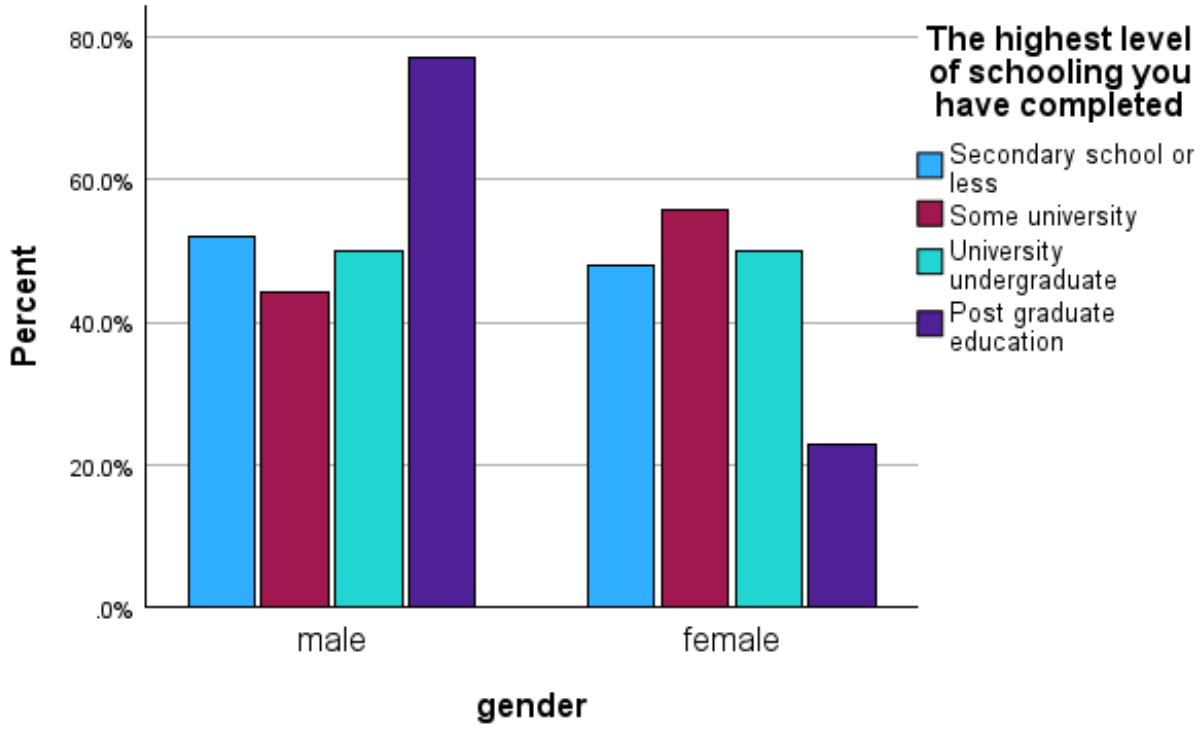
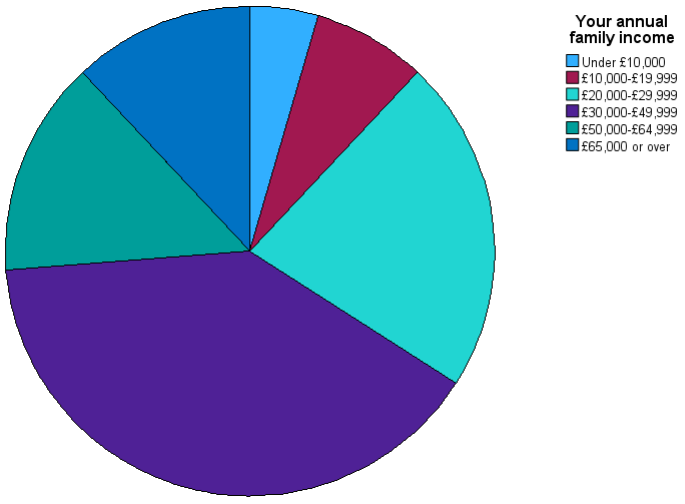


Figure 1.3: Annual Family Income

Your annual family income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under £10,000	12	4.2	4.5	4.5
	£10,000-£19,999	20	7.0	7.5	12.0
	£20,000-£29,999	59	20.7	22.1	34.1
	£30,000-£49,999	106	37.2	39.7	73.8
	£50,000-£64,999	38	13.3	14.2	88.0
	£65,000 or over	32	11.2	12.0	100.0
	Total	267	93.7	100.0	
Missing	System	18	6.3		
Total		285	100.0		



