LIFE INSURANCE PATRONAGE IN A DISASTER-PRONE SOCIETY: A STUDY OF SELECTED MANUFACTURING COMPANIES IN ENUGU STATE, NIGERIA

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ABSTRACT

This study assessed life insurance patronage in a society susceptible to disaster. To achieve this aim, the study examined the impact of socio factors such as insurance awareness and insurance image on life insurance patronage in Enugu State, Nigeria. A survey research design was selected for the study. The study population consisted of manufacturing companies in Enugu State. A convenient sampling technique was used to select 8 manufacturing companies that have reached the stage of growth and stability in the manufacturing industry. The quantitative sample was 146 employees of the 8 companies combined, while the data collection tool was a structured questionnaire. The data was analysed using linear regression, and the research hypotheses were validated at a 0.05 significant level. The vital finding of this study was that insurance awareness and insurance image have significant effects on insurance patronage in Enugu State. For this reason, the study recommended that insurance awareness be created through formal and informal insurance education. To this end, the study recommended translating insurance textbooks into the most spoken languages in Nigeria, such as Igbo, Hausa, Yoruba and Pidgin English. Regarding insurance image, the study recommended sanctioning fake and unregistered insurance sellers by the appropriate authorities. The study contributes to knowledge by identifying that insurance awareness and insurance image have a significant impact on life insurance patronage.

Keywords: *Life-Insurance-Patronage, Disaster, Insurance-awareness, Insurance-Image, Manufacturing-Companies*

1.0 INTRODUCTION

Human life is priceless. Hence, the need to protect life from all forms of disasters cannot be over-emphasized. Disaster denotes any occurrence of grave interruption that results in widespread losses of human lives and deterioration of a society and its physical facilities (Zio & Aven, 2013; Rebeeh et al., 2019). The impact of disasters is greatly felt by individuals, relatives, organizations, and general societies (Fan et al., 2021). Reniers et al. (2018) noted that disastrous events in an industrial area can occur not solely because

of the activities within the industry but also because of other external factors outside the industry. For instance, natural disasters, such as flooding or fire outbreaks within the neighbourhood, can spread and cause havoc to lives and properties in the industry. Irrespective of the shapes and forms of occurrence, disasters are catastrophic, deadly and destructive to both lives and properties. Hence, Othman and Beydoun (2012) noted that reducing the post-effects of the disaster involves various actions and activities, including life insurance coverage.

Manufacturing companies can obtain life insurance coverage as a reactive approach to potential disaster effects on lives in and outside the site. Life insurance guarantees financial security and planning, minimises the psychological impacts of disastrous events and establishes a savings lifestyle for people (Fadun & Oluwaleye, 2023; Fadun et al., 2024). Notwithstanding, the World Bank (2018) noted that Nigeria has the lowest life insurance penetration rate of 0.05% compared to other West African countries due to low patronage. Some studies, including Aderaw (2013); Redzuan (2014); Luciano et al. (2015); Ondruska et al. (2016); and Novovic et al. (2017), have examined the possible factors affecting life insurance patronage. Fadun et al. (2024) also noted that socioeconomic factors, including education, occupation, income and prices of life insurance products, shape the affordability and patronage of life insurance products. These factors play an essential role in pricing and tactic decision.
Inadequate awareness and bad image are among the factors affecting insurance patronage generally. However, the life insurance sector has embraced digital innovation lately to improve processes such as product marketing, underwriting, policy management and customer engagement (Statista Market Insight, 2024). Digital tools, data analysis, and online platforms are reshaping how life insurance products are delivered to the public. The past few years have witnessed some improvement as the total written premium of the insurance sector has grown from N326bn in 2016 to N726.4bn in 2022, with life insurance as a significant contributor to the growth (Chimgozirim, 2024). The total life insurance premium was N43bn and N309bn in 2010 and 2022 respectively (Chimgozirim, 2024; Fadun, Isimoya and Ugwuoke, 2024; Ugwuoke, Fadun and Aduloju, 2024). These growths were attributed to individual and group life insurance policies, as they accounted for 39% and 34% of life insurance-generated premiums, respectively. This is in agreement with McKinsey (2020) that a more significant percentage of the African insurance industry's growth would result from pension and individual life insurance. Hence, this study assesses life insurance patronage with a particular focus on the manufacturing companies in Enugu.

