2020

Assess Service Quality in the Hong Kong Life Insurance Industy



Steven Andrew PANG

Master of Business Administration

10/4/2020

University of Wales

Trinity Saint David

Master Degree

of

Business Administration

EXAMINATION OF TAUGHT MASTER'S DEGREE DISSERTATION:

NOTICE OF CANDIDATURE FORM

Please complete this form when your dissertation is ready to be submitted for examination.

Surname/Family Name Pang Date of Birth 23/04/1996

Forenames (in full) Steven Andrew Title MR

Institution Number (if known) .....

Title of Degree (eg MA, MSc, MBA etc) MBA

Title of Taught Master's degree scheme followed (eg Equine Studies) .....

.....

Department/School in which study pursued .....

Name of your Supervisor Dr. Joe Leung

Full Title of dissertation submitted

Assess the Service Quality of the Hong Kong Life Insurance Industry

Please indicate that the following will all be submitted along with this form:

■ two permanently bound copies of your dissertation plus 1 electronic copy submitted via Turnitin;

SUBMISISION OF DISSERTATIONS

	Final Dissertation submission
	Dissertations to be submitted via Turnitin, together with 2 paper copies (Heat bound). Paper copies to be forwarded to : HKMA UWTSD MBA Secretariat Ms Lottie Fung Towngas Management Development Centre 16/F, Tower B, Southmark, 11Yip Hing Street, Wong Chuk Hang, Hong Kong

Declaration/Statements page

DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed .....SAP..... (candidate)

Date .....15/04/2020.....

STATEMENT 1

This work is the result of my own investigations, except where otherwise stated.

Other sources are acknowledged by footnotes giving explicit references.
A bibliography is appended.

Signed .....SAP..... (candidate)

Date ..... 15/04/2020.....

STATEMENT 2

I hereby give consent for my work, if accepted, to be available for photocopying and for inter-library loan, and for the title and summary to be made available to outside organisations.

Signed .....SAP..... (candidate)

Date ..... 15/04/2020.....

NB: *Candidates on whose behalf a bar on access has been approved by the University (see Note1), should use the following version of Statement 2:*
I hereby give consent for my work, if accepted, to be available for photocopying and for inter-library loan **after expiry of a bar on access approved by the University.**

Signed .....SAP..... (candidate)

Date ..... 15/04/2020.....

NOTES

1 Provisions for Bars on Access to Higher Degree Dissertations

The University expects that research work accepted for a higher degree shall be openly available, and subject to no security classification or restriction of access. (Please note, however, that the University requires the reader of a dissertation to sign a declaration that in any statement or written work being prepared on the subject (or cognate subject) of the dissertation, due acknowledgement to the author will be made for any helpful information obtained from the dissertation.)

Nevertheless, in cases where there is an overriding need for a restriction of copying or access (for example where sponsored research has resulted in a dissertation which contains commercially-sensitive information) the University may place a bar on photocopying of and/or access to a dissertation for a specified period (normally three years in the first instance). It is the responsibility of your supervisor to make an application to the University for a bar to be sought as soon as is reasonably practicable, ideally at the outset of your candidature.

Please note that, in the event that a bar on photocopying and/or access is granted by the University, the signed statement to be included with each copy of the dissertation submitted should indicate that the dissertation may be made openly available *after the expiry of the bar on access*.

Normally, the title and summary of the dissertation will be made available.

2 Taught Master's Dissertation Archive

The University will keep a record of all dissertations successfully submitted for Part II of a taught Master's Degree. The record will include the student code, student name, the dissertation title and the mark awarded. The record will also include the title of the degree awarded and the year in which the award was conferred.

The University will keep one copy of each dissertation successfully submitted for Part II of a Taught Master's Degree. Following the successful outcome of the relevant

Progression/Award Examining Board, a printed copy of the dissertation will be sent to Library and Learning Resources for cataloguing and storage within the Library.
Dissertations will subsequently be available for reference use only.

An electronic copy of any dissertation deposited in the National Library of Wales will also be deposited in the University's digital repository.

3 National Library of Wales

In the event of the dissertation meeting the criteria for being deposited in the National Library of Wales, the candidate will be required to provide an additional copy in permanent, hardback binding.

Dissertations are only deposited in the National Library of Wales if:

(a) deemed by the examiners to be of Distinction standard
or
(b) if they are in the fields of Celtic Studies, Welsh or Welsh History;
or
(c) if they do not meet either of the above criteria, but are considered by the examiners to be of particular relevance to Wales.

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Appendix GA19

POSTGRADUATE TAUGHT DISSERTATION SUPERVISION RECORD

This form is to be used to record a summary of the outcomes of each formal meeting between the student and the dissertation supervisors for Part II of a Masters' Programme.

Student Name:	Steven Pang	**Student No:**	
Programme of Study:	MBA	**Campus:**	
Faculty/School/Centre:		**Module Code:**	
Mode of study:	Full-time / Part-time	**Method of study:**	Campus based / Distance learning

Dissertation Title:	
Dissertation Supervisor:	Dr Joe Leung
Programme Director:	

SUPERVISION RECORD

Date of meeting	Type of meeting	Summary of outcomes	Student	Supervisor	Duration of meeting	Running total
6 Oct 2019	WhatApp and Telephone	1. Discussion of Research Topic	***Steven Pang***	*Joe Leung*	1 hour	1 hour
23 Oct 2019	WhatApp and Telephone	1. Discussion of Research Proposal	***Steven Pang***	*Joe Leung*	1 hour	2 hours
24 Oct 2019	WhatApp and Telephone	1. Research Proposal	***Steven Pang***	*Joe Leung*	1 hour	3 hours
21 Feb 2020	WhatApp	1. Follow up with the student about the project.	***Steven Pang***	*Joe Leung*	0.5 hour	3.5 hours
17 March 2020	WhatApp	1. Follow up with the student about the project.	***Steven Pang***	*Joe Leung*	0.5 hour	4 hours
28 March 2020	Telephone	1. Discussion of Chapter 1, 2 and 3.	***Steven Pang***	*Joe Leung*	2 hours	6 hours

Date of meeting	Type of meeting	Summary of outcomes	Student	Supervisor	Duration of meeting	Running total
12 April 2020	WhatApp and Email	1 Chapter 1 • Overall, it's fine. 2 Chapter 2 • The main purpose of Chapter 2 is to discuss the research argument and provide the theoretical base to develop the Research Framework and Hypothesis. • A Research Framework and Hypothesis are needed to develop at the end of the Chapter. • Based on the research framework and hypothesis, you can start to design the questionnaire.	***Steven Pang***	*Joe Leung*	2 hours	8 hours
13 April 2020	WhatApp and Email	1 Chapter 2 • The Concept Framework and Hypothesis are fine for your study. Be careful the selection of Independent Variables and Dependent Variables. 2 Chapter 3 • Based on the Framework and Hypothesis, you can design the questionnaires. • Before the analysis and testing (refer to the scholars' explanation), the questionnaire should have: Reliability >0.7 and Validity KMO >0.6.	***Steven Pang***	*Joe Leung*	2 hours	10 hours

Date of meeting	Type of meeting	Summary of outcomes	Student	Supervisor	Duration of meeting	Running total
15 April 2020	WhatApp and Email	1 Chapter 3 ● Overall, this section is fine. 2 ● Overall, this section is fine. ● Chapter 5: Conclusion, Recommendations and Limitation & Further Study ● 5.1 The Conclusion: A table of all hypothesis results. Chapter 4 ● 5.2 Recommendations: Based on the analysis and results, give suggestions (with commercial value). ● 5.3 Limitation and Further Study: State the resources/other limitation in this study and explore further analysis.	***Steven Pang***	*Joe Leung*	2 hours	12 hours
16 April 2020	WhatApp and Email	1 Chapter 5 ● Overall, this section is fine.	***Steven Pang***	*Joe Leung*	2 hours	14 hours

Notes on the Postgraduate Taught Dissertation Supervision Record
Record the date and type of meeting – e.g. face-to-face, video conference, telephone, email, letter
Note the outcomes agreed by both the student and the supervisor
Both the student and the supervisor should initial
Record the duration of the meeting
Update the running total for duration by adding the duration of the meeting to the previous running total

ABSTRACT

Hong Kong (HKSAR / HK) being a world-class financial centre, historically enjoyed a leading position where regional headquarters for vicinity businesses of multinational organizations, is being eroded and needs a reboot. To rescue HKSAR her government exerts enhancing her as a widely recognized centre of excellence and attractive locality for regional and potentially international or global headquarters of multinational insurers and reinsurers; to accomplish the mission by repositioning HKSAR as a leading life insurance centre. This paper aims to contribute a wee bit in the puzzle by dissecting the service quality (SQ) in the HKSAR life insurance industry (LII) to raise awareness and understanding of the industry more widely.

Each company in the HKSAR LII has various degrees of services quality and customer relationship management but there is no universal or one size fit all scheme nor direct and clear industrial standards on SQ not even to mention customer satisfaction (CS). Life insurance (LI), not like other tangible products, is rather a pledge that packed one's life with an insurance organizationon and customers obligate to continuously pay to the insurance providers in a long-time period of 25-year or some even longer till customer reaching age of 65. Besides, LI is gradually perceived as a homogeneous product in the HKSAR market; so under the context that lack of the signal Price-Quality (PX) rule as a guideline for customer to purchase life plans, SQ seems vital in distinguishing one from others. As hardly any direct, clear, and sustainable industrial reports on the issue accordingly corporate image and words of mouth are especially influential.

This report begins with some background information of insurance and how insurance rises along with the HKSAR economy then initiates the current landscape of the study following the research aim, objectives, questions, and significances. The second chapter conceptualizes context of the topic and reviews the literatue of SQ accordingly with PX, Technical Quality (TQ), Image/Reputation Quality (IM), CS and Behavioural Intentions (BI). The Methodology Chapter follows to explain how this study being conducted in nitty-gritty. It is a cross-sectional survey using an integration of

SERVQUAL and Grönroos SQ models as the construction of the research framework, uses self-administered and structured questionnaire to the target population of customers of LII in HKSAR and Statistial Package for the Social Science (SPSS) has employed for data analyzing, and the data analysis being stated in the second last chapter. The last chapter discusses the findings on the SQ dimensions identified and the impacts to satisfaction and words-of-mouth, as well as a constructive recommendation to the stakeholders. The results of this thesis contribute some niches to management implications and theory.

Table of Contents

ABSTRACT I

TABLE OF CONTENTS III

CHAPTER 1 : INTRODUCTION 1

1.1 Paraphrase of Insurance 1

1.2 Origin of Insurance 2

1.3 Role of Modern Insurance 2

1.4 Resumé of Hong Kong Special Administrative Region (HKSAR) 3

1.5 Evolution of the Hong Kong Insurance Industry (HKSAR II) 5

1.6 Current Landscape of the Study 6

1.7 Aim of the Research 11

1.8 Research Objectives 11

1.9 Research Questions 12

1.10 Value/Contribution of the Research 12

1.11 Structure of the Thesis 12

CHAPTER 2 : LITERATURE REVIEW 14

2.1 Service Quality (SQ) 14

2.1.1 Definition 14

2.1.2 Importance 15

2.1.3 Dimensions 16

2.1.4 Measurement 17

2.2 Functional Quality 19

2.2.1 Reliability (RL) 19

2.2.2 Assurance (AS) 20

2.2.3 Tangibility (TA) 20

2.2.4 Empathy (EM) 21

2.2.5 Responsiveness (RS) 22

2.3 Technical Quality (TQ) 22

2.4 Price Quality (PX) 23

2.5 Image/Reputation Quality (IM) 23

2.6 Service Quality (SQ) Model 24
2.6.1 Grönroos SQ Model 25
2.6.2 SERVQUAL Model 25
2.6.3 Haywood-Farmer SQ Model 29
2.6.4 SERVPERF Model 29
2.6.5 3-Component Model 30

2.7 Service Quality (SQ) and Customer Satisfaction (CS) 30

2.8 Service Quality (SQ) and Behavioural Intentions (BI) 32

2.9 Hypothesis Development 33

CHAPTER 3 : METHODOLOGY 36

3.1 Research Perspective 36

3.2 Research Philosophy 37
3.2.1 Positivism 37
3.2.2 Interpretism 37
3.2.3 Pragmatism 37
3.2.4 Realism 37

3.3 Research Purpose 38
3.3.1 Information Garthering 38
3.3.2 Theory Testing 38

3.4 Research Approach 39

3.5 Time Horizon 39

3.6 Research Strategy 39
3.6.1 Experiment 40
3.6.2 Survey 40
3.6.3 Case Study 40
3.6.4 Ethnography 40
3.6.5 Grounded Theory 40
3.6.6 Action 40
3.6.7 Phenomenology 40

3.7 Research Method 41
3.7.1 Questionnaire 41

3.7.2 Interview 41
3.7.3 Focus Group 42
3.7.4 Observation 42
3.7.5 Document 42

3.8 Ethical Consideration 42

3.9 Conceptual Framework of the Study 43

3.10 Questionnaire Design 43
3.10.1 Question Development 44
3.10.2 Open- or Close-end Question 44
3.10.3 Question Wording 45
3.10.4 Question Order 45
3.10.5 Pre-test 45

3.11 Sampling 46
3.11.1 Sample 46
3.11.2 Sample Size 47
3.11.3 Sampling Technique 47
3.11.3.1 Random 47
3.11.3.2 Systematic 48
3.11.3.3 Convenience 48
3.11.3.4 Cluster 48
3.11.3.5 Stratified 49

3.12 Analysis Tool 49

3.13 Research Schedule 51

CHAPTER 4 : DATA ANALYSIS 52

4.1 Descriptive Statistics 52
4.1.1 Demographic Profile 52
4.1.2 Functional Quality 54
4.1.3 Additional Attributes 63
4.14 Customer Satisfaction 67
4.15 Behaviour Intention 69

4.2 Reliability 70

4.3 Validity 70

4.4 Correlations 72
4.4.1 Matrix of the Determinants of Service Quality 73
4.4.2 Matrix of Customer Satisfaction with the Determinants of Service Quality 74

4.4.3 Matrix of Behavioural Intention with the Determinants of Service Quality 75
4.4.4 Matrix Customer Satisfaction with Behavioural Intention 76
4.4.5 Matrix of Demographic Variables with the Determinants of Service Quality 77
4.4.6 Matrix of Demographic Variables with Customer Satisfaction and Behavioural Intention 78

4.5 Regression 79
4.5.1 Predict Customer Satisfaction (CS) from Functional Quality 79
4.5.2 Predict Customer Satisfaction (CS) from Technical Quality (TQ) . 84
4.5.3 Predict Customer Satisfaction (CS) from Image/Reputation Quality (IM) 85
4.5.4 Predict Customer Satisfaction (CS) from the Price-Quality (PX) . . 87
4.5.5 Predict Positive Behavioural Intention (BI) from Customer Satisfaction (CS) 88
4.5.6 Predict Positive Behavioural Intention (BI) from Demographic Variables 90

CHAPTER 5 : DISCUSSION, RECOMMENDATION & CONCLUSION 92

5.1 Discussion 92
5.1.1 Functional Quality to Customer Satisfaction 93
5.1.2 Technical Quality to Customer Satisfaction 93
5.1.3 Image/Reputation Quality to Customer Satisfaction 93
5.1.4 Price-Quality to Customer Satisfaction 93
5.1.5 Customer Satisfaction to Positive Behavioural Intention 94
5.1.6 Demographic Variables to Postive Behavioural Intention 94
5.1.7 Research Question 1 94
5.1.8 Research Question 2 94
5.1.9 Research Question 3 95

5.2 Recommendation 95
5.2.1 Practitioners 95
5.2.2 Insurers 95
5.2.3 Authorities 96
5.2.4 SQ Index 96

5.3 Limitations & Avenues for Research 96

5.4 Conclusion 97

LIST OF REFERENCES **99**

APPENDIX A LIST OF REGSTERED INSURERS IN HONG KONG **111**

APPENDIX B 2018 LONG-TERM INSURANCE HIGHLIGHTS **127**

APPENDIX C SUMMARY OF COMPLAINTS 2018-2019 ..... **142**

APPENDIX D REGULATIONS AND INDUSTRY PRACTICES WITH THE SALE OF INSURANCE POLICIES **143**

APPENDIX E INDIVIDUAL NEW LINE BUSINESSES (2014-2018) **148**

APPENDIX F LONG-TERM BUSINESSES (2014-2018) **149**

APPENDIX G QUESTIONNAIRE **151**

APPENDIX H DATA SET **169**

APPENDIX I RELIABILITY TEST **170**

Chapter 1
Introduction

Hong Kong (HK / HKSAR) plays a decisive role in the region; to secure her leading position, her government determined to use life insurance industry (LII) as an elixir to combat the eroding economy *(Financial Services Development Council, 2018)*. Since life insurance (LI) in HKSAR, a homogeneous service product, is a commitment selling at similar price by various service providers in the market and normally be honoured post-purchasing a long time, consumers mostly seek advices around before acquiring subsequently positive words-of-mouth becomes vital to attract more businesses and such behavioural intention (BI) widely known as the result of satisfied service quality (SQ) perceived *(Wang and Lo, 2002)*. Hence, SQ of the HKSAR LII raises awareness and understanding more widely nonetheless there is very imperfect empirical documentation or solitary investigation of the industry as a whole.

1.1 PARAPHRASE OF INSURANCE

Many misconceptions about insurance. It is neither a non-government-organization nor a charity, it is a financial institution that same business classification as a bank. Insurance is a financial tool or protective measure used to hedge against the risk of a contingent or unexpected loss; insurance is a business providing risk management to individuals and organizations *(Banks, 2020).* An entity which provides insurance is known as an insurer, insurance company, insurance carrier or underwriter . An entity who buys insurance is known as an insured or policyholder *(Consumer Glossary, 2020)*. An insurance transaction involves a policyholder to pay premium(s), known relatively small amount of payment(s) charged by an insurer to the policyholder, to an insurer in exchange of the insurer promising to compensate the insured in the event of a covered loss. The covered loss must be reducible to financial terms and usually involves an insurable interest established by ownership, possession, or pre-existing relationship. The policyholder has an insurance policy issued by the insurer, it is a contract listing details of conditions and circumstances under which the insurer will compensate the insured. If the insured experiences a loss which is potentially covered by the insurance policy, the insured or policyholder submits a claim to the insurer

for processing by a claims adjuster . The insurer may hedge its own risk by taking out reinsurance whereby another insurance company agrees to carry some of the risk, especially if the primary insurer deems the risk too large for it to carry *(Consumer Glossary, 2020)*.

1.2 ORIGIN OF INSURANCE

Hedges against risk have been practiced by Chinese and Babylonian about 5,000 years ago; Chinese merchants travelling treacherous river rapids would redistribute their wares across many vessels to limit the loss due to the capsizing of any single vessel while Babylonian traders receiving a loan to fund their shipments would pay an additional sum in exchange of a guarantee for waiving repayment of the loan in case the shipment be stolen or lost at sea *(Swiss re, 2013)*. Separating insurance from loans or other kinds of contracts, the first standalone insurance policy was invented in Genoa in 1347 *(Thompson, 2019)*. Since the growing importance of London as a trade center, Edward Lloyd launched the establishment of the insurance market Lloyd's of London and several related shipping and insurance businesses in the late 1680s (*Wei, 2017)*. The first LI was offered in 1706 by the Amicable Society for a Perpetual Assurance Office *(Amicable Society - Heritage - Aviva plc, 2020)*, and in 1762 Edward Rowe Mores established the Society for Equitable Assurances on Lives and Survivorship, pioneered age-based premiums that based on mortality rate laying the framework for scientific insurance practice and forming the basis of modern LI *(Importance of the Equitable Life Archive | Institute and Faculty of Actuaries, 2020)*.

1.3 ROLE OF MODERN INSURANCE

According to the United Nations Conference on Trade and Development in 2007, there is a positive correlation between a jurisdiction's level of development and insurance coverage; developed jurisdictions tend to have better developed and well-functioning insurance services sectors both domestically and in terms of insurance exports, as compared to developing ones *(United Nations Conference on Trade and Development, 2007)*.

As one of the key pillars of the financial services sector, II is a central element of the trade and development matrix . The essential role of II plays as a commercial and infrastructural service to promote financial and social stability, mobilize savings, support trade, commerce and entrepreneurial activities, redistribute risks, and improve quality of lives *(Burling and Lazarus, 2012).*

1.4 RESUMÉ OF HKSAR

HK was a British colony and returned to the People's Republic of China (China) in 1997 *(Levine, 2020)* now she is a city and special administrative region of China. HKSAR is at the eastern Pearl River Delta by the South China Sea and is a part of the Guangdong-Hongkong-Macao Greater Bay Area *(Hoffmann, 2020).* HKSAR mainly comprises of 18 administrative districts including Central & West, Eastern, Southern, Wan Chai, Kowloon City, Kwun Tong, Sham Shui Po, Wong Tai Sin, Yau Tsim Mong, Island, Kwai Tsing, North, Sai Kung, Sha Tin, Tai Po, Tsuen Wan, Tuen Mun, and Yuen Long , and which geographically distributed on 3 main regions, namely Hong Kong Island, Kowloon, and New Territories and Outlaying Islands *(Hoffmann, 2020).*

HKSAR is one of the most densely populated cities in the world, having a population of 7.5 million *(Hong Kong Monthly Digest of Statistics | Census and Statistics Department, 2020)* in only a 1,108 square-kilometre terrain compared it is about 6 times the size of Washington, DC. *(The World Factbook - Central Intelligence Agency, 2020).* Life expectancy in HKSAR is 82.2 years for males and 87.6 years for females *(Centre for Health Protection, Department of Health - Life Expectancy at Birth (Male and Female), 1971 - 2018, 2019).* The universal public healthcare system is funded by general-tax revenue, and treatments are highly subsidized roughly 95% of healthcare costs are covered by the local government *(www.gov.hk, 2020).* Income inequality has progressively rising because the ageing-group steadily growing and be toted up the number of non-working group. Median household income increased gradually in the past decade, the wage gap remains high; the 90th percentile of earners receive 41% of all income. Median income for the top 10% of earners

is 44 times that of the bottom 10% *(Hong Kong 2016 Population By-census - Thematic Report：Household Income Distribution in Hong Kong | Census and Statistics Department, 2017).* HKSAR has the most billionaires per capita, with one billionare per 109,657 people. The 2019 Human Development Index is 0.939 world ranking the 4th highest *(World Economic Outlook Databases, 2020).*

HKSAR is a founding member of the World Trade Organization (WTO), is a member of the Asia-Pacific Economic Cooperation (APEC), is a member of the Pacific Economic Cooperation Council (PECC), is a member of the Asian Development Bank (ADB), is a member of the Asian Infrastructure Investment Bank (AIIB), is an associate member of the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), and an observer of the Trade Committee of the Organization for Economic Cooperation and Development (OECD) *(Economic and Trade Information on Hong Kong | Hong Kong Means Business, 2020).*

HKSAR is the world's freest *(World Economic Outlook Databases, 2020)* and most services-oriented economy with services sector accounting for over 90% of GDP *(Economic and Trade Information on Hong Kong | Hong Kong Means Business, 2020)*, is characterized by low taxation and non-intervention policies, is the world 8th largest exporter of merchandise trade and 15th largest exporter of commercial services in 2018, is the largest offshore RMB clearing centre in 2019 sharing about 75% of the world's RMB payments *(Economic and Trade Information on Hong Kong | Hong Kong Means Business, 2020)*, is the 3rd largest stock market in Asia and the 5th largest in the world in terms of market capitalization which reached USD 4.9 trillion as at the end of 2019 *(Economic and Trade Information on Hong Kong | Hong Kong Means Business, 2020*), is the 6th leading global financial centre *(GFCI 27 Rank - Long Finance, 2020)*, is the 20th the safest city *(The Economist Intelligence Unit, 2019).*

These are so sufficient to push HKSAR forward to be the global capital of LI.

1.5 EVOLUTION OF THE HKSAR II

Insurance is one of the oldest industries, has a significant role evolving in steps with the economy of HKSAR. After the Opium War, two British-owned insurers, Canton Insurance Company Limited and Union Insurance Society of Canton moved from China to HK in 1842 with the Nanking Treaty British took over HK as a colony and made the industry offically set on the HK record *(Blakemore, 2019)*. Post WWII economy recovered and businesses flourished, HK had become an industrial city, insurance were principally fire and marine conducted by approximately 160 firms, most of them are foreign insurers and only few were locally registered firms *(Swiss Re Corporate History, 2017).* In the 1970s, the HK economy expanded at a breakneck pace with emergence of homegrown stock markets and throngs of global financial institutions rushed in transforming the city into an international financial centre in Asia *(Feng and Rao, 2011)* plus no laws specifically governed the industry, only contained in laws as other business activities, i.e. Companies Ordinance and the Workmen's Compensation Ordinance, and the laissez-faire and free-port strategies government adopted also no foreign currency controls made moving capital around effortlessly, so shaping an admirable environment for insurance business and all kinds of insurers flooded HK.

Shifting from manufactuing to services in the 1980s the HK economy boosted and personal income increased, the impacts on the II was incontestable, naturally, the booming life market in HK caught the attention of many global players *(Wong, 1991).* The Insurance Ordiance, which provide legal limitation to insurance company in different aspect, including but not limited to capital requirements and solvency *(Insurance Ordinance)*; For better monitoring the II, the HK government separated the registration of insurance organizations particularly under the Hong Kong Monentary Authority. In 1988, The Hong Kong Federation of Insurers (HKFI) a self-regulated body, has been set up *(HKFI, 2020).* For the longest time, conventional insurers have prided themselves on offering personalized and comprehensive service one-to-one through both the agency system and broker networks until the mid-to-late 1990s banking expanded globally with more value-added services, bancassurance rode high on this global expansion *(Feng and Rao, 2011).*

In the Millennium year, launching of MPF *(Background, 2019)* make more people aware of longevity and realize the needs for life insurance and medical/health insurance while large population rely on the public health care system which is very affordable and high quality so the queue waiting is long whilst the private remains expensive, so gradually more middle-class pursue medical/health insurance *(Your health, Your life, 2008).* HKSAR withdrawl of estate tax in 2006 *(IRD : Estate Duty, 2020)* progressively attracted emerging mainlanders a further satiety in LII. The new requirements of Merchant Shipping (local vessels) (Compulsory Third Party Risks) and Building Management (Third Party Risks) Insurances in 2009 which served to a further growth *(Feng and Rao, 2011).*

Basically, the evolution of II encapsulates the overall development of HKSAR.

1.6 CURRENT LANDSCAPE OF THE STUDY

HKSAR is unlike UK having national insurance *(Wilson, 2019)* and Canada having government-run insurance sectors *(Auto insurance by province, 2020),* so her population can only rely heavily upon private insurance consequently she boasts world-leading penetration rate and insurance density. Recent years, the HKSAR government very proactive in facilitating LII internally and promoting externally to push further to re-secure the leading position. In accordance with the Insurance Ordinance Cap.41, the Insurance Authority (IA) is established and becomes an insurance regulator independent of the Government and the II *(Insurance Ordinance)*; in 2017 IA took over the regulatory functions of the Office of the Commissioner of Insurance, a government department, and officially commenced to regulate insurance companies *(Insurance Authority Replaced Office of the Commissioner of Insurance - OPKO Finance, 2017)*. In the past September, IA took over the regulation of insurance intermediaries from the 3 self-regulatory organizations namely the Insurance Agents Registration Board (established under the Hong Kong Federation of Insurers), the Hong Kong Confederation of Insurance Brokers and Professional Insurance Brokers Association *(Insurance Authority, 2019)*. The principal function of the IA is to regulate and supervise the II for the

promotion of the general stability of the II and for the protection of customers *(Insurance Ordinance)*.

As the record shown there are 70 insurers at the end of June 2019 and the total office premiums HKD478.2 billion and 13.2 million policies are in forced at the end of 2018 *(Insurance Authority, 2019)*, the industry has immense contribution to the HKSAR economy.

Year	2013	2018
Number of authorized insurers		
Long term	44	49
General	92	93
Composite (both long term and general business)	19	19
Total	**155**	**161**
Number of individual insurance intermediaries		
Insurance agents[#]		
Individual agents	41 296	69 285 (+68%)
Technical representatives[+]	24 988	22 934 (-8%)
Responsible officers of insurance agency firms	2 464	2 422 (-2%)
Insurance brokers[^]		
Chief executives and technical representatives of broker firms	9 198	9 560 (+4%)
Total	**77 946**	**104 201 (+34%)**

Notes: (#) Insurance agent means a person who holds himself out to advise on or arrange contracts of insurance in or from Hong Kong as an agent or subagent of one or more insurers.

(+) Technical representative means a person, not being an insurance subagent, who provides advice to a (potential) policy holder on insurance matters for such insurance agent, or arranges contracts of insurance in or from Hong Kong on behalf of that agent.

(^) Insurance broker means a person who negotiates or arranges contracts of insurance in or from Hong Kong as the agent of the (potential) policy holder or advises on matters related to insurance.

Figure 1 Market Structure **Source from Research Office Legistative Council Secretariat, 2019**

From the above table, the insurance market is made up 161 insurers and 104,201 marketing talents, 34% increase in a 5-year period from 2013 to 2018; and these are

only the statistics of regulated sales and advisory activities under licensed personnel registered with the authorities excluding other functional staff i.e. accounting, compliance, human resources and so forth; it is an enormous industry.

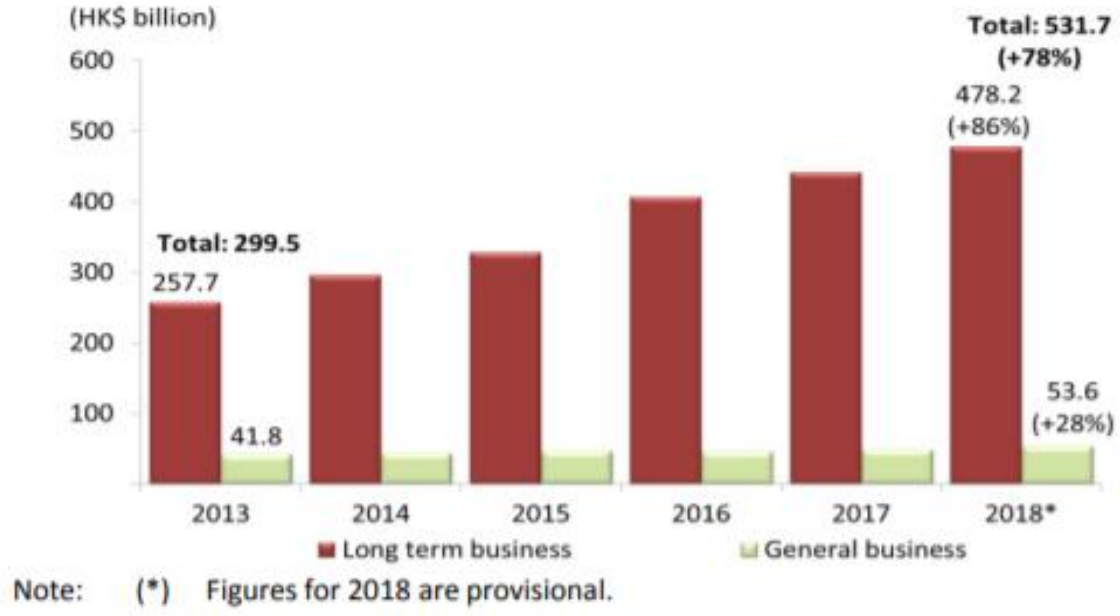


Figure 2 Premium Income **Source from Research Office Legislative Council Secretariat, 2019**

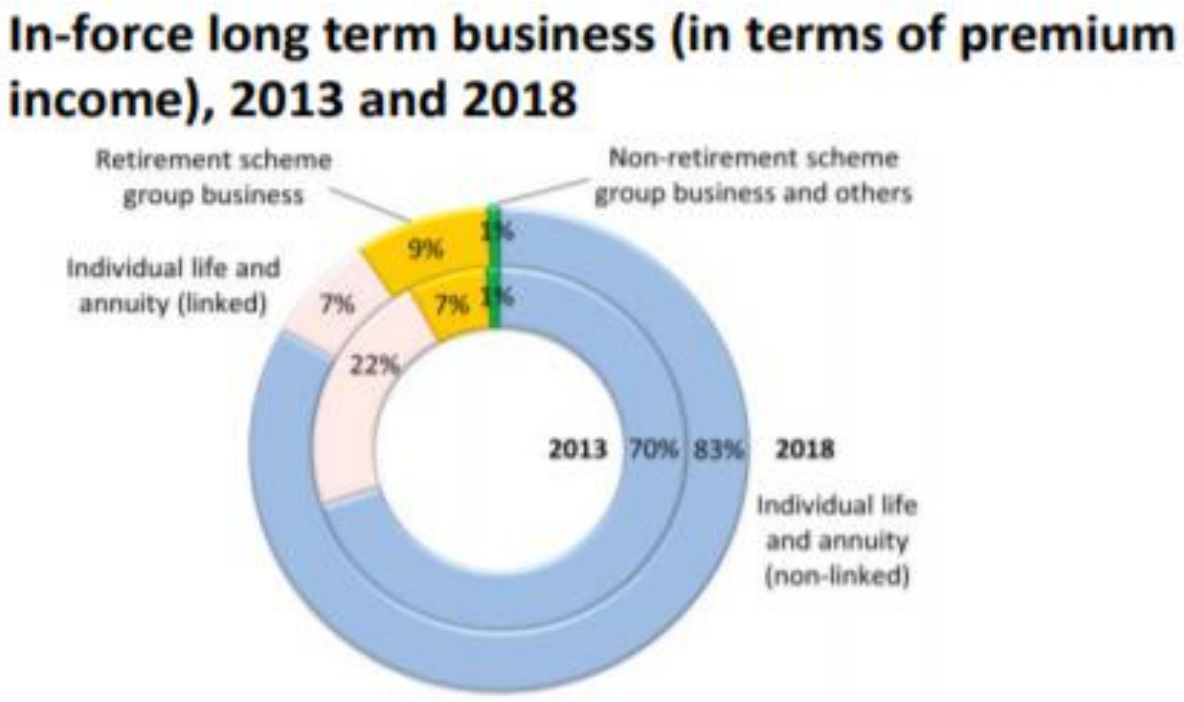


Figure 3 In-force long-term Business **Source from Research Office Legislative Council Secretariat, 2019**

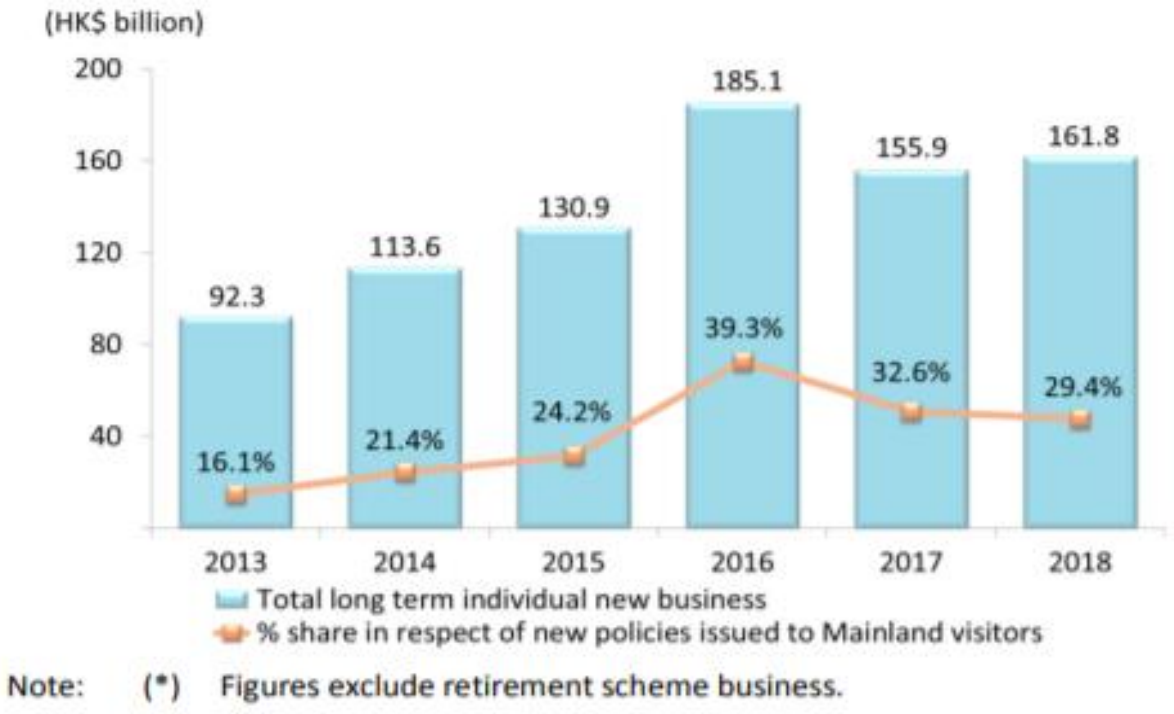


Figure 4 Office Premium of Long-term Individual New Business

Source from Research Office Legislative Council Secretariat, 2019

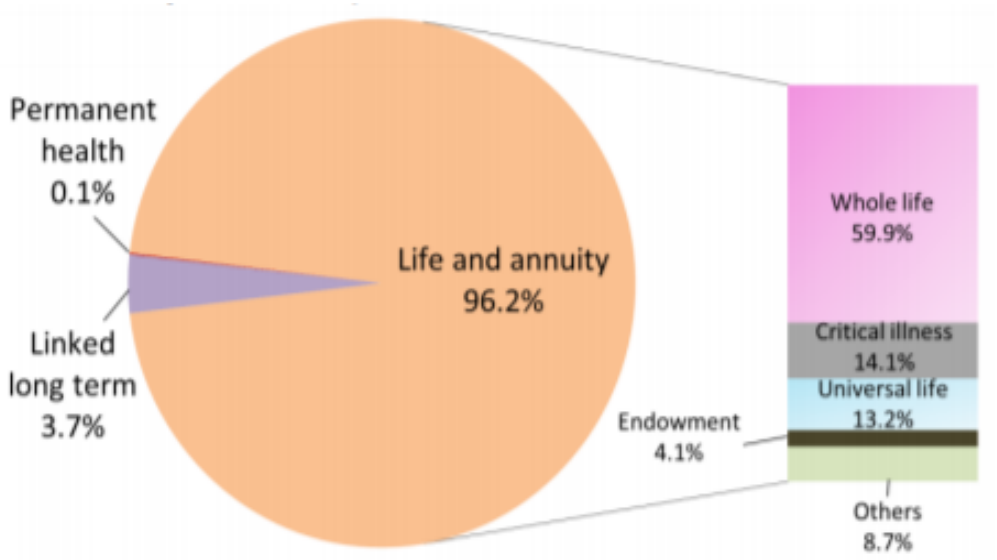


Figure 5 Long-term Individual New Business for Mainland Visitors

Source from Research Office Legislative Council Secretariat, 2019

The emerging mainlanders has contributed a large extent in the past-decade uplifting the life sector but having an adversity since last year the ongoing social movement of anti-China in HKSAR plus the global pandemic of the Coronavirus to add hail to snow to pull the industry to a bad situation this year.