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Your annual family income

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Valid	Under £10,000	12	4.2	4.5	4.5
	£10,000-£19,999	20	7.0	7.5	12.0
	£20,000-£29,999	59	20.7	22.1	34.1
	£30,000-£49,999	106	37.2	39.7	73.8
	£50,000-£64,999	38	13.3	14.2	88.0
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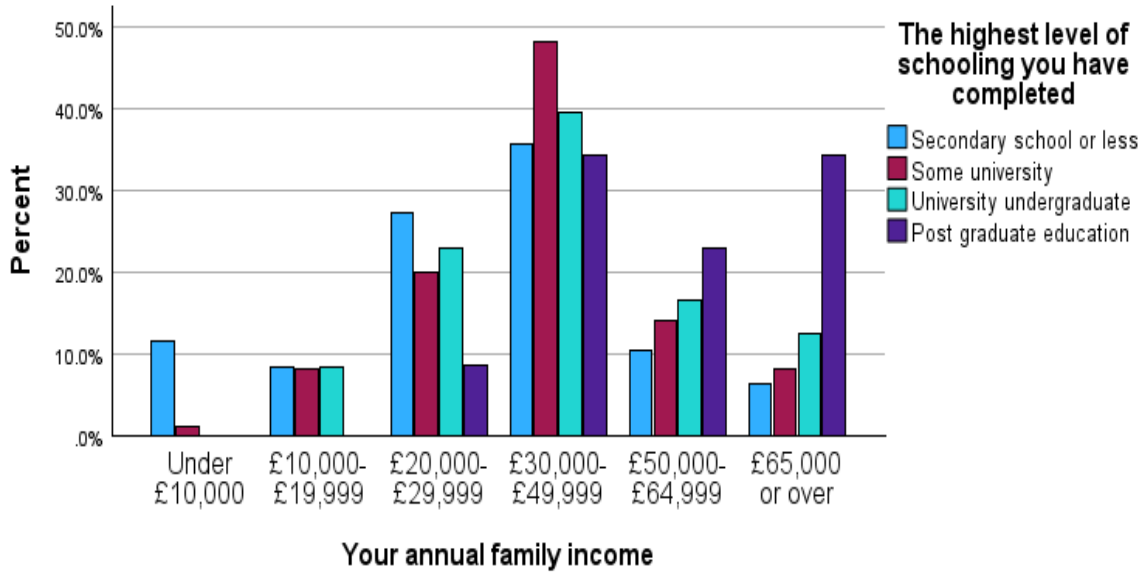


2. DESCRIPTIVE STATISTICS

Table 2.1: Usage of Wiseinsure's Service over the years.

- How long have you been using the services at Wiseinsure?

How long have you been using the services at WISEINSURE?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	36	12.6	13.3	13.3
	1 to less than 2 years	16	5.6	5.9	19.2
	2 to less than 5 years	26	9.1	9.6	28.8
	5 years or more	193	67.7	71.2	100.0
	Total	271	95.1	100.0	
Missing	System	14	4.9		
Total		285	100.0		

Table 2.2: Cross Tabulation:

WISEINSURE's average service perception ratings along each of the five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Reliability * On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE	251	88.1%	34	11.9%	285	100.0%
Empathy * On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE	250	87.7%	35	12.3%	285	100.0%
Tangibles * On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE	217	76.1%	68	23.9%	285	100.0%
Responsiveness * On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE	260	91.2%	25	8.8%	285	100.0%
Assurance * On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE	254	89.1%	31	10.9%	285	100.0%

Table 2.3 : Comparison of perceptions Service Quality with Demographics

(Cross Tab & Chi Square Test)

Ho: No association between perceptions of Service Qualities and Demographics

H1 : There are association between perceptions of Service Qualities and Demographics

Gender & Service Quality Perception

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.588[a]	9	.138
Likelihood Ratio	13.885	9	.126
Linear-by-Linear Association	.024	1	.878
N of Valid Cases	263		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.92.

Marital Status & Service Quality Perception

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	46.283[a]	27	.012
Likelihood Ratio	49.182	27	.006
Linear-by-Linear Association	2.510	1	.113
N of Valid Cases	262		

a. 31 cells (77.5%) have expected count less than 5. The minimum expected count is .17.