1.1 Statement of the Problem

Some researchers have tied the problem with life insurance patronage in Nigeria to perception issues. Francis et al. (2017) and Olagbegi (2018) also noted that inadequate

awareness and little or no knowledge of insurance mechanisms and benefits are among the factors affecting life insurance patronage in Nigeria. For the manufacturing sector, which is vulnerable to disaster in many ways, a life insurance policy is essential because it protects spouses and children from potentially devastating financial losses following the death of a keyman or employee resulting from a disaster which arises in the course of their employment. Life insurance also provides security, helps to pay off debts, pays living and medical expenses, and so on. With all these life insurance benefits, however, Fadun, Isimoya, and Ugwuoke, (2024) emphasised that the Nigerian life insurance sector is still underdeveloped due to a lack of awareness and a bad insurance image created by "quack" insurance sellers.

From being perceived as not transparent with the claims handling process to cumbersome paperwork, many Nigerians have yet to understand how life insurance works and do not consider it a necessity. Regardless of the public view of life insurance, numerous emergencies and disasters occur daily worldwide (Doaa et al., 2021). In industrial communities, disasters occur because of inadequacy in planning response mechanisms or sudden loss of control and functionality of the risk mitigation process (Rebeeh et al., 2019). The essence of Life insurance is to prevent or reduce the adverse effects of disasters, ensure early aid to those affected, and aid the recovery process. Given these numerous benefits of life insurance, there has not been any published paper assessing the rate of life insurance purchase by industries that are exposed to disaster risks in Enugu state. To break this jinx, this study aims to assess the extent of life insurance patronage in areas with disaster tendencies. Hence, the study concentrated on selected manufacturing companies in Enugu.

2.0 LITERATURE REVIEW

According to Black and Skipper (2000), there are three main types of life insurance policies, including whole life insurance policies that give a death benefit for the rest one one's life; term life insurance that offers a death benefit for a short period of time and; and an endowment life insurance which provides a term life insurance with an element of savings. The owner of a life insurance policy (policyholder) is often required to pay a single sum or recurring premium to a life insurance company. As a legal contract, life insurance policies outline the exclusions or limitations of the insured event. Usually, the defined exclusion of each policy limits the extent of the insurer's liability. Limitations of life insurance liabilities may include losses resulting from suicide, civil commotion, riots, war and fraud.

Many social, economic and demographic factors influence the patronage of life insurance policies in Nigeria. Such factors include education, religion, culture, employment, inflation, interest rate, age and ethnicity (Fadun, Isimoya and Ugwuoke,

2024). This implies that adequate knowledge about buyers' level of education, religion, and employment status, as well as proper knowledge of the country's economic condition, is a prerequisite for a life insurer. It is often difficult to market life insurance in a highly religious country like Nigeria, where the majority of the people rely on God for protection and prevention of disasters. This partly accounts for the reason why the Nigerian insurance industry's performance is rated as one of the lowest in Africa, with a 0.5% penetration rate in 2022 (World Bank, 2023). Hence, insurance awareness concerns knowledge and understanding of insurance and how it works. Notwithstanding the importance of insurance, insurance products do not receive adequate patronage due to a lack of knowledge of insurance mechanisms.

To create more sale for insurers, Rania, (2013) suggested the improvement of insurance awareness through insurance education. Hence, he described insurance education as a process which allows the transfer of insurance knowledge by designing the appropriate insurance products, involvement of technology in insurance marketing and sale, and education about insurance mechanisms, financial risks and risk management. To create more awareness, Fadun, Isimoya and Ugwuoke, (2024) recommended that the insurance industry should collaborate with the government to incorporate insurance into tertiary education curriculums to improve insurance patronage and its contribution to economic growth.

Business image is the general valuation of a particular business by its actual and prospective customers via perceptual representation of its previous activities and future prospects when compared with other leading rivals (Formbrun, 1996; Marafa et al., 2019). The image of insurance and the insurance industry has drawn public attention due to the fraudulent activities of quack insurance sellers and the inability of the public to understand the intricacies of the insurance business quickly. Many Nigerians still doubt insurance companies' ability to meet their contractual obligations when the loss occurs. This has debilitated the entrepreneurial spirit of many by creating fear and inhibition. As a result, the industry's economic contribution to the Gross Domestic Product (GDP) has lagged behind, whereas the country's economic growth has been curtailed.