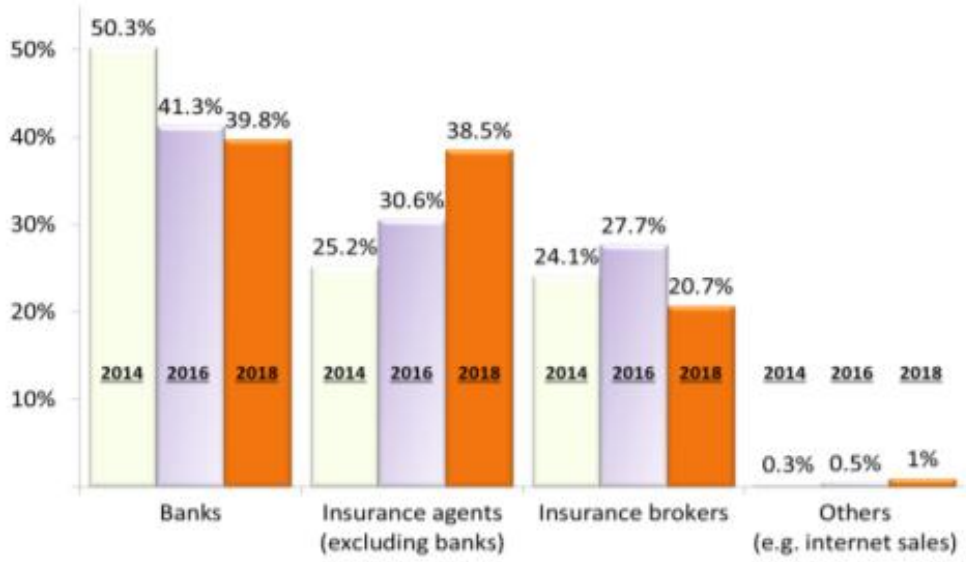


Figure 6

Distribution Channel in terms of Premium Income

Source from Research Office Legislative Council Secretariat, 2019

Selling LI mainly depends on agency teams, broker firms and banks; the customers prefer to buy from banks mostly because of convenience of the presence of many bank branches and the trust developed many years with bank; the customers prefer to buy from agents mostly because of flexibility of time at customers' off-work hours or holidays, and flexible places for services or meeting wherever may be hospital, fast-food shop, café, restaurant or at customer's office or home; customers prefer to buy from brokers mostly because of the same reason as from agents. LI is a long-term service packed with the insured's life, generally customers perceive that is essential to develop a long-term relationship so prefer more attentive and personal services; the

Millennium generation prefers online dealings and no need to communicate with people consequently other channels (from the above table such as internet sales) germinate about 3 times in 4 years.

In 2014, the Hong Kong General Chamber of Commerce (HKGCC) conducted a survey of services sector in the aim of building an index based on SQ, which showed SQ in the insurance businesses having 65% dissatisfied, 30% neutual and only 4% satisfied. It seems to be a palpable disparity between the sky-scraping high industrial premium income and near to the ground low satisfaction level of SQ offered in the industry oddly enough positive words-of-mouth is popular. After all, what is the true picture of the HKSAR life sector?

1.7 AIM OF THE RESEARCH

To reveal the true situation of SQ in the HKSAR LII.

1.8 RESEARCH OBJECTIVES

1.8.1 To identify and determine the relevant dimensions of SQ in the HKSAR LII.

1.8.2 To scrutinize the SQ that customers perceived and their state of satisfaction in the HKSAR LII.

1.8.3 To assess the SQ and its impacts to customers' positive behavioural intentions (BI) of repurchase and words-of-mouth referrals in the HKSAR LII.

1.9 RESEARCH QUESTIONS

1.9.1 What are the determinants of SQ in the HKSAR LII?

1.9.2 To what extent does SQ influence customer's positive BI of repurchase and words-of-mouth referrals in the HKSAR LII ?

1.9.3 How is the relationship between SQ, CS and BI influenced by the demographic factors (gender, age, education, income level, and duration of insured)?

1.10 VALUE/CONTRIBUTION OF THE RESEARCH

The research is significant in many aspects; academically, the research fills up some gaps of present literature; in economic viewpoint, the report assists LII to prosperous and boosts the HKSAR economy, the government and regulated bodies learn more about LII and attain useful insights to supervise the industry and to make better policies enhancing HKSAR to be one of the leaders in the global LI; also it serves as a scientific yardstick for the industry. Unequivocally, the study provides a reliable source to improve the decisions of insurers on customer-relationship management, and proffers a constructive enhancement to employees and intermediaries on service performance; furthermore, the exploration presents the insights of the industry to consumers and shareholders as well as potential investors.

1.11 STRUCTURE OF THESIS

This report begins with background information of insurance and HKSAR, how insurance rises along with the HKSAR economy then initiates the current landscape of the study following the research aim, objectives, and questions, value/contribution of this research.

The second chapter conceptualizes context of the topic and reviews the literatue of SQ accordingly with price (PX), technical quality (TQ), image/reputation quality (IM), CS and BI. The Methodology Chapter follows to explain all the aspects of how this study being conducted: research perspective, research philosophy, research purpose, research approach, time horizon, strategy, research method, ethical considerations of the study, research process, conceptual framework of the study, research boundary, data sampling, SQ model construction, and analysis tool. The data analysis being stated in the fourth chapter includes descriptive statistics, correlation, reliability, validity, and regression. The final chapter discusses the findings on the SQ and the impacts to the state of satisfaction and repurchase and words-of-mouth referrals. Recommendation, limitation and delimitation of the study and conclusion at the close.

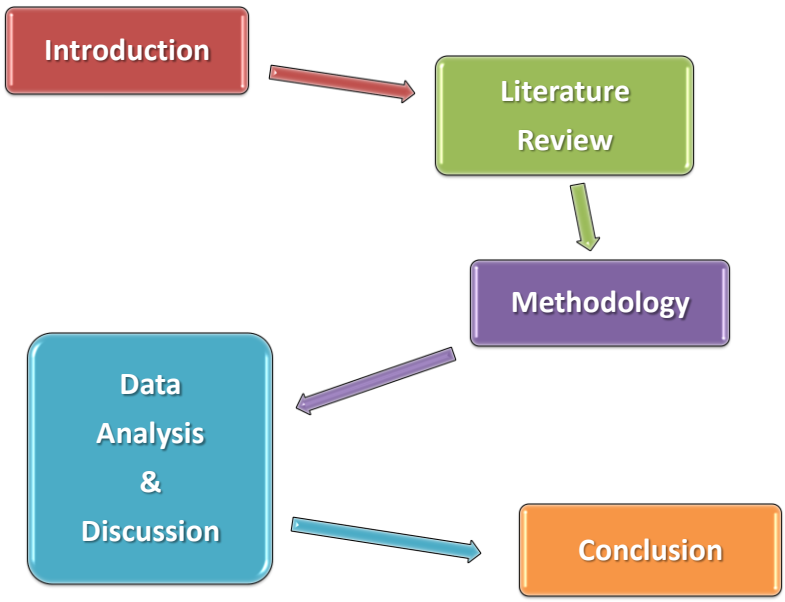


Figure 7 Structure of the Thesis

Chapter 2
Literature Review

This review chapter brings the literature on the subject of service quality (SQ) in relation to customer satisfaction (CS) and behavioural intention (BI) to construct a true picture revealing the SQ provided in the Hong Kong (HKSAR) life insurance industry (LII).

2.1 SERVICE QUALITY (SQ)

Common sense tends to see quality as related to subjective feelings or objective facts. SQ is so elusive to define and measure because it is intangible and can only be often experienced and judged subjectively by a customer after service being consumed *(Diaz, 2014)*. Difficult to describe because it is abstract and different people having different perspectives *(Prakash and Mohanty, 2012)*; consumers may focus on the specification quality of a service or comparing to competitors in the marketplace, suppliers may measure the conformance quality or state of compliance, and support personnel may concern quality on how reliable or sustainable the product and/or service offered. Hence no perfect or universal standardization of SQ, different industries having different determinants ; also nowadays service providers find hard to cope with their gradually demanding customers even services offered are the same *(MacDonald, 2020)*. Services, unlike physical products, is impossible to separate from production/consumption/storage or to make a quality-check beforehand *(Nandini, 2020)*. Furthermore, SQ is related to the service potential such as the qualifications of staff, to the service process such as the promptness of attaining services, and to the service result such as CS or BI *(Agbor, 2011)*.

2.1.1 DEFINITION

In an administrative viewpoint, SQ is an attainment in customer services reflecting at each service encounter *(Manolitzas, 2016)*; succinctly, SQ is defined as personal experience of a customer with a service provider. In a contemporary

conceptualisation, SQ is the result of comparing perceived expectations (E) to perceived performance (P) of a service to result in the equation SQ=P-E *(Teas, 1994)*. The conceptualization has its origins in the expectancy-disconfirmation paradigm *(Rai, 2013)*; service expectations are shaped from past experiences, words-of-mouth and marketing communications, all those customers came across *(Devlin, Gwynne and Ennew, 2002)*. In most cases matching up perceived service to expectation, in case of perception falls short of expectation, customers are disappointed, and vice versa *(Tse, Nicosia and Wilton, 2006)*. Perceived SQ has been defined as a global judgment or attitude relating to the superiority of a service *(Zeithaml and Bitner, 2000)*.

2.1.2 IMPORTANCE

SQ becomes increasingly important where now hardly any elements to differentiate one from others, so delivering well-quality service is a critical successful factor in the business world *(Parker, 2012)*. A number of scholars and experts discussed the importance of SQ then the impacts of CS, words-of-mouth, future purchase intentions, customer loyalty, positive profits relationship, market share, and investment return *(Rust and Oliver, 1994)*.

According to Anderson, Fornell and Lehmann, improved SQ increases profitability and long-term economic competitiveness *(Anderson, Fornell and Lehmann, 1994)*.

Moreover, SQ can be improved by improving operational processes; identifying problems quickly and systematically; establishing valid and reliable SQ and assessing CS and BI *(Murray and Howat, 2002)*.

2.1.3 DIMENSIONS

The number and contents of dimensions of SQ are still open for debate even though service marketing has been boosting near half a century, countless tests have been conducted and many applications have been proposed *(C, 2019)*. According to Sasser, there are 3 different elements, materials, facilities, and personnel, dealing with the process of services delivery *(Sasser, 1978)*. In 1982, Christian Grönroos discussed there were 2 dimensions of any services out of the perception of customers, technical and functional qualities as simplify to what and how services to provide; as well Lehtinen and Lehtinen proposed 3 dimensions, physical quality, corporate image and reputation quality, and interactive quality between service personnel and customers. In 1990, Grönroos subsequently identified 6 specific dimensions: professionalism and skills; reliability and trustworthiness; attitudes and behavior; accessibility and flexibility; recovery; and reputation and credibility *(Grönroos, 1990)*.

Base on human basic instinct of comparing experiences with expectations, the expectancy-disconfirmation approach has been adopted and SERVQUAL has been developed by Parasuraman, Zeithaml and Berry; in which 10 principal dimensions identified are Tangibles, Reliability, Responsiveness, Competence, Courtesy, Credibility, Security, Access, Communication and Understanding the Customer, and a scale to measure SQ proposed *(Parasuraman, Zeithaml and Berry, 1988)*. After numerous testings across various industries and settings, some of the dimensions were found to be auto-correlated then the total number of dimensions was reduced to 5, Reliability, Assurance, Tangibles, Empathy and Responsiveness, also called RATER *(Javed, 2020)*. In case of experience does not match expectation, a gap therefore arises, the Gap Model *(Zeithaml and Bitner, 1996)*. Even many testings have done on SERVQUAL but its validity is highly questioned, is mainly criticized on the basis of its exact dimensions and its pertinence to specific sectors *(Buttle, 1996; Williams, 1998)*.

2.1.4 MEASUREMENT

Measuring SQ is unlike the same of goods offered to customers; it is difficult because of 3 unique features of services: intangibility, heterogeneity, and inseparability. Gauging how much does a SQ meet the expectation of a customer is intricate. In the aim of facilitating measurement of the intangible SQ, scholars generally use a perceived SQ as a result of the comparison of perceptions of service delivery process and actual outcome of service *(Grönroos, 1984; Lovelock and Wirtz, 2011)*. Also, because of the heterogeneity of services, there is no standardization in the field of SQ measurement so measuring quality can be in several ways depending upon the application, therefore different organizations or industries develop their own schemes/models of assessment. Furthermore, because of the inseparability of services from production to consumption, there is no advance quality check or measurement at each stage to ensure ahead of time the SQ to customers.

There are 2 approaches to measure SQ, one approach is subjective process that measuring to a certain extent quality is good, i.e. scores given by customers in a quality questionnaire, which often involves some aspects of CS and BI being assessed; subsequently it is only an indirect measure of SQ *(Johnson, Tsiros and Lancioni, 1995)*. As above said it is subject to the comparison of perception and expectation of a customer about the actual outcome of service the customer perceived. Generally, subjective processes can be scrutinized in characteristics by SERVQUAL, in episodes by Critical Incident Theory, and in problems by Frequenz Relevanz Analyze.

In the HKSAR life sector, there is no industrial aggregate of such subjective constitutients of SQ or index; only insurers have their own measures usually an online quiz or a telephone call about a week post-purchase or conducting under specific-purpose schemes and these measures are at random.

Another approach is objective; the processes have primary and secondary; for the primary processes, silent customers created service-tests or normal services with customers are observed whilst the secondary processes, irrefutable aspects such like the statistics of complaints or service terminations to conjecture SQ *(Johnson, Tsiros and Lancioni, 1995)*.

In the HKSAR life sector, both ways are commonly using by insurers. Usually, insurers use the primary process in training new-blood of salesforce, i.e. role-playing agmost salesforce and normal service delivery with customers are observed by a senior sales representative and use secondary processes as the indicators for an organization as a whole.

For the HKSAR life sector, it has no industrial-wide subjective determinants of SQ or CS index. The primary process of silent customers or service-tests done by the authorities in case of complaint-investigations. The industry and authorities usually use secondary objective aspects such as the statistics of complaints, according to the Consumer Council the insurance field there were 358 complaints in 2018 and 286 complaints in 2019 which have been filing to the Council *(Consumer Council, 2020)*; in number of errors/mistakes investigations, according to IA the insurance field there were 1,080 compliant cases (given the summary of last year complaints received by the Insurance Authority in the Appendix A, Page 111) *(Insurance Authority, 2020)*; ratio of policy-termination, new business premium income, number of new business policies, in-forcing policy premium, and some other sales performance indicators for assessing the industry as a whole. According to IA in 2018, the premiums for new individual life business was $150.6 billion and the total number of new policies was 1.3 million in 2018 (increased by 1.5%) *(Insurance Authority, 2019)*.

2.2 FUNCTIONAL QUALITY

The term is enlighted from Grönroos and refers to intangible human interactions that take place during the production and consumption of services in response to how the services are delivered and created *(Ferguson et al., 1999; De Keyser and Lariviere, 2014)*. In the survey, the functional quality consists of 25 statements for assessing custoumer perceptions and expectations regarding SQ of the HKSAR LI. Respondents are asked to rate their level of agreement with the given statements. Hypotheses are made that positive correlationships amongst this dimension with SQ, CS and BI. The statements are modified from the 5 dimensions of SERVQUAL approach, they represent part of the determinants/dimensions of SQ and they are emblematic for the HKSAR LII. Hypotheses of each follwoing are developed to test the correlationships amongst with SQ, CS and BI.

2.2.1 RELIABILITY (RL)

It is to perform a promised service dependably and accurately *(Bwalya, Mnjama and Sebina, 2014)*. RL is the ability of insurer to deliver its promises of services delivery, sevice provision, problem resolutions and pricing dependably and accurately. In this research, the following 5 questions are asked under this determinant.

RL1 How timely is the delivery of insurance services?
RL2 How truthful the Insurer (keeping to promises) to you?
RL3 How dependable and consistent is the Insurer in solving complaints?
RL4 How able is the Insurer to perform services right the first time?
RL5 How able is the Insurer to insist on error-free records?

2.2.2 ASSURANCE (AS)

It means to inspire trust and confidence. AS is defined as employees' knowledge of courtesy and the ability of the insurer and its employees to inspire trust and confidence *(Chowhan, 2015).* This dimension is likely to be particularly important for the LI that the customers perceives as involving high rising and about which they feel uncertain about the ability to evaluate in the long-time future. Trust and confidence may be embodied in the salesforce (technical representatives, agents, and brokers). Thus, in this research, the following 4 questions are asked under this determinant.

AS1 Ability to provide variety of value added services to customers, e.g. loan facilities, premium holiday etc.

AS2 Sincerity and patience in resolving complaints or problems.

AS3 The behaviour of employees or agents in instilling confidence in customers.

AS4 The required skills and knowledge of employees or agents to answer customer's questions.

2.2.3 TANGIBILITY (TA)

Customers have their SQ perception by comparing the tangibles associated with services received *(Robinson, Jr, 2015).* In LI, the appearance of office, furniture and fixture, facilities and equipment, personnel and communication materials. In this research, the following 4 questions are asked under this determinant.

TA1 Accessibility to the information of products or services (leaflets, bulletins, policy jackets).

TA2 Provision of visually attractive offices, nice furniture and fixture, and modern equipment.

TA3 Provision of souvenirs (pens, diary books etc.) or festive small gifts (lai-see packets, calendars, annual planners, birthday cards, Christmas cards, New Year cards etc.)

TA4 Appearance of employees and/agents.

2.2.4 EMPATHY (EM)

It is a kind of careness a firm paying individualized attention to her customers *(Lamb, 2018)*. In HKSAR this highly competitive LII, empathy is critical to show to customers that the insurer does best to satisfy their needs, which becomes an industrial culture. LI is a sensible industry, empathy is indispensable to develop long-term customer-relationships, trust, confidence and loyalty of the customers. No concrete relationships built in this rising customer-demands industry, customers easy shaking to purchase elsewhere. In this research, the following 7 questions are asked under this determinant.

EM1 Offering favourable terms and conditions.

EM2 Business hours convenient to customers.

EM3 Offering sound loyalty programme to recognize a frequent customer.

EM4 The Insurer has the best interest of customers at heart.

EM5 Giving customer personal attention.

EM6 The Insurer always makes efforts to understand specific customer needs.

EM7 The Insurer apologizes for inconvenience caused to customers.

2.2.5 RESPONSIVENESS (RS)

It is a kind of willingness accentuating attentiveness and promptness of treating customer services, such as how long customers need to wait for assistance, answers to questions or attention to problems *(Rao, 2019)*. The dimension also has flexibility and authority put on staff to customize services to fit customer needs. In this research, the following 5 questions are asked under this determinant.

RS1 How able is the Insurer to tell customers exactly when services will be performed?

RS2 How able is the Insurer to give prompt customer services and attend to customer's needs or problems?

RS3 How is the willingness of employees or agents to help customers in emergency situations?

RS4 How is the approachability of employees or agents and easy to contact?

RS5 How able is the employees or agents to communicate clearly with you?

2.3 TECHNICAL QUALITY (TQ)

The term is from Grönroos and refers to what a customer receives as a result of interactions with the service provided *(Grönroos, 1984)*. Hypotheses are developed to test the correlationships amongst SQ, CS and BI. In this research, the following 5 questions are asked under this determinant.

TQ1 Successful in completing insurance claim settlements.

TQ2 Technological knowledge and skills in solving customer problems.

TQ3 Offering updated insurance products or policies that meet the market requirements.

TQ4 Innovativeness – ability to use current technology to improve services.

TQ5 Providing adequate variety of insurance policies.

2.4 PRICE QUALITY (PX)

Most customers expect a strong positive relationship between price and quality *(Steenkamp, 1988)*. When the life insurance plans are homogeneous in HKSAR this competitive market, is price a cue to SQ, CS and BI? Hence, hypotheses are developed to test such correlations. In this research, the following 2 questions are asked under this determinant.

PX1 How affordable are the prices for services of the Insurer in terms of charges for insurance premium?

PX2 How affordable are the prices for services of the Insurer in terms of charges for other customer services received?

2.5 IMAGE/REPUTATION QUALITY (IM)

The term is from Lehtinen and Lehtinen and refers to the people's impression of an organization *(Shenkar and Yuchtman-Yaar, 1997)*. LI regards as delivery of promises to be fulfilled in the future, making it a unique industry anchored in trust and reputation. It is imperative that the HKSAR government has stringent solvency requirements put on insurers to protect the interests of policyholders whilst ethically has a scrupulous monitoring and complaint mechanisms on qualities of services , so building this long-term business trustworthy to consumers. Besides the efforts of regulators, reputation of the insurers as well as culture of the industry in larger view are also vital to shape customer's impression. According to the Global RepTrak Report by the Reputation

Institute, a good reputation has a huge impact on purchase decisions and words-of-mouth. The report found that the top 5 factors, respectively are: offering high quality products and services (index: 160); good value for money (index: 132); meeting customer needs (index: 128); standing behind products (index: 126); and having a positive influence on society (index: 124). Notably, the perception of quality is the key determinant whilst 2 others pertain to financial results that consumers not caring too much about financial results of an organization exceed expectation (index: 77) or whether it is a profitable company (index: 82) *(RepTrak, 2020)*. Hence, IM is chosen as an element in constructing the research framework and hypotheses are developed to test such correlations; 4 questions set in the survey straightforwardly asked the respondents :

IM 1) How successful is the Insurer?

IM 2) How is the reputation of the Insurer?

IM 3) How is the brand image of the Insurer?

IM 4) How socially responsible is the Insurer?

2.6 SERVICE QUALITY (SQ) MODEL

SQ model identifies, describes, measures and develop desired SQ *(Seth, Deshmukh and Vrat, 2005)*. There are manifold SQ models. According to Sasser et al. in 1978 indentified and defined the dimensions of SQ as security, consistency, attitude, completeness, condition, availability, and training of service providers along side of physical quality, interactive quality, and corporate quality also affected SQ *(Lehtinen and Lehtinen, 1982)*.

2.6.1 GRÖNROOS SQ MODEL

In 1984, Grönroos developed the first SQ model and measured SQ based on the test of qualitative methods which is shown below at the figure 8. TQ, functional quality, and IM were used in the model as the dimensions of SQ *(Grönroos, 1984)*.

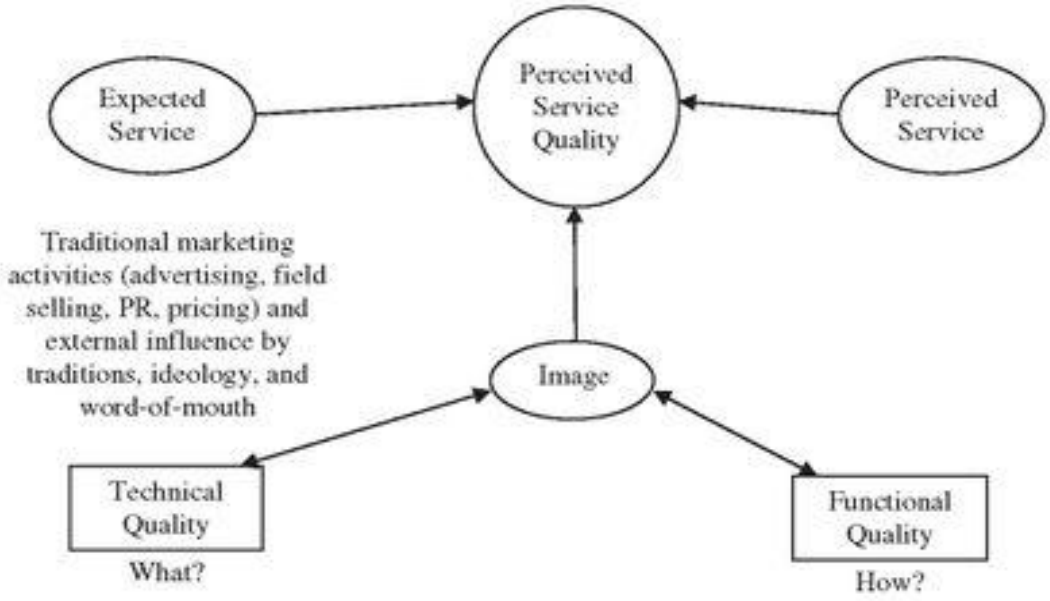


Figure 8 Grönroos Model **Sources from Grönroos, 1984**

2.6.2 SERVQUAL MODEL

SERVQUAL (Service Quality) is the most extensively used amongst SQ models. This scale was created by A. Parasuraman, V. Zeithaml and L. Berry in 1985 and had been applying in multiple dimensions in diverse industries and in various countries to retain customer expectations and perceptions of a service along with 10 above-mentioned dimensions that represent SQ *(Parasuraman, Zeithaml and Berry, 1988)*. The model is built on the expectancy-disconfirmation paradigm; so SQ is customer expectations of quality are compared to their actual perceptions of

the service experienced. In which there are 5 gaps shown in the below figure 9. Expected service vs management perception, management perception vs service design, service design vs service delivery, service delivery vs communication, expected vs perceived services, to identify and assess the results which lower than expected SQ *(Lapaas, 2019)*. So as it also called Gap Model; it showed the insights attained through executive or focus group interviews about the SQ concept. The gaps revealed by the executive interviews were shown as the marketer side, GAP 1 (Knowledge Gap), GAP 2 (Policy Gap), GAP 3 (Delivery Gap), GAP 4 (Communication Gap), and GAP 5 (SQ Gap) which was formed by the focus group interviews was at the consumer side of the model (Parasuraman et al., 1985; Lovelock and Wirtz, 2011).

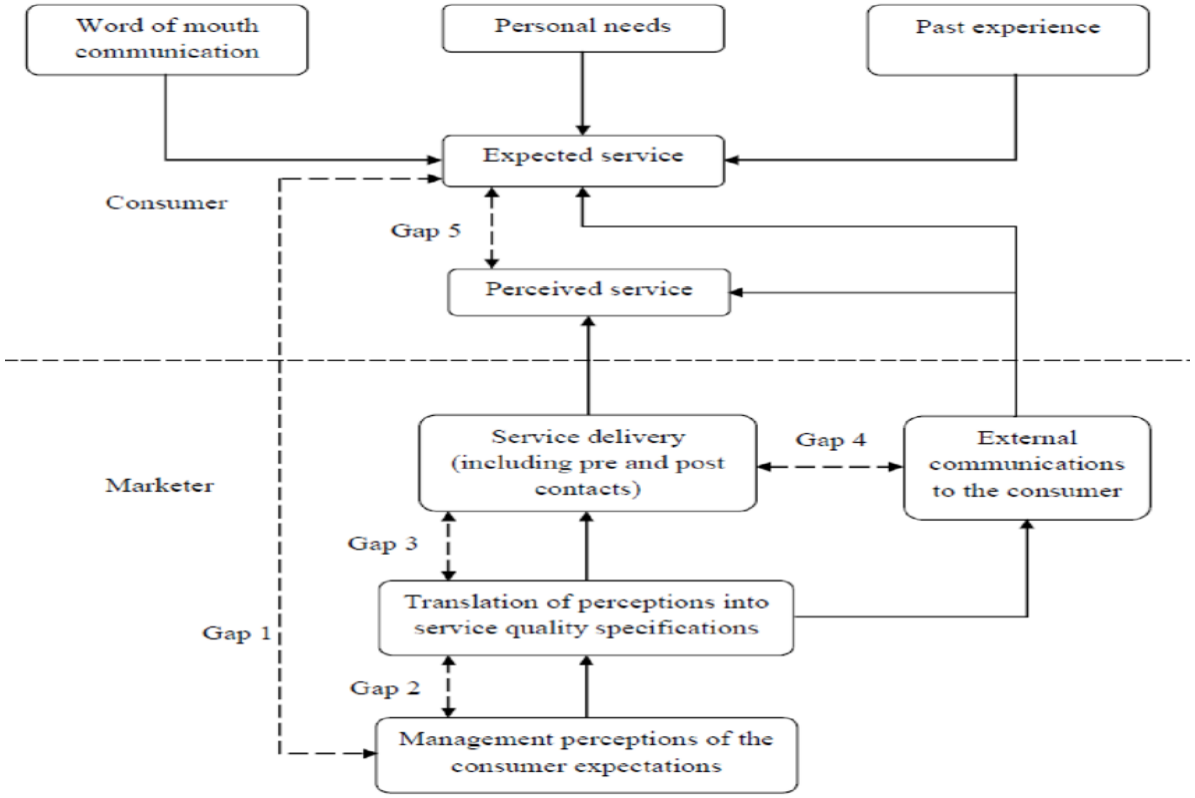


Figure 9 SERVQUAL Model **Sources from Parasuraman et al., 1985**

In 1994, Lovelock added a GAP 6 to the model as Service Delivery and Perceived Service (Perceptions Gap). According to the responses of focus group participants, the judgments of high and low SQ depended on how consumers perceived the actual service performance in the context of what they expected, and GAP 5 changed to show the expected service-perceived service gap.

The orginal cast further developed SERVQUAL which is an advanced model for measuring SQ. In the revised SERVQUAL model shown below at figure 10, there are 5 dimensions and 22 items presented in 7-point Likert scale also known as RATER. They measured especially functional SQ through empirical studies in banking, credit cards, repair and maintenance, and long-distance telephone services *(Weitz, 2006)*.

Survey data gathered through the SERVQUAL survey can be used for a variety of purposes *(Weitz, 2006)*:

- ✓ to establish the average score of gap between the perceptions and expectations of customers for each service dimension;
- ✓ to appraise SQ of a service along each of the five SERVQUAL dimensions;
- ✓ to track the expectations and perceptions of customers on individual service attributes and/or on the SERVQUAL dimensions over time;
- ✓ to compare one's SERVQUAL scores against those of competitors;
- ✓ to identify and scrutinize customer segments that differ significantly in their assessments of a service performance; and
- ✓ to assess internal SQ, the quality of service rendered by one department or division to others within a same firm).

Besides the previous mentioned critiques, Grönroos suggests 3 problems when measuring comparisons between expectations and experiences over a number of dimensions *(Grönroos, 1984)*.

- If expectations are measured after a service has taken place, which frequently happens for practical reasons; so, the measured is not really expectation but something which has been influenced by the service experience.
- It does not make sense to measure expectations prior to the service render, because the expectations that exist before a service is delivered may not be the same as the factors that a person uses when evaluating their experiences.
- The perspective of a customer of experience in a service encounter is influenced by prior expectations consequently if expectations are measured and experiences are measured, then the measurements are not independent of each other and the expectations are actually being calculated twice.

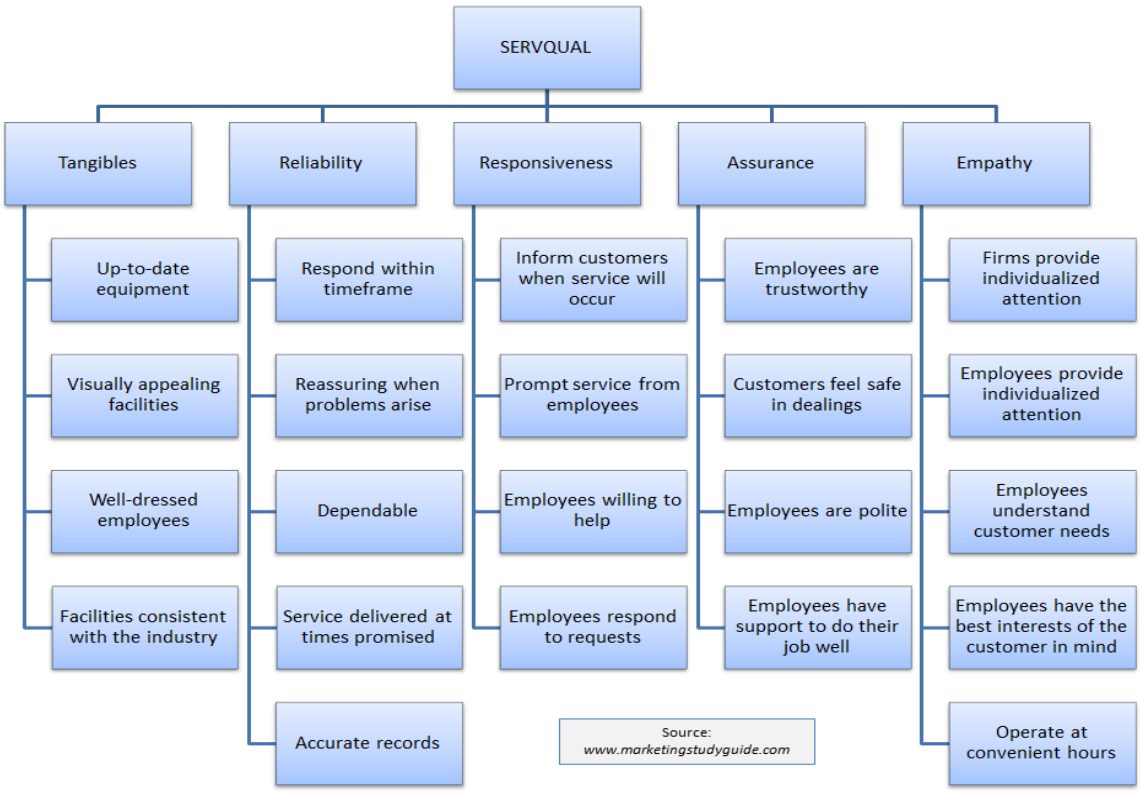


Figure 10 SERVQUAL Model in 5 dimensions and 22 items

Sources from Parasuraman et al.,1988

2.6.3 HAYWOOD-FARMER SQ MODEL

In 1988, Haywood-Farmer discussed a SQ model having 3Ps basic attributes associated with SERVQUAL.

Haywood-Farmer SQ Attributes	Parasuraman et al.'s SQ Determinants
1. **P**hysical facilities, processes and procedures: location, layout, size, decor, facility reliability, process flow and flexibility, capacity balance, control of flow, range of services	Tangibles
2. **P**eople behavior and conviviality: timeliness, speed, communication, warmth, friendliness, attitude, tone of voice, dress, neatness, politeness, anticipation, handling complaints, solving problems	Reliability, Responsiveness, Access, Courtesy, Communication
3. **P**rofessional judgment: diagnosis, advice, guidance, innovation, honesty, confidentiality, discretion, knowledge, skill	Competence, Credibility, Security, Understanding Consumer

Figure 11 Haywood-Farmer SQ Model

Sources: Ghobadian et al., 1994; Dotchin and Oakland, 1994.