Age & Service Quality Perception

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.101[a]	27	.732
Likelihood Ratio	24.534	27	.601
Linear-by-Linear Association	.376	1	.540
N of Valid Cases	262		

a. 21 cells (52.5%) have expected count less than 5. The minimum expected count is .64.

Annual Family Income & Service Quality Perception

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	70.539[a]	45	.009
Likelihood Ratio	68.460	45	.014
Linear-by-Linear Association	16.539	1	<.001
N of Valid Cases	255		

a. 43 cells (71.7%) have expected count less than 5. The minimum expected count is .09.

Level of Education & Service Quality Perception (Chi Square Test)

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	60.814[a]	27	<.001
Likelihood Ratio	59.751	27	<.001
Linear-by-Linear Association	13.666	1	<.001
N of Valid Cases	261		

a. 23 cells (57.5%) have expected count less than 5. The minimum expected count is .52.

2.I. ONE SAMPLE T TEST

Table 2.4

One-Sample Test

	Test Value = 5						
			Significance			95% Confidence Interval of the Difference	
	t	df	One-Sided p	Two-Sided p	Mean Difference	Lower	Upper
Reliability	4.749	263	<.001	<.001	.427	.25	.60
Empathy	6.320	261	<.001	<.001	.556	.38	.73
Tangibles	8.662	218	<.001	<.001	.623	.48	.77
Responsiveness	6.397	261	<.001	<.001	.610	.42	.80
Assurance	8.366	255	<.001	<.001	.748	.57	.92

3. CHI SQUARE TEST

To investigate significant relationships between customers' willingness to recommend WISEINSURE to a friend and demographic variable.

Table 3.1

(a) Would you Recommend and Gender

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.524[a]	1	.469		
Continuity Correction[b]	.280	1	.596		
Likelihood Ratio	.523	1	.470		
Fisher's Exact Test				.561	.298
Linear-by-Linear Association	.522	1	.470		
N of Valid Cases	261				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.14.

b. Computed only for a 2x2 table

(b). would you Recommend and Marital status

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.174a	3	.759
Likelihood Ratio	1.360	3	.715
Linear-by-Linear Association	1.164	1	.281
N of Valid Cases	260		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.27.

(c). **would you Recommend and Age**

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.778[a]	3	.855
Likelihood Ratio	.791	3	.852
Linear-by-Linear Association	.044	1	.834
N of Valid Cases	260		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.96.

(d). **would you Recommend and Income**

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.639[a]	5	.059
Likelihood Ratio	10.159	5	.071
Linear-by-Linear Association	7.854	1	.005
N of Valid Cases	254		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.28.

(e). **would you Recommend and Education**

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.007[a]	3	.019
Likelihood Ratio	8.032	3	.045
Linear-by-Linear Association	6.589	1	.010
N of Valid Cases	259		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.71.

Table 3.2: Cross Tabulation with Chi-Square Test

The highest level of schooling you have completed * Would you recommend WISEINSURE to a friend interested in Insurance Service. Crosstabulation

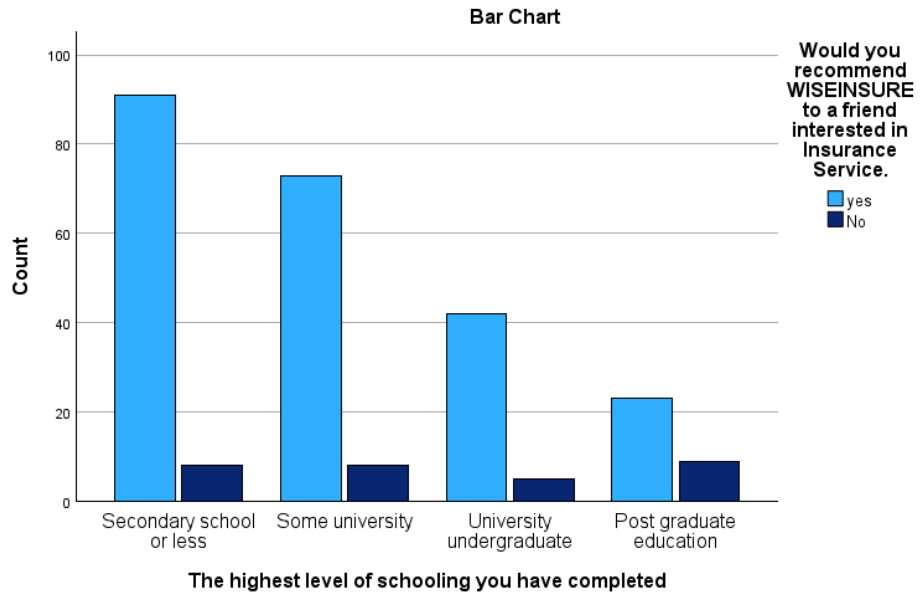
Count

		Would you recommend WISEINSURE to a friend interested in Insurance Service.		
		yes	No	Total
The highest level of schooling you have completed	Secondary school or less	91	8	99
	Some university	73	8	81
	University undergraduate	42	5	47
	Post graduate education	23	9	32
Total		229	30	259