Disaster is an unexpected, catastrophic event, leading to disruption, destruction and/or devastation of lives and properties. It is a severe disruption of the peace and stability of a society owing to hazardous occurrences resulting in death, economic loss, environmental degradation, and material loss. According to Kalpana (2010), disasters cause significant damage, destroy properties, and instigate human suffering. The effect of disaster may be difficult to quantify as it affects the economic, social, political, and mental state of the individuals of the affected society. Manufacturing companies are exposed to various disasters such as fire outbreaks, floods, human error, hurricanes, tornados, earthquakes and terrorism. In all of these kind of disasters, human lives are at

risk. This accounts partly for the increasing research on disaster risk management in engineering and corporate organisations.

Jaeryl and Simpson (2002) used a survey and evaluation research design to assess the best practices industries can adopt to reduce risk exposure. The study recommended that workers in hazardous conditions involving chemicals should have an insurance policy aside from the workman's compensation. Insurance for the manufacturing sector is often arranged with the policy wording. Some are compulsory, while some are a matter of choice. These insurances may cover lives, factory buildings, factory equipment (such as desks, chairs and machinery), business interruption resulting from losses occasioned by fire, flooding, or hurricane, products, employers and public liability, and goods in transit insurance. Insurance providers often demand that manufacturing be conducted based on the best industrial practices.
Schreiner (2011), in his study based on computational molecular science, noted that disasters in a manufacturing site can almost always lead to injury or death. He further noted that irrespective of the safety measures on the ground, some risks could surface and cause injuries or death to employees if precautionary measures were not duly followed. Finally, he suggested that employers should organize workplace disaster training to educate the employees about their risks and exposures and avoid calamitous events on the manufacturing site.

Flanagan (2011), who examined the development of a social vulnerability index using 15 census variables at the census tract level, noted that early warning can initiate precautionary actions which could avert disasters, and effective response action following a disaster may also assist with appropriate medical care and evacuation to a safe environment. Flanagan argued that the need for the first response would not be so significant if an adequate early warning were made. An effective disaster warning system may involve aggregating information on disaster occurrence from multiple causes and will communicate early warning signs to employees in the workplace before the occurrence. The early warning signals provide human as well as automated responses, just before the happening of disastrous events in the manufacturing site

Ochenje (2016) employed a survey and evaluation research design to assess industries' disaster risk reduction programs at workplaces in Eldoret Municipality, Kenya. It was disclosed that education and training are the most significant risk reduction measures employers must implement as a program to curb workplace hazards. Hence, the recommendation is that employees should be given adequate training about the hazards they are exposed to.

Naif et al. (2022) reviewed disaster management models and their contributions equally. They asserted that a model applied to the reduction or aversion of disasters improves and simplifies disaster reduction processes (Naif et al., 2022). In their study, disaster management models were significant because they assisted employees and policymakers in making proper decisions. Insurance is adjudged to be one such model because its essence is to mitigate, prepare, respond to, and recover losses. Hence, insurance awareness is said to be indispensable.

3.0 **RESEARCH METHODOLOGY**

The study employed a survey research design. The survey research design was deemed most suitable for the study because it helps to gain a greater understanding of an individual or a set of individuals' understanding or view about a specific idea or issue under review. It uses quantitative data to deliver valuable and accurate information. It is a quantitative research design involving multiple survey questions to gather reliable data from a pool of respondents. The study population comprised the manufacturing companies in Enugu State. However, a convenient sampling technique was used to select the participants from eight leading manufacturing companies in the state, including ANAMCO, INNOSON Group, JUHEL Nigeria Limited, Nigerian Breweries, Transit Support Services Limited, B. O. Mba Industrial Food Chemicals Limited, Dalex Chemical Company, and Hardis & Dromedas Limited.