Haywood-Farmer believes that the choice of elements from each of the 3 sets of SQ is important to make strategic managerial decisions. The combination of these factors should be chosen carefully to ensure an appropriate balance amongst the 3 attributes. The relative degrees of labour intensity, service process customisation, and contact and interaction between customer and service process *(Haywood-Farmer, 1988).*

2.6.4 SERVPERF MODEL

SERVPERF (Service Performance), an adaptation of SERVQUAL, created by J. Cronin and S. Taylor in 1994 (Cronin and Taylor, 1994) and measures quality as an attitude rather than satisfaction and perceived SQ leading to satisfaction also

further bonding to the subsequent purchase intentions *(Cronin and Taylor, 1994)*.

SERVPERF only uses the perceptions part of the SERVQUAL scale because Cronin and Taylor argue that SQ is better predicted by perceptions of actual service received only and not as the difference between perceptions and expectations as suggested by Parasuraman et al. So, experiences should be measured over a range of attributes that was developed to describe the service as conclusively as possible and performance instead of "performance-expectation" to determine SQ and expectations are built into the performance and is therefore not necessary to measure it separately *(Cronin and Taylor, 1994)*.

2.6.5 3-COMPONENT MODEL

In 1994, Rust and Oliver developed 2 dimensions, functional and technical qualities further into a 3-component model:

- ✓ Service Product is the service as it is designed to be delivered, is similar to technical quality;
- ✓ Service Delivery is the sequence of events and service provider role expectations, is similar to functional quality; and
- ✓ Service Environment refers to physical ambience of a service setting.

Rust and Oliver do not test the conceptualization and treat Service Environment as a dimension only *(Rust and Oliver, 1994)*.

2.7 SERVICE QUALITY (SQ) & CUSTOMER SATISFACTION (CS)

The relationship between SQ and CS has received considerable attention in Marketing literature. The results of most research studies have indicated that SQ and CS are indeed

independent but are closely related that and a rise in one is likely to result in an increase in another construct *(Sureshchandar, Rajendran and Anantharaman, 2002)*. CS measures how services supplied meet customer expectations. There are 3 types of customer expectations: predicted service, desired service, and adequate service which presents a comparison between customer evaluation of SQ and CS *(Hoffman and Bateson, 2011)*. As known from former researches, a very satisfied customer is nearly 6 times more likely to re-purchase and recommend a service to relatives and friends than one who is just satisfied. Also, satisfied customers tell 2 to 3 people about their good exposures and conversely 8 to 10 people about their poor experiences *(PWC, 2014)*. Nowadays, the quick online power transmitting on social media by mobile phone may magnify even million times and globally. Averagely a firm has never heard from 96% of their unhappy customers and 91% of those would never return; and only 4% dissatisfied customers complain *(Shaw, 2013)*. CS is important because it provides a metric to manage and improve. On top of that good-quality-services often make customers spend more, satisfied customers are more likely to repurchase and recommend the provider to their people around them *(Hudson and Hudson, 2012)*; from many evidences proved that retaining existing customers is more cost effective than attracting new customers because of reducing obstacles to buying such as creditability on suppliers, trust on employees, acquaintance of products or services offering *(Wertz, 2018)*.

According to The State of Customer Experience in Hong Kong 2014 issued by the Hong Kong General Chamber of Commerce, the average CS scores of the II as a whole are dissatisfied 59%, neutral 37% and satisfied 4% as comparing to the government's 65%, 30% and 5% *(PWC, 2014)*. It is a wide gap between the quality of customer experience while insurers tend to believe in the surveys conducted by their own mechanisms. A dependable reflection of the service culture of the industry, CS is formed as a result of countless interactions with the insurer in a long-term relationship; with the mentality of unpredictable future affects at any stage in the relationship from awareness to post-sales service, these interactions can be through physical or digital channels and touch points, including print communications, points-of-sale, customer service and words-of-mouth

(Baxendale, Macdonald and Wilson, 2015). Furthermore, it may because of the widespread usage of smartphone and social networks that consumers now expect insurers to make full use of these channels. More informed and empowered, the new digital consumers want services quickly at anytime, at anywhere *(PWC, 2020)*. Most also conceded that these were managed by individual departments rather than the organization as a whole and that they focused on experience with individual channels. Being the aggregation of all interactions customers have with an insurer, so that customer experience needs to be coordinated across the organization *(McKinsey&Company, 2017)*. The financial impact of improvements in customer experience is not limited to competitive industries and additional sales but also cost savings of handling complaints and potential litigation while enhancing reputation *(PWC, 2014)*.

2.8 SERVICE QUALITY (SQ) & CUSTOMER SATISFACTION (CS) & BEHAVIOURAL INTENTION (BI)

SQ tends to play an important role in life business; as shown in many researches, improvements in SQ with customer experience or CS can drive revenues from positive BI such as additional purchases, reduce customer churn and bring in more sales resulting words-of-mouth *(PWC, 2014)*. BI is the perceived likelihood or subjective probability of

a person that will engage in a given behaviour in terms of Marketing can be defined as a consumer willingness to develop some categories of behaviors such like referrals, price sensitivity, repurchase, complaining behavior, loyalty and word of mouth *(Zeithaml et al., 1996)*.

A survey in the USA found that most customers worried about an insurance broker or agent would try to influence their purchase when they were unsure of their choice, so 80% of customers are influenced by recommendations from friends and family when deciding on their insurance *(Facebook IQ, 2019)*. It makes words-of-mouth recommendations and referrals very vital in the industry. In the HKSAR market, satisfied

or contented customers usually give referrals to their agents or positive words-of-mouth to their family or friends and repurchase from the same agent or insurer whilst in adverse their negative BI may be switching insurer or terminating policy, or not trading-up i.e. keeping the existing pklans but repurchase in elsewhere; and most dissatisfied customers actively avoid attaining insurance even extremely intensified negatively with insurance practitioners. Even some customers may not be actively switch insurer which does not mean loyal, they stay because they are locked-up in a policy so can have no clear attachment to an insurer.

2.9 HYPOTHESIS DEVELOPMENT

In this study, the theoretical framework is a hybid model, SERVQUAL is adopted as the main skeleton because of its comprehensiveness and multi-dimensionality which are fit to the context. Integrating SERVQUAL SQ concept and Grönroos SQ Model plus a price-quality theory in customer behaviours that price as a stand-in for quality as a heuristic *(Rao, 2005)*.

The dependent variable in this study is positive BI of repurchase and positive words-of-mouth. 6 factors have been identified as critical to measure the antecedents of positive BI in the HKSAR LII; which are Functional Quality, Technical Quality, Image/Reputation Quality, Price-Quality, CS, and Demographic factors, these are the independent variables.

The perceptions of respondents are based on the actual services they received while expectations are based on their past experiences and information received.

The questionnaire used in this research are 41 questions (all shown above in each of its section) grouping into: 25 questions fall into functional quality (RL, AS, TA, EM, RS); 5 questions for TQ; 2 quesiton for PX; and 4 questions for IM; 3 questions for CS; and 2 questions for BI; plus 5 demographic variables asked: gender, age, income, education, and duration of insured.

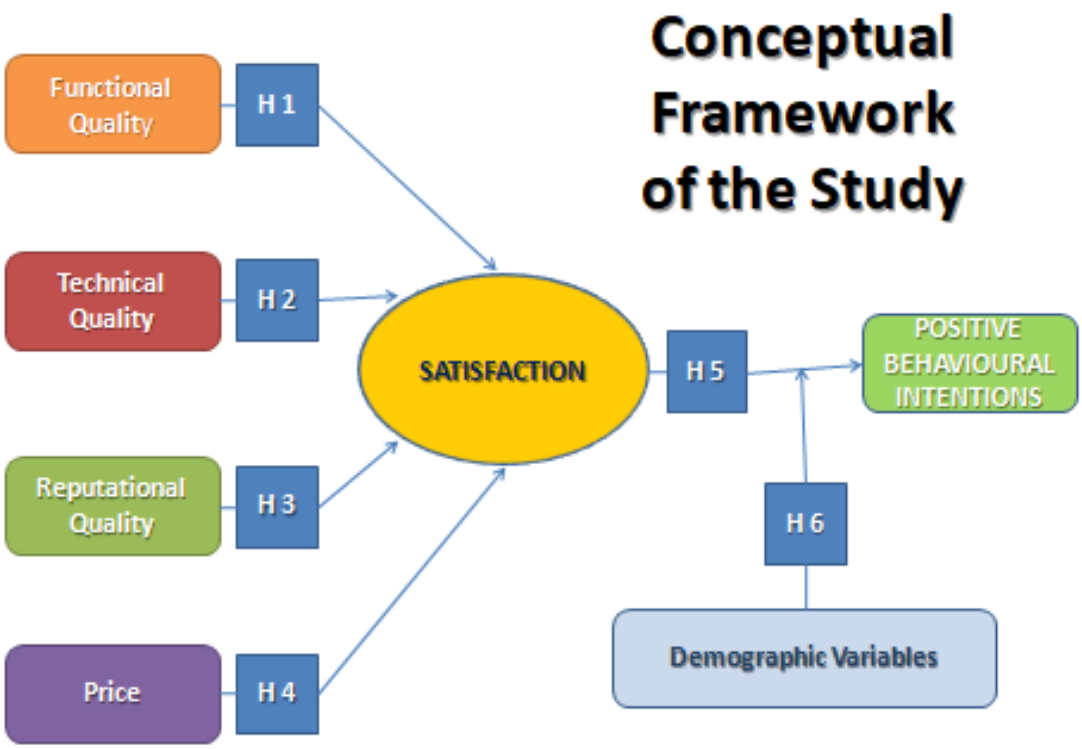


Figure 12 Conceptual Framework of the Study

H1: Functional Quality has a significant influence on CS

H1a: RL has a positive impact on CS

H1b: AS has a positive impact on CS

H1c: TA has a positive impact on CS

H1d: EM has a positive impact on CS

H1e: RS has a positive impact on CS

H2: TQ has a significant influence on CS

H3: IM has a significant influence on CS

H4: PX has an impact on CS

H5: CS has a significant influence on Positive BI

H6: Demographic Variables have impact on Positive BI

- H6a: Gender has an impact on Positive BI
- H6b: Age has a negative impact on Positive BI
- H6c: Income has an impact on Positive BI
- H6d: Education has an impact on Positive BI
- H6e: Duration of Insured has an impact on Positive BI

Age is considered to be a control variable that influences positive BI. Some believed young adults are lack of social and life exposures so considered to be less enthusiasm to repurchase and words-of-mouth *(Duffett, 2017)*. Duration of Insured may be another important control variable that positively influences BI. As the customers insured longer time with an insurer, the state of CS will have time be improved thereby resulting in higher ratio of positive intentions of repurchase or give referrals and words-of-mouth *(Tsoukatos, 2007)*.

Chapter 3
Methodology

This chapter demonstrates the procedural framework and methods *(Remenyi, Williams, Money and Swartz, 1998)*, and explains methodological concerns for each phrase for arriving at findings and results within the research *(Saunders, Lewis and Thornhill, 2019)*.

Here employing the research onion, developed by Saunders et al. in 2007 providing an effective progression of a research methodology, for designing and illustrating stages of the research process and each onion layer describes in more details in the following sections (Saunders, Lewis and Thornhill, 2019)

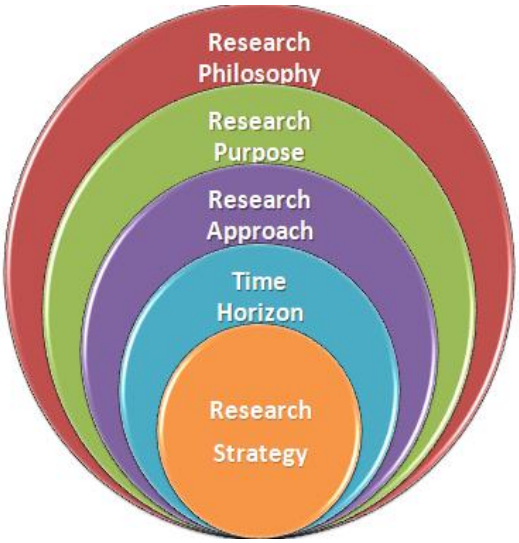


Figure 13 Research Onion Model
Source from Saunders et al., 2007

3.1 RESEARCH PERSPECTIVE

A study can be separated into subjective and objective perspectives. In a simplified view, subjective research perspective is a researcher's perspective has embedded in the research process rather than seen as fully detached from it, on the other side, objective is to describe a true and correct reality which is independent of those involved in the research process *(Understanding different research perspectives, 2020)*. The perspective determines the development of research questions, type of data collected, methods of data collection and analysis adopted and the conclusions drawn; so worth well consideration before planning a project *(Kabir, 2016)*. The research of SQ with demographics in HKSAR LII is examined objectively through the use of established theoretical skeletons and structured mechanisms to make the appraisal, so generalizations can be made from the findings.

3.2 RESEARCH PHILOSOPHY

Research philosophy refers to assumptions and beliefs about the way in which data about a phenomenon should be gathered, analyzed and used. There are 4 main trends of research philosophy that are distinguished and discussed in the works by many authors: positivism, interpretivism, pragmatism, and realistism *(Žukauskas, Vveinhardt and Andriukaitienė, 2018)*.

3.2.1 Positivist research philosophy adheres to the view that only facts gained through observation, including measurement, is trustworthy.; and in such studies, the role of a researcher is limited to data collection and interpretation in an objective way *(Su, 2018).*

3.2.2 Interpretivist research philosophy involves researchers to interpret elements of the study, interpretive researchers assume that access to reality, given or socially constructed, is only through social constructions such as language, consciousness, shared meanings, and instruments. Such philosophy emphasizes qualitative over quantitative analysis *(Leitch, Hill and Harrison, 2009).*

3.2.3 Pragmatism is a world view or paradigm that should underpin most mixed methods research. It is a problem-oriented philosophy that takes the view that the best research methods are those that help to most effectively answer the research question. This often involves a mix of quantitative and qualitative methods used to evaluate different aspects of a research problem *(Hookway, 2019).*

3.2.4 Realism research philosophy relies on the idea of independence of reality from the human mind. This philosophy is based on the assumption of a scientific approach to the development of knowledge. Realism is divided into direct and critical. Direct realism is described as what you see is what you get while critical realism argues that sensations and images of the real world can be deceptive *(Saunders, Lewis and Thornhill, 2009)*.

Positivism has been used because the researcher believes that the study of SQ with CS constructs as pertaining in the HKSAR LII can only be examined without bias

through the employment of established theoretical frameworks and structured instruments.

3.3 RESEARCH PURPOSE

Research purpose involves systematic investigation of phenomena which could be for gathering information or testing theory *(Williams, 2011)*.

3.3.1 Information gathering

3.3.1.1 Exploratory: discovering, uncovering, exploring *(Chen, 2006)*

3.3.1.2 Descriptive: gathering info, describing, summarizing *(Kumar, 2011)*

3.3.2 Theory testing

3.3.2.1 Explanatory: testing and understanding causal relations *(Theory-Testing with Cases, 2010)*

3.3.2.2 Predictive: predicting what might happen in various scenarios *(Theory-Testing with Cases, 2010)*

The research purpose is a hybrid combining information gathering and theory testing. Firstly, the study is descriptive in that it seeks to describe in detail the state of SQ in LII, thus giving an in-dept understanding of the reality of CS with SQ in the LII and to better understand relative importance of SQ dimensions to the customer. Secondly, the study is explanatory since it seeks to determine the impact of SQ on overall satisfaction and the influence of the demographic variables on overall satisfaction. It will also explore the relationships that exist between CS and BI such as likelihood to recommend and repurchase services. Thirdly, the study is exploratory in that it is still unknown in the HKSAR LII, whether customer are satisfied and what is the overall SQ in the LII.

3.4 RESEARCH APPROACH

It may be deductive or inductive. On one hand, deductive research approach begins with the development of a theory or a hypothesis and later a development of a strategy to test it in a context to verify or reject its claims. Thus it is thinking from general to specific *(Azungah, 2018)*. On the other hand, inductive is where the research begins with an observation of a phenomenon in an environment, then data is collected upon which a theory is developed or generalisation is made. Thus, thinking from specific to general *(Azungah, 2018)*. In this study, empirical theories and models are chosen to apply and test to assess the state of SQ on CS in the context of LII in HKSAR; hence, the research is deductive.

3.5 TIME HORIZON

It is needed for a research design independent of the research methodology used. There are two types of time horizon, they are longitudinal studies which repeat over an extended period, and cross sectional studies which are limited to a specific time frame *(Philips, Claxton and Palmer, 2008)*. This is typically a cross-sectional study in that data is being collected from a cross section of customers from LII in HKSAR on one occasion and not for different periods of time.

3.6 RESEARCH STRATEGY

It is an action plan which gives a direction to thoughts and efforts to enable conducting research systematically in each step at each phrase, planning, executing and monitoring, on time and within budget, producing quality results and presenting a detailed report; which in results that with a research strategy, a researcher can stay focused, reduce frustration, enhance quality and save time and resources. There are 7 major strategies

which can be used singley or combined in a study for a particular purpose *(Saunders, Lewis and Thornhill, 2009).*

3.6.1 Experiment is to demonstrate cause and effect relationships amongst variables and their responsivenss while one variable changes another variable changes *(Saunders, Lewis and Thornhill, 2009).*

3.6.2 Survey, flexible and quantitive, is a self-report measure on selected samples and can be used to study lots of basic and applied research questions which makes it one of the most popular research strategies *(Saunders, Lewis and Thornhill, 2009).*

3.6.3 Case Study are based on a comprehensive inquiry of a single individual, group or event under real-life context exploring the roots of underlying principles *(Saunders, Lewis and Thornhill, 2009).*

3.6.4 Ethnography explores and exams cultures and societies as a fundamental part of human experience, and the ethnographer being research is not a detached or uninvolved observer*(Saunders, Lewis and Thornhill, 2009)* .

3.6.5 Grounded Theory aims at using a set of systematic inductive methods to construct qualitative research to middle-level theories directly from data analysis *(Saunders, Lewis and Thornhill, 2009).*

3.6.6 Action Research Strategy aims at tackling real-world problems in participatory, collaborative, and cyclical approaches to produce knowledge and action(s) toward a social or professional change *(Saunders, Lewis and Thornhill, 2009).*

3.6.7 Phenomenology mainly aims at researching the commonality of a lived experience within a particular group and arriving a description of the nature of a particular phenomenon *(Saunders, Lewis and Thornhill, 2009).*

A survey strategy is employed to seek opinions of a target population about a specific issue in this study which is customer perceptions of the SQ of the HKSAR LII.

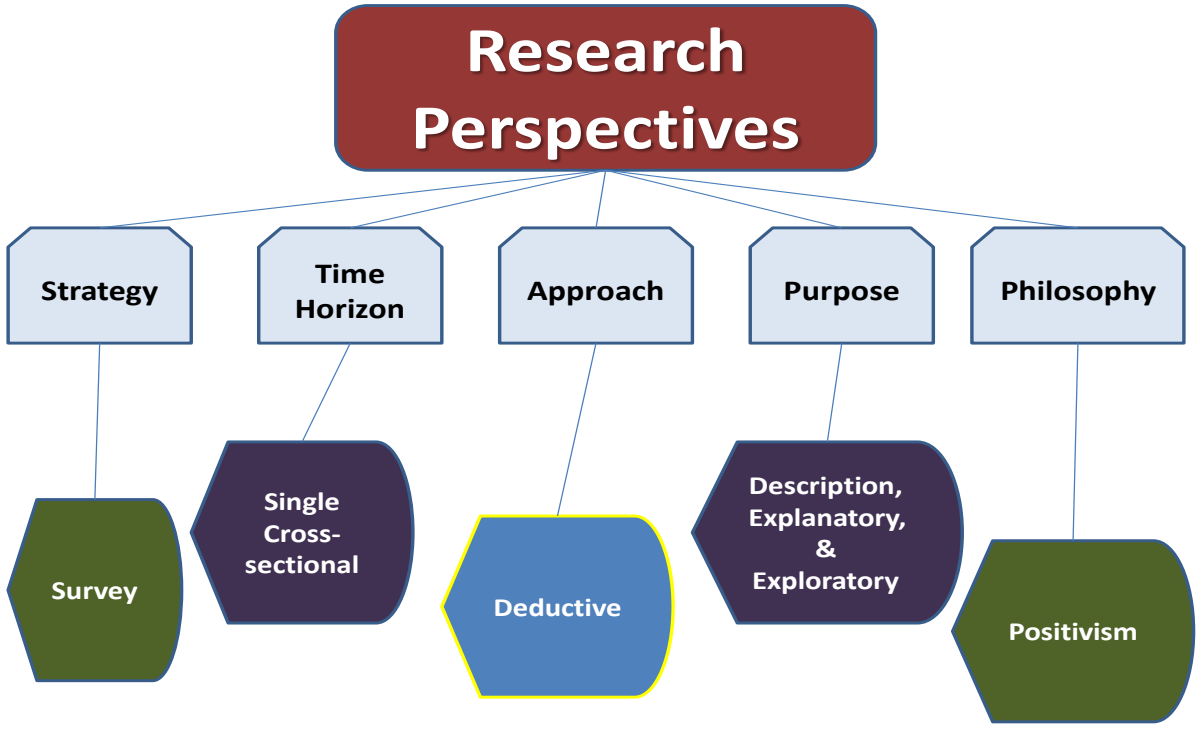


Figure 14 Summary of the Research Process

3.7 RESEARCH METHOD

It is the instrument of conducting the research from sampling, setting, ethics, data collection to data analysis *(Saunders, Lewis and Thornhill, 2009)*.

3.7.1 Questionnaire Research Method consists of questions to collection data, opinions, and/or information from a respondent *(Saunders, Lewis and Thornhill, 2009)*.

3.7.2 Interview being a research approach is the process of convesrsation in between interviewer who asks questions and interviewee who responds to the questions asked by the interviewer. Interviews are popular to collect exhaustive information involving opinions, thoughts, experiences and feelings*(Saunders, Lewis and Thornhill, 2009)*.

3.7.3 Focus Group is a popular form of qualitative research method that usually 6 to 12 people a group arranged in a place to engage in a guided discussion on an issue *(Saunders, Lewis and Thornhill, 2009).*

3.7.4 Observation as a research method is classified as a participatory approach because the researcher needs to plunge into the setting as her respondents do to record feeling or stance *(Saunders, Lewis and Thornhill, 2009).*

3.7.5 Document Research Method as the name implies to analyze documents which contain information about the topic, theme, or phenonmona, nowadays the most commonly written documents are in the digital world *(Saunders, Lewis and Thornhill, 2009).*

A combination of research methods is used in the study; questionnaires are set and distributed electronically to collect primary data from customers on their perceptions and satisfaction towards LI SQ and BI, also Document Research Method is used to gather statistical data and historical information about the HKSAR LII, as well as the concepts and theories of SQ, CS and BI for literature review.

3.8 ETHICAL CONSIDERATION

To ensure integrity and quality of the data collected and usage.

- ✓ To seek informed consent from the participants;
- ✓ To avoid harm to all involvers and ensure them contribute voluntarily;
- ✓ To respect anonymity and confidentiality of the participants; and
- ✓ Data collected are solely for this research and be destroyed after the study.

3.9 CONCEPTUAL FRAMEWORK OF THE STUDY

H1: Functional Quality has a significant influence on CS

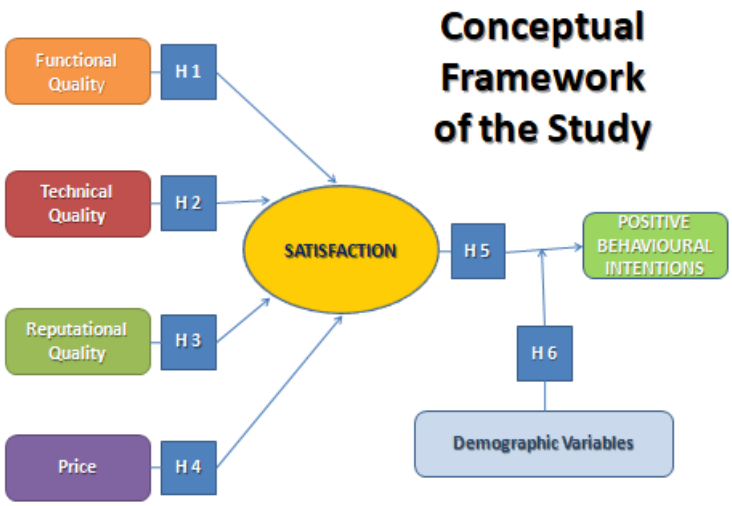
H2: Technical Quality has a significant influence on CS

H3: Reputational Quality has a significant influence on CS

H4: Price has an impact on CS

H5: CS has a significant influence on positive BI

H6: Demographic Variables have impact on positive BI



3.10 QUESTIONNAIRE DESIGN

It is a multi-stage process involves many details because surveys ask about topics in varying degrees and questions may be asked in different ways or appeared in different orders that may also influence responds (Questionnaire design - Pew Research Center Methods, 2020). Base on the questionnaire of SERVQUAL as the blueprint to design this survey-questionnaire; there are 41 questions employed to test the 6 hyphothesis and 5

questions to collect demographic data of the respondents. The first 25 questions are adaptated from the traditional 22 questions of SERVQUAL for testing the Functional Quality of insurance services and 2 questions from Price-Quality theory, 5 questions from Technical Quality and 4 questions from Image/Reputation Quality from the notion of Grönroos. The last 5 questions are specific questions set to test the level of satisfaction and intentions of repurchase and positive words-of-mouth.

3.10.1 QUESTION DEVELOPMENT

There are several steps involved in developing a survey questionnaire. The first is to identify topics will be covered in a survey. Review existing similar ones then drafted and appraised few times. Pre-test and make final changes *(Questionnaire design - Pew Research Center Methods, 2020)*. The questionnaire design process this study starts around the mid-Oct last year, takes about 3 weeks from identification of topics to revise to pre-test and the ultimate version can be distributing. A copy of the questionnaire is placed at the Appendix G Page 151.

3.10.2 OPEN- OR CLOSE-END QUESTION

Open-end question respondents provide a reply in their own words whilst close-end question respondents asked to choose from a set of choices. When asking closed-end questions, the choice of options given and described, plus the number and order of response options are read all influence responses. Mostly the number of choices should be kept to 4 or 5; some researches say people have difficulties to keep more than 5 choices in mind each time *(Sullivan and Artino, 2013)*. The questions used in this study are close-ended with 5 choices which is the 5-point likert scale with 1 is the much worse than expected; 2 is worse than expected; 3 is equal to expectation; 4 is better than expected; and 5 is much better than expected.

3.10.3 QUESTION WORDING

The choice of words and phrases in a question is critical in expressing the meaning and intent of the question to the respondent and ensuring that questions are clear and specific all respondents interpret the question in the same way *(Questionnaire design - Pew Research Center Methods, 2020)*. In this study, questions are set in simple and concrete language, average about 10 to 12 words per each question that easily to be understood by the respondents.

3.10.4 QUESTION ORDER

The order of questions appear in a questionnaire may influence responds so particular attention should be paid to order effects *(Question Order Effects, 2008)*. The questionnaire here used is grouped by topic and unfold in a logical order. First part is a simple statement mentioned about the aim and topic of the study and thank the respondents in the name of the researcher. Then the second part is the demographic section such as gender, age group, personnal annual income, the highest academic or professional qualification, and duration of insured, which are asked at the beginning of the survey to determine the eligibility for the respondents. following parts are the body of questions from the most general to specific also the sequence of the 6 hypothesis, starting with the topic of Tangibility (TA) to the specific final topic of Overall (OV) about the state of satisfaction and positive intentions of repurchase and words-of-mouth.

3.10.5 PRE-TEST

Pre-testing a survey, using a small sample from the survey population to attempt

the same protocol and setting as the survey, is an essential step in the questionnaire design process *(Collins, 2003)*. The pre-test was conducted at the end of last October, 10 persons have been invited to do the online-questionnaire, some technical mistakes have been found, such as the choices can be ticked more than once and questions could be skipped, these fixed easily by adjusting format of the Google Form. The overall flow, logic and topic are consistent and the feedbacks from volunteers are positive that they did not find any difficulties interpreting questions and finishing it at ease.

3.11 SAMPLING

Sampling is a research technique of selecting an appropriate sample to stand for part of a population aiming to shape parameters of the whole population *(John, Whitaker and Johnson, 2001)*. The parameters of this research are set at HKSAR as the geographical boundary; persons whose age 18 or above and have at least one HKSAR LI policy and that been in-forced at least a year.

3.11.1 SAMPLE

Data collected from a whole population may be impossible because usually the whole population is too immense, so a sample, a smaller set of people, objects, or items, is taken from the population for measurement by employing a predefined selection method; the representative sample should be a manageable size of the population to extrapolate findings from the research sample to the population *(Banerjee and Chaudhury, 2010)*.

3.11.2 SAMPLE SIZE

It is an imperative facet of an empirical study because which aims to offer sufficient statistical power to make inferences of a population from a sample *(Faber and Fonseca, 2014).* A maximum sample size mostly refers to 10% of the population but not go beyond 1,000 whilst a minimum sample size most statisticians agreed to accept any kind of meaningful result is 100 for any case population is less than 100 then need to survey all the population *(Bisits Bullen, 2020).*

By utilizing a sample size calculator, the sample size determined by the confidence level of 95% with the interval of 7.99 and taking in the consideration of 7.5 million HKSAR population; 150 samples have been collected. *(Sample Size Calculator - Confidence Level, Confidence Interval, Sample Size, Population Size, Relevant Population - Creative Research Systems, 2012).*

3.11.3 SAMPLING TECHNIQUE

There are 5 common types of sampling in research, they are:-

3.11.3.1 RANDOM

It is a basic type of sampling that the simplest of the probability sampling techniques, and can be a component of another complex sampling method. A simple random sampling is every object having the same probability to be chosen, is an unbiased surveying technique. It is fit under the situations while not much information is existing about a population and data collection are efficiently conducted on randomly distributed items or the cost of sampling is diminutive to make efficiency insignificant than simplicity *(Suresh, Suresh and Thomas, 2011).*

3.11.3.2 SYSTEMATIC

It is a simple type of popular probability sampling that samples are selected at random starting point with a fixed sampling interval. It is good of reducing the situation of clustered selection and contaminating data but which may cause over or under depiction of occurrence patterns so at risk of data manipulation *(Raina, 2015)*.

3.11.3.3 CONVENIENCE

It, also known as Grab, Accidental or Opportunity Sampling, is a type of non-probability sampling in which a sample being picked because of close-to-hand having no other criteria other than availability and willingness of participants, so this method is tremendously swift, effortless and cost effective which make it attractive for decades, Convenience Sampling is very suitable for pilot testing but it is not suggested for other types of research because of the sampling error so caused deficient in representation of population *(Jager, Putnick and Bornstein, 2017)*.

3.11.3.4 CLUSTER

This method divides the population into clusters then a simple random sample of the clusters is chosen and the whole cluster is sampled. It is very economical and feasible for a large population and reduces variability but higher sampling error and complexity *(Galway et al., 2012)*.

3.11.3.5 STRATIFIED

It is a rather complicated method; initially divides the population into homogeneous strata and each stratum should be collectively exhaustive and mutually exclusive also each in the population should be assigned only one stratum; secondly, simple random or systematic sampling is used in each stratum; ultimately pool the subsets of the strata together. It often requires smaller sample with greater precision that saves money but sometimes are difficult for researchers to classify the whole population into strata *(Shi, 2015)*.

Since there has not much information in the context and data collection thru Google Form is efficiently conducted on randomly distributed also the resources of sampling are constrained.

3.12 ANALYSIS TOOL

SPSS, a statistical package widely used in academic research for editing, analyzing and presenting numerical data *(SPSS – What Is It?, 2020)*, is exercised to perform statistical analysis of the data collected through the 150-sample in this study. To assess the SQ in HKSAR LII, the analysis has related repurchase of insurance plan and positive words-of-mouth recommendation or referrals with satisfaction and demographic factors of customers to the determinants of SQ. The SQ instrument has 36 questions about the perception of SQ determinants, such as provision of visually attractive offices, nice furniture & fixture, and modern equipment; how timely is the delivery of insurance services; how able is the employees or agents to communicate clearly with you; giving customer

personal attention; sincerity and patience in resolving complaints or problems; how affordable are the price for services of the insurer in terms of charges for premium; successful in completing insurance claim settlements; and how is the reputation of the insurer. Moreover 3 questions about the state of satisfaction to their insurer. 2 questions about their positive BI of repurchase and words-of-mouth. For each question, respondents are asked to compare their expectation to perceived quality of offered. The response options are “much worse than expected,” “worse than expected,” “equal to expectation,” “better than expected,” and “much better than expected,” Higher scores indicate higher degree of meeting their quality standard. The descriptive statistics of all the questions, reliability test, validity test, correlations of all the dimensions of SQ to CS, correlations of CS to BI, correlations of demographic factors to BI, and regression analysis of the 6 hypothesis, Functional Quality to CS; TQ to CS; PX to CS; IM to CS; CS to BI; and DF to BI would be generated by the SPSS and presented in the following chapter of Data Analysis.

3.13 RESEARCH SCHEDULE

TASKS	TIME	START	END
Initial search and reading for choosing a suitable topic	3-month	11/8/2019	10/11/2019
Review research methodology	4-week	6/10/2019	3/11/2019
Develop a clear focus for the research	4-week	6/10/2019	3/11/2019
Identify the context, boundaries and stakeholder interests	3-month	11/8/2019	10/11/2019
Consider research perspectives and ethical concerns and procedures	2-week	8/10/2019	21/10/2019
Design questionnaire for survey	3-week	21/10/2019	10/11/2019
Pre-test the questionnaire	2-week	28/10/2019	10/11/2019
Data collection	8-week	11/11/2019	12/1/2020
Research procedures/process	8-month	11/8/2019	10/4/2020
Draft research proposal	2-week	27/10/2019	10/11/2019
Submit research proposal	Deadline	-	11/11/2019
Further reading on the topic for literature review	8-week	18/11/2019	19/1/2020
Draft the introduction and literature review	6-week	12/1/2020	19/2/2020
Draft the methodology	4-week	12/1/2020	15/2/2020
Draft the summary of the data gathered	4-week	20/2/2020	18/3/2020
Draft the discussion of the implications of the findings and recommendations	3-week	19/3/2020	8/4/2020
Organize the list of references	6-month	9/10/2019	9/4/2020
Draft the conclusion	1-week	2/4/2020	8/4/2020
Organize and proof read the ultimate version of the whole dissertation	1-week	9/4/2020	16/4/2020
Submit the dissertation	Deadline		17/4/2020

Chapter 4

Data Analysis

The survey starts on 11 Nov 2019 distributing online and sets to halt at a target of 150 valid-responses. After receiving questionnaires, first validating whether up to the pre-set standards without bias then conducting basic data-checks for outliers to ascertain the accuracy of the results are error-free ultimately grouping and assigning values to the responses in survey *(Hidiroglou, 2013)*. The accomplishment is on 8 Jan 2020.

Statistics

		Q1 Gender	Q2 Age	Q3 Personal annual income	Q4 Highest academic or professional qualification	Q5 Duration of insured
N	**Valid**	**150**	**150**	**150**	**150**	**150**
	Missing	0	0	0	0	0

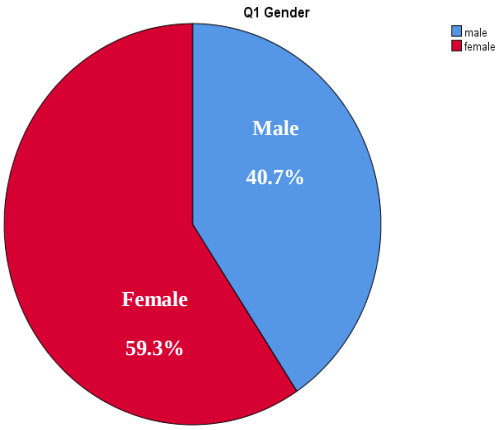
4.1 DESCRIPTIVE STATISTICS

4.1.1 DEMOGRAPHIC PROFILE

Containing 5 questions: Gender, Age, Personal Annual Income, Highest Academic or Professional Qualification Attained and Duration of Insured.