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.007[a]	3	.019
Likelihood Ratio	8.032	3	.045
Linear-by-Linear Association	6.589	1	.010
N of Valid Cases	259		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.71.



4. CORRELATION

Table 3.3: Pearson Correlation Test for Service Quality and Dimension Analysis

Correlations

		On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE	Reliability	Empathy	Tangibles	Responsiveness	Assurance
On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE	Pearson Correlation	--					
	N	268					
Reliability	Pearson Correlation	.846**	--				
	Sig. (2-tailed)	<.001					
	N	251	264				
Empathy	Pearson Correlation	.822**	.826**	--			
	Sig. (2-tailed)	<.001	<.001				
	N	250	256	262			
Tangibles	Pearson Correlation	.504**	.581**	.648**	--		
	Sig. (2-tailed)	<.001	<.001	<.001			
	N	217	217	216	219		
Responsiveness	Pearson Correlation	.863**	.867**	.882**	.607**	--	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		
	N	260	249	250	219	262	
Assurance	Pearson Correlation	.859**	.842**	.873**	.567**	.921**	--
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	254	243	243	213	253	256

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

5. REGRESSION (LINEAR)

Table 3.4: Regression with Overall service Quality with service dimension

Checking multicoliniearity

Checking VIF to check multicolliniairty effect (No multicollinearity)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900[a]	.810	.806	.990

a. Predictors: (Constant), Assurance, Tangibles, Reliability, Empathy, Responsiveness

b. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.263	.394		.668	.505		
	Reliability	.505	.101	.327	5.003	<.001	.221	4.519
	Empathy	.123	.115	.076	1.075	.284	.190	5.277
	Tangibles	-.198	.085	-.093	-2.333	.021	.593	1.687
	Responsiveness	.247	.133	.167	1.858	.065	.117	8.542
	Assurance	.685	.135	.428	5.053	<.001	.132	7.567

a. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

Table: 3.5. (**Regression with Overall service Quality &Assurance and Reliability & tangibility)**

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895[a]	.802	.799	1.001

a. Predictors: (Constant), Tangibles, Reliability, Assurance

b. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.125	.390		.321	.749		
	Reliability	.581	.092	.377	6.303	<.001	.270	3.697
	Assurance	.949	.096	.593	9.879	<.001	.268	3.727
	Tangibles	-.148	.081	-.070	-1.814	.071	.656	1.526

a. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

Table 3.6. (Regression with Overall service Quality &Assurance and Reliability)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887[a]	.786	.785	1.086

a. Predictors: (Constant), Assurance, Reliability

b. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.492	.291		-1.692	.092		
	Assurance	.846	.090	.523	9.394	<.001	.290	3.450
	Reliability	.638	.089	.400	7.195	<.001	.290	3.450

a. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

Table: 3.7 (Over service quality &Assurance)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859[a]	.739	.738	1.193

a. Predictors: (Constant), Assurance

b. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

Table: 3.8 (Over service quality &Reliability)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846[a]	.717	.715	1.252

a. Predictors: (Constant), Reliability

b. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

Table 3.9 .Improved Model Fit (Service quality with Assurance)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859[a]	.739	.738	1.193

a. Predictors: (Constant), Assurance

b. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.174	.310		-.563	.574		
	Assurance	1.395	.052	.859	26.690	<.001	1.000	1.000

a. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1014.223	1	1014.223	712.352	<.001[b]
	Residual	358.789	252	1.424		
	Total	1373.012	253			