ANAMCO, a commercial vehicle manufacturing company and assembly plant which produces medium to heavy-duty trucks, buses, lifters, and loaders. The INNOSON Group manufactures of PVC Ceilings, plastics such as tables, chairs, GP Tanks and ceramics of different kinds. JUHEL Nigeria Limited, manufacturers of pharmaceutical products and petroleum product marketers. Nigerian Breweries, a brewing company. Transit Support Services Limited produces and assembles heavy and medium-duty trucks and road tractors. B. O. Mba Industrial Food Chemicals Limited manufactures food chemicals like caramel and inverted syrup used for baking, brewery and confectionaries. Dalex Chemical Company, manufacturers and distributors of Dalex paints and coatings. Hardis & Dromdas Limited is a manufacturer of toiletries and hygienic products.

Twenty questionnaires were distributed across the eight companies. Hence, the sample size for the study was one hundred and sixty (160). However, only one hundred and forty-six (146) questionnaires were retrieved from the field survey. The questionnaire was structured in a three-point Likert scale format of 'Agree', 'Disagree, and "Undecided". A pilot study was conducted on fifteen (15) Enugu State Ministry of Commerce and Industry staff to ensure the reliability of the research instrument. The

reliability index of the data obtained from the pilot study is 0.75, indicating that the research instrument was suitable for the study. Descriptive statistics was used to describe data characteristics in tables, while Simple Linear Regression was used to test the hypotheses at a 0.05 significance level.

Formulation of the Research Hypothesis

To achieve the aim of the study, the following hypothesis were tested

HO_1: Insurance awareness has no significant impact on life insurance patronage in Enugu state, Nigeria.

HO_2: Insurance image has no significant impact on life insurance patronage in Enugu state, Nigeria.

3.1 Model Formulation and Specification

Iheanacho (2018) noted that model specification is formulated in line with the research hypothesis.

The model was on life insurance patronage.

To determine the relationship between the explained and the explanatory variables of this study, the model for the study was specified and the functions capturing them were stated as:

$y = \beta_0 + \beta_1 x + \varepsilon$

Where;

y= the dependent variable

beta_ 0 = y-intercept

beta_ 1 = slope of the regression line

x = independent variable

ε = error margin

Model 1

$LIP = \beta 0 + \beta 1 Iaw + \varepsilon i$

Where;

LIP = Life Insurance Patronage

Iaw = Insurance awareness

Model 2

$LIP = \beta 0 + \beta 1 Iim + \varepsilon i$

Where;

LIP = Life Insurance Patronage

Iim = Insurance image

4.0 DATA ANALYSIS AND RESULTS

As stated earlier, one hundred sixty (160) questionnaires were distributed among the manufacturing companies that participated in the study. However, only one hundred forty-six (146) were retrieved and analysed. The data analysis was in line with the specific objectives of the study.

Table 4.0: Percentage Distribution of Respondents' Characteristics

Characteristics	Frequency	Percentage
Gender:		
Male	08	74%
Female	38	26%
Total	**146**	**100%**
Age:		
18 to 29	78	53%
30 to 35	43	30 %
36 and above	25	17 %
Total	**146**	**100%**
Qualification:		
SSCE/OND	55	37%
HND/B.Sc.	46	32%
M.Sc./LL.M	34	23%
Others	11	8%
Total	**146**	**100%**
Nature of employment:		
Casual worker	80	55%
Permanent staff	66	45%
Total	**146**	**100%**

Source: ***Researcher's Computation, 2024***

Table 4.1 presents the demographic characteristics of the respondents, such as gender, age, academic qualification and their nature of employment. The table shows that 74% of the participants are male while 26% of them are female. This indicates that the majority of workers in Enugu manufacturing companies are males. In the same vein, the table indicated that 53% of the participants were between the ages of 18 to 29. Those between the ages of 20 are 30%, while the respondents who were 36 years and above are 17%. This also indicates that youths dominate the workforce of manufacturing companies in Enugu. Again, the table reveals that 37% of the respondents had either SSCE/OND, 32% of the respondents had either HND/B.Sc., 23% of them had any M.Sc./LL.M., while 8% of the respondents had another unspecified certificate (s). finally, the table shows that 55% of the respondents were casual workers, while 45% of the respondents were permanent staff. This indicates that there are more casual workers in Enugu manufacturing companies.