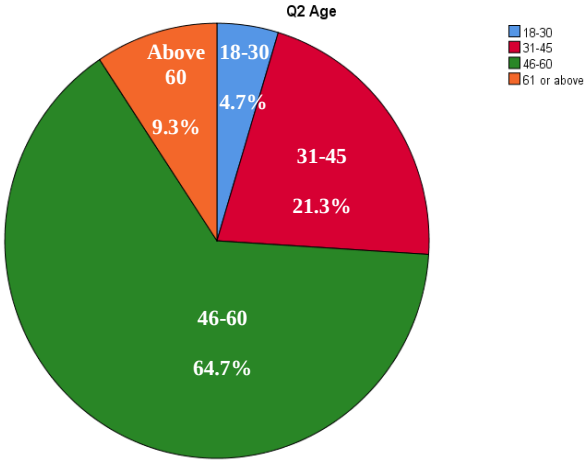
Q1 Gender

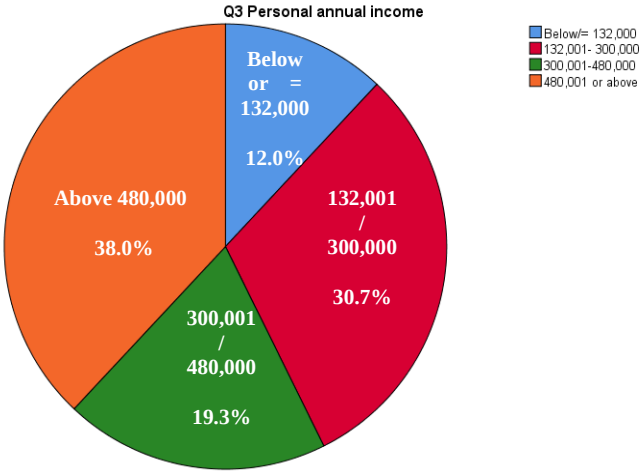
		Frequency	%	Valid %	Cumulative %
Valid	Male	61	40.7	40.7	40.7
	Female	89	59.3	59.3	100.0
	Total	150	100	100	



Q2 Age

		Frequency	%	Valid %	Cumulative %
Valid	18-30	7	4.7	4.7	4.7
	31-45	32	21.3	21.3	26.0
	46-60	97	64.7	64.7	90.7
	61 or above	14	9.3	9.3	100.0
	Total	150	100.0	100.0	



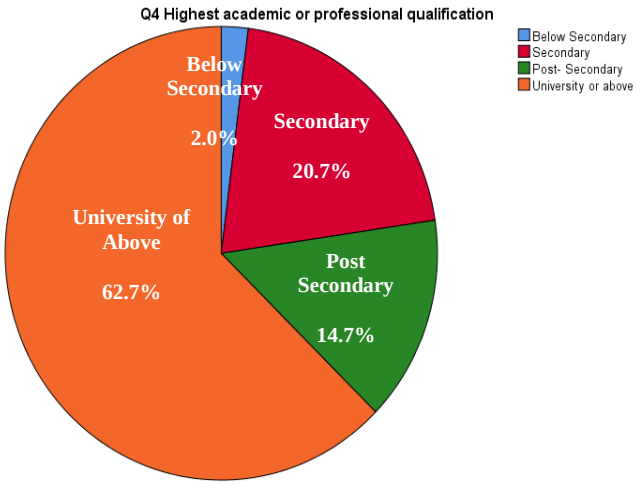


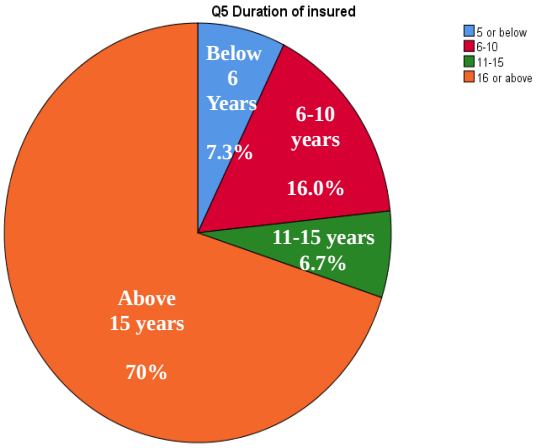
Q3 Personal annual income

		Frequency	%	Valid %	Cumulative %
Valid	Below/= 132,000	18	12.0	12.0	12.0
	132,001-300,000	46	30.7	30.7	42.7
	300,001-480,000	29	19.3	19.3	62.0
	Above 480,000	57	38.0	38.0	100.0
	Total	150	100	100	

Q4 Highest Academic or Professional Qualification

		Frequency	%	Valid %	Cumulative %
Valid	Below Secondary	3	2.0	2.0	2.0
	Secondary	31	20.7	20.7	22.7
	Post-Secondary	22	14.7	14.7	37.3
	University or above	94	62.7	62.7	100.0
	Total	150	100.0	100.0	





Q5 Duration of insured

		Frequency	%	Valid %	Cumulative %
Valid	Below 6	11	7.3	7.3	7.3
	6-10	24	16.0	16.0	23.3
	11-15	10	6.7	6.7	30.0
	Above 15	105	70.0	70.0	100.0
	Total	150	100.0	100.0	

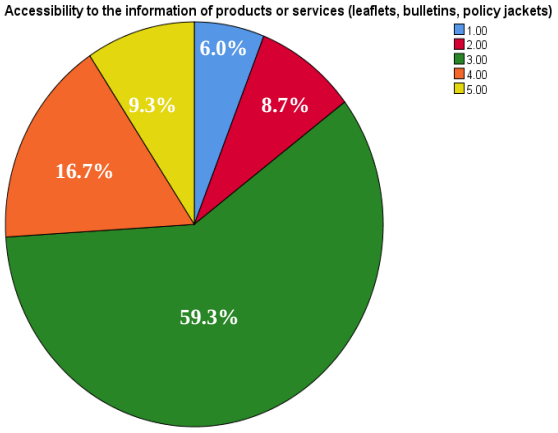
The 150 respondents 40.7% are male and 59.3% are females; most respondents (63.3%) have qualification at university level or above, 14.7% have some sorts of post-secondary qualification, 20.7% are secondary school leavers, and only 2% are below secondary school level. Majority of the respondents (64.7%) are in the age group of 46-60 years, the age group of 31-45 represents another 21.3%, 9.3% of respondents are over 60 years old, and 4.7% are 18 to 30 years old. There are 57.7% of the respondents have personal annual income above HKD 300,000 (HKD 300,001-480,000 at 19.3% and above HKD 480,000 at 38%), 30.7% enjoying between HKD 132,001 and HKD 300,000, and 12% have HKD 132,000 or less. The majority (70%) have insured over 15 years, 16% have insured 6 to 10 years, 7.3% are below 6 years, and 6.7% have insured 11 to 15 years. The respondents profile indicates that they are late mid-aged, educated, high-income and having long-held LI experience.

4.1.2 FUNCTIONAL QUALITY

They are the 5 attributes of SERVQUAL, Tangibles (TA), Reliability (RL), Responsiveness (RS), Empathy (EM), and Assurance (AS); which are the first 25 questions in the second part of the Questionnaire.

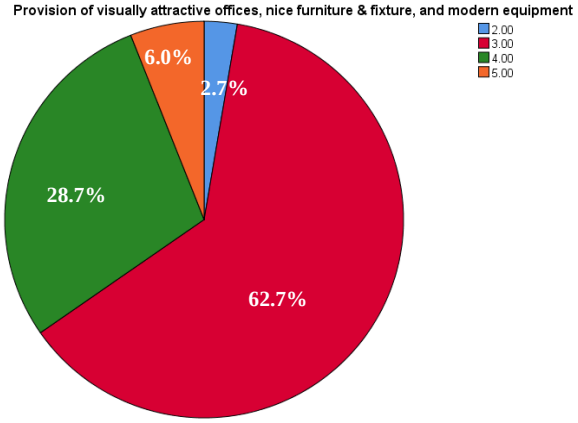
TA1 Accessibility to the information of products or services (leaflets, bulletins, policy jackets)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	6.0	6.0	6.0
	2.00	13	8.7	8.7	14.7
	3.00	89	59.3	59.3	74.0
	4.00	25	16.7	16.7	90.7
	5.00	14	9.3	9.3	100.0
	Total	150	100.0	100.0	



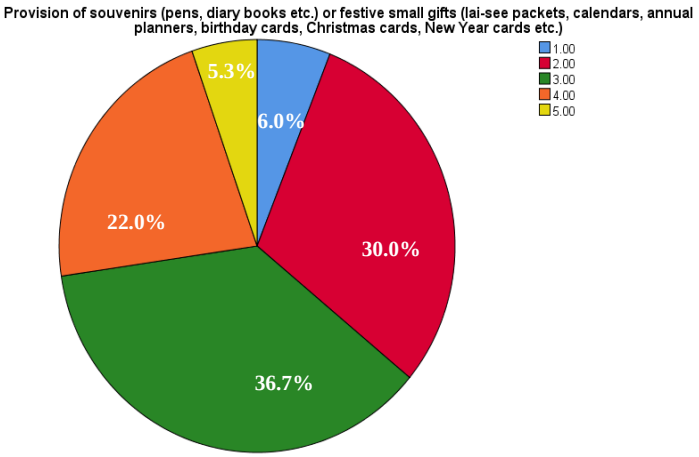
TA2 Provision of visually attractive offices, nice furniture & fixture, and modern equipment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	0	0.0	0.0	0.0
	2.00	4	2.7	2.7	2.7
	3.00	94	62.7	62.7	65.3
	4.00	43	28.7	28.7	94.0
	5.00	9	6.0	6.0	100.0
	Total	150	100.0	100.0	



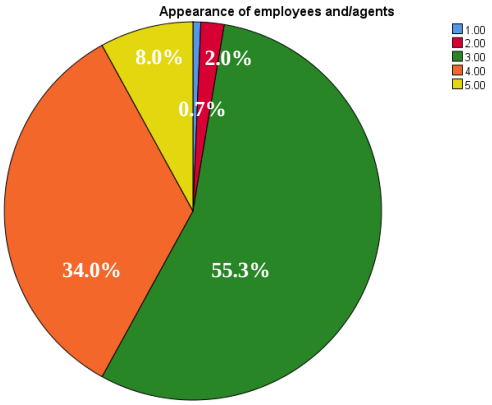
TA3 Provision of souvenirs (pens, diary books etc.) or festive small gifts (lai-see packets, calendars, annual planners, birthday cards, Christmas cards, New Year cards etc.)

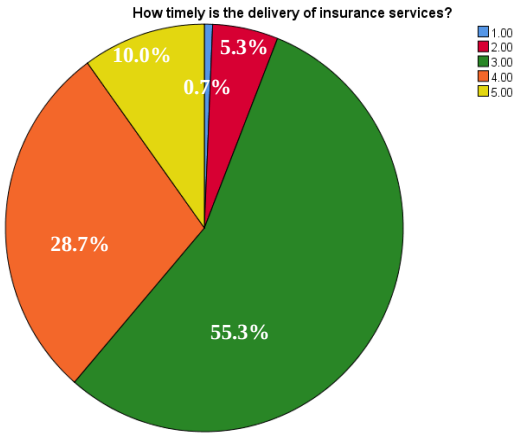
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	6.0	6.0	6.0
	2.00	45	30.0	30.0	36.0
	3.00	55	36.7	36.7	72.7
	4.00	33	22.0	22.0	94.7
	5.00	8	5.3	5.3	100.0
	Total	150	100.0	100.0	



TA4 Appearance of employees and/agents

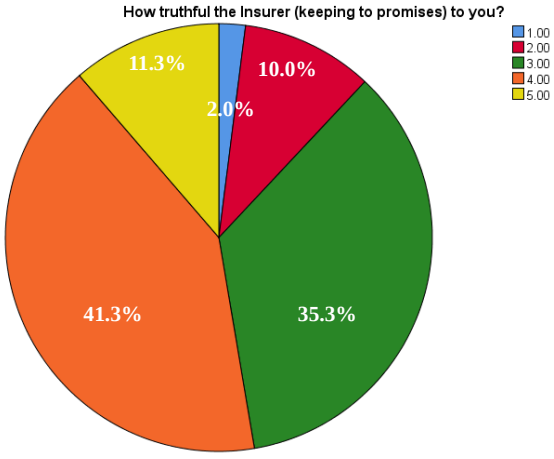
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	0.7	0.7	0.7
	2.00	3	2.0	2.0	2.7
	3.00	83	55.3	55.3	58.0
	4.00	51	34.0	34.0	92.0
	5.00	12	8.0	8.0	100.0
	Total	150	100.0	100.0	





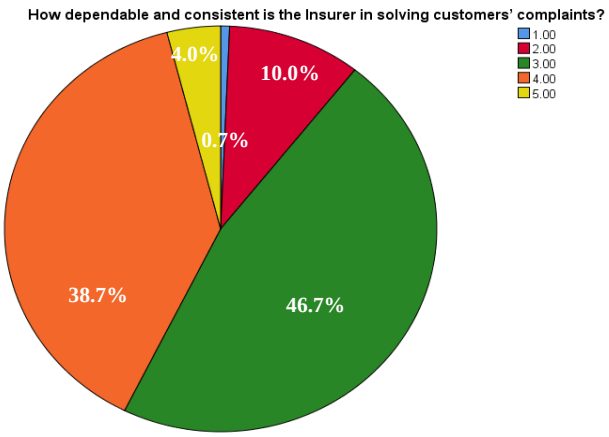
RL1 How timely is the delivery of insurance services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	0.7	0.7	0.7
	2.00	8	5.3	5.3	6.0
	3.00	83	55.3	55.3	61.3
	4.00	43	28.7	28.7	90.0
	5.00	15	10.0	10.0	100.0
	Total	150	100.0	100.0	



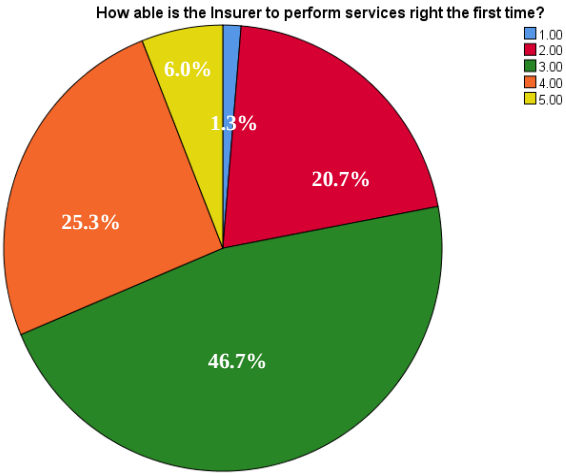
RL2 How truthful the Insurer (keeping to promises) to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	15	10.0	10.0	12.0
	3.00	53	35.3	35.3	47.3
	4.00	62	41.3	41.3	88.7
	5.00	17	11.3	11.3	100.0
	Total	150	100.0	100.0	



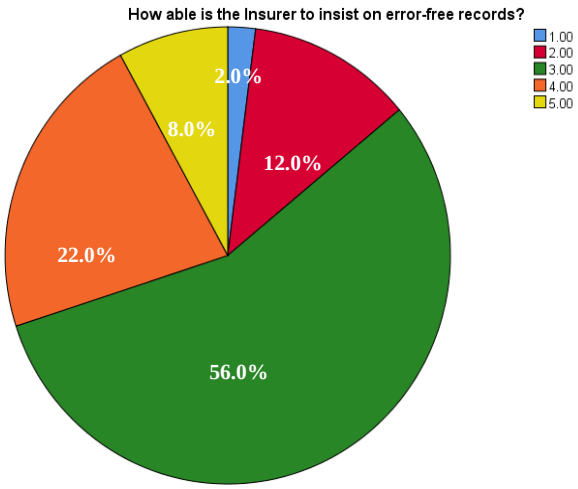
RL3 How dependable and consistent is the Insurer in solving customers' complaints?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	0.7	0.7	0.7
	2.00	15	10.0	10.0	10.7
	3.00	70	46.7	46.7	57.3
	4.00	58	38.7	38.7	96.0
	5.00	6	4.0	4.0	100.0
	Total	150	100.0	100.0	



RL4 How able is the Insurer to perform services right the first time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.3	1.3	1.3
	2.00	31	20.7	20.7	22.0
	3.00	70	46.7	46.7	68.7
	4.00	38	25.3	25.3	94.0
	5.00	9	6.0	6.0	100.0
	Total	150	100.0	100.0	

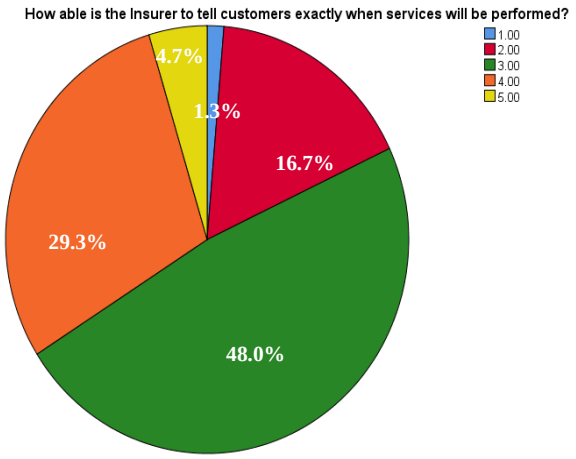


RL5 How able is the Insurer to insist on error-free records?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	18	12.0	12.0	14.0
	3.00	84	56.0	56.0	70.0
	4.00	33	22.0	22.0	92.0
	5.00	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

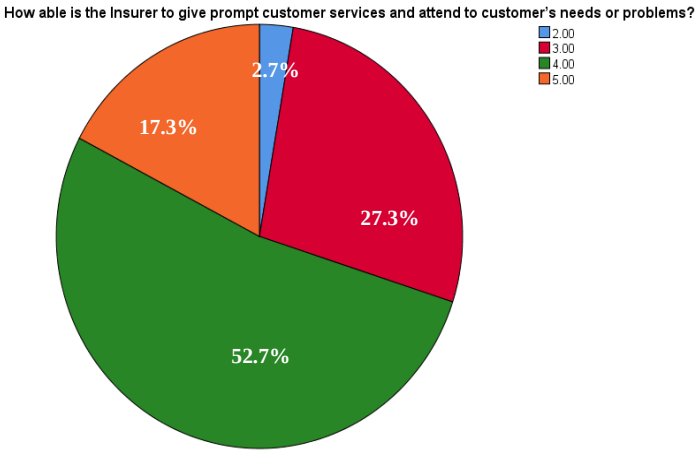
RS1 How able is the Insurer to tell customers exactly when services will be performed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.3	1.3	1.3
	2.00	25	16.7	16.7	18.0
	3.00	72	48.0	48.0	66.0
	4.00	44	29.3	29.3	95.3
	5.00	7	4.7	4.7	100.0
	Total	150	100.0	100.0	



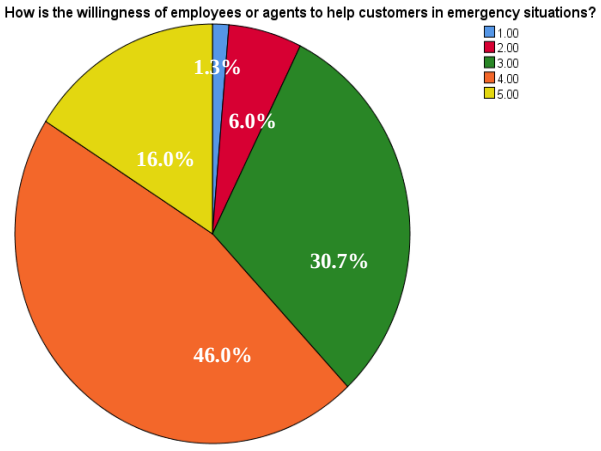
RS2 How able is the Insurer to give prompt customer services and attend to customer's needs or problems?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	0	0.0	0.0	0.0
	2.00	4	2.7	2.7	2.7
	3.00	41	27.3	27.3	30.0
	4.00	79	52.7	52.7	82.7
	5.00	26	17.3	17.3	100.0
	Total	150	100.0	100.0	



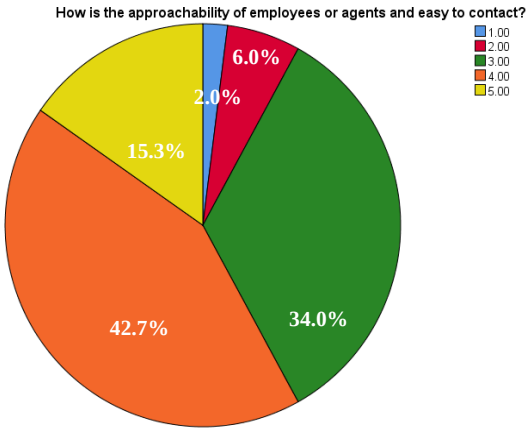
RS3 How is the willingness of employees or agents to help customers in emergency situations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.3	1.3	1.3
	2.00	9	6.0	6.0	7.3
	3.00	46	30.7	30.7	38.0
	4.00	69	46.0	46.0	84.0
	5.00	24	16.0	16.0	100.0
	Total	150	100.0	100.0	



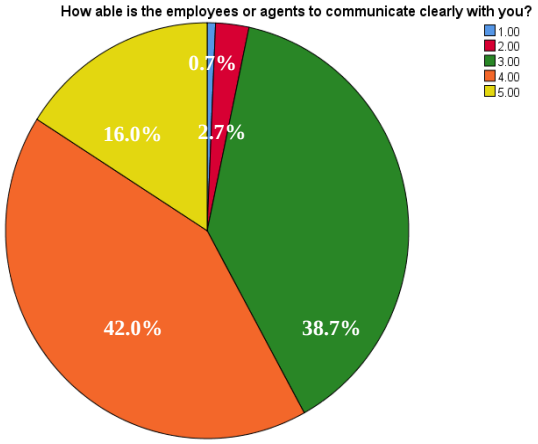
RS4 How is the approachability of employees or agents and easy to contact?

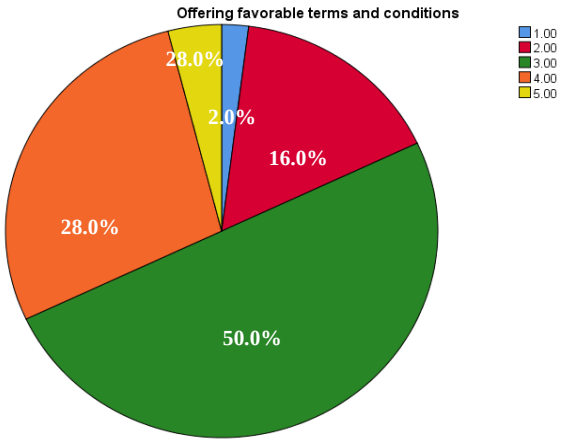
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	9	6.0	6.0	8.0
	3.00	51	34.0	34.0	42.0
	4.00	64	42.7	42.7	84.7
	5.00	23	15.3	15.3	100.0
	Total	150	100.0	100.0	



RS5 How able is the employees or agents to communicate clearly with you?

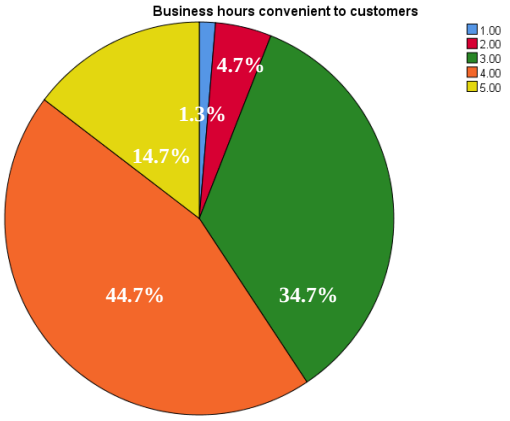
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	0.7	0.7	0.7
	2.00	4	2.7	2.7	3.3
	3.00	58	38.7	38.7	42.0
	4.00	63	42.0	42.0	84.0
	5.00	24	16.0	16.0	100.0
	Total	150	100.0	100.0	





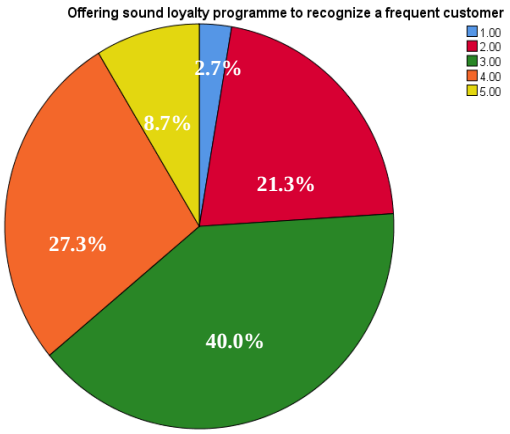
EM1 Offering favorable terms and conditions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	24	16.0	16.0	18.0
	3.00	75	50.0	50.0	68.0
	4.00	42	28.0	28.0	96.0
	5.00	6	4.0	4.0	100.0
	Total	150	100.0	100.0	



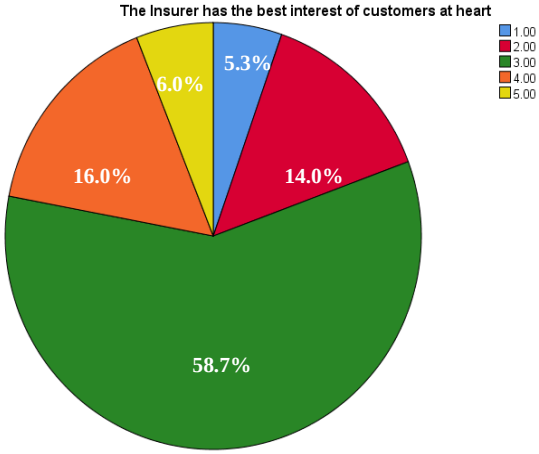
EM2 Business hours convenient to customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.3	1.3	1.3
	2.00	7	4.7	4.7	6.0
	3.00	52	34.7	34.7	40.7
	4.00	67	44.7	44.7	85.3
	5.00	22	14.7	14.7	100.0
	Total	150	100.0	100.0	



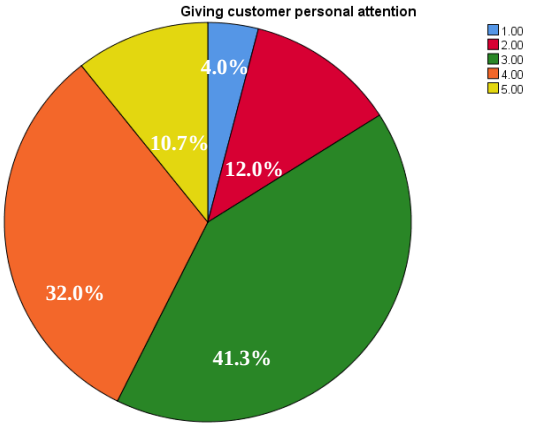
EM3 Offering sound loyalty programme to recognize a frequent customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	2.7	2.7	2.7
	2.00	32	21.3	21.3	24.0
	3.00	60	40.0	40.0	64.0
	4.00	41	27.3	27.3	91.3
	5.00	13	8.7	8.7	100.0
	Total	150	100.0	100.0	



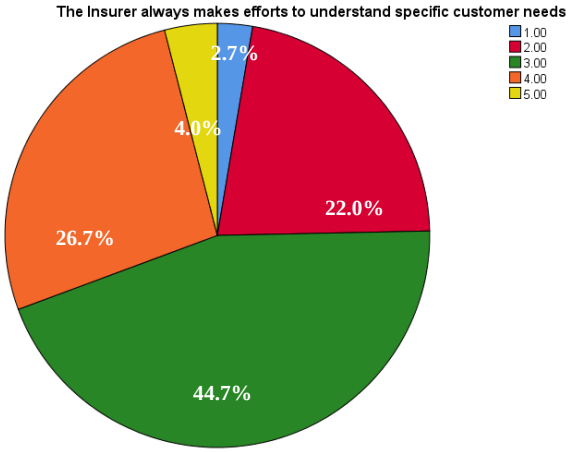
EM4 The Insurer has the best interest of customers at heart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	5.3	5.3	5.3
	2.00	21	14.0	14.0	19.3
	3.00	88	58.7	58.7	78.0
	4.00	24	16.0	16.0	94.0
	5.00	9	6.0	6.0	100.0
	Total	150	100.0	100.0	



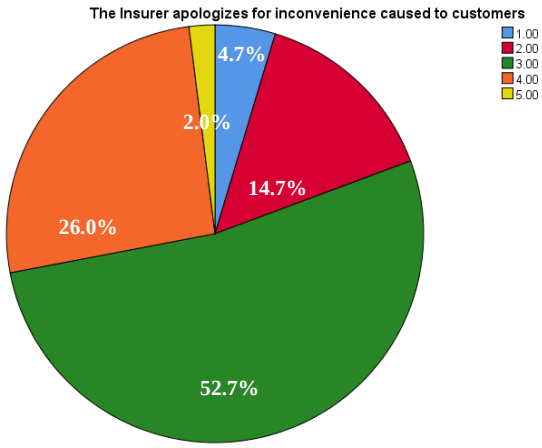
EM5 Giving customer personal attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	4.0	4.0	4.0
	2.00	18	12.0	12.0	16.0
	3.00	62	41.3	41.3	57.3
	4.00	48	32.0	32.0	89.3
	5.00	16	10.7	10.7	100.0
	Total	150	100.0	100.0	



EM6 The Insurer always makes efforts to understand specific customer needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	2.7	2.7	2.7
	2.00	33	22.0	22.0	24.7
	3.00	67	44.7	44.7	69.3
	4.00	40	26.7	26.7	96.0
	5.00	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

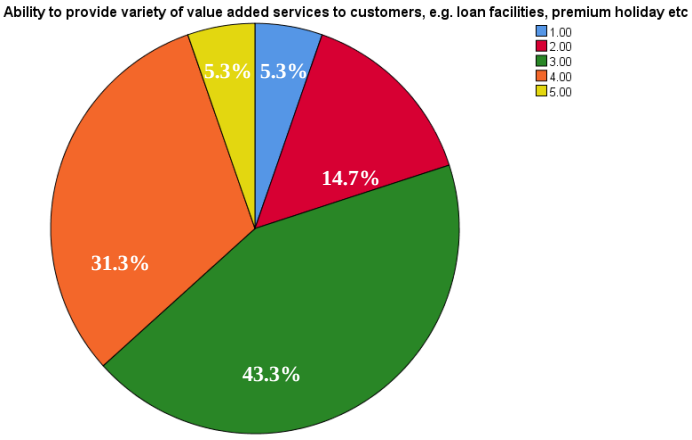


EM7 The Insurer apologizes for inconvenience caused to customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	4.7	4.7	4.7
	2.00	22	14.7	14.7	19.3
	3.00	79	52.7	52.7	72.0
	4.00	39	26.0	26.0	98.0
	5.00	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

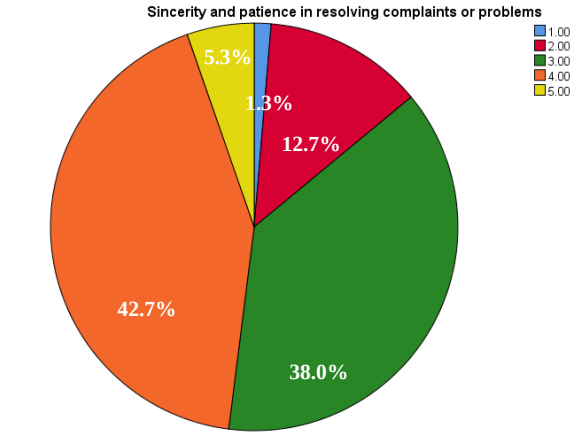
AS1 Ability to provide variety of value added services to customers, e.g. loan facilities, premium holiday etc

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	5.3	5.3	5.3
	2.00	22	14.7	14.7	20.0
	3.00	65	43.3	43.3	63.3
	4.00	47	31.3	31.3	94.7
	5.00	8	5.3	5.3	100.0
	Total	150	100.0	100.0	



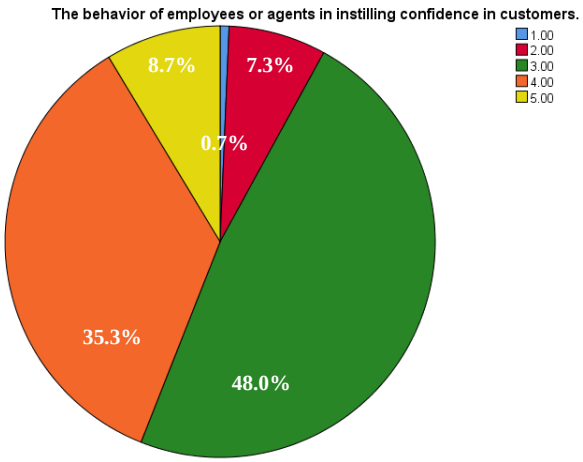
AS2 Sincerity and patience in resolving complaints or problems

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.3	1.3	1.3
	2.00	19	12.7	12.7	14.0
	3.00	57	38.0	38.0	52.0
	4.00	64	42.7	42.7	94.7
	5.00	8	5.3	5.3	100.0
	Total	150	100.0	100.0	



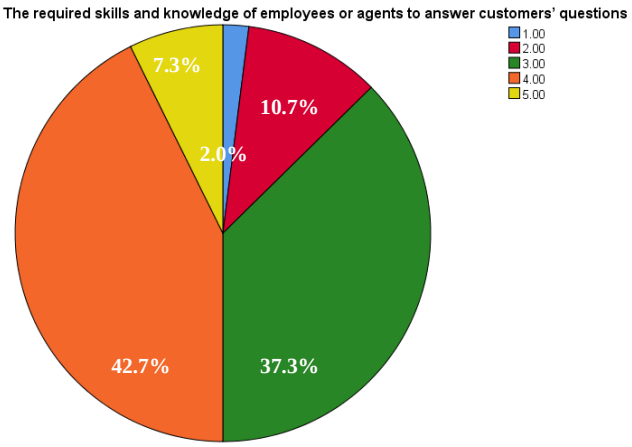
AS3 The behavior of employees or agents in instilling confidence in customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	0.7	0.7	0.7
	2.00	11	7.3	7.3	8.0
	3.00	72	48.0	48.0	56.0
	4.00	53	35.3	35.3	91.3
	5.00	13	8.7	8.7	100.0
	Total	150	100.0	100.0	



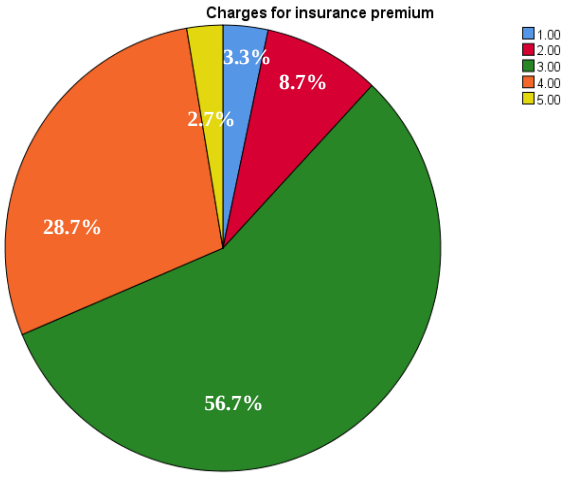
AS4 The required skills and knowledge of employees or agents to answer customers' questions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	16	10.7	10.7	12.7
	3.00	56	37.3	37.3	50.0
	4.00	64	42.7	42.7	92.7
	5.00	11	7.3	7.3	100.0
	Total	150	100.0	100.0	



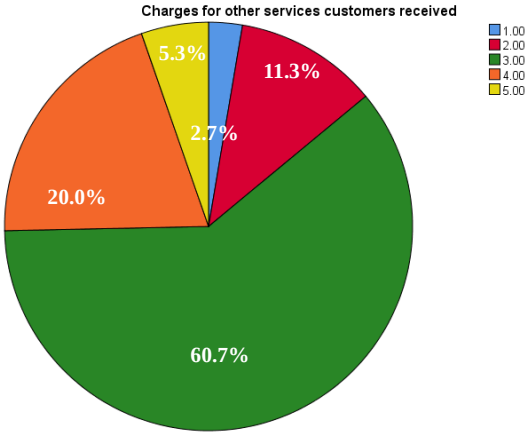
4.1.3 ADDITIONAL ATTRIBUTES

They are the other 3 additional attributes of the assessing model built in this study, Price (PX), Technical Quality (TQ), and Image (IM); which are the last 11 questions in the second part of the Questionnaire.