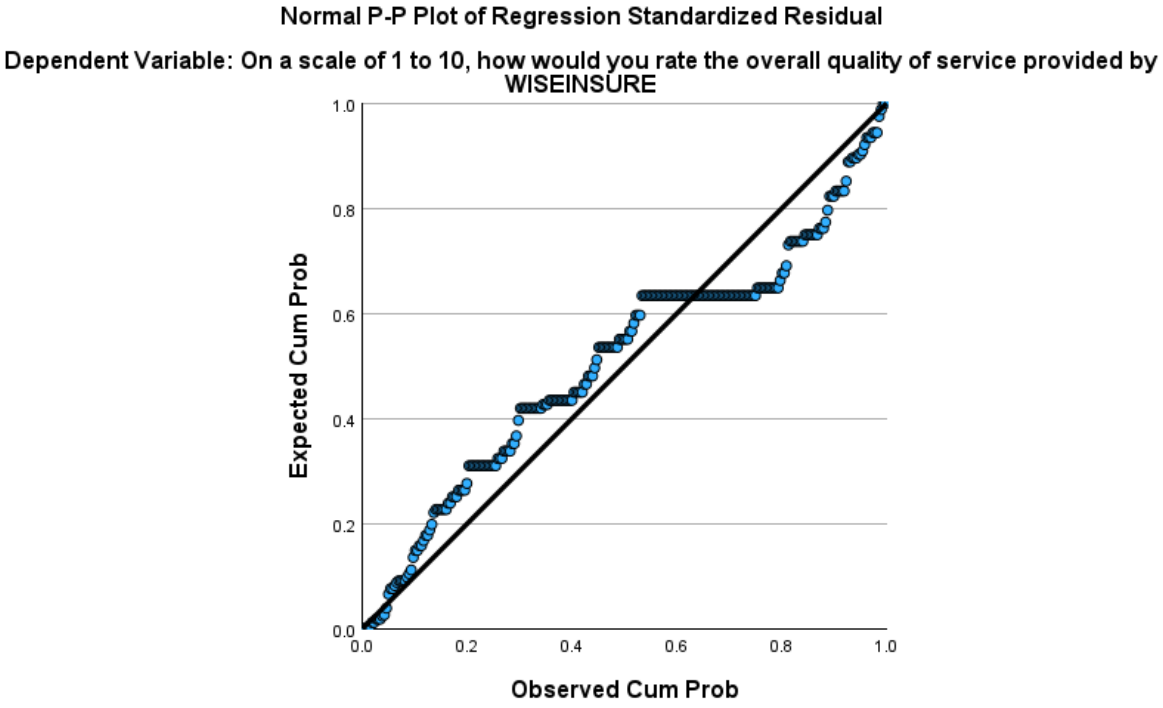
a. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE

b. Predictors: (Constant), Assurance

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Assurance
1	1	1.970	1.000	.01	.01
	2	.030	8.150	.99	.99

a. Dependent Variable: On a scale of 1 to 10, how would you rate the overall quality of service provided by WISEINSURE



6. LOGISTIC REGRESSION

Table: 4. (Recommendation & Service quality dimension

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted YES_RECOMEND		
			.00	1.00	Percentage Correct
Step 0	YES_RECOMEND	.00	0	37	.0
		1.00	0	219	100.0
	Overall Percentage				85.5

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1.778	.178	100.079	1	<.001	5.919

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Assurance	105.297	1	<.001
	Overall Statistics		105.297	1	<.001

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	92.745	1	<.001
	Block	92.745	1	<.001
	Model	92.745	1	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	118.764[a]	.304	.540

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Classification Table[a]

			Predicted		
			YES_RECOMEND		
	Observed		.00	1.00	Percentage Correct
Step 1	YES_RECOMEND	.00	21	16	56.8
		1.00	7	212	96.8
	Overall Percentage				91.0

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Assurance	1.313	.186	49.620	1	<.001	3.716
	Constant	-4.790	.884	29.348	1	<.001	.008

a. Variable(s) entered on step 1: Assurance.

Step number: 1

Observed Groups and Predicted Probabilities

```
    160 +                                                                +
        I                                                               I
        I                                                               I
F       I                                                               I
R   120 +                                                                +
E       I                                                               I
Q       I                                                               I
U       I                                                              1 I
E    80 +                                                               1 +
N       I                                                              1 I
C       I                                                              1 I
Y       I                                                              1 I
     40 +                                                               1 +
        I                                                          1  1 I
        I                                                          1111 I
        I             1                  0              1     1   1   1  1 1  11111 I
Predicted ---------+---------+---------+---------+---------+---------+---------+---------+---------+---
----------
  Prob:   0       .1       .2       .3       .4       .5       .6       .7       .8       .9       1
  Group:
0000000000000000000000000000000000000000000000000011111111111111111111111111
1111111111111111111111111
```

(customer profiel uk, 2023)