Table 4.1: Descriptive Statistics for Insurance Awareness

	N	Minimum	Maximum	Mean	Std. Deviation
Life Insurance provides social benefits	146	1	3	1.59	.711
A life insurance policy can give a sense of security to the buyers who may be exposed to various kinds of disasters	146	1	3	1.55	.715
Younger or elderly people do not opt for life insurance	146	1	3	1.71	.880
People who are not exposed with hazardous activities do not need life insurance	146	1	3	1.77	.932
The rate of premium charges by life insurance companies are relatively high	146	1	3	1.74	.814
Life insurance companies do not have provisions for installment premium payment	146	1	3	1.75	.670
Insurance companies reject claims only for valid reasons	146	1	3	1.83	.543
I think insurance is good as a contingency plan	146	1	3	1.74	.734
I am aware that Nigerian insurance personnels are professionals	146	1	3	1.93	.819
Generally, service provided by Nigerian insurance companies is good	146	1	3	1.61	.755
Inability to fit in modern technology into insurance marketing process limits customer's awareness	146	1	3	1.86	.724

Limited access to technology by the general public also limit the chance of insurance awareness	146	1	3	1.69	.748
Lack of, or inability to access data on insurance reduces public awareness of insurance	146	1	3	1.87	.816
Insurance business is relatively new in Nigerian markets	146	1	3	1.88	.854
Insurance is marketed only in the city	146	1	3	1.73	.782
Insurance is not studied in Nigerian higher institutions	146	1	3	1.66	.773
The intangible nature of insurance products makes them unknown to the general public	146	1	3	1.85	.782
There are no published books about insurance business	146	1	2	1.43	.497
The complex nature of insurance products deters people from patronizing the products	146	1	3	1.75	.713
insurance have different products, suiting people of different socio-economic classes in the society.	146	1	3	1.83	.755
Valid N (listwise)	146				
Total Mean				1.73	

Source: SPSS Statistics 2024

Table 4.1. is a descriptive statistic which ascertained the respondents' insurance awareness level. It indicates the mean responses of the respondents regarding the items to test the extent of awareness of insurance mechanisms in Nigeria. The overall mean is 1.73 (less than 2.50), implying a negative response to the items. The assertion aligns with Uzoagulu (2011), who established that a mean total rating of 2.50 and above indicates affirmation or positive answers (Table 4.2).

Table 4.2: Descriptive Statistics for Insurance Image

	N	Minimum	Maximum	Mean	Std. Deviation
There is transparency in insurance practice in Nigeria.	146	1	3	1.62	.762
I would patronize Nigerian insurance companies due to their speedy claims payment	146	1	3	1.64	.731
I think insurance agents are making good efforts to market insurance products	146	1	3	1.98	.834

I think advertising focusing on family financial security would influence people's decisions to opt for life insurance	146	1	3	1.71	.770
Cashless operation is a good measure for repairing and boosting insurance image	146	1	3	1.72	.828
Nigerian insurance companies often engage unprofessional to market insurance products	146	1	3	1.79	.735
I think the Nigeria insurance regulatory bodies are weak	146	1	3	1.95	.812
I think there are fake insurance sellers within the insurance industry	146	1	3	1.76	.782
I think there is a proliferation of fake insurance products by "quack" insurance sellers	146	1	3	1.78	.826
There is no statutory sanction for fake insurance sellers	146	1	3	1.81	.782
Statutory sanction would checkmate fake insurance sellers in Nigeria	146	1	3	1.71	.789
Insurance products are usually too expensive	146	1	3	1.87	.816
The purchase of insurance products involves rigorous processes	146	1	3	1.81	.799
Insurance services cannot be purchased online	146	1	3	1.87	.841
It is always difficult to successfully process insurance claims	146	1	3	1.87	.790
It is difficult to understand insurance policy documents	146	1	3	1.91	.821
Insurance companies recruit people from different fields to sell insurance products	146	1	3	1.99	.830
Insurance agents are unusually non-insurance professionals	146	1	3	1.85	.874
Insurance agents provide misleading services to policyholders	146	1	3	1.68	.796
Insurance companies are located only in cities, far from prospective buyers.	146	1	3	1.54	.780
Valid N (listwise) Total Mean	146			1.79	

Source: SPSS Statistics 2024

Table 4.2 shows the descriptive statistics ascertaining how insurance image has impacted life insurance patronage in Nigeria. The overall mean rating of 1.79 indicates how low insurance practice has been rated and invariably impacted insurance purchases in Nigeria. Again, the total mean is less than 2.50, implying that the respondents do not have a good perception of Nigeria's insurance practice.