PX1 Charges for insurance premium

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	3.3	3.3	3.3
	2.00	13	8.7	8.7	12.0
	3.00	85	56.7	56.7	68.7
	4.00	43	28.7	28.7	97.3
	5.00	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

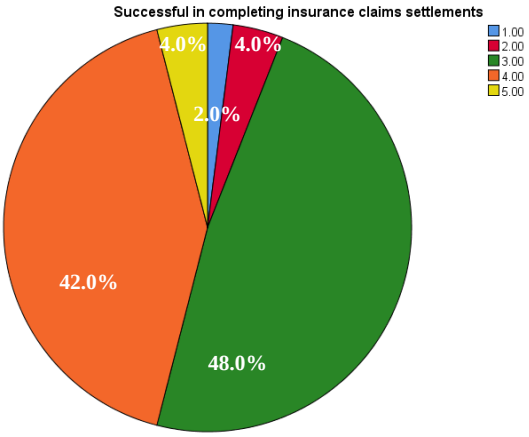


PX2 Charges for other services customers received

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	2.7	2.7	2.7
	2.00	17	11.3	11.3	14.0
	3.00	91	60.7	60.7	74.7
	4.00	30	20.0	20.0	94.7
	5.00	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

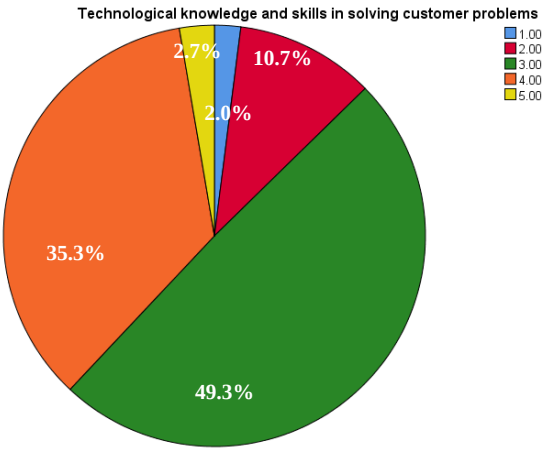
TQ1 Successful in completing insurance claims settlements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	6	4.0	4.0	6.0
	3.00	72	48.0	48.0	54.0
	4.00	63	42.0	42.0	96.0
	5.00	6	4.0	4.0	100.0
	Total	150	100.0	100.0	



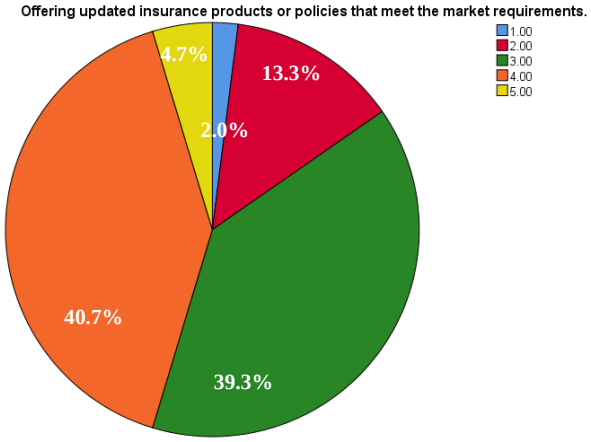
TQ2 Technological knowledge and skills in solving customer problems

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	16	10.7	10.7	12.7
	3.00	74	49.3	49.3	62.0
	4.00	53	35.3	35.3	97.3
	5.00	4	2.7	2.7	100.0
	Total	150	100.0	100.0	



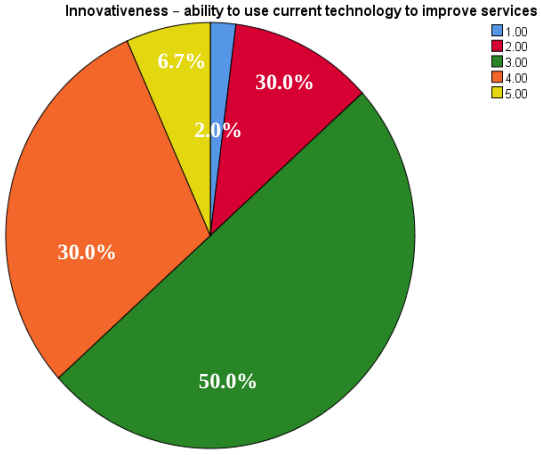
TQ3 Offering updated insurance products or policies that meet the market requirements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	20	13.3	13.3	15.3
	3.00	59	39.3	39.3	54.7
	4.00	61	40.7	40.7	95.3
	5.00	7	4.7	4.7	100.0
	Total	150	100.0	100.0	



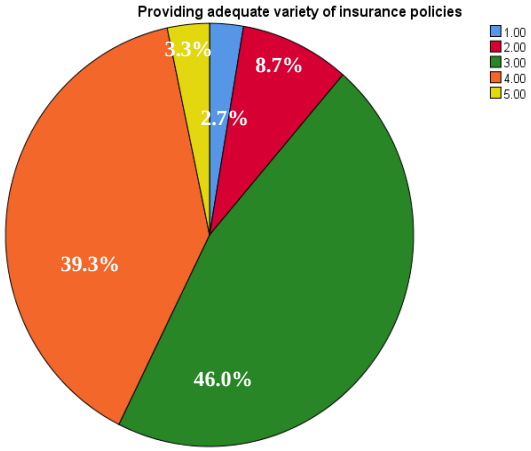
TQ4 Innovativeness – ability to use current technology to improve services

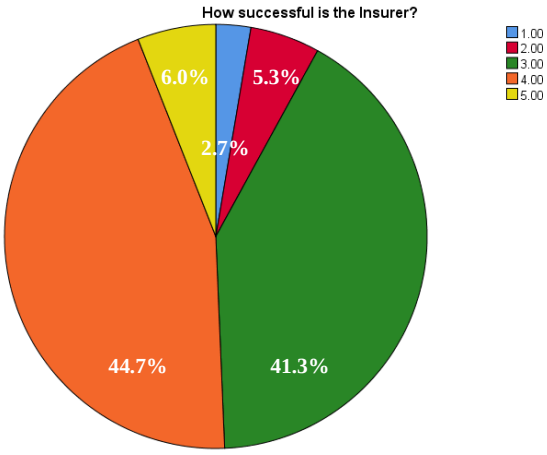
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	17	11.3	11.3	13.3
	3.00	75	50.0	50.0	63.3
	4.00	45	30.0	30.0	93.3
	5.00	10	6.7	6.7	100.0
	Total	150	100.0	100.0	



TQ5 Providing adequate variety of insurance policies

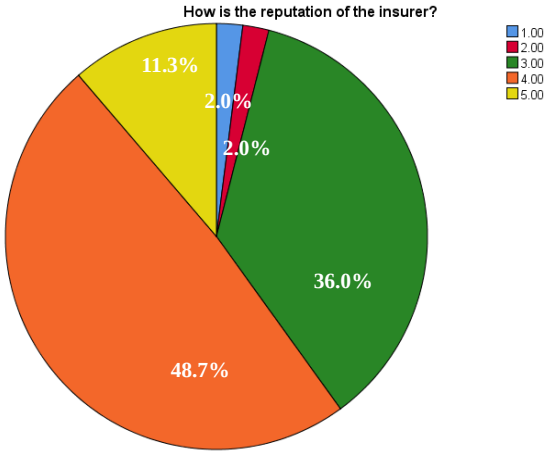
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	2.7	2.7	2.7
	2.00	13	8.7	8.7	11.3
	3.00	69	46.0	46.0	57.3
	4.00	59	39.3	39.3	96.7
	5.00	5	3.3	3.3	100.0
	Total	150	100.0	100.0	





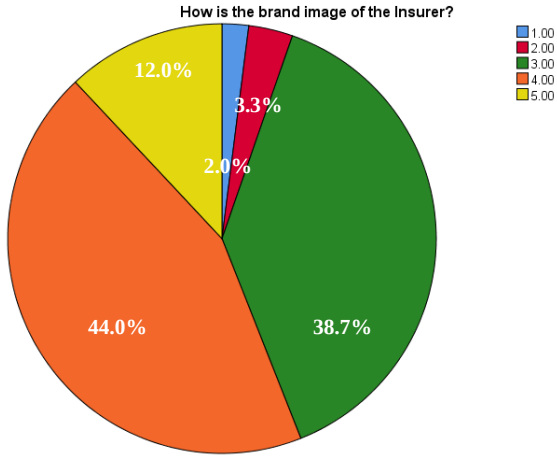
IM1 How successful is the Insurer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	2.7	2.7	2.7
	2.00	8	5.3	5.3	8.0
	3.00	62	41.3	41.3	49.3
	4.00	67	44.7	44.7	94.0
	5.00	9	6.0	6.0	100.0
	Total	150	100.0	100.0	



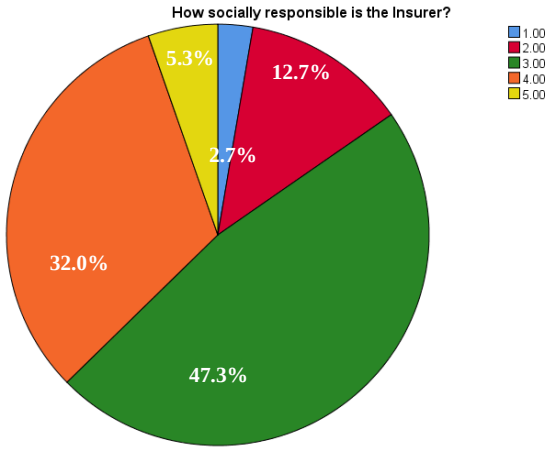
IM2 How is the reputation of the insurer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	3	2.0	2.0	4.0
	3.00	54	36.0	36.0	40.0
	4.00	73	48.7	48.7	88.7
	5.00	17	11.3	11.3	100.0
	Total	150	100.0	100.0	



IM3 How is the brand image of the Insurer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.0	2.0	2.0
	2.00	5	3.3	3.3	5.3
	3.00	58	38.7	38.7	44.0
	4.00	66	44.0	44.0	88.0
	5.00	18	12.0	12.0	100.0
	Total	150	100.0	100.0	



IM4 How socially responsible is the Insurer?

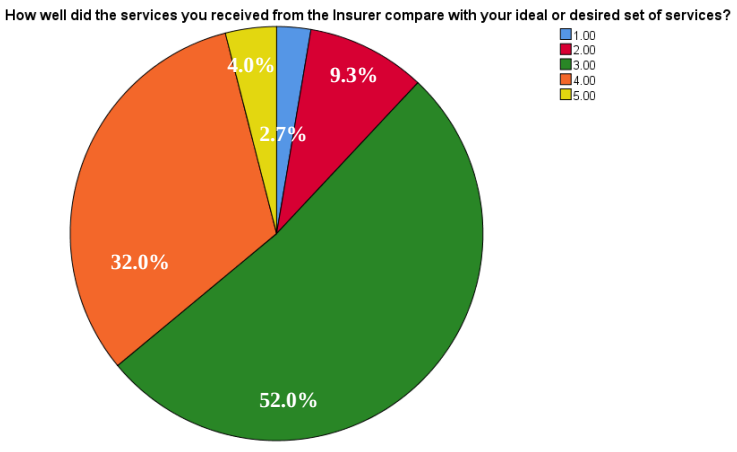
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	2.7	2.7	2.7
	2.00	19	12.7	12.7	15.3
	3.00	71	47.3	47.3	62.7
	4.00	48	32.0	32.0	94.7
	5.00	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

4.1.4 CUSTOMER SATISFACTION

These are the first 3 questions of the section of Overall (OV) at the last part of the Questionnaire asking the respondents directly about the state of satisfaction to the services offered by their insurers.

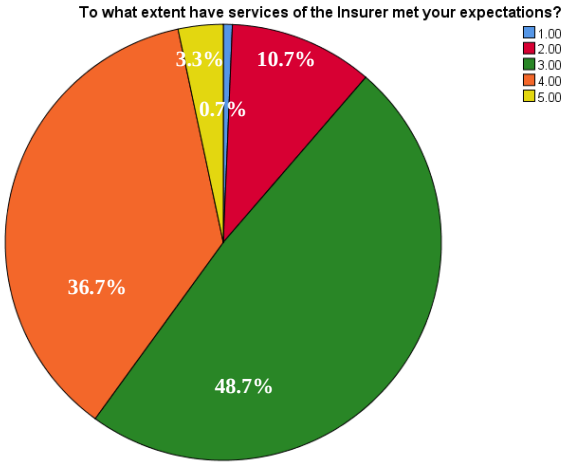
OV1 How well did the services you received from the Insurer compare with your ideal or desired set of services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	2.7	2.7	2.7
	2.00	14	9.3	9.3	12.0
	3.00	78	52.0	52.0	64.0
	4.00	48	32.0	32.0	96.0
	5.00	6	4.0	4.0	100.0
	Total	150	100.0	100.0	



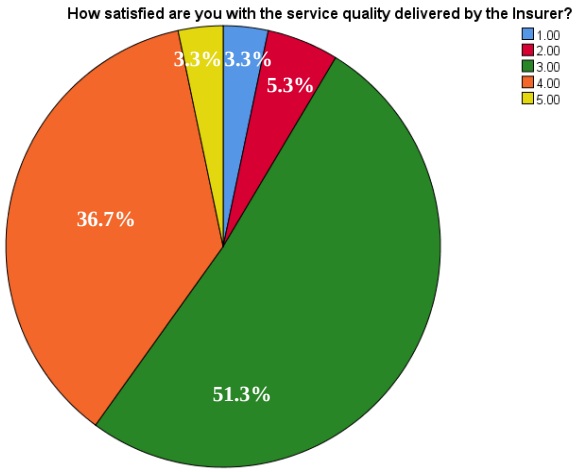
OV2 To what extent have services of the Insurer met your expectations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	0.7	0.7	0.7
	2.00	16	10.7	10.7	11.3
	3.00	73	48.7	48.7	60.0
	4.00	55	36.7	36.7	96.7
	5.00	5	3.3	3.3	100.0
	Total	150	100.0	100.0	



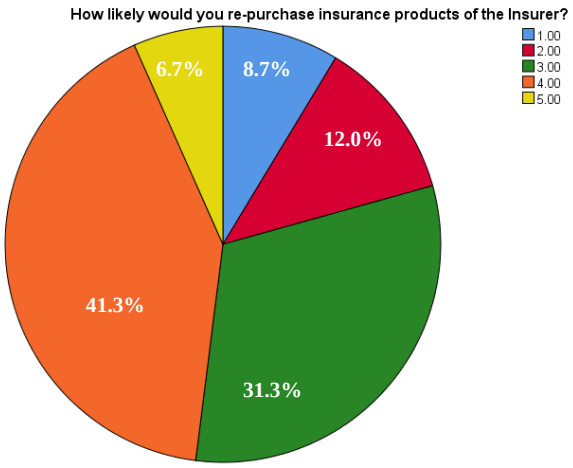
OV3 How satisfied are you with the service quality delivered by the Insurer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	3.3	3.3	3.3
	2.00	8	5.3	5.3	8.7
	3.00	77	51.3	51.3	60.0
	4.00	55	36.7	36.7	96.7
	5.00	5	3.3	3.3	100.0
	Total	150	100.0	100.0	



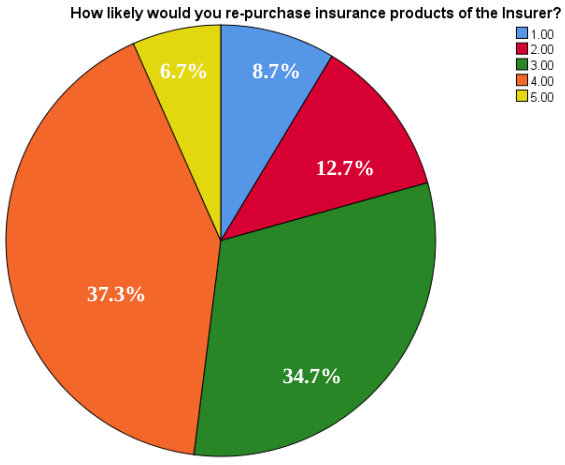
4.1.5 BEHAVIOURAL INTENTION

The last 2 questions of the section of Overalll (OV) at the Questionnaire directly asking the respondents about their positive behavioural intentions.



OV4 How likely would you re-purchase insurance products of the Insurer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	8.7	8.7	8.7
	2.00	18	12.0	12.0	20.7
	3.00	47	31.3	31.3	52.0
	4.00	62	41.3	41.3	93.3
	5.00	10	6.7	6.7	100.0
	Total	150	100.0	100.0	



OV5 How likely would you recommend the Insurer to your family or friends?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	8.7	8.7	8.7
	2.00	19	12.7	12.7	21.3
	3.00	52	34.7	34.7	56.0
	4.00	56	37.3	37.3	93.3
	5.00	10	6.7	6.7	100.0
	Total	150	100.0	100.0	

4.2 RELIABILITY

Using the Cronbach's Alpha (alpha) in SPSS to testify the reliability and stability of the results. The higher the Alpha is, the more reliable the data are; alpha are between 0 and 1 and the acceptable level is 0.7, anything less than that should be deleted to maintain the consistency of measurement *(Cortina, 1993)*.

The reliability coefficient (alpha) of all 46 variables is 0.962 and no alpha lower than 0.7; after 4 variables higher than 0.962 have been taken away; the alpha of the remaining 42 variables is 0.971; taking another 4 variables away in Round 3 then 38 variables and alpha is is 0.974; no more alpha can be improved so bring to an of the test. Therefore, high reliability and internal-consistency of the data are proved, so proceed to further analyzing. (The results of the reliability test is at the Appendix I Page 170.)

Round 1

Cronbach's Alpha	N of Items
0.962	46

Round 2

Cronbach's Alpha	N of Items
0.971	42

Round 3

Cronbach's Alpha	N of Items
0.974	38

4.3 VALIDITY

Here uses the KMO (Kaiser- Meyer- Olkin measure of sampling adequacy), to determine whether to perform correlation analysis *(Cerny and Kaiser, 1977)*. It indicates variance in the variables that may be caused by underlying factors. According to Cerny and Kaiser, the results are within 0 and 1 and the levels of acceptance are shown on right. *(Cerny and Kaiser, 1977)*

KMP Value	Level of Acceptance
Above 0.90	Superb
0.80 to 0.90	Great
0.70 to 0.80	Good
0.50 to 0.70	Medicore
Below 0.50	Unacceptable

KMO and Bartlett's Test

KMO		.910
Bartlett's Test of Sphericity	Approx. Chi-Square	6029.409
	df	820
	Sig.	.000

The KMO is 0.910 calculated by partial correlation, the significance of the Bartlett's

Test of Sphericity is 0, the analysis tries out the correlation whether suitable for structure detection, small value of significance means that useful *(IBM, 2020)*. Hence, The results are at superb level of acceptance to conduct correlation analysis.

	The Communalities	Extraction
TA1	Accessibility to the information of products or services (leaflets, bulletins, policy jackets)	.696
TA2	Provision of visually attractive offices, nice furniture & fixture, and modern equipment	.681
TA3	Provision of souvenirs (pens, diary books etc.) or festive small gifts (lai-see packets, calendars, annual planners, birthday cards, Christmas cards, New Year cards etc.)	.627
TA4	Appearance of employees and/agents	.681
RL1	How timely is the delivery of insurance services?	.603
RL2	How truthful the Insurer (keeping to promises) to you?	.780
RL3	How dependable and consistent is the Insurer in solving customers' complaints?	.729
RL4	How able is the Insurer to perform services right the first time?	.776
RL5	How able is the Insurer to insist on error-free records?	.778
RS1	How able is the Insurer to tell customers exactly when services will be performed?	.699
RS2	How able is the Insurer to give prompt customer services and attend to customer's needs or problems?	.774
RS3	How is the willingness of employees or agents to help customers in emergency situations?	.808
RS4	How is the approachability of employees or agents and easy to contact?	.735
RS5	How able is the employees or agents to communicate clearly with you?	.833
EM1	Offering favorable terms and conditions	.636
EM2	Business hours convenient to customers	.594
EM3	Offering sound loyalty programme to recognize a frequent customer	.686
EM4	The Insurer has the best interest of customers at heart	.762
EM5	Giving customer personal attention	.712
EM6	The Insurer always makes efforts to understand specific customer needs	.663
EM7	The Insurer apologizes for inconvenience caused to customers	.728
AS1	Ability to provide variety of value added services to customers, e.g. loan facilities, premium holiday etc	.727
AS2	Sincerity and patience in resolving complaints or problems	.763
AS3	The behavior of employees or agents in instilling confidence in customers.	.693
AS4	The required skills and knowledge of employees or agents to answer customers' questions	.688
PX1	Charges for insurance premium	.728

PX2	Charges for other services customers received	.836
TQ1	Successful in completing insurance claims settlements	.722
TQ2	Technological knowledge and skills in solving customer problems	.672
TQ3	Offering updated insurance products or policies that meet the market requirements.	.730
TQ4	Innovativeness – ability to use current technology to improve services	.647
TQ5	Providing adequate variety of insurance policies	.769
IM1	How successful is the Insurer?	.733
IM2	How is the reputation of the insurer?	.805
IM3	How is the brand image of the Insurer?	.777
IM4	How socially responsible is the Insurer?	.816
OV1	How well did the services you received from the Insurer compare with your ideal or desired set of services?	.754
OV2	To what extent have services of the Insurer met your expectations?	.786
OV3	How satisfied are you with the service quality delivered by the Insurer?	.754
OV4	How likely would you re-purchase insurance products of the Insurer?	.781
OV5	How likely would you recommend the Insurer to your family or friends?	.858

Figure 15 The Extractions of Communalities

The extractions of communalities are estimates of the variances in each variable accounted for by the components *(IBM, 2020)*. The values of extractions from the lowest 0.594 to the highest 0.858 indicate that the extracted components well represent the variables; thus, all communalities are valid in this analysis.

4.4 CORRELATIONS

Correlation, a statistical technique showing the degree of association between variables, is measured by the correlation coefficient *(GANTI, 2020)*. The Pearson Correlation coefficients range from -1 to 1; when two variables move in a same direction then it is a positive correlation whereas variables move in opposite direction which it is a negative correlation, and the absolute value closer to 1 the larger the correlation is *(Ratner, 2009)*. High degree of correlations when they are above 0.75. When the correlation coefficients are between 0.75 and 0.50, they are called

moderate degree correlation. Low degree of correlations when they are in the range of 0.50 and 0.25. Furthermore, any coefficient in between 0.25 and 0 is considered as absence of correlation *(Ratner, 2009)*.

4.4.1 Matrix of the Determinants of Service Quality

TA	TA							
RL	.591	RL						
RS	.509	.806	RS					
EM	.503	.758	.770	EM				
AS	.464	.758	.762	.807	AS			
PX	.417	.663	.583	.602	.561	PX		
TQ	.511	.703	.706	.827	.802	.578	TQ	
IM	.409	.670	.681	.807	.756	.499	.776	IM

High degree of correlation is highlighted in light-green
Moderate degree of correlation is shaded in ligh-purple
Low degree of correlation is shaded in light-brown

The 8 variables crossing 28 correlations are represented in the Pearson Correlation coefficients on the above table. The correlations range from 0.409 the lowest of TA and IM to 0.827 the highest of EM and TQ. 4 out of 28 below 0.5 are in low degree of correlation, they are TA and IM 0.409, TA and PX 0.417, TA and AS 0.464, and PX and IM 0.499; 13 out of 28 in between 0.50 and 0.75 are at the moderate level, they are TA and EM 0.503, TA and RS 0.509, TA and TQ 0.511, PX and TQ 0.578, RS and PX 0.583, TA and RL 0.591, EM and PX 0.602, RL and PX 0.663, RL and IM 0.670, RL and TQ 0.703, and RS and TQ 0.706; 11

out of 28 above 0.75 are having high correlationships, they are AS and IM 0.756, RL and EM 0.758, RL and AS 0.758, RS and AS 0.762, RS and EM 0.770, TQ and IM 0.776, AS and TQ 0.802, RL and RS 0.806, EM and AS 0.807, EM and IM 0.807, EM and TQ 0.827. All variables are in positive direction showing a strong correlation.

4.4.2 Matrix of Customer Satisfaction with the Determinants of Service Quality

CS		TA	RL	RS	EM	AS	PX	TQ	IM
How well did the services you received from the Insurer compare with your ideal or desired set of services?	Pearson Correlation	**.300****	**.646****	**.586****	**.718****	**.707****	**.500****	**.685****	**.765****
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150
To what extent have services of the Insurer met your expectations?	Pearson Correlation	**.387****	**.654****	**.638****	**.751****	**.699****	**.468****	**.748****	**.800****
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150
How satisfied are you with the service quality delivered by the Insurer?	Pearson Correlation	**.377****	**.698****	**.663****	**.771****	**.724****	**.577****	**.722****	**.751****
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150

High degree of correlation is highlighted in light-green
Moderate degree of correlation is shaded in ligh-purple
Low degree of correlation is shaded in light-brown

The 8 variables crossing with the 3 questions of CS are represented in the Pearson Correlation coefficients on the above table. The correlations range from 0.300 to

0.800. 5 out 24 correlationships are in the low degree region, 14 out of 24 are at the moderate area, and 5 out 24 are at the high level. Only TA with the 3 questions are (0.300, 0.387, 0.377) below 0.5 at the low degree of correlation; PX with the first 2 questions are (0.500, 0.468) also at the low degree of correlation too. All variables are in positive direction showing a strong correlation.

4.4.3 Matrix of Behavioural Intention with the Determinants of Service Quality

BI		TA	RL	RS	EM	AS	PX	TQ	IM
How likely would you re-purchase insurance products of the Insurer?	Pearson Correlation	**.426****	**.467****	**.488****	**.605****	**.646****	**.303****	**.663****	**.590****
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150
How likely would you recommend the Insurer to your family or friends?	Pearson Correlation	**.437****	**.564****	**.544****	**.707****	**.745****	**.354****	**.734****	**.672****
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150

High degree of correlation is highlighted in light-green
Moderate degree of correlation is shaded in ligh-purple
Low degree of correlation is shaded in light-brown

The 8 variables crossing with the 2 questions of BI are represented in the Pearson Correlation coefficients on the above table. The correlations range from 0.303 to 0.745. 6 out 16 correlationships are in the low degree region, and the rest are at the moderate area; there is non at the high level. TA (0.426 and 0.437) and PX (0.303 and 0.354) are low in both questions. RL (0.467) and RS (0.488) both are low in the first question. All variables are in positive direction showing a moderate correlation.

4.4.4 Matrix of Customer Satisfaction with Behavioural Intention

		How likely would you re-purchase insurance products of the Insurer?	How likely would you recommend the Insurer to your family or friends?
How well did the services you received from the Insurer compare with your ideal or desired set of services?	Pearson Correlation	**.485****	**.609****
	Sig. (2-tailed)	.000	.000
	N	150	150
To what extent have services of the Insurer met your expectations?	Pearson Correlation	**.579****	**.672****
	Sig. (2-tailed)	.000	.000
	N	150	150
How satisfied are you with the service quality delivered by the Insurer?	Pearson Correlation	**.594**	**.683**
	Sig. (2-tailed)	.000	.000
	N	150	150

High degree of correlation is highlighted in light-green
Moderate degree of correlation is shaded in ligh-purple
Low degree of correlation is shaded in light-brown

The set of CS with the 2 questions of BI are represented in the Pearson Correlation coefficients on the above table. The correlations range from 0.485 to 0.683. All variables are in positive direction showing a moderate correlation.

4.45 Matrix of Demographic Variables with the Determinants of Service Quality

		Q1 Gender	Q2 Age	Q3 Personal annual income	Q4 Highest academic or professional qualification	Q5 Duration of insured
TA	Correlation	.121	**-.243****	**-.169***	**-.202***	-.151
	Sig. (2-tailed)	.141	**.003**	**.039**	**.013**	.065
	N	150	150	150	150	150
RL	Correlation	.058	**-.210****	.065	-.039	-.056
	Sig. (2-tailed)	.478	**.010**	.431	.639	.500
	N	150	150	150	150	150
RS	Correlation	.054	**-.216****	-.044	-.034	-.149
	Sig. (2-tailed)	.515	**.008**	.593	.680	.069
	N	150	150	150	150	150
EM	Correlation	.139	**-.164***	.008	-.103	-.046
	Sig. (2-tailed)	.090	**.045**	.924	.208	.576
	N	150	150	150	150	150
AS	Correlation	**.178***	-.157	-.045	.065	-.125
	Sig. (2-tailed)	**.029**	.055	.580	.426	.126
	N	150	150	150	150	150
PX	Correlation	-.001	**-.214****	.052	-.096	**-.164***
	Sig. (2-tailed)	.993	**.009**	.530	.242	**.044**
	N	150	150	150	150	150
TQ	Correlation	.127	**-.213****	-.094	-.099	**-.178***
	Sig. (2-tailed)	.123	**.009**	.252	.227	**.030**
	N	150	150	150	150	150
IM	Correlation	**.168***	-.127	-.068	-.102	-.053
	Sig. (2-tailed)	**.040**	.122	.406	.214	.521
	N	150	150	150	150	150

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

*. Correlation is significant at the 0.05 level (2-tailed).

The above table shows 40 very weak correlationships, generally demographic variables have no impacts on the 8 SQ determinants.

4.46 Matrix of Demographic Variables with Customer Satisfaction and Behavioural Intention

		Q1 Gender	Q2 Age	Q3 Personal annual income	Q4 Highest academic or professional qualification	Q5 Duration of insured
How well did the services you received from the Insurer compare with your ideal or desired set of services?	Correlation	.008	-.088	.042	.034	-.102
	Sig. (2-tailed)	.924	.287	.606	.675	.216
	N	150	150	150	150	150
To what extent have services of the Insurer met your expectations?	Correlation	.058	-.109	-.027	-.009	-.068
	Sig. (2-tailed)	.483	.186	.743	.914	.406
	N	150	150	150	150	150
How satisfied are you with the service quality delivered by the Insurer?	Correlation	.055	**-.220****	.031	.031	-.109
	Sig. (2-tailed)	.503	.007	.705	.705	.186
	N	150	150	150	150	150
How likely would you re-purchase insurance products of the Insurer?	Correlation	.045	-.085	-.154	.004	**-.179***
	Sig. (2-tailed)	.584	.300	.060	.960	.028
	N	150	150	150	150	150
How likely would you recommend the Insurer to your family or friends?	Correlation	.113	-.158	-.077	.002	-.137
	Sig. (2-tailed)	.169	.054	.346	.984	.095
	N	150	150	150	150	150

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

*. Correlation is significant at the 0.05 level (2-tailed).

The above table shows 25 very weak correlationships, generally demographic variables have no impacts on CS nor BI.

4.5 REGRESSION

Regression, a form of predictive modelling technique, investigates the relationship between a dependent and independent variable(s); the dependent variable is a target of one or multiple independents variables mix to predict a result *(Brid, 2018)*. The analysis is employed here to find the causal-effect relationships amongst the hypothesis.

4.5.1 PREDICT CUSTOMER SATISFACTION (CS) FROM FUNCTIONAL QUALITY

ROUND 1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	**AS, TA, RS, EM, RL[b]**	.	Enter

a. Dependent Variable: OV123

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833[a]	**.694**	.683	1.20631

a. Predictors: (Constant), AS, TA, RS, EM, RL

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	474.294	5	94.859	65.187	**.000[b]**
	Residual	209.546	144	1.455		
	Total	683.840	149			

a. Dependent Variable: OV123

b. Predictors: (Constant), AS, TA, RS, EM, RL

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.069	.632		1.690	.093
	TA	-.101	.052	-.111	-1.935	.055
	RL	.162	.061	.240	2.648	.009
	RS	**-.032**	**.057**	**-.050**	**-.572**	**.568**
	EM	.236	.042	.494	5.632	.000
	AS	.202	.065	.269	3.107	.002

a. Dependent Variable: OV123

ROUND 2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	**AS, TA, RL, EM[b]**	.	Enter

a. Dependent Variable: OV123

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832[a]	**.693**	.684	1.20351

a. Predictors: (Constant), AS, TA, RL, EM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	473.818	4	118.454	81.781	**.000[b]**
	Residual	210.022	145	1.448		
	Total	683.840	149			

a. Dependent Variable: OV123

b. Predictors: (Constant), AS, TA, RL, EM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.990	.616		1.608	.110
	TA	**-.102**	**.052**	**-.112**	**-1.960**	**.052**
	RL	.147	.055	.218	2.662	.009
	EM	.230	.040	.482	5.685	.000
	AS	.194	.063	.258	3.062	.003

a. Dependent Variable: OV123

ROUND 3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	**AS, RL, EM[b]**	.	Enter

a. Dependent Variable: OV123

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827[a]	**.685**	.678	1.21516

a. Predictors: (Constant), AS, RL, EM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	468.253	3	156.084	105.704	**.000[b]**
	Residual	215.587	146	1.477		
	Total	683.840	149			

a. Dependent Variable: OV123

b. Predictors: (Constant), AS, RL, EM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.445	.555		.802	.424
	RL	**.108**	**.052**	**.160**	**2.080**	**.039**
	EM	**.221**	**.041**	**.464**	**5.455**	**.000**
	AS	**.198**	**.064**	**.264**	**3.099**	**.002**

a. Dependent Variable: OV123

Above is the ultimate result after 3 rounds; OV123, the dependant variable in this causal-effect relationship with the Functional Quality, represents the 3 questions of CS. The Functional Quality is the predictor and constantly be removed in each round while the R Square at the Model Summary is larger than 0.60 and

coefficient significance at the ANOVA is 0.000 means significant to carry on to the regression analysis, then the variable which having the largest significant of coefficients at the Coefficients table need to be taken away. Repeat the whole process until the significance of coefficient at the Coefficients table is between 0.000 and 0.050 or equal to 0.000. The preditors/constants stay in the table which means those are having correlationship with dependant variable, CS. After 3 rounds, only EM has 0.464 shows moderate to weak degree of correlations with CS, generally the overall result shows CS has weak correlationship with the Functional Quality.

Hypothesis Testing:

H1 "Functional Quality has a significant influence on CS" is rejected.

H1a "RL has a positive impact on CS" is supported but awfully weak.

H1b "AS has a positive impact on CS" is supported but extremely weak.

H1c "TA has a positive impact on CS" is rejected.

H1d "EM has a positive impact on CS" is supported and has a moderate correlationship.

H1e "RS has a positive impact on CS" is rejected.

4.5.2 PREDICT CUSTOMER SATISFACTION (CS) FROM TECHNICAL QUALITY (TQ)

ROUND 1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	TQ[b]	.	Enter

a. Dependent Variable: OV123

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768[a]	.589	.587	1.37747

a. Predictors: (Constant), TQ

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	403.021	1	403.021	212.404	.000[b]
	Residual	280.819	148	1.897		
	Total	683.840	149			

a. Dependent Variable: OV123

b. Predictors: (Constant), TQ

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.130	.611		1.850	.066
	TQ	**.527**	**.036**	**.768**	**14.574**	**.000**

a. Dependent Variable: OV123

Above is the ultimate result; OV123, the dependant variable in this causal-effect relationship with TQ, represents the 3 questions of CS. TQ is the predictor and constantly be removed in each round while the R Square at the Model Summary is 0.589 and coefficient significance at the ANOVA is 0.000 means significant to analyze; the Beta is 0.768, generally the result proves CS has strong correlationship with TQ.

Hypothesis Testing:

H2 "TQ has a significant influence on CS" is supported.

4.5.3 PREDICT CUSTOMER SATISFACTION (CS) FROM IMAGE/REPUTATION QUALITY (IM)

ROUND 1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	**IM[b]**	.	Enter

a. Dependent Variable: OV123

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825[a]	**.680**	.678	1.21576

a. Predictors: (Constant), IM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	465.086	1	465.086	314.657	**.000[b]**
	Residual	218.754	148	1.478		
	Total	683.840	149			

a. Dependent Variable: OV123

b. Predictors: (Constant), IM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.437	.486		2.957	.004
	IM	**.604**	**.034**	**.825**	**17.739**	**.000**

a. Dependent Variable: OV123

Above is the ultimate result; OV123, the dependant variable in this causal-effect relationship with IM, represents the 3 questions of CS. IM is the predictor, R Square at the Model Summary is 0.680, coefficient significance at the ANOVA is 0.000 means significant to carry on to the analysis, and Beta is 0.825 which demonstrate CS has very strong correlationship with IM.

Hypothesis Testing:

H3 "IM has a significant influence on CS" is supported.