Table 4.3: Descriptive Statistics for Life Insurance Purchase

	N	Minimum	Maximum	Mean	Std. Deviation
The processes involved in payment of insurance premiums and benefits are simple.	146	1	3	1.83	.825
Insurance products are generally difficult to market in a polarized society like Nigeria	146	1	3	1.66	.809
The absence of aggressive marketing strategy makes the sale of life insurance product difficult	146	1	3	1.79	.807
Lack of integrations of technology into insurance practice makes the patronage of life insurance difficult	146	1	3	1.87	.799
Price (premiums) of life insurance policies is generally more expensive than non-life policies	146	1	3	1.68	.770
Life insurance companies are often selective in the kinds of lives they cover in a policy	146	1	3	1.75	.853
Enforcement of compulsory insurances is weak	146	1	3	1.82	.794
Life insurance policies cannot be bought online using computers and other electronic gadgets	146	1	3	1.95	.861
Life insurance companies are sited very far from intending buyers	146	1	3	1.85	.746
Insurance companies are not transparent	146	1	3	1.95	.869
The fear of not receiving the stipulated benefits from the life insurance companies affect life insurance patronage in Nigeria.	146	1	3	1.90	.861
Changing customers need affect life insurance patronage in Nigeria	146	1	3	1.55	.724
Nature of occupation affect the patronage of life insurance in Nigeria	146	1	3	1.73	.801
Cost (premium) of life insurance products affects life insurance patronage in Nigeria	146	1	3	1.88	.784
Insufficient capital affect life insurance patronage in Nigeria	146	1	3	1.71	.781
Over reliance on God for protection affect the rate of life insurance patronage in Nigeria	146	1	3	1.63	.797
Lack of formal education affect life insurance patronage in Nigeria.	146	1	3	1.94	.857

Lack of transparency of the insurance personnel affect life insurance patronage in Nigeria	146	1	3	1.81	.825
Culture affects insurance patronage in Nigeria	146	1	3	1.92	.831
Lack of proper knowledge about insurance mechanism affect insurance patronage in Nigeria	146	1	3	1.88	.830
Valid N (listwise)	146				
Total Mean				1.8	

Source: SPSS Statistics 2024

Table 4.3 is a descriptive statistic ascertaining the degree at which any of the items outlined in the table collectively or individually impact life insurance patronage in Enugu state. The total mean rating of 1.8 which is less than 2.5 indicated that the variables, to a great extent may negatively impact the patronage of life insurance products in Enugu state, Nigeria.

Test of Hypothesis

The Hypothesis was tested below with the aid of simple Linear Regression

H_{O1}: Insurance awareness has no significantly impact on life insurance patronage in Enugu state, Nigeria.

Table 4.4: Result of regression analysis showing the significant impact of insurance awareness on life insurance patronage in Enugu State Nigeria.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993[a]	.986	.986	.09287

Explanatory Variable	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t-value	p-value.
Constant	-.108	.021		-5.240	.000
Insurance Awareness	1.100	.011	.993	99.955	.000

Source: Researchers' Computation using SPSS Statistics 2024

Table 4.4 shows that insurance awareness ($\beta = 1.100$, $t = 99.955$, $p < 0.05$) significantly impacts life insurance patronage in Nigeria. The decision rule is that the alternative

hypothesis will be accepted while the null hypothesis will be rejected when the calculated p-value is less than 0.05. Hence, we rejected the null hypothesis and accepted the alternative hypothesis stating that insurance awareness significantly impacts life insurance patronage in Enugu state, Nigeria. The result revealed that insurance awareness has a 98% significantly impacts life insurance patronage in Enugu state, Nigeria.

Hypothesis Two

Ho_2: Insurance image has no significantly impact on life insurance patronage in Enugu state, Nigeria.

Table 4.5: Result of regression analysis showing the significant impact of insurance image on life insurance patronage in Enugu State Nigeria.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.998[a]	.997	.997	.04554

Explanatory Variable	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t-value	p-value.
Constant	- 0.016	.010		-1.704	.090
Insurance Image	1.015	.005	.998	204.951	.000

Source: Researchers' Computation using SPSS Statistics 2024

Table 4.5 indicates that insurance image ($\beta = 1.015$, $t = 204.951$, $p < 0.05$) significantly impacts life insurance patronage in Nigeria. consequently, the alternative hypothesis was accepted against the null hypothesis since the decision rule stated that an alternative hypothesis should be accepted against the null hypothesis when the calculated p-value is less than 0.05. Therefore, we rejected the null hypothesis, which stated that insurance image does not significantly impact life insurance patronage in Enugu state, Nigeria. The result showed that insurance image has a 99% significantly impacts life insurance patronage in Enugu state, Nigeria.

4.2 Discussion of Findings

The finding showed that awareness of insurance mechanisms has a 98% significant impact on life insurance patronage (Table 4.4). Therefore, this study establishes that

insurance awareness is an essential factor determining the degree of insurance purchase in Enugu state. Lack of insurance awareness is undoubtedly why insurance unpopular as a risk financing technique in Enugu state. This finding is in consonant with Obalola and Ajemunigbohun (2017), who noted that insurance is among the least-used risk transfer options by small and medium enterprises (SMEs) due to a lack of insurance awareness and mechanisms. For this reason, Ibiwoye, Ideji and Babatunde (2018) advocated for a more robust and expedient financial market through life insurance companies for economic recovery, given the recent recession and instability the Nigerian economy faces. Hence, creating proper insurance awareness and highlighting the numerous benefits of life insurance to societies faced with various forms of disaster is essential.

It was found that insurance image has a 99% impact on the patronage of life insurance products in Enugu state (Table 4.5). Therefore, the study established that public perception (image) of the insurance business in Nigeria has a significant impact on its patronage. This is consistent with Fadun, Isimoya and Ugwuoke (2024), who opined that one of the challenges confronting life insurance purchases in Nigeria is concerned with people's view of insurance as a luxury rather than a necessity. On this note, scholars and insurance experts (Yusuf et al., 2009; Babington-Ashaye, 2009; Nwankwo & Ajemunigbohun, 2013; Ajemunigbohun & Ayobami, (2018) held the industry responsible for poor communication, lack of transparency, unprofessionalism and inadequate human capital, which have resulted to the lack of public trust on the industry.

5.0 RECOMMENDATIONS

Based on the findings, the study made some essential recommendations. The study recommends creating insurance awareness through formal and informal insurance education. Insurance textbooks should be written and interpreted in local dialects (e.g., Igbo, Hausa and Yoruba) and Pidgin English. The idea is to localise specific vague insurance terminologies and break them down to a layman's understanding. Insurance's importance should be discussed in religious gatherings, marketplaces and family circles. This would undoubtedly go a long way in projecting the essence and importance of insurance to the public space. To project the image of insurance, a public sanction should be given to those "quack" or unregistered insurance sellers. This would deter people engaged in such practices, and such public sanction would increase public trust in the insurance regulatory bodies. Again, buyers of life insurance products should be made to understand all the terms and conditions attached to the particular policy opted for. This would help reduce cases of disputes and litigations during claims. The study contributes to the existing literature by identifying that insurance awareness and public perception of insurance practice (insurance image) significantly impact life insurance patronage.

5.1 Conclusion

The study aimed to assess the extent of life insurance patronage in a society susceptible to disaster. To achieve this aim, a survey research design examined the impacts of two major factors (insurance awareness and insurance image) on life insurance patronage among selected manufacturing companies in Enugu state. Relevant literature on insurance awareness, insurance image and disaster risk management were reviewed. Various demographic characteristics of the participants, such as gender, age, educational qualification and nature of employment, were all examined. The study disclosed that the area's public awareness of insurance mechanisms is relatively low. Hence, the regression analysis revealed that insurance awareness has a 98% decisive impact on life insurance patronage in Enugu state. Hence, the findings suggest that public perception of the insurance business (insurance image) significantly (97%) impacted life insurance purchases in Enugu state.

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