4.5.4 PREDICT CUSTOMER SATISFACTION (CS) FROM THE PRICE-QUALITY (PX)

ROUND 1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PX[b]	.	Enter

a. Dependent Variable: OV123

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.551[a]	.304	.299	1.79343

a. Predictors: (Constant), PX

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207.812	1	207.812	64.610	.000[b]
	Residual	476.028	148	3.216		
	Total	683.840	149			

a. Dependent Variable: OV123

b. Predictors: (Constant), PX

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.821	.646		7.460	.000
	PX	**.800**	**.099**	**.551**	**8.038**	**.000**

a. Dependent Variable: OV123

Above is the ultimate result; OV123, the dependant variable in this causal-effect relationship with PX, represents the 3 questions of CS. PX is the predictor and constantly be removed in each round while the R Square at the Model Summary is 0.304 and coefficient significance at the ANOVA is 0.000 means significant to carry on to the analysis; the Beta is 0.551 which show CS has moderate correlationship with PX.

Hypothesis Testing:

H4 "PX has an impact on CS" is supported and has a moderate correlation.

4.5.5 PREDICT POSITIVE BEHAVIOURAL INTENTIONS (BI) FROM CUSTOMER SATISFACTION (CS)

ROUND 1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	**OV123[b]**	.	Enter

a. Dependent Variable: OV45

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667[a]	**.445**	.441	1.50457

a. Predictors: (Constant), OV123

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	268.226	1	268.226	118.488	.000[b]
	Residual	335.034	148	2.264		
	Total	603.260	149			

a. Dependent Variable: OV45

b. Predictors: (Constant), OV123

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.272	.582		.468	.640
	OV123	**.626**	**.058**	**.667**	**10.885**	**.000**

a. Dependent Variable: OV45

Above is the ultimate result; BI, the dependant variable in this causal-effect relationship with PX, represents the 2 questions of BI. CS is the predictor, R Square at the Model Summary is 0.445, coefficient significance at the ANOVA is 0.000 means significant to carry on the analysis, and Beta is 0.667 which establish BI has a moderate correlation with CS.

Hypothesis Testing:

H5 "CS has a significant influence on Positive BI" is supported.

4.5.6 PREDICT POSITIVE BEHAVIOURL INTENTIONS (BI) FROM DEMOGRAPHIC VARIABLES

ROUND 1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	**Q5 Duration of insured, Q4 Highest academic or professional qualification , Q1 Gender, Q2 Age, Q3 Personal annual income[b]**	.	Enter

a. Dependent Variable: OV45

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.206[a]	**.043**	.009	2.00279

a. Predictors: (Constant), Q5 Duration of insured, Q4 Highest academic or professional qualification , Q1 Gender, Q2 Age, Q3 Personal annual income

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.652	5	5.130	1.279	**.276[b]**
	Residual	577.608	144	4.011		
	Total	603.260	149			

a. Dependent Variable: OV45

b. Predictors: (Constant), Q5 Duration of insured, Q4 Highest academic or professional qualification , Q1 Gender, Q2 Age, Q3 Personal annual income

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	
1	(Constant)	7.686	1.261		6.097	.000
	Q1 Gender	.223	.363	.055	.613	.541
	Q2 Age	-.218	.264	-.073	-.825	.411
	Q3 Personal annual income	-.139	.178	-.074	-.779	.437
	Q4 Highest academic or professional qualification	.074	.195	.033	.381	.703
	Q5 Duration of insured	-.245	.184	-.122	-1.332	.185

a. Dependent Variable: OV45

Above is the ultimate result; BI, the dependant variable in this causal-effect relationship with PX, represents the 2 questions of BI. Demographic factors are the predictors while R Square at the Model Summary is 0.043 and coefficient significance at the ANOVA is 0.276 means insignificant to carry on to the test. The preditors/constants in the table are having very weak correlationship with dependant variable, BI but Age, Income and Duration of Insured show negative relationship with BI.

Hyphothesis Testing:

H6 "Demographic Variables have impact on Positive BI" is rejected.

H6a: "Gender has an impact on Positive BI" is rejected.

H6b: "Age has a negative impact on Positive BI" is supported but has an awfully weak correlationship.

H6c: "Income has an impact on Positive BI" is supported but has an awfully weak negative correlationship.

H6d: "Education has an impact on Positive BI" is rejected.

H6e: "Duration of Insured has an impact on Positive BI" is supported but has an awfully weak negative correlationship.

Chapter 5
Discussion, Recommendation & Conclusion

The competitive environment and conscious efforts of government endorsement in the industry have catalyzed high-level of quality services expected in the life sector. To reveal the true picture about the SQ of the HKSAR LII, the objective assessments of the industry have previously mentioned now integrating the data collected in the survey-questionnaires to discuss the findings.

5.1 DISCUSSION

The survey measuring the 4 determinants of SQ, Functional Quality, TQ, PX, and IM, it finds that the priority areas lead to CS are IM and TQ; and positive BI have significant positive correlation with CS.

H1		**Functional Quality has a significant influence on CS.**	**Rejected**
	H1a	**RL has a positive impact on CS.**	**Supported**
	H1b	**AS has a positive impact on CS.**	**Supported**
	H1c	**TA has a positive impact on CS.**	**Rejected**
	H1d	**EM has a positive impact on CS.**	**Supported**
	H1e	**RS has a positive impact on CS.**	**Rejected**
H2		**TQ has a significant influence on CS.**	**Supported**
H3		**IM has a significant influence on CS.**	**Supported**
H4		**PX has an impact on CS.**	**Supported**
H5		**CS has a significant influence on Positive BI.**	**Supported**
H6		**Demographic Variables have impacts on Positive BI.**	**Rejected**
	H6a	**Gender has an impact on Positive BI.**	**Rejected**
	H6b	**Age has a negative impact on Positive BI.**	**Supported**
	H6c	**Income has an impact on Positive BI.**	**Supported**
	H6d	**Education has an impact on Positive BI.**	**Rejected**
	H6e	**Duration of Insured has an impact om Positive BI.**	**Rejected**

Figure 16 List of Hypothesis Results

5.1.1 FUNCTIONAL QUALITY TO CUSTOMER SATISFACTION

Since the premium invested in life insurance policy is relatively high and long-term, customers try to keep long-term relationships with their insurers and respective agents or representatives so as to reduce risks and uncertainties *(Berry, 1995)* . From the survey, TA has the weakest correlation to the state of satisfaction, that may be explained this area the insurers or practitioners have been doing quite well, not much differentiation in the industry, so cause low correlationship. EM has the strongest correlation to CS, more efforts and resources need to be input in this area. The overall Functional Quality to CS is very weak, that may be said the "human factor" service could be replaced by advance insurtech in the near future.

5.1.2 TECHNICAL QUALITY TO CUSTOMER SATISFACTION

LI products make very few hints available to signal quality so TQ is the area customers normally refers when they recommend to their families or friends; not surprisingly CS proved to be having strong relationship with TQ in this survey.

5.1.3 IMAGE/REPUTATION QUALITY TO CUSTOMER SATISFACTION

The survey finds IM has a high and positive significant influence on CS. This match with the market situation that customers usually rely on extrinsic signs so the popularity of referrals and words-of-mouth recommendation.

5.1.4 PRICE-QUALITY TO CUSTOMER SATISFACTION

PX has a moderate to low correlation with CS that may further prove that increasingly population believe LI products are homogenous in such competitive HKSAR market that under stringent monitoring and supervision systems of IA.

5.1.5 CUSTOMER SATISFACTION TO POSITVE BEHAVIOUR INTENTION

In this study, CS has moderate correlation with positive BI of re-purchase, referrals and positive words-of-mouth recommendation.

5.1.6 DEMOGRAPHIC VARIABLES TO POSITIVE BEHAVIOUR INTENTIONS

The findings show demographic variables have awfully fragile impacts on positive BI. That may be explained by the popularity of referrals in the industry no matter what status of the population.

5.1.7 RESEARCH QUESTION 1

"What are the determinants of SQ in the HKSAR LII?"

To conclude from this study, the determinants of SQ in the HKSAR LII are IM, TQ, EM, AS, RL, and RS.

5.1.8 RESEARCH QUESTION 2

"To what extent does SQ influence customer's positive BI of repurchase and words-of-mouth referrals in the HKSAR LII ?"

SQ moderately influence customer's positive BI of repurchase and words-of-mouth referrals in the HKSAR LII.

5.1.9 RESEARCH QUESTION 3

"How is the relationship between SQ, CS and BI influenced by the demographic factors (gender, age, education, income level, and duration of insured)?"

Demographic factors can be said have no impacts on SQ, CS and BI.

5.2 RECOMMENDATION

In view of above the findings and discussion, here recommend the followings to:-

5.2.1 PRACTITIONERS

LI policy usually is sold by a licensed agent or representative and in most cases licensed practitioners are the only contact point of customers, therefore, exhibiting integrity has found to be essential in selling insurance *(Slattery, 1989)*, besides, IM and TQ are the critical determinants of SQ to CS; practitioners should show professionalism rather than being serfs to perform prolix and trivial matters in place of customers.

5.2.2 INSURERS

Life insurers should have an image plan to carry out regular gauge and revise to enhance their image or reputation, particularly corporate social responsibility which has become the global common believe of CS *(Glavas, 2016)*. Betterment of TQ can be advantageous through technological advancement to uplift the quality of a delivery of customer experience. These are critical to raise their competitiveness.

5.2.3 AUTHORITIES

To supplement the existing ethical standards and code of practices, the authorities should initiate, lead and endorse the industry to create an atmosphere or culture industry-wide of trust and confidence amongst stakeholders.

5.2.4 SQ INDEX

According to the American CS Index in 2014, LII had down 2.5% in the period of 1994-2009 but the index has gradually improved since 2010 because the insurers realize the importance of SQ and the impact on CS and BI *(ACSI, 2015).* Hence, having a measurement of SQ with continuous updates does generate interests in this customer-centric industry. Especailly, nowadays with the demanding customer experiences, SQ index likewise developed, promoted and driven by a prestige organization, for example IA, HK Trade Development Council, or HK Finance Academy to push the industry overall professionalism image, service excellence, trust and confidence culture to an apex accordingly to take lead in raising standards in the global LII.

5.3 LIMITATIONS & AVENUES FOR RESEARCH

Under time constraint of the academic calendar within the study be required to accomplish, no formal interview conducts with the life insurers, only informal chats with some senior insurance agents and technical representatives in broker firms and banks, ideally to interview with the executives of at least 5 giants; only informal chats with insurance practioners and desktop search to conclude the determinants of SQ and insights on setting the research problem and research questions. Also, under the ongoing social episode and Coronavirus-19, it is unlikely going to conduct questionnaires face-to-face; due to limited resources, only an acceptable sample size of 150 questionnaires set to be collected and analyzed; if possible the next research should be a thousand samples from each giant conducting face-to-face to avoid the situation

of exclusion of the customers do not familiar with computer or at a lower education level who may not be included in this research.

Moreover, the study is particularly for the LII in HKSAR in order words those in other segments such like general insurance, reinsurance, virtual insurance and bancassurance are ruled out. Furthermore, no institutional customers, only individuals who have used the services for the past year would be included in this study for analysis. Also the study does not attempt to measure and analysis CS with specific insurance plans/policies or services delivered by each of the insurers.

For sufficient resources, besides close-end questions used, some open-end questions may be developed to collect more information on customer behaviours especially attitude, feelings and experience sharings, then more detailed analysis can be facilitated also more data analysis tools other than SPSS employed to compute the Gap Model and Path Analysis by AMOS and so forth. Base on this study, A Longitudinal Study of the SQ Determinants in the HKSAR LII, and The Impact of SQ on Cutomer-relationship Management in the HKSAR LII are suggested for future research topics.

5.4 CONCLUSION

HKSAR faces ferocious rivalry in the global market because of liberalization and globalization; it is imperative to well-handle quality to defeat competitors so to attract and retain customers. HKSAR connected to China is a favourable factor to global insurers and reinsurers for seeking opportunities in the mainland China. After the transition of IA, HKSAR government plans to enhance HKSAR as a leading LI centre, thus SQ being an important issue ever than before. The main purpose of this study is to reveal the situation of SQ in the HKSAR LII with the intention to fill in a wee bit to the imperfect empirical documentation.

The industry shows low compliant rate, large number of practitioners, high premium income, low figure of policy switch or lapse, plus the monitoring and supervision of the authorities as well as the endorsement of HKSAR government; all these objective

measures point to good quality and efficiency of the LII. These in line with the survey, a subjective measurement of SQ including Functional Quality, TQ, PX, and IM to CS and BI, Functional Quality proved a very weak correlation to CS and BI, PX has a moderate correlation with CS, TQ and IM have strong power on CS, and CS has moderate positive influence on repurchase and words-of-mouth referrals or recommendation. Furthermore, demographic variables are near nil impact to the BI.

To go over the main points, the HKSAR LII becomes apparently mature in the service process, delivery and result; subsequently the overall SQ is good. It is time to create an industry-wide culture of trust and confidence, to establish and develop a model of SQ for the industry, to build up the overall reputation, and to widen the professionalism and integrity figure which are parallel to insurtech and virtual insurance to the pole position of the global LII.

The first authorization under Fast Track for virtual insurance, Bowtie and Blue, ushered in a new chapter of the HKSAR II.

Reference

1. (A.M. Al-Qudah, 2013) A.M. Al-Qudah, K., 2013. [online] The impact of service quality on Customer satisfaction of Jordan Insurance Companies. Available at: <https://www.researchgate.net/publication/328880913_The_impact_of_service_quality_on_Customer_satisfaction_of_Jordan_Insurance_Companies> [Accessed 13 March 2020].

2. (Abdelfattah, Rahman and Osman, 2015) Abdelfattah, F., Rahman, M. and Osman, M., 2015. Assessing the antecedents of customer loyalty on healthcare insurance products: Service quality; perceived value embedded model. Journal of Industrial Engineering and Management, 8(5).

3. (Abu-Salim, Onyia, Harrison and Lindsay, 2017) Abu-Salim, T., Onyia, O., Harrison, T. and Lindsay, V., 2017. Effects of perceived cost, service quality, and customer satisfaction on health insurance service continuance. Journal of Financial Services Marketing, 22(4), pp.173-186.

4. (Ahmad and Sungip, 2008) Ahmad, A. and Sungip, Z., 2008. An Assessment on Service Quality in Malaysia Insurance Industry.

5. (Alemayehu Beyene, 2019) Alemayehu Beyene, T., 2019. Assessment Of Service Quality On Customer Satisfaction In Ethiopian Insurance Corporatio. [online] Ijrbsm.org. Available at: <https://www.ijrbsm.org/papers/v6-i4/2.pdf> [Accessed 13 March 2020].

6. (Anandhi, 2016) Anandhi, D., 2016. THE SERVICE QUALITY GAP ANALYSIS – A STUDY ON SELECTED LIFE INSURANCE COMPANIES IN MADURAI. 7(5).

7. (Bala, Sandhu and Nagpal, 2011) Bala, N., Sandhu, H. and Nagpal, N., 2011. Measuring Life Insurance Service Quality: An Empirical Assessment of SERVQUAL Instrument. International Business Research, [online] 4(4). Available at: <https://pdfs.semanticscholar.org/7330/05b2331bf146824db22a5543bd18f4d0d923.pdf> [Accessed 13 March 2020].

8. (Boadu, Dwomo-Fokuo, Kofi Boakye and Opoku Frimpong, 2014) Boadu, F., Dwomo-Fokuo, D., Kofi Boakye, J. and Opoku Frimpong, A., 2014. Assessing The Life Insurance Industry In Ghana. [online] Iiste.org. Available at: <https://www.iiste.org/Journals/index.php/EJBM/article/viewFile/14430/14739> [Accessed 13 March 2020].

9. (burböck, 2020) burböck, b., 2020. Prospect Theory And Servqual. [online] Fm-kp.si. Available at: <http://www.fm-kp.si/zalozba/ISSN/1854-4231/9_155-168.pdf> [Accessed 13 March 2020].

10. (CARELSE, 2017) CARELSE, B., 2017. Investigating The Impact Of Service Quality And Customer Satisfaction On Customer Loyalty In Life Insurance In South Africa.

11. (Dash and Gunwant, 2012) Dash, M. and Gunwant, S., 2012. A Study on Impact of Service Quality on Customer Satisfaction in the Indian Insurance Industry. SSRN Electronic Journal,.

12. (Feng, Law and Rao, 2010)Feng, B., Law, V. and Rao, M., 2010. Enriching Lives: A History Of Insurance In Hong Kong, 1841-2010 (History Of Insurance In Hong Kong, 1841-2010). Hong Kong University Press, HKU.

13. (Ghobadian, Speller and Jones, 1994) Ghobadian, A., Speller, S. and Jones, M., 1994. Service

Quality. International Journal of Quality & Reliability Management, 11(9), pp.43-66.

14. (Ghosh, 2016) Ghosh, M., 2016. Estimating The Impact Of Service Quality On Customer Perception In Private Sector Life Insurance Companies In West Bengal – A SERVQUAL Based Approach. [online] Pbr.co.in. Available at: <http://www.pbr.co.in/2016/2016_month/June/2.pdf> [Accessed 13 March 2020].

15. (H Siddiqui and Ghosh Sharma, 2010) H Siddiqui, M. and Ghosh Sharma, T., 2010. Analyzing Customer Satisfaction With Service Quality In Life Insurance Services. [online] Available at: <https://link.springer.com/article/10.1057/jt.2010.17> [Accessed 13 March 2020].

16. (HK FSDC, 2019) HK FSDC, 2019. Enhancing Hong Kong'S Role As A Leading Life Insurance Centre. [online] HK FSDC. Available at: <https://www.fsdc.org.hk/sites/default/files/FSDC%20Life%20Insurance%20Paper%20%2817%20Dec%29.pdf> [Accessed 13 March 2020].

17. (IA BRIEF, 2019) 2019. Belt and Road insurance exchange Facilitation (BRIEF). [online] HKIA. Available at: <https://www.ia.org.hk/en/portal_for_insurers/brief/files/BRIEF_leaflet_20190830.pdf> [Accessed 13 March 2020].

18. (IA, 2019)IA, 2019. Annual Report 2018-2019. [online] IA. Available at: <https://www.ia.org.hk/en/infocenter/files/IA_Annual_Report_2018_19_English.pdf> [Accessed 13 March 2020].

19. (Insurance indicators, 2020) Stats.oecd.org. 2020. Insurance Indicators. [online] Available at: <https://stats.oecd.org/Index.aspx?DatasetCode=INSIND#> [Accessed 13 March 2020].

20. (IRULAPPAN and BINCY, 2014) IRULAPPAN, I. and BINCY, R., 2014. A Study on Service Quality in Insurance Industry With Special Reference to Life Insurance Corporation in Madurai District.

21. (Ishfaq, Ahmad Qadri, Mohammad Abusaleem and Al-Zyood, 2015) Ishfaq, M., Ahmad Qadri, F., Mohammad Abusaleem, K. and Al-Zyood, M., 2015. Measuring Quality of Service from Consumer's Perspectives: A Case of Healthcare Insurance in Saudi Arabia.

22. (Joseph, Stone and Anderson, 2003) Joseph, M., Stone, G. and Anderson, K., 2003. Insurance Customers' Assessment Of Service Quality: A Critical Evaluation | Emerald Insight. [online] Emerald.com. Available at: <https://www.emerald.com/insight/content/doi/10.1108/14626000310461222/full/html> [Accessed 13 March 2020].

23. (Kdore, 2018) Kdore, 2018. Service Quality And Customer Satisfaction Related To Insurance Indust…. [online] Slideshare.net. Available at: <https://www.slideshare.net/doranegoda/service-quality-and-customer-satisfaction-related-to-insurance-industry> [Accessed 13 March 2020].

24. (Months of protests hit Hong Kong's life insurance industry, 2020)Ft.com. 2020. Months Of Protests Hit Hong Kong'S Life Insurance Industry. [online] Available at: <https://www.ft.com/content/bc528642-337c-11ea-9703-eea0cae3f0de> [Accessed 13 March 2020].

25. (Noël, 2019) Noël, S., 2019. Chinese Insurance Market: Chinese Buy Insurance Products In Hong

Kong. [online] Daxueconsulting.com. Available at: <https://daxueconsulting.com/insurance-market-china/> [Accessed 13 March 2020].

26. (Oparah, Amah, Ifeanyichukwu, Aghara, & Ndubisi, 2018) Oparah, P. C., Amah, A. U., Ifeanyichukwu, C. D., Aghara, V., & Ndubisi, E. (2018). Service Quality: An Empirical Study of Expectations versus Perception of National Health Insurance Scheme Enrollees in Federal Universities in South East, Nigeria. International Journal of Academic Research in Economics and Management Sciences, 7(3), 149–165.

27. (Raj A. Arokiasamy and Hon Tat, 2014) Raj A. Arokiasamy, A. and Hon Tat, H., 2014. Assessing the Relationship Between Service Quality and Customer Satisfaction in the Malaysian Automotive Insurance Industry.

28. (Saha and Dutta, 2015) Saha, S. and Dutta, A., 2015. Perception of Service Quality in the Life Insurance Sector: A Case Study on North East India.

29. (Sandhu and Bala, 2011) Sandhu, D. and Bala, N., 2011. Customers' Perception Towards Service Quality Of Life Insurance Corporation Of India: A Factor Analytic Approach. [online] Ijbssnet.com. Available at: <http://www.ijbssnet.com/journals/Vol_2_No_18_October_2011/27.pdf> [Accessed 13 March 2020].

30. (Setó-Pamies, 2012) Setó-Pamies, D., 2012. Customer loyalty to service providers: examining the role of service quality, customer satisfaction and trust. Total Quality Management & Business Excellence, 23(11-12), pp.1257-1271.

31. (Shirkavand, Mahdi Hossein and Mokhtarihesar, 2015) Shirkavand, F., Mahdi Hossein, S. and Mokhtarihesar, P., 2015. SERVICE QUALITY ASSESSMENT IN SELECTED BRANCHES OF SOCIAL SECURITY ORGANIZATION USING SERVQUAL MODEL. 2(4).

32. (siami, 2011) siami, s., 2011. Service Quality Management In The Insurance Industry On The Basis Of Service Gap Model. [online] Available at: <https://www.researchgate.net/publication/286731841_Service_quality_management_in_the_i> [Accessed 13 March 2020].

33. (Singh Paposa, Kaur Paposa and Ukinkar, 2019) Singh Paposa, S., Kaur Paposa, K. and Ukinkar, V., 2019. Service Quality And Customer Satisfaction: Variation In Customer Perception Across Demographic Profiles In Life Insurance Industry. [online] Ijitee.org. Available at: <https://www.ijitee.org/wp-content/uploads/papers/v8i10/J99700881019.pdf> [Accessed 13 March 2020].

34. (Singh, J Sirohi and Chaudhary, 2014) Singh, S., J Sirohi, N. and Chaudhary, K., 2014. A Study Of Customer Perception Towards Service Quality Of Life Insurance Companies In Delhi NCR Region. [online] Globaljournals.org. Available at: <https://globaljournals.org/GJMBR_Volume14/3-A-Study-of-Customer-Perception-towards-Service-Quality.pdf> [Accessed 13 March 2020].

35. (Singhal, 2013) Singhal, P., 2013. ASSESSMENT OF SERVICE QUALITY IN INSURANCE SECTOR - A CASE STUDY OF PRIVATE COMPANIES OF HARYANA STATE. [online] Available at:<https://www.academia.edu/8143425/ASSESSMENT_OF_SERVICE_QUALITY_IN_INSURANCE_SECTOR_-_A_CASE_STUDY_OF_PRIVATE_COMPANIES_OF_HARYANA_STATE>

[Accessed 13 March 2020].

36. (Sureshchandar, Rajendran and Anantharaman, 2002) Sureshchandar, G., Rajendran, C. and Anantharaman, R., 2002. Determinants of customer-perceived service quality: a confirmatory factor analysis approach. Journal of Services Marketing, 16(1), pp.9-34.

37. (Swiss re, 2013) Swiss re, 2013. A History Of Insurance In China. [online] Available at: <https://www.swissre.com/dam/jcr:eb1aba5f-05ca-4bd4-bfe6-d42a6ed6b8c5/150Y_Markt_Broschuere_China_Inhalt.pdf> [Accessed 13 March 2020].

38. (The Insurance and Insurtech Market in Hong Kong, 2019) Insurtechchannel.com. 2019. The Insurance And Insurtech Market In Hong Kong. [online] Available at: <https://www.insurtechchannel.com/posts/the-insurance-and-insurtech-market-in-hong-kong> [Accessed 13 March 2020].

39. (UNITED NATIONS, 2007) UNITED NATIONS, 2007. Trade And Development Aspects Of Insurance Services And Regulatory Frameworks. [online] United Nations Conference on Trade and Development. Available at: <https://unctad.org/en/Docs/ditctncd20074_en.pdf> [Accessed 13 March 2020].

40. (www.gov.hk), G., 2020. Govhk: Overview Of The Health Care System In Hong Kong. [online] Gov.hk. Available at: <https://www.gov.hk/en/residents/health/hosp/overview.htm> [Accessed 21 March 2020].

41. (Zeithaml, Berry and Parasuraman, 1996) Zeithaml, V., Berry, L. and Parasuraman, A., 1996. The Behavioral Consequences of Service Quality. Journal of Marketing, 60(2), p.31.

42. 2008. Your Health, Your Life. [ebook] Hong Kong: Food and Health Bureau, Hong Kong Special Administrative Region Government. Available at: <https://www.fhb.gov.hk/beStrong/files/consultation/Condochealth_full_eng.pdf> [Accessed 9 April 2020].

43. ACSI, 2015. ACSI Finance, Insurance, And Health Care Report, 2014-2015. ACSI Finance, Insurance, and Health Care Report. [online] ACSI. Available at: <https://www.theacsi.org/news-and-resources/customer-satisfaction-reports/report-archive> [Accessed 15 April 2020].

44. Actuaries.org.uk. 2020. Importance Of The Equitable Life Archive | Institute And Faculty Of Actuaries. [online] Available at: <https://www.actuaries.org.uk/learn-and-develop/research-and-knowledge/library-services/historical-collections/archive-equitable-life-assurance-society/importance-equitable-life-archive> [Accessed 21 March 2020].

45. AGBOR, J., 2011. The Relationship Between Customer Satisfaction And Service Quality: A Study Of Three Service Sectors In Umeå.. Master. Umeå School of Business.

46. Anderson, E., Fornell, C. and Lehmann, D., 1994. Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. Journal of Marketing, 58(3), p.53.

47. Azungah, T., 2018. Qualitative research: deductive and inductive approaches to data analysis. Qualitative Research Journal, 18(4), pp.383-400.

48. Banerjee, A. and Chaudhury, S., 2010. Statistics without tears: Populations and samples. Industrial

Psychiatry Journal, 19(1), p.60.

49. BANKS, E., 2020. Overview Of Risk Management And Alternative Risk Transfer. [ebook] Available at: <https://onlinelibrary.wiley.com/doi/pdf/10.1002/9780470404324.hof003003> [Accessed 21 March 2020].

50. Baxendale, S., Macdonald, E. and Wilson, H., 2015. The Impact of Different Touchpoints on Brand Consideration. Journal of Retailing, 91(2), pp.235-253.

51. Berry, L., 1995. Relationship Marketing of Services--Growing Interest, Emerging Perspectives. Journal of the Academy of Marketing Science, 23(4), pp.236-245.

52. Bisits Bullen, P., 2020. How To Choose A Sample Size (For The Statistically Challenged) | Tools4dev. [online] Tools4dev.org. Available at: <http://www.tools4dev.org/resources/how-to-choose-a-sample-size> [Accessed 14 April 2020].

53. BLAKEMORE, E., 2019. How Hong Kong'S Complex History Explains Its Current Crisis With China. [online] National geographic. Available at: <https://www.nationalgeographic.com/culture/topics/reference/hong-kong-history-explain-relationship-china/> [Accessed 9 April 2020].

54. Brid, R., 2018. Logistic Regression. [online] Medium. Available at: <https://medium.com/greyatom/logistic-regression-89e496433063> [Accessed 11 April 2020].

55. Burling, J. and Lazarus, K., 2012. Research Handbook On International Insurance Law And Regulation. Cheltenham: Edward Elgar.

56. Bwalya, K., Mnjama, N. and Sebina, P., 2014. Concepts And Advances In Information Knowledge Management. Elsevier Science.

57. C, P., 2019. What Is Service Marketing? Definition, Paradigm, Characteristics, Triangle - The Investors Book. [online] The Investors Book. Available at: <https://theinvestorsbook.com/service-marketing.html> [Accessed 11 April 2020].

58. Censtatd.gov.hk. 2017. Hong Kong 2016 Population By-Census - Thematic Report：Household Income Distribution In Hong Kong | Census And Statistics Department. [online] Available at: <https://www.censtatd.gov.hk/hkstat/sub/sp459.jsp?productCode=B1120096> [Accessed 21 March 2020].

59. Censtatd.gov.hk. 2020. Hong Kong Monthly Digest Of Statistics | Census And Statistics Department. [online] Available at: <https://www.censtatd.gov.hk/hkstat/sub/sp140.jsp?productCode=B1010002> [Accessed 21 March 2020].

60. Cerny, B. and Kaiser, H., 1977. A Study Of A Measure Of Sampling Adequacy For Factor-Analytic Correlation Matrices. Multivariate Behavioral Research, 12(1), pp.43-47.

61. Chen, C., 2006. Word-Of-Mouth Information Gathering : An Exploratory Study Of Asian International Students Searching For Australian Higher Education Services. Master. Queensland University of Technology.

62. CHOWHAN, S., 2015. MARKETING OF SERVICES. [Place of publication not identified]: LULU

COM.

63. Chp.gov.hk. 2019. Centre For Health Protection, Department Of Health - Life Expectancy At Birth (Male And Female), 1971 - 2018. [online] Available at: <https://www.chp.gov.hk/en/statistics/data/10/27/111.html> [Accessed 21 March 2020].

64. Cia.gov. 2020. The World Factbook - Central Intelligence Agency. [online] Available at: <https://www.cia.gov/library/publications/the-world-factbook/> [Accessed 21 March 2020].

65. Collins, D., 2003. Quality of Life Research, 12(3), pp.229-238.

66. Consumer Council, 2020. Complaints Statistics | Consumer Council. [online] Complaints Statistics | Consumer Council. Available at: <https://www.consumer.org.hk/ws_en/statistics/complaints> [Accessed 12 April 2020].

67. Content.naic.org. 2020. Consumer Glossary. [online] Available at: <https://content.naic.org/consumer_glossary.htm#I> [Accessed 21 March 2020].

68. Cooperators.ca. 2020. Auto Insurance By Province. [online] Available at: <https://www.cooperators.ca/en/Resources/protect-what-matters/auto-insurance-regulation.aspx> [Accessed 9 April 2020].

69. Cortina, J., 1993. What is coefficient alpha? An examination of theory and applications. Journal of Applied Psychology, 78(1), pp.98-104

70. Cronin, J. and Taylor, S., 1994. SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality. Journal of Marketing, 58(1), p.125.

71. Devlin, J., Gwynne, A. and Ennew, C., 2002. The Antecedents of Service Expectations. The Service Industries Journal, 22(4).

72. Diaz, E., 2014. What Is Your Definition Of Quality?. [online] Geneva Business News | Actualités: Emploi, RH, économie, entreprises, Genève, Suisse. Available at: <https://www.gbnews.ch/what-is-your-definition-of-quality/> [Accessed 10 April 2020].

73. Duffett, R., 2017. Influence of social media marketing communications on young consumers' attitudes. Young Consumers, 18(1), pp.19-39.

74. Encyclopedia of Case Study Research, 2010. Theory-Testing with Cases.

75. Encyclopedia of Survey Research Methods, 2008. Question Order Effects.

76. Faber, J. and Fonseca, L., 2014. How sample size influences research outcomes. Dental Press Journal of Orthodontics, 19(4), pp.27-29.

77. Facebook IQ, 2019. Understanding The Journey Of The Connected Insurance Consumer. [online] Available at: <https://www.facebook.com/business/news/insights/understanding-the-journey-of-the-connected-insurance-consumer> [Accessed 12 April 2020].

78. Feng, B. and Rao, M., 2011. Enriching Lives. Hong Kong: Hong Kong University Press.

79. Financial Services Development Council, 2018. Enhancing Hong Kong'S Role As A Leading Life

Insurance Centre.

80. Galway, L., Bell, N., SAE, A., Hagopian, A., Burnham, G., Flaxman, A., Weiss, W., Rajaratnam, J. and Takaro, T., 2012. A two-stage cluster sampling method using gridded population data, a GIS, and Google EarthTM imagery in a population-based mortality survey in Iraq. International Journal of Health Geographics, 11(1), p.12.

81. GANTI, A., 2020. Correlation Coefficient Definition. [online] Investopedia. Available at: <https://www.investopedia.com/terms/c/correlationcoefficient.asp> [Accessed 11 April 2020].

82. Glavas, A., 2016. Corporate Social Responsibility and Organizational Psychology: An Integrative Review. Frontiers in Psychology, 7.

83. Grönroos, C., 1984. A Service Quality Model and its Marketing Implications. European Journal of Marketing.

84. Haywood-Farmer, J., 1988. A Conceptual Model of Service Quality. International Journal of Operations & Production Management, 8(6), pp.19-29.

85. Heritage.aviva.com. 2020. Amicable Society - Heritage - Aviva Plc. [online] Available at: <https://heritage.aviva.com/our-history/companies/a/amicable-society/> [Accessed 21 March 2020].

86. Hidiroglou, M., 2013. Capturing, Coding, And Cleaning Survey Data. pp.459-504.

87. Hkfi.org.hk. 2020. HKFI. [online] Available at: <https://www.hkfi.org.hk/#!/about-the-hkfi/index> [Accessed 9 April 2020].

88. Hoffman, K. and Bateson, J., 2011. Services Marketing. Mason, Ohio: South-Western Cengage Learning.

89. Hoffmann, M., 2020. Geography Of Hong Kong. [online] Hong Kong Traveller. Available at: <https://www.hong-kong-traveller.com/geography-of-hong-kong.html> [Accessed 21 March 2020].

90. Hong Kong Means Business. 2020. Economic And Trade Information On Hong Kong | Hong Kong Means Business. [online] Available at: <https://hkmb.hktdc.com/en/1X09OVUL/hktdc-research/Economic-and-Trade-Information-on-Hong-Kong> [Accessed 21 March 2020].

91. Hookway, C., 2019. Pragmatism (Stanford Encyclopedia Of Philosophy). [online] Plato.stanford.edu. Available at: <https://plato.stanford.edu/entries/pragmatism/> [Accessed 11 April 2020].

92. Hudson, S. and Hudson, L., 2012. Customer Service In Tourism And Hospitality. Woodeaton: Goodfellow Publishers Limited.

93. IBM, 2020. IBM Knowledge Center. [online] Ibm.com. Available at: <https://www.ibm.com/support/knowledgecenter/SSLVMB_23.0.0/spss/tutorials/fac_cars_communalities_01.html> [Accessed 11 April 2020].

94. IBM, 2020. IBM Knowledge Center. [online] Ibm.com. Available at: <https://www.ibm.com/support/knowledgecenter/SSLVMB_23.0.0/spss/tutorials/fac_telco_kmo_01.html> [Accessed 11 April 2020].

95. IMF. 2020. World Economic Outlook Databases. [online] Available at: <https://www.imf.org/en/Publications/SPROLLs/world-economic-outlook-databases#sort=%40imfdate%20descending> [Accessed 21 March 2020].

96. Insurance Authority, 2019. Annual Long Term Business Statistics. [online] Available at: <https://www.ia.org.hk/en/infocenter/statistics/annual_long_term_business_statistics.html> [Accessed 12 April 2020].

97. Insurance Authority, 2019. Insurance Authority To Commence Direct Regulation Over Insurance Intermediaries On 23 September 2019. [online] Available at: <https://www.ia.org.hk/en/infocenter/press_releases/20190514.html> [Accessed 9 April 2020].

98. Insurance Authority, 2020. Summary Of Complaints Received By The Insurance Authority. [online] Insurance Authority. Available at: <https://www.ia.org.hk/en/infocenter/statistics/files/Summary_Complaints_received_by_IA_20180401_20190331_Eng.pdf> [Accessed 12 April 2020].

99. Insurance Ordinance. 41.

100. Ird.gov.hk. 2020. IRD : Estate Duty. [online] Available at: <https://www.ird.gov.hk/eng/tax/edu.htm> [Accessed 9 April 2020].

101. Jager, J., Putnick, D. and Bornstein, M., 2017. II. MORE THAN JUST CONVENIENT: THE SCIENTIFIC MERITS OF HOMOGENEOUS CONVENIENCE SAMPLES. Monographs of the Society for Research in Child Development, 82(2), pp.13-30.3

102. Javed, S., 2020. What Is The RATER Model? Customer Service Quality Framework | Customer Success Blog | Emojics. [online] Customer Success Blog | Emojics. Available at: <https://www.emojics.com/blog/what-is-rater-model/> [Accessed 11 April 2020].

103. John, J., Whitaker, D. and Johnson, D., 2001. Statistical Thinking For Managers. Boca Raton (Fla.): Chapman & Hall/CRC, p.108.

104. Johnson, R., Tsiros, M. and Lancioni, R., 1995. Measuring service quality: a systems approach. Journal of Services Marketing, 9(5), pp.6-19.

105. Kabir, S., 2016. Basic Guidelines For Research: An Introductory Approach For All Disciplines. 1st ed. Bangladesh: Book Zone Publication, pp.201-275.

106. Kumar, R., 2011. Research Methodology. Los Angeles: Sage.

107. Lamb, C., 2018. MKTG 11. Boston, MA: Cengage Learning.

108. lapaas, 2019. Gap Model Of Service Quality(5 Gap Model). [online] Lapaas Digital Marketing Company and Institute. Available at: <https://lapaas.com/gap-model-of-service-quality/> [Accessed 11 April 2020].

109. Leitch, C., Hill, F. and Harrison, R., 2009. The Philosophy and Practice of Interpretivist Research in Entrepreneurship. Organizational Research Methods, 13(1), pp.67-84.

110. Levine, S., 2020. Hong Kong's Return To China. [online] Encyclopedia Britannica. Available at: <https://www.britannica.com/topic/reversion-to-Chinese-sovereignty-1020544> [Accessed 21 March 2020].

111. Longfinance.net. 2020. GFCI 27 Rank - Long Finance. [online] Available at: <https://www.longfinance.net/programmes/financial-centre-futures/global-financial-centres-index/gfci-27-explore-data/gfci-27-rank/> [Accessed 9 April 2020].

112. MacDonald, S., 2020. Customer Complaints: Why Angry Customers Are Good For Business. [online] CRM Blog: Articles, Tips and Strategies by SuperOffice. Available at: <https://www.superoffice.com/blog/customer-complaints-good-for-business/> [Accessed 10 April 2020].

113. Manolitzas, P., 2016. Effective Methods For Modern Healthcare Service Quality And Evaluation. IGI Global.

114. McKinsey&Company, 2017. Customer Experience: New Capabilities, New Audiences, New Opportunities. [online] Available at: <https://www.mckinsey.com/~/media/mckinsey/featured%20insights/customer%20experience/cx%20compendium%202017/customer-experience-compendium-july-2017.ashx> [Accessed 11 April 2020].

115. Mpfa.org.hk. 2019. Background. [online] Available at: <http://www.mpfa.org.hk/eng/mpf_system/background/index.jsp> [Accessed 9 April 2020].

116. Murray, D. and Howat, G., 2002. The Relationships among Service Quality, Value, Satisfaction, and Future Intentions of Customers at an Australian Sports and Leisure Centre. Sport Management Review, 5(1), pp.25-43.

117. Nandini, G., 2020. Features Of Services: 8 Major Features Of Service Marketing. [online] Economics Discussion. Available at: <http://www.economicsdiscussion.net/marketing-2/features-of-services-8-major-features-of-service-marketing/31597> [Accessed 10 April 2020].

118. OpenLearn. 2020. Understanding Different Research Perspectives. [online] Available at: <https://www.open.edu/openlearn/money-management/understanding-different-research-perspectives/content-section-1> [Accessed 11 April 2020].

119. OPKO Finance. 2017. Insurance Authority Replaced Office Of The Commissioner Of Insurance - OPKO Finance. [online] Available at: <https://www.opkofinance.com/en/insurance-authority-replaced-office/> [Accessed 9 April 2020].

120. Parasuraman, A., Zeithaml, V. and Berry, L., 1988. SERVQUAL: A multiple- Item Scale for measuring consumer perceptions of service quality. Journal of Retailing, 64.

121. Parker, D., 2012. Service Operations Management. Cheltenham: Edward Elgar.

122. Pew Research Center Methods. 2020. Questionnaire Design - Pew Research Center Methods. [online] Available at: <https://www.pewresearch.org/methods/u-s-survey-research/questionnaire-design/> [Accessed 14 April 2020].

123. Philips, Z., Claxton, K. and Palmer, S., 2008. The Half-Life of Truth: What Are Appropriate Time Horizons for Research Decisions?. Medical Decision Making, 28(3), pp.287-299.

124. Prakash, A. and Mohanty, R., 2012. Understanding service quality. Production Planning & Control, 24(12), pp.1050-1065.

125. PWC, 2014. The State Of Customer Experience In Hong Kong 2014. [online] Hong Kong.

Available at: <https://www.pwchk.com/en/migration/pdf/customer-exp-jul2014.pdf> [Accessed 11 April 2020].

126. PWC, 2020. Insurance 2020: The Digital Prize – Taking Customer Connection To A New Level. [online] PWC. Available at: <https://www.pwc.nl/nl/assets/documents/pwc-insurance-2020-the-digital-prize.pdf> [Accessed 11 April 2020].

127. Rai, A., 2013. Customer Relationship Management. New Delhi: PHI Learning.

128. Raina, S., 2015. Conducting systematic sampling. Indian Journal of Occupational and Environmental Medicine, 19(1), p.68.

129. Rao, A., 2005. The Quality of Price as a Quality Cue. Journal of Marketing Research, [online] 42(4), pp.401-405. Available at: <https://www.jstor.org/stable/30162389?seq=1> [Accessed 12 April 2020].

130. Rao, S., 2019. Customer Perception Of Service. [online] Medium. Available at: <https://medium.com/madaboutgrowth/customer-perception-of-service-dd4285617088> [Accessed 11 April 2020].

131. Ratner, B., 2009. The correlation coefficient: Its values range between +1/−1, or do they?. Journal of Targeting, Measurement and Analysis for Marketing, 17(2), pp.139-142.

132. Remenyi, D., Williams, B., Money, A. and Swartz, E., 1998. Doing Research In Business And Management: An Introduction To Process And Method.

133. RepTrak, 2020. 2019 Global Reptrak Study. [online] Available at: <https://www.reptrak.com/> [Accessed 12 April 2020].

134. Research Office Legislative Council Secretariat, 2019. Insurance Industry In Hong Kong. [online] Hong Kong: Research Office Legislative Council Secretariat. Available at: <https://www.legco.gov.hk/research-publications/english/1819issh26-insurance-industry-in-hong-kong-20190510-e.pdf> [Accessed 9 April 2020].

135. Robinson, Jr, L., 2015. Proceedings Of The 2009 Academy Of Marketing Science (AMS) Annual Conference. Cham: Springer International Publishing.

136. Rust, R. and Oliver, R., 1994. Service Quality: Insights And Managerial Implications From The Frontier.

137. Sasser, W., 1978. Management Of Service Operations: Tekxt, Cases, And Readings. Boston: Allyn and Bacon.

138. Saunders, M., Lewis, P. and Thornhill, A., 2019. Research Methods For Business Students. 8th ed.

139. Seth, N., Deshmukh, S. and Vrat, P., 2005. Service quality models: a review. International Journal of Quality & Reliability Management, 22(9), pp.913-949.

140. Shaw, C., 2013. 15 Statistics That Should Change The Business World – But Haven't. [online] Linkedin.com. Available at: <https://www.linkedin.com/pulse/20130604134550-284615-15-statistics-that-should-change-the-business-world-but-haven-t> [Accessed 11 April 2020].

141. Shenkar, O. and Yuchtman-Yaar, E., 1997. Human Relations, 50(11), pp.1361-1381.

142. Shi, F., 2015. Study on a Stratified Sampling Investigation Method for Resident Travel and the Sampling Rate. Discrete Dynamics in Nature and Society, 2015, pp.1-7.

143. Slattery, T., 1989. Special report: Nichols:we've forgotten the customer. National underwriter, 48(11).

144. SPSS. 2020. SPSS – What Is It?. [online] Available at: <https://www.spss-tutorials.com/spss-what-is-it/> [Accessed 14 April 2020].

145. Steenkamp, J., 1988. The relationship between price and quality in the marketplace. De Economist, 136(4), pp.491-507.

146. Su, N., 2018. Positivist Qualitative Methods. The SAGE Handbook of Qualitative Business and Management Research Methods: History and Traditions, pp.17-31.

147. Sullivan, G. and Artino, A., 2013. Analyzing and Interpreting Data From Likert-Type Scales. Journal of Graduate Medical Education, 5(4), pp.541-542.

148. Suresh, G., Suresh, K. and Thomas, S., 2011. Design, data analysis and sampling techniques for clinical research. Annals of Indian Academy of Neurology, 14(4), p.287.

149. Sureshchandar, G., Rajendran, C. and Anantharaman, R., 2002. The relationship between service quality and customer satisfaction – a factor specific approach. Journal of Services Marketing, 16(4), pp.363-379.

150. Surveysystem.com. 2012. Sample Size Calculator - Confidence Level, Confidence Interval, Sample Size, Population Size, Relevant Population - Creative Research Systems. [online] Available at: <https://www.surveysystem.com/sscalc.htm> [Accessed 11 April 2020].

151. Swiss Re Corporate History, 2017. A History Of Insurance In China. Swiss Re.

152. Teas, R., 1994. Expectations as a Comparison Standard in Measuring Service Quality: An Assessment of a Reassessment. Journal of Marketing, [online] 58(1), p.132. Available at: <https://www.jstor.org/stable/1252257?seq=1> [Accessed 11 April 2020].

153. THE ECONOMIST INTELLIGENCE UNIT, 2019. Safe Cities Index 2019. [online] THE ECONOMIST INTELLIGENCE UNIT. Available at: <http://safecities.economist.com/wp-content/uploads/2019/08/Aug-5-ENG-NEC-Safe-Cities-2019-270x210-19-screen.pdf> [Accessed 9 April 2020].

154. Thompson, W., 2019. How Insurance Began: 3000 Years Of History. [online] WSR. Available at: <http://wsrinsurance.com/how-insurance-began-3000-years-of-history/> [Accessed 21 March 2020].

155. Tse, D., Nicosia, F. and Wilton, P., 2006. Consumer satisfaction as a process. Psychology and Marketing,.

156. Tsoukatos, E., 2007. Customer Behaviour, Service Quality And The Effects Of Culture: A Quantitative Analysis In Greek Insurance. PHD. University of Applied Sciences Crete, Greece.

157. UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT, 2007. TRADE AND DEVELOPMENT REPORT, 2007. [online] UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT. Available at: <https://unctad.org/en/docs/tdr2007_en.pdf> [Accessed 21

March 2020].

158. Wang, Y. and Lo, H., 2002. Service quality, customer satisfaction and behavior intentions. info, 4(6), pp.50-60.

159. Wei, J., 2017. Great Inventions That Changed The World. 1st ed. Wiley.

160. Weitz, B., 2006. Handbook Of Marketing. London: SAGE.

161. Wertz, J., 2018. Don't Spend 5 Times More Attracting New Customers, Nurture The Existing Ones. [online] Forbes. Available at: <https://www.forbes.com/sites/jiawertz/2018/09/12/dont-spend-5-times-more-attracting-new-customers-nurture-the-existing-ones/#4cd4d86b5a8e> [Accessed 11 April 2020].

162. Williams, C., 2011. Research Methods. Journal of Business & Economics Research (JBER), 5(3).

163. Wilson, T., 2019. What Is National Insurance?. [online] Which? Money. Available at: <https://www.which.co.uk/money/tax/national-insurance/what-is-national-insurance-a01s79v8uxrp> [Accessed 9 April 2020].

164. Wong, Y., 1991. HONG KONG IN TRANSITION ECONOMIC TRANSFORMATION IN THE EIGHTIES. [online] Hong Kong Centre: The Chinese University of Hong Kong. Available at: <https://wangyujian.hku.hk/papers/lectures/international/HK%20in%20transition%20econ%20transform%20in.pdf> [Accessed 9 April 2020].

165. Zeithaml, V. and Bitner, M., 1996. Services Marketing. New York: McGraw-Hill.

166. Žukauskas, P., Vveinhardt, J. and Andriukaitienė, R., 2018. Philosophy and Paradigm of Scientific Research. Management Culture and Corporate Social Responsibility,.

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
97687	ABCI Insurance Company Limited	Hong Kong	General	5th Floor, Fairmont House, 8 Cotton Tree Drive, Hong Kong	2511 1001	2522 5126	http://cafinsurance.com.hk/
55631	Aetna Insurance (Hong Kong) Limited	Hong Kong	General	Suite 401-403, Berkshire House, 25 Westlands Road, Quarry Bay, Hong Kong	2860 8011	2147 9960	www.aetnainternational.com/
2047	AIA Company Limited	Hong Kong	Composite	Suites 5301-03, 53/F Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong	2832 1800	2572 4695	www.aia.com.hk
F984	AIA International Limited	Bermuda	Composite	1/F., AIA Hong Kong Tower, 734 King's Road, Quarry Bay, Hong Kong	2881 3333 2232 8888	2882 4592	www.aia.com.hk
2143	AIG Insurance Hong Kong Limited	Hong Kong	General	46/F, One Island East, 18 Westlands Road, Island East, Hong Kong.	3555 0000	2834 5676	www.aig.com.hk
F18771	Allianz Global Corporate & Specialty SE	Federal of Republic of Germany	General	Suites 403-11, 4/F, 12 Taikoo Wan Road, Taikoo Shing, Hong Kong	2521 6651	2810 6191	www.agcs.allianz.com
F16570	Allied World Assurance Company, Ltd	Bermuda	General	22/F, One Island East, Taikoo Place, 18 Westlands Road, Quarry Bay, Hong Kong	2968 3000	2968 5111	www.awac.com
F1519	American Family Life Assurance Company of Columbus	United States of America	Long Term	Room 706, Marina House, 68 Hing Man Street, Shaukiwan, Hong Kong.	2573 3100	2967 8691	aflac.com
1006152	Arch MI Asia Limited	Hong Kong	General	16/F, The Hennessy, 256 Hennessy Road, Wan Chai, Hong Kong	3405 6600	2506 1291	---
F16077	Asia Capital Reinsurance Group Pte. Limited	Singapore	General (R)	Room 1701, 17/F, Lee Garden Five, 18 Hysan Avenue, Causeway Bay, Hong Kong	2189 7662	2189 7663	www.asiacapitalre.com
5589	Asia Insurance Company, Limited	Hong Kong	Composite	16th Floor, WorldWide House, 19 Des Voeux Road Central, Hong Kong	3606 9933	2810 0218	www.asiainsurance.com.hk
F14753	Asia-Pacific Property & Casualty Insurance Co., Limited	China	General	Units 1303-1305, Level 13, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon	2165 9200	2881 8463	www.apiins.com

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
F1971	Assicurazioni Generali Società per Azioni	Italy	Composite	5/F, Generali Tower,8 Queen's Road East, Hong Kong	2521 0707	2521 8018	www.generali.com.hk
F15058	Assuranceforeningen Gard-gjensidig	Norway	General	Unit 3003A, The Centrium, 60 Wyndham Street, Central, Hong Kong	2901 8688	---	---
F19967	Assuranceforeningen SKULD (Gjensidig)	Norway	General	Room 4106-4108, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong	2836 3909	2836 3219	www.skuld.com
F22446	Atradius Crédito y Caución SA de Seguros y Reaseguros	Spain	General	Suite 4306, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong	3657 0700	2511 4427	atradius.com.hk
706970	Aviva Life Insurance Company Limited	Hong Kong	Long Term	30/F, One Kowloon, 1 Wang Yuen Street, Kowloon Bay, Kowloon	3550 9600	2907 1787	www.aviva.com.hk
2647884	Avo Insurance Company Limited	Hong Kong	Genreal (F)	5/F, 160 Des Voeux Road West, Sai Ying Pun, Hong Kong	2865 0466	---	www.heyavo.com
F1964	AXA China Region Insurance Company (Bermuda) Limited	Bermuda	Composite	20/F, Vertical Sq, 28 Heung Yip Road, Wong Chuk Hang, Hong Kong	2802 2812	2598 7623	www.axa.com.hk
6165	AXA China Region Insurance Company Limited	Hong Kong	Composite	20/F, Vertical Sq, 28 Heung Yip Road, Wong Chuk Hang, Hong Kong	2802 2812	2598 7623	www.axa.com.hk
F16399	AXA Corporate Solutions Assurance	France	General	20/F, AXA Southside, 38 Wong Chuk Hang Road, Wong Chuk Hang, Hong Kong	2527 2020	2866 4688	www.axa-corporatesolutions.com/
2251	AXA General Insurance Hong Kong Limited	Hong Kong	General	20/F, Vertical Sq, 28 Heung Yip Road, Wong Chuk Hang, Hong Kong	2523 3061	2810 0706	www.axa.com.hk
668	AXA Life Insurance Company Limited	Hong Kong	Composite	20/F, Vertical Sq, 28 Heung Yip Road, Wong Chuk Hang, Hong Kong	2802 2812	2598 7623	www.axa.com.hk
912216	AXA Wealth Management (HK) Limited	Hong Kong	Long Term	20/F, Vertical Sq, 28 Heung Yip Road, Wong Chuk Hang, Hong Kong	2802 2812	2598 7623	www.axa.com.hk

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
42822	Bank of China Group Insurance Company Limited	Hong Kong	General	9th Floor, Wing On House, 71 Des Voeux Road Central, Hong Kong.	2867 0888	2522 1705	www.bocgins.com
734952	BC Reinsurance Limited	Hong Kong	General (R)	Room 2902, Fortis Tower, 77-79 Gloucester Road, Wanchai, Hong Kong	2522 5331	2525 1802	---
2092511	BE Reinsurance Limited	Hong Kong	General (R)	Room 2903, Fortis Tower, 77-79 Gloucester Road, Wanchai, Hong Kong	3761 7700	2877 2415	---
1082184	BEA Life Limited	Hong Kong	Long Term	29th Floor, BEA Tower, Millennium City 5, 418 Kwun Tong Road, Kwun Tong, Kowloon	3608 2888	3608 2938	---
F14470	Berkley Insurance Company	United States of America	General	Room 4407, 44/F., Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong	3708 5000	2802 2131	www.wrbc.com
F20823	Berkshire Hathaway Specialty Insurance Company	United States of America	General	Suites 2106-10, 21/F, Devon House, Taikoo Place, 979 King's Road, Island East, Hong Kong	3729 1300	---	www.bhspecialty.com
18845	Blue Cross (Asia-Pacific) Insurance Limited	Hong Kong	Composite	29th Floor, BEA Tower, Millennium City 5, 418 Kwun Tong Road, Kwun Tong, Kowloon	3608 2888	3608 2938	www.bluecross.com.hk
598539	BOC Group Life Assurance Company Limited	Hong Kong	Long Term	13/F and Suites 1705-1712, 17/F, Cityplaza One, 1111 King's Road, Taikoo Shing, Hong Kong	2160 8800	2866 0938	www.boclife.com.hk
2613802	Bowtie Life Insurance Company Limited	Hong Kong	Long Term (F)	GP18, 26/F, Two Harbour Square, 180 Wai Yip Street, Kwun Tong, Kowloon	2152 0632	---	www.bowtie.com.hk
F24426	Britannia Steam Ship Insurance Association Limited - The	United Kingdom	General	Unit 1601, YF Life Tower, 33 Lockhart Road, Wanchai, Hong Kong	3952 0600	2529 7435	britanniapandi.com

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
103048	Bupa (Asia) Limited	Hong Kong	General	18/F Berkshire House, 25 Westlands Road, Quarry Bay, Hong Kong	2517 5175	2857 4324	www.bupa.com.hk
51758	California Insurance Company, Limited	Hong Kong	General	Rooms 1607-8, China Insurance Group Building, 141 Des Voeux Road Central, Hong Kong	2545 5877	2541 4454	---
F2053	Canada Life Assurance Company - The	Canada	Long Term	Units 2109-11, 21/F, Shui On Centre, 6-8 Harbour Road, Wanchai, Hong Kong	2827 1288	2827 0860	---
F2986	Canada Life Limited	United Kingdom	Long Term	22/F., Manulife Financial Centre, 223-231 Wai Yip Street, Kwun Tong, Kowloon	2510 5600	2510 0246	www.manulife.com.hk
1478758	CGN Captive Insurance Limited	Hong Kong	General (C)	Room 5505, 55/F, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong	2185 6570	2185 6583	---
550604	Chevalier Insurance Company Limited	Hong Kong	General	22nd Floor, Chevalier Commercial Centre, 8 Wang Hoi Road, Kowloon Bay	2312 1818	2312 0818	---
736500	China BOCOM Insurance Company Limited	Hong Kong	General	18/F., Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong	2591 2938	2831 9192 2572 9728	www.cbic.hk
F3018	China Life Insurance (Overseas) Company Limited	China	Long Term	22/F, CLI Building, 313 Hennessy Road, Wanchai, Hong Kong	2545 8111	2575 0338	www.chinalife.com.hk
175095	China Merchants Insurance Company Limited	Hong Kong	General	Suites 2303-04, 23/F., South Island Place, 8 Wong Chuk Hang Road, Hong Kong	2890 5940	2576 2292	www.cm-insurance.com
774409	China Overseas Insurance Limited	Hong Kong	General	29th Floor, China Overseas Building, 139 Hennessy Road, Wanchai, Hong Kong	2823 7338	2865 7545	---
48666	China Pacific Insurance Co., (H.K.) Limited	Hong Kong	General	Suite 4301, 43/F, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong	2541 4338	2541 4332	www.cpic.com.hk
48946	China Ping An Insurance (Hong Kong) Company Limited	Hong Kong	General	17/F., Allied Kajima Building, 138 Gloucester Road, Wanchai, Hong Kong	2827 1883	2802 0018	www.pingan.com.hk

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
2908	China Taiping Insurance (HK) Company Limited	Hong Kong	General	15/F., 18 King Wah Road, North Point, Hong Kong	2815 1551	2541 6567	www.hk.cntaiping.com
2261157	China Taiping Life Insurance (Hong Kong) Company Limited	Hong Kong	Long Term	9/F, 18 King Wah Road, North Point, Hong Kong	2853 6333	2853 6323	http://tplhk.cntaiping.com
6012	Chong Hing Insurance Company Limited	Hong Kong	General	L25, Tower Two, Enterprise Square Five, 38 Wang Chiu Road, Kowloon Bay, Kowloon	3768 9288	3768 9292	www.chins.com.hk
557477	Chubb Insurance Hong Kong Limited	Hong Kong	General	39/F, One Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong	3191 6800	2560 3565	www.chubb.com/hk
F1683	Chubb Life Insurance Company Limited	Bermuda	Long Term	33/F, Chubb Tower, Windsor House, 311 Gloucester Road, Causeway Bay, Hong Kong	2881 0688	2577 0866	http://life.chubb.com/hk
984047	CIGNA Worldwide General Insurance Company Limited	Hong Kong	General	16/F., International Trade Tower, 348 Kwun Tong Road, Kwun Tong, Kowloon	2539 9222	2886 3722	www.cigna.com.hk
984046	CIGNA Worldwide Life Insurance Company Limited	Hong Kong	Long Term	16/F., International Trade Tower, 348 Kwun Tong Road, Kwun Tong, Kowloon	2539 9222	2886 3722	www.cigna.com.hk
95347	CMB Wing Lung Insurance Company Limited	Hong Kong	General	10/F, CMB Wing Lung Bank Building, 45 Des Voeux Road Central, Hong Kong	2826 8259	2526 7045	www.cmbwinglunginsurance.com
728479	CNOOC Insurance Limited	Hong Kong	General (C)	Unit 1-3A, 38/F, 148 Electric Road, North Point, Hong Kong	2164 4806	2164 4878	---
F9351	Compagnie Française d'Assurance pour le Commerce Extérieur	France	General	29/F, Lee & Man Commercial Center, 169 Electric Road, North Point, Hong Kong	2585 9188	2585 9100	www.coface.com.hk
47515	Concord Insurance Company Limited	Hong Kong	General	22nd Floor, Car Po Commercial Building, 37-43 Pottinger Street, Hong Kong	2543 4893	2815 3630	www.concordinsurance.com.hk

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
48959	Dah Sing Insurance Company (1976) Limited	Hong Kong	General	20/F Island Place Tower, 510 King's Road, North Point, Hong Kong	2808 5000	2598 8008	www.dahsinginsurance.com
F2940	Desjardins Sécurité Financière, Compagnie d'Assurance Vie (Desjardins Financial Security Life Assurance Company)	Canada	Long Term	Units 2109-11, 21/F, Shui On Centre, 6-8 Harbour Road, Wanchai, Hong Kong	2851 0851	2851 0078	www.desjardinsfinancialsecurity.com
66585	East Point Reinsurance Company of Hong Kong Limited	Hong Kong	General (R)	6th Floor, Alexandra House, 18 Chater Road, Central, Hong Kong	2825 9211	2810 0431	---
F20088	EULER HERMES	Belgium	General	Suites 403-11, 4/F, 12 Taikoo Wan Road, Taikoo Shing, Hong Kong	3665 8901	2869 8655	www.eulerhermes.com
F19665	Factory Mutual Insurance Company	United States of America	General	Unit 1601, Level 16, Tower I, Grand Century Place, 193 Prince Edward Road West, Mongkok, Kowloon	2622 6588	2622 6500	www.fmglobal.com
51309	FAI First Pacific Insurance Company Limited (in provisional liquidation)	Hong Kong	General	---	---	---	---
55894	Falcon Insurance Company (Hong Kong) Limited	Hong Kong	General	Suites 307-11, 3/F. Cityplaza Four, 12 Taikoo Wan Road, Taikoo Shing, Hong Kong	2232 2888	2232 2899	www.falconinsurance.com.hk
F2859	Federal Insurance Company	United States of America	General	39/F, One Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong	3191 6800	2560 3565	www.chubb.com/hk
F10871	First American Title Insurance Company	United States of America	General	Suite 805, Wilson House, 19-27 Wyndham Street, Central, Hong Kong	2523 1028	2781 4222	www.firstam.com.hk

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
F2132	Friends Provident International Limited	Isle of Man	Long Term	Suite 803, 8/F, One Kowloon, 1 Wang Yuen Street, Kowloon Bay, Kowloon	3550 6188	2868 4983	www.fpinternational.com.hk
F3394	FTLife Insurance Company Limited	Bermuda	Long Term	28th Floor, Wing On Centre, 111 Connaught Road Central, Hong Kong	2591 8888	2838 5303	www.ftlife.com.hk
2264119	Fubon Life Insurance (Hong Kong) Company Limited	Hong Kong	Long Term	Suites 301-303, 3/F, 12 Taikoo Wan Road, Taikoo Shing, Hong Kong	2516 0111	2516 0199	www.fubonlife.com.hk
981231	FWD General Insurance Company Limited	Hong Kong	General	9/F, FWD Financial Centre, 308 Des Voeux Central, Hong Kong	2850 3030	2850 3031	www.fwd.com.hk
F3114	FWD Life Insurance Company (Bermuda) Limited	Bermuda	Long Term	28/F., FWD Financial Centre, 308 Des Voeux Road Central, Hong Kong	2850 2333	2850 3999	www.fwd.com.hk
F5720	GAN Assurances	France	General	20/F., CKK Commercial Centre, 289-295 Hennessy Road, Wanchai, Hong Kong	2530 0288	2877 4281	www.groupama.com.hk
F15575	Gard Marine & Energy Limited	Bermuda	General	Unit 03B, 30th Floor, The Centrium, 60 Wyndham Street, Central, Hong Kong	2901 8688	2869 1645	www.gard.no
F3960	General Reinsurance AG	Federal of Republic of Germany	Composite (R)	Suites 6802-3, 68/F, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong	2598 2388	2598 2390	www.genre.com
2300485	Generali Life (Hong Kong) Limited	Hong Kong	Long Term	5/F, Generali Tower, 8 Queen's Road East, Hong Kong	2521 0707	2521 8018	www.generali.com.hk
11095	Hang Seng Insurance Company Limited	Hong Kong	Composite	28/F Hang Seng 113, 113 Argyle Street, Mongkok, Kowloon	2288 6699	3409 1284	www.hangseng.com
37216	Hang Seng Life Limited	Hong Kong	Long Term	83 Des Voeux Road Central, Hong Kong	2288 6699	---	www.hangseng.com
F9527	Hannover Rück SE	Federal of Republic of Germany	Composite (R)	Room 2008, Sun Hung Kai Centre, 30 Harbour Road, Wanchai, Hong Kong	2519 3208	2588 1136	www.hannover-re.com

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
F15256	HDI Global SE	Federal of Republic of Germany	General	Room 5202 Central Plaza, 18 Harbour Road, Wanchai, Hong Kong	2598 8338	2898 8838	www.hdi.global/de/en
66984	HIH Casualty and General Insurance (Asia) Limited (in provisional liquidation)	Hong Kong	General	---	---	---	---
2797	HIH Insurance (Asia) Limited (in provisional liquidation)	Hong Kong	General	---	---	---	---
2550660	HKMC Annuity Limited	Hong Kong	Long Term	34th Floor, Cosco Tower (High Block), Grand Millennium Plaza, 183 Queen's Road Central, Hong Kong	2929 0188	2929 0100	---
2550659	HKMC Insurance Limited	Hong Kong	General	34th Floor, Cosco Tower (High Block), Grand Millennium Plaza, 183 Queen's Road Central, Hong Kong	2536 0085	2536 0480	www.hkmc.com.hk
708790	Hong Kong Life Insurance Limited	Hong Kong	Long Term	15th Floor, Cosco Tower, 183 Queen's Road Central, Hong Kong	2290 2888	2530 5682	www.hklife.com.hk
32621	Hong Leong Insurance (Asia) Limited	Hong Kong	General	Room 807-10, 8/F Island Place Tower, 510 King's Road, North Point, Hong Kong	2230 9900	2868 0129	www.hl-insurance.com
51759	HSBC Insurance (Asia) Limited	Hong Kong	Composite	18th Floor, Tower 1, HSBC Centre, 1 Sham Mong Road, Kowloon.	2288 6688	3409 1155	www.insurance.asiapacific.hsbc.com
F2521	HSBC Life (International) Limited	Bermuda	Long Term	18th Floor, Tower 1, HSBC Centre, 1 Sham Mong Road, Kowloon.	2288 6622	3409 1166	www.hsbc.com.hk
35496	Liberty International Insurance Limited	Hong Kong	Composite	13/F., Berkshire House, 25 Westlands Road, Quarry Bay, Hong Kong	2892 3888	2803 5011	www.libertyinsurance.com.hk

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
2400200	Liberty Specialty Markets Hong Kong Limited	Hong Kong	General	Suites 2401-04, 24/F, Cityplaza One, 1111 King's Road, Tai Koo Shing, Hong Kong.	3655 2600	3655 2699	www.libertyspecialtymarkets.com.hk
A31	Lloyd's	United Kingdom	Composite	Room 529, 4/F Reception, Lee Garden 3, 1 Sunning Road, Causeway Bay, Hong Kong	2918 9911	2918 9918	www.lloyds.com
F3005	London Steam-Ship Owners' Mutual Insurance Association Limited - The	United Kingdom	General	Room 1802, Guardian House, 32 Oi Kwan Road, Wanchai, Hong Kong	3761 5678	2838 2001	www.lsso.com
F30	Manufacturers Life Insurance Company - The	Canada	Long Term	22/F., Manulife Financial Centre, 223-231 Wai Yip Street, Kwun Tong, Kowloon	2510 5600	2510 0246	www.manulife.com.hk
F3218	Manulife (International) Limited	Bermuda	Long Term	22/F., Manulife Financial Centre, 223-231 Wai Yip Street, Kwun Tong, Kowloon	2510 5600	2510 0246	www.manulife.com.hk
F3850	Massachusetts Mutual Life Insurance Company	United States of America	Long Term	(Overseas) 1295 State Street, Springfield, MA, USA 01111	(1) 800 - 767 - 1000	(1) 413 – 744 – 6114 (1) 413 – 744 – 6279	www.massmutual.com
F2952	Münchener Rückversicherungs-Gesellschaft (Munich Reinsurance Company)	Federal of Republic of Germany	Composite (R)	11th Floor, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong	2536 6900	2810 6544	www.munichre.com
763696	MetLife Limited	Hong Kong	Long Term	Units 2101, 2104-11 21/F, One Harbourfront, 18 Tak Fung Street, Hunghom, Kowloon	2199 1000	3409 8609	www.metlife.com.hk

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
60528	Metropolitan Life Insurance Company of Hong Kong Limited	Hong Kong	Long Term	Units 2101, 2104-11 21/F, One Harbourfront, 18 Tak Fung Street, Hunghom, Kowloon	2199 1000	3409 8609	www.metlife.com.hk
37517	Min Xin Insurance Company Limited	Hong Kong	General	17th Floor, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong	2521 5671	2526 7364	www.mxic.com.hk
921399	MSIG Insurance (Hong Kong) Limited	Hong Kong	General	9th Floor, Cityplaza One, 1111 King's Road, Taikoo Shing, Hong Kong	3122 6822	2969 4600	www.msig.com.hk
F349	New India Assurance Company, Limited - The	India	General	6th Floor, Man Cheung Building, 15-17 Wyndham Street, Central, Hong Kong	2522 4195	2845 2133	www.newindiahk.com
F3345	Old Mutual International Isle of Man Limited	Isle of Man	Long Term	Unit 3704, Lee Garden One, 33 Hysan Avenue, Causeway Bay, Hong Kong	3552 5888	3552 5889	www.oldmutualinternational.com/hk
F6648	Old Mutual Life Assurance Company (South Africa) Limited	South Africa	Long Term	Unit 3704, Lee Garden One, 33 Hysan Avenue, Causeway Bay, Hong Kong	3552 5902	2530 0023	www.oldmutual.com
6084	Pacific Insurance Company, Limited - The	Hong Kong	General	10th Floor, Dominion Centre, 43-59 Queen's Road East, Wanchai, Hong Kong	2876 0000	2876 0111	www.pacificinsurance.com.hk
5909	Pacific Life Assurance Company, Limited - The	Hong Kong	Long Term	22nd Floor, Dominion Centre, 43-59 Queen's Road East, Wanchai, Hong Kong	2876 0880	2876 0678	www.pacificlife.com.hk
2866	Paofoong Insurance Company (Hong Kong) Limited	Hong Kong	General	28/F., Two Landmark East,100 How Ming Street, Kwun Tong,Kowloon	2290 3580	2626 0704	---
F18305	Partner Reinsurance Europe SE	Republic of Ireland	Composite (R)	3837 Sun Hung Kai Centre, 30 Harbour Road, Wanchai, Hong Kong	2598 8813	2598 0886	www.partnerre.com
1531647	Peak Reinsurance Company Limited	Hong Kong	Composite (R)	Room 2107-11, ICBC Tower, 3 Garden Road, Central, Hong Kong	3509 6666	3509 6668	www.peak-re.com

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
22811	People's Insurance Company of China (Hong Kong), Limited - The	Hong Kong	General	15th Floor, Guangdong Investment Tower, 148 Connaught Road, Central, Hong Kong	2979 2000	2540 6260	www.picchk.com
F14409	Phoenix Life Limited	United Kingdom	Long Term	4603-4609, 46th Floor, Jardine House, One Connaught Place, Central, Hong Kong	2901 7329	2845 2125	www.phoenixlife.co.uk
F772	Pioneer Insurance and Surety Corporation	Philippines	General	2701 Shun Tak Centre, West Tower, 200 Connaught Road Central, Hong Kong	2559 4011	2858 1640	www.pioneer.com.ph
557462	Principal Insurance Company (Hong Kong) Limited	Hong Kong	Long Term	30/F Millennium City 6, 392 Kwun Tong Road, Kwun Tong, Kowloon	2263 0263	2827 1867	www.principal.com.hk
1277947	Prudential General Insurance Hong Kong Limited	Hong Kong	General	3/F, Bershire House (formerly known as DCH Commercial Centre), 25 Westlands Road, Quarry Bay, Hong Kong	2977 3888	2877 6994	wwww.prudential.com.hk
1237941	Prudential Hong Kong Limited	Hong Kong	Long Term	59/F One Island East, 18 Westlands Road, Quarry Bay, Hong Kong	2977 3888	2877 6994	wwww.prudential.com.hk
F1384	Prudential Insurance Company of America - The	United States of America	Long Term	66th Floor, The Center, 99 Queen's Road Central, Central, Hong Kong	3769 8200	2801 6355	wwww.prudential.com.hk
36108	QBE General Insurance (Hong Kong) Limited	Hong Kong	General	33/F, Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong	2828 3188	3607 0386	www.qbe.com/hk
11788	QBE Hongkong & Shanghai Insurance Limited	Hong Kong	General	33/F, Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong	2877 8488	3607 0300	www.qbe.com/hk
968560	QBE Mortgage Insurance (Asia) Limited	Hong Kong	General	33/F, Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong	2253 3518	2295 0047	www.qbemiasia.com
F6982	RGA Reinsurance Company	United States of America	Long Term (R)	29/F, Dorset House, Taikoo Place, 979 King's Road, Hong Kong	2511 8688	2511 8827	www.rgare.com

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
F9136	RL360 Insurance Company Limited	Isle of Man	Long Term	Room 1403, Sun House, 181 Des Voeux Road Central, Sheung Wan, Hong Kong	3929 4333	2169 0181	www.rl360.com
F4732	RL360 Life Insurance Company Limited	Isle of Man	Long Term	Room 1403, Sun House, 181 Des Voeux Road Central, Sheung Wan, Hong Kong	3929 4333	2169 0181	www.rl360services.com
F7322	Schweizerische Rückversicherungs-Gesellschaft AG (Swiss Reinsurance Company Ltd)	Switzerland	Composite (R)	61st Floor, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong	2827 4345	2827 6033	www.swissre.com
153640	SCOR Reinsurance Company (Asia) Limited	Hong Kong	Composite (R)	Suites 803-10, 8th Floor, CITIC Tower, 1 Tim Mei Avenue, Central, Hong Kong	2102 8600	2865 3413	www.scor.com
F8051	Scottish Widows Limited	United Kingdom	Long Term	Unit F, 6/F, Neich Tower, 128 Gloucester Road, Wanchai, Hong Kong	2956 1288	2956 2302	---
2757487	Shanghai Electric Insurance Limited	Hong Kong	General (C)	Rm 901-903, Tower 2, Lippo Center, 89 Queensway, Hong Kong	2525 3830	2525 6930	---
F12456	Shipowners' Mutual Protection and Indemnity Association (Luxembourg) - The	Luxembourg	General	Suite 1612, Lippo Centre Tower Two, 89 Queensway Admiralty, Hong Kong	2522 2118	2522 0977	www.shipownersclub.com
168	Sincere Insurance & Investment Company, Limited - The	Hong Kong	General	24th Floor, Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong	2577 7832	2895 1439	---
460	Sincere Life Assurance Company Limited - The	Hong Kong	Long Term	24th Floor, Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong	2577 7832	2895 1439	---
1980905	Sinopec Insurance Limited	Hong Kong	General (C)	20/F., Office Tower, Convention Plaza, 1 Harbour Road, Wanchai, Hong Kong	2863 3088	2339 2333	---

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
52320	Sompo Insurance (Hong Kong) Company Limited	Hong Kong	General	19th Floor, Lincoln House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong	2831 9980	2573 2072	www.sompo.com.hk
F624	Sompo Japan Nipponkoa Insurance Inc.	Japan	General	19th Floor, Lincoln House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong	2827 1268	2827 1632	www.sjnk.com.hk
164858	Sompo Japan Nipponkoa Reinsurance Company Limited	Hong Kong	General (R)	19th Floor, Lincoln House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong	2827 1268	2827 1632	---
2207694	St. James's Place International (Hong Kong) Limited	Hong Kong	Long Term	Unit 201, 2/F, Henley Building, 5 Queen's Road Central, Hong Kong	2824 1083	---	www.sjp.asia
F24636	Standard Club Asia Ltd. - The	Singapore	General	Room 710, 7/F CC Wu Building, 302-308 Hennessy Road, Wanchai, Hong Kong	2399 6120	2399 6126	http://www.standard-club.com/
662679	Standard Life (Asia) Limited	Hong Kong	Long Term	12/F, Lincoln House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong	2169 0700	2169 0220	www.standardlife.hk
1374538	Starr International Insurance (Asia) Limited	Hong Kong	General	Unit 1901, 19/F Central Plaza, 18 Harbour Road, Wanchai, Hong Kong	3765 5333	3765 5501	Starrcompanies.com
F22771	Steamship Mutual Underwriting Association Limited	United Kingdom	General	Room 1901, Jubilee Centre, 18 Fenwick Street, Wanchai, Hong Kong	2838 2722	2838 2009	www.steamshipmutual.com
68102	Sun Hung Kai Properties Insurance Limited	Hong Kong	General	2305-16, Sun Hung Kai Centre, 30 Harbour Road, Hong Kong	2827 8111	2827 0622	www.shkpi.com.hk
F3725	Sun Life Hong Kong Limited	Bermuda	Long Term	10/F., Sun Life Tower, The Gateway, 15 Canton Road, Kowloon	2103 8888	2103 8997	www.sunlife.com.hk
F24946	Swiss Re Asia Pte. Ltd.	Singapore	Composite (R)	61st Floor, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong	2827 4345	2827 6033	www.swissre.com

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
F21870	Swiss Re International SE	Luxembourg	General	Suite 6006, 60/F, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong	3605 8800	3605 8802	www.swissre.com/corporatesolutions
F4635	Tahoe Life Insurance Company Limited	Bermuda	Long Term	15/F, Cityplaza One, 1111 King's Road, Taikoo Shing, Hong Kong	3767 8777	2907 8923	www.tahoelife.com.hk
86424	Taiping Reinsurance Company Limited	Hong Kong	Composite (R)	17/F, 18 King Wah Road, North Point, Hong Kong	2865 3838	2544 9633	www.tpre.cntaiping.com
55000	Target Insurance Company, Limited	Hong Kong	General	5/F, Low Block, Grand Millennium Plaza, 181 Queen`s Road Central, Hong Kong	2395 4111	2789 1539	www.6161.com.hk
F2472	Toa Reinsurance Company, Limited - The	Japan	General (R)	Room 801, 8th Floor, Tower One, Admiralty Centre, 18 Harcourt Road, Hong Kong	2865 7581	2865 2252	www.toare.co.jp
32991	Tokio Marine and Fire Insurance Company (Hong Kong) Limited - The	Hong Kong	General	27th Floor, United Centre, 95 Queensway, Hong Kong	2529 4401	2529 2509	www.tokiomarine.com.hk
F14411	Transamerica Life (Bermuda) Ltd.	Bermuda	Long Term	58/F., One Island East, 18 Westlands Road, Island East, Hong Kong	2506 0311	2506 1455	www.transamericalifebermuda.com
F2544	Transatlantic Reinsurance Company	United States of America	General (R)	Room 3001, 30th Floor, Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong	2574 0231	2834 5670	www.transre.com
55506	Trinity General Insurance Company Limited	Hong Kong	General	1001 Hong Kong Plaza, 10th Floor, 186-191 Connaught Road West, Hong Kong	3413 0988	2559 7892	www.tgi.com.hk
F6935	TT Club Mutual Insurance Limited	United Kingdom	General	Suites 1201-1204, Sino Plaza, 255-257 Gloucester Road, Causeway Bay, Hong Kong	2832 9301	2574 5062	www.ttclub.com
12232	Tugu Insurance Company Limited	Hong Kong	General	28/F China Online Centre, 333 Lockhart Road, Wanchai, Hong Kong	2824 2939	2824 3070	www.tuguhk.com
4671	United Builders Insurance Company, Limited	Hong Kong	General	Room B, 14/F, Pico Tower, 66 Gloucester Road, Wanchai, Hong Kong	2528 3661	2865 3157	---

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
F19312	United Kingdom Mutual Steam Ship Assurance Association (Europe) Limited - The	United Kingdom	General	Suites 1201-1204, Sino Plaza, 255-257 Gloucester Road, Causeway Bay, Hong Kong	2832 9301	2574 9954	www.ukpandi.com
F2858	Utmost Worldwide Limited	Guernsey	Long Term	Unit 2402B, 24/F, Great Eagle Centre, 23 Harbour Road, Wanchai, Hong Kong	2526 1899	2537 2587	www.utmostworldwide.com
1381337	Well Link General Insurance Company Limited	Hong Kong	General	Suites 2414-2416, Cityplaza One,1111 King's Road, Taikoo Shing,Hong Kong	2884 8898	2884 8896	www.wli.com.hk
2463144	Well Link Life Insurance Company Limited	Hong Kong	Long Term	Suites 1601-1607, 16/F, Cityplaza One, 1111 King's Road, Taikoo Shing, Hong Kong	2830 7633	2830 7533	www.wli.com.hk
F2596	West of England Ship Owners Mutual Insurance Association (Luxembourg) - The	Luxembourg	General	1302 China Evergrande Centre, 38 Gloucester Road, Wanchai, Hong Kong	2529 5724	2529 9091	www.westpandi.com
F8778	XL Insurance Company SE	Republic of Ireland	General	20/F AXA Southside, 38 Wong Chuk Hang Road, Wong Chuk Hang, Hong Kong	2820 5888	2877 8138	www.axaxl.com
43415	YF Life Insurance International Limited	Hong Kong	Long Term	27/F, YF Life Tower, 33 Lockhart Road, Wanchai, Hong Kong	2533 5500	2576 6756	www.yflife.com
F1435	Zürich Lebensversicherungs-Gesellschaft AG (Zurich Life Insurance Company Ltd)	Switzerland	Long Term	25-26/F., One Island East, 18 Westlands Road, Island East, Hong Kong	2535 3500	2967 1384	www.zurich.com.hk
F2088	Zürich Versicherungs-Gesellschaft AG (Zurich Insurance Company Ltd)	Switzerland	General	25-26/F., One Island East, 18 Westlands Road, Island East, Hong Kong	2968 2222	2968 0988	www.zurich.com.hk

Appendix A : List of Registered Insurers in Hong Kong

File Number	Name of Insurer	Place of Incorporation	Business Type	Address	Telephone	Fax	Official Website
F4689	Zurich Assurance Ltd	United Kingdom	Long Term	25-26/F., One Island East, 18 Westlands Road, Island East, Hong Kong	2535 3500	2967 1384	www.zurich.com.hk
100433	Zurich General Insurance (Hong Kong) Limited	Hong Kong	General	25-26/F., One Island East, 18 Westlands Road, Island East, Hong Kong	2968 2222	2968 0988	www.zurich.com.hk
F3667	Zurich International Life Limited	Isle of Man	Long Term	25-26/F., One Island East, 18 Westlands Road, Island East, Hong Kong	3405 7150	3405 7268	www.zurich.com.hk

Remarks for Business Type:

(C) denotes a captive insurer

(R) denotes a pure reinsurer

(F) denotes a virtual insurer authorized under the Fast Track

Market Overview – Long Term Insurance

Market Performance of Long Term Insurance Business in 2018[1]

Total office premiums for in-force long term business increased by 4.7% to HK$461,437 million in 2018. The Individual Life category remained the dominant line of business, making up HK$426,344 million or 92.4% of total long term business. The respective number of policies in 2018 stood at 13.2 million, carrying net liabilities of HK$1,947,824 million.

Yearly contributions for Retirement Scheme contracts administered by insurers increased by 5.2% to HK$9,374 million. There were 63,142 Retirement Scheme contracts carrying net liabilities of HK$125,221 million. In-force office premiums for Group Life business increased by 3.1% to HK$3,485 million, carrying net liabilities of HK$999 million. In-force office premiums for Annuity business increased by 69.6% to HK$20,692 million. In-force office premiums for Other business (mainly Permanent Health business) increased by 12% to HK$1,542 million.

Office premiums for new Individual Life business remained stable at HK$150,601 million in 2018, including HK$133,194 million from Individual Life (Non-Linked) business and HK$17,407 million from Linked business, which recorded a decrease of 3.4% and an increase of 36.7% respectively. The total number of new policies increased by 1.5% to 1.3 million in 2018. Office premiums for new Individual Annuity business increased by 40.5% to HK$10,816 million.

[1] The statistics in "Market Overview" cover those insurers whose financial years ended between 1 January 2018 and 31 December 2018.

Figure 1 Office Premiums of Total In-Force Long Term Business

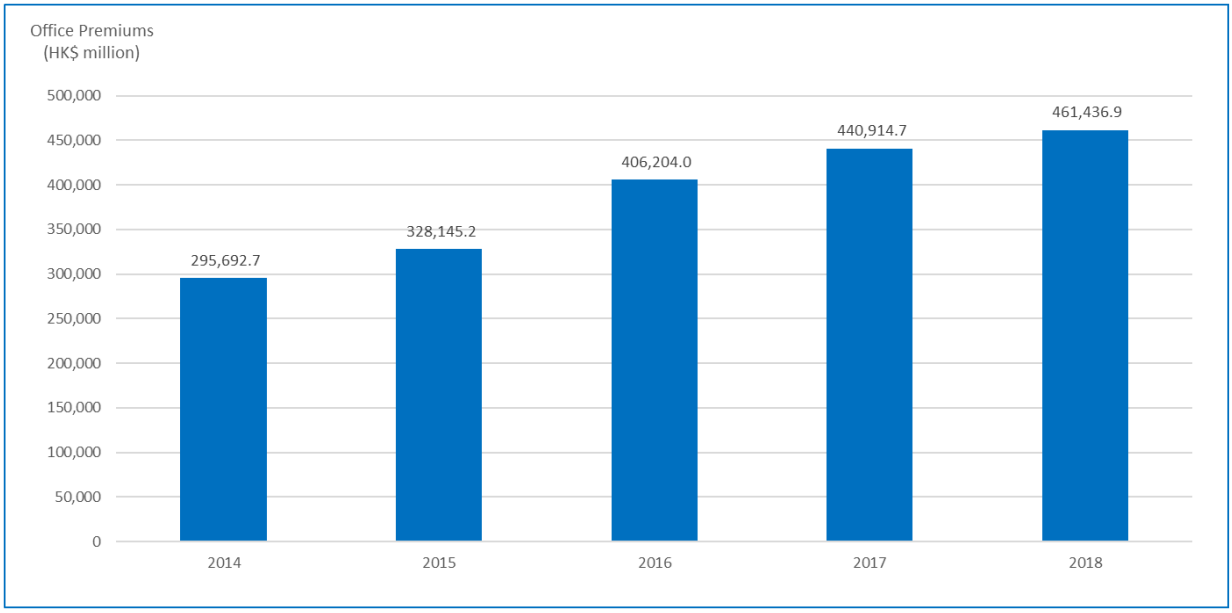
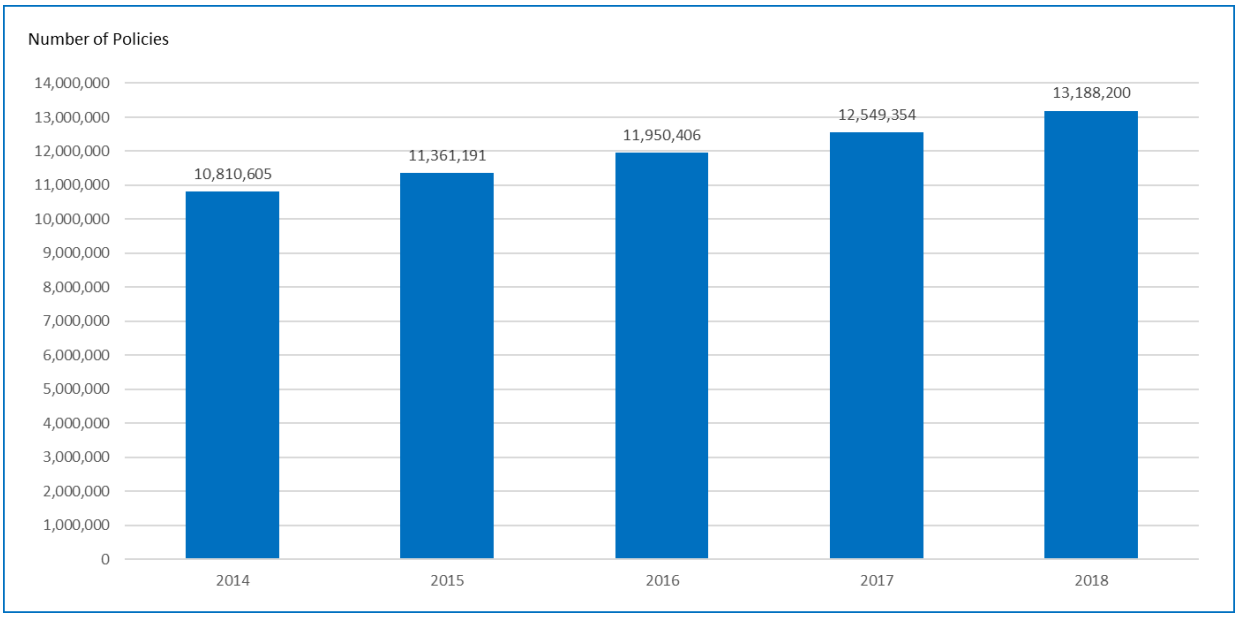


Figure 2 In-Force Individual Life Policies

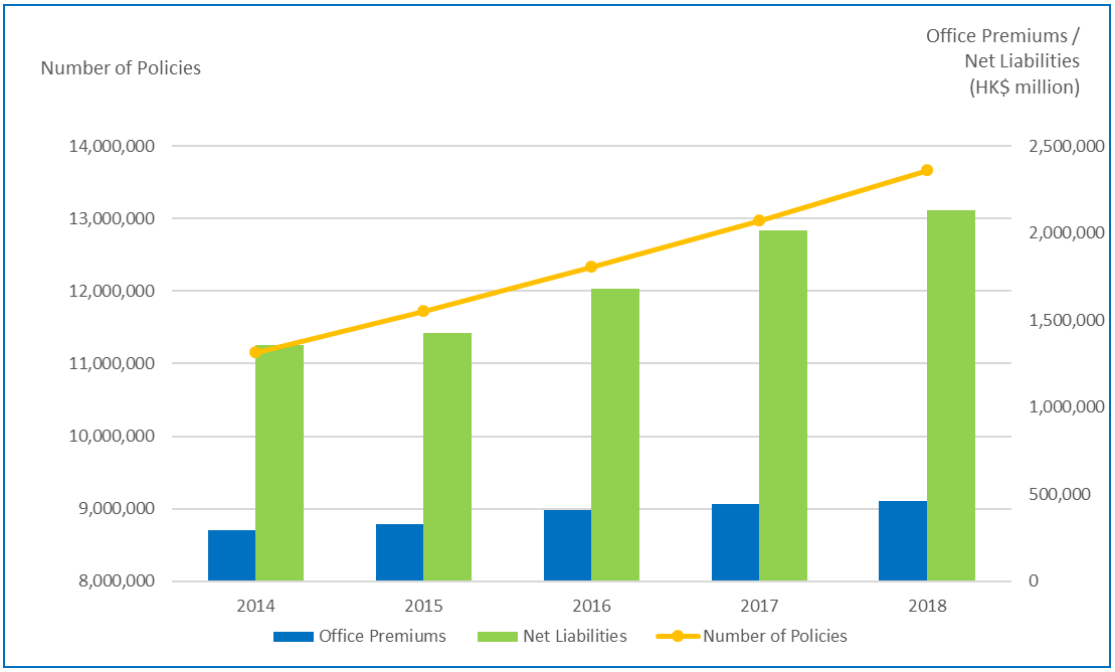


Industry Statistics Highlights – Long Term Insurance Business

In-force Business

In-force office premiums for Individual Life business, which remained the dominant line of long term insurance business, increased from HK$415,050 million in 2017 to HK$426,344 million in 2018, a rise of 2.7%. Non-Linked and Linked business accounted for 88.5% and 11.5% respectively of in-force Individual Life business.

Figure 3 In-Force Long Term Business



Type of Insurance	Number of Policies 2014	2015	2016	2017	2018	Office Premiums (HK$ million) 2014	2015	2016	2017	2018	Net Liabilities (HK$ million) 2014	2015	2016	2017	2018
Individual Life															
Non-Linked	9,181,550	9,814,015	10,487,098	11,177,614	11,871,518	208,964.5	250,506.3	337,107.0	367,177.1	377,474.8	948,233.1	1,065,864.6	1,262,057.1	1,536,606.7	1,675,983.9
	5.0%	6.9%	6.9%	6.6%	6.2%	22.3%	19.9%	34.6%	8.9%	2.8%	19.8%	12.4%	18.4%	21.8%	9.1%
Linked	1,629,055	1,547,176	1,463,308	1,371,740	1,316,682	68,120.3	58,782.2	47,529.0	47,873.1	48,868.8	282,383.0	227,093.3	269,714.3	313,317.4	271,840.3
	-2.7%	-5.0%	-5.4%	-6.3%	-4.0%	-2.5%	-13.7%	-19.1%	0.7%	2.1%	5.5%	-19.6%	18.8%	16.2%	-13.2%
Sub-total	10,810,605	11,361,191	11,950,406	12,549,354	13,188,200	277,084.8	309,288.5	384,636.0	415,050.2	426,343.6	1,230,616.1	1,292,957.9	1,531,771.4	1,849,924.1	1,947,824.2
	3.8%	5.1%	5.2%	5.0%	5.1%	15.1%	11.6%	24.4%	7.9%	2.7%	16.2%	5.1%	18.5%	20.8%	5.3%
Group Life	20,214	19,724	19,437	19,327	19,131	2,946.4	3,191.5	3,254.6	3,380.0	3,485.0	1,051.0	1,117.0	1063.8	1,021.3	999.2
	7.8%	-2.4%	-1.5%	-0.6%	-1.0%	9.4%	8.3%	2.0%	3.9%	3.1%	6.9%	6.3%	-4.8%	-4.0%	-2.2%
Retirement Scheme	46,685	52,779	61,192	62,271	63,142	7,898.0	7,777.5	8,547.2	8,907.7	9,374.0	103,704.6	105,844.5	112,694.5	125,139.8	125,220.5
	-20.8%	13.1%	15.9%	1.8%	1.4%	-4.3%	-1.5%	9.9%	4.2%	5.2%	3.1%	2.1%	6.5%	11.0%	0.1%
Annuity and Others	277,251	288,882	306,203	343,573	393,735	7,763.5	7,887.7	9,766.2	13,576.8	22,234.3	21,159.3	23,835.1	32,472.0	42,138.0	58,028.9
	8.0%	4.2%	6.0%	12.2%	14.6%	28.3%	1.6%	23.8%	39.0%	63.8%	35.5%	12.6%	36.2%	29.8%	37.7%
Total	**11,154,755**	**11,722,576**	**12,337,238**	**12,974,525**	**13,664,208**	**295,692.7**	**328,145.2**	**406,204.0**	**440,914.7**	**461,436.9**	**1,356,531.0**	**1,423,754.5**	**1,678,001.7**	**2,018,223.2**	**2,132,072.8**
	3.8%	**5.1%**	**5.2%**	**5.2%**	**5.3%**	**14.7%**	**11.0%**	**23.8%**	**8.5%**	**4.7%**	**15.3%**	**5.0%**	**17.9%**	**20.3%**	**5.6%**

Figures in percentage denote percentage changes over the prior year.

In-Force Individual Life Business

Non-Linked Business

Office premiums for Non-Linked business grew by 2.8% to HK$377,475 million in 2018, representing 88.5% of the office premiums for in-force Individual Life business. There were 11.87 million in-force Non-Linked policies at the end of 2018, up by 6.2% from 2017. The total sums assured as at 31 December 2018 was HK$6,732,946 million while net liabilities amounted to HK$1,675,984 million, representing increases of 15.2% and 9.1% respectively.

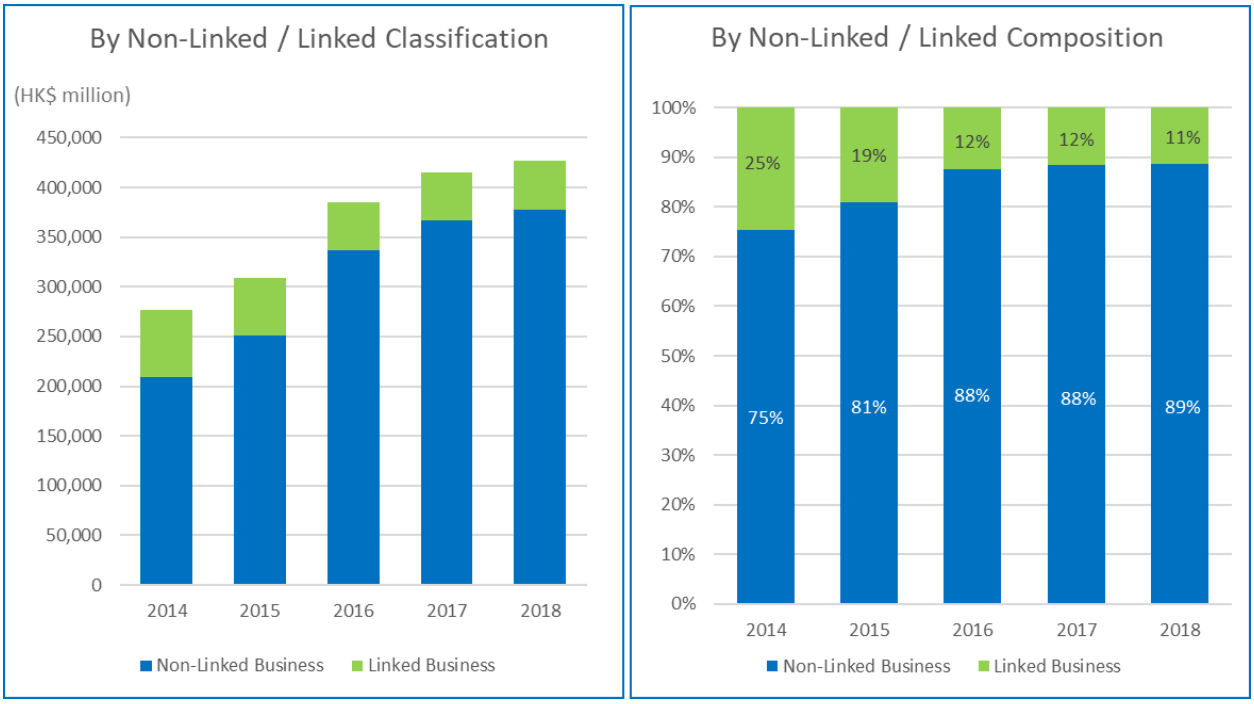
In terms of in-force office premiums, Whole Life insurance and Endowment insurance accounted for 79.6% of Non-Linked business, with Term insurance and Other insurance accounting for the remaining 20.4%.

Non-Linked business can be classified into with-profits business and without-profits business. Under this classification, with-profits business accounted for 79.4% of the in-force office premiums and without-profits business for the remaining 20.6%.

Linked Business

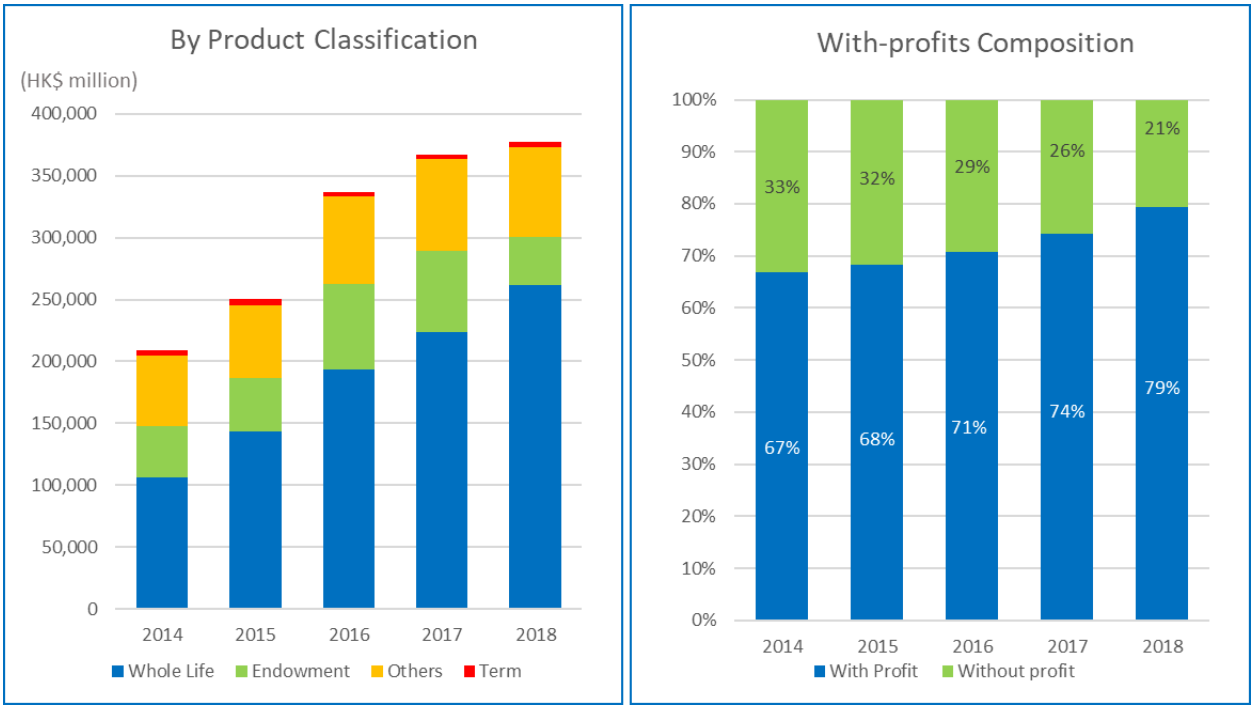
Office premiums for Linked business increased by 2.1% to HK$48,869 million in 2018, accounting for 11.5% of the office premiums for in-force Individual Life business. The number of in-force policies as at 31 December 2018 was 1.32 million while net liabilities stood at HK$271,840 million, representing decreases of 4.0% and 13.2% respectively.

Figure 4 Office Premiums of In-Force Individual Life Business



Office Premiums (HK$ million)	2014	2015	2016	2017	2018
Non-Linked Business	208,964.5	250,506.3	337,107.0	367,177.1	377,474.8
Linked Business	68,120.3	58,782.2	47,529.0	47,873.1	48,868.8

Figure 5 Office Premiums of In-Force Individual Life (Non-Linked) Business



Office Premiums of Non-Linked Business (By Product Classification)					
(HK$ million)	2014	2015	2016	2017	2018
Whole Life	106,436.1	143,356.2	193,824.4	223,752.9	261,375.2
Endowment	41,072.9	43,135.9	68,443.6	65,200.0	39,217.4
Term	4,405.8	4,840.0	4,103.9	4,026.8	4,418.4
Others	57,049.6	59,174.2	70,735.1	74,197.4	72,463.7

New Individual Life Business

Office premiums for new Individual Life business remained stable at HK$150,601 million in 2018. Non-Linked Individual Life business and Linked Individual Life business accounted for 88.4% and 11.6% respectively of new Individual Life business.

Non-Linked Business

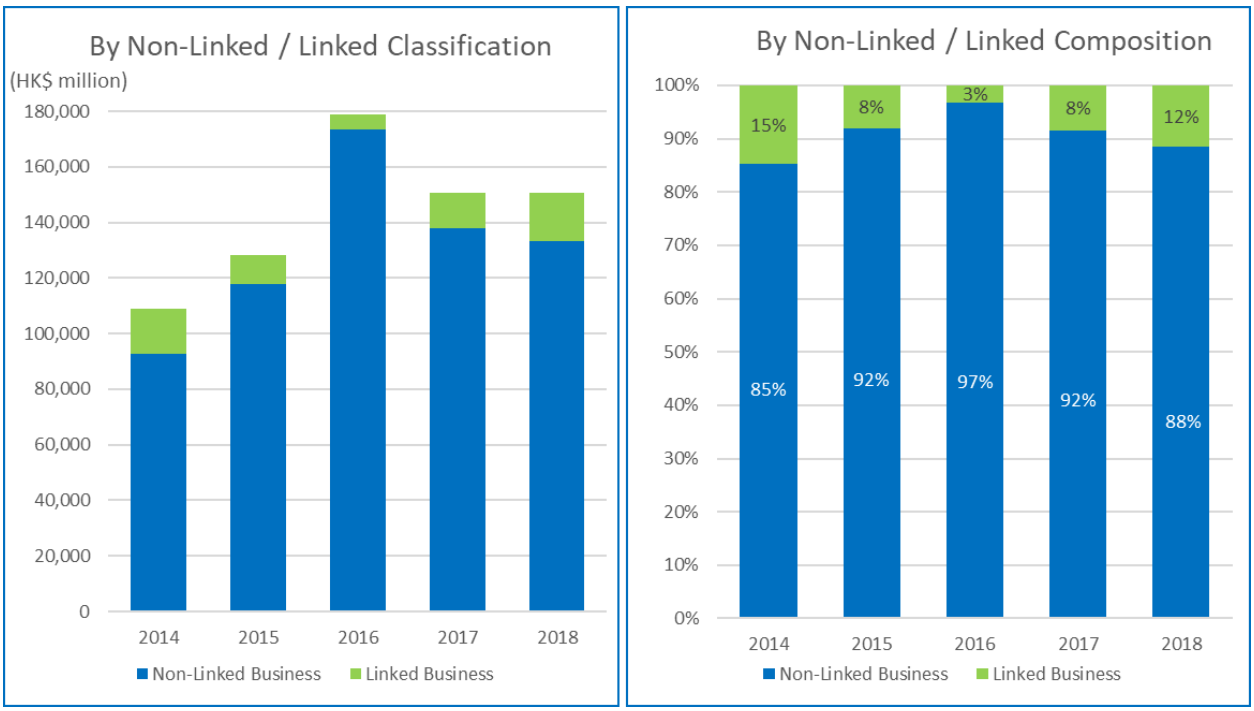
Office premiums for new Non-Linked business recorded a decrease of 3.4% to HK$133,194 million in 2018, with single premium business decreasing by 22.7% and regular premium business increasing by 8.2%. The number of policies increased by 0.5% to 1,243,004.

Non-Linked business can be classified into with-profits and without-profits business, which represented 74.6% and 25.4% respectively of the related new office premiums.

Linked Business

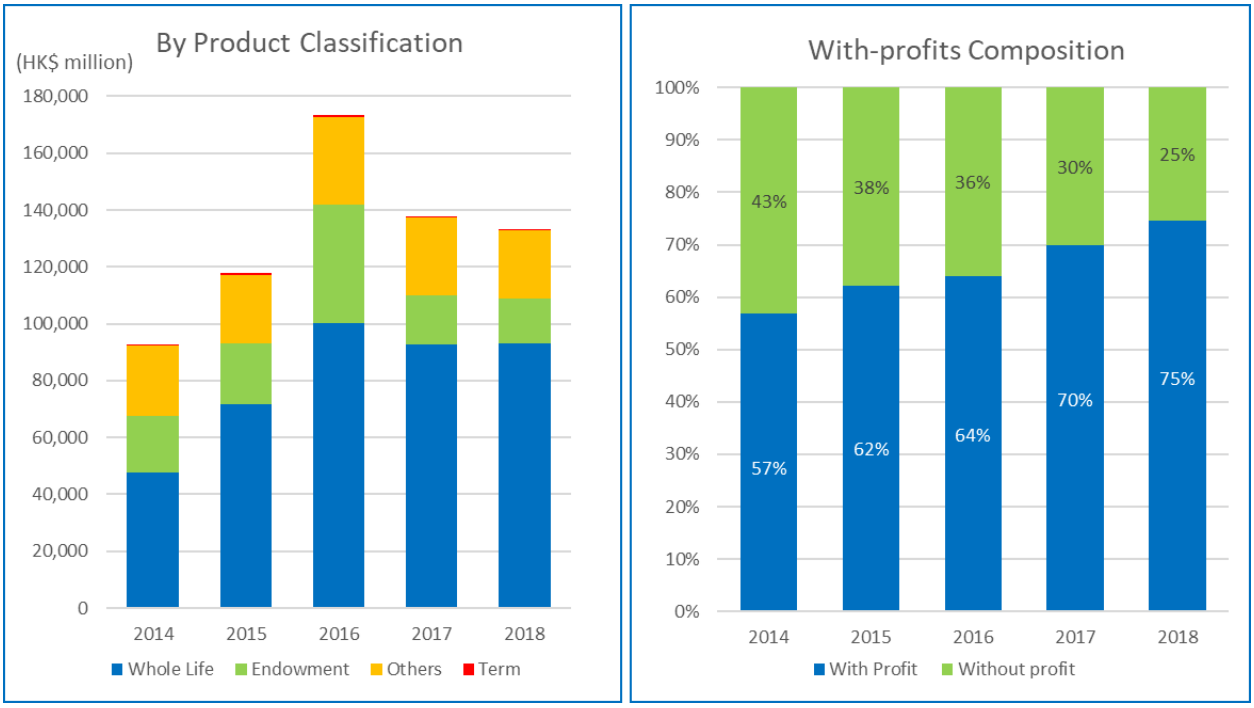
Office premiums for new Linked business increased by 36.7% in 2018, and the number of new policies grew by 38.7%. The number of new policies in single payment mode increased by 44.0%, while the related office premiums increased by 36.9%. The number of new policies in regular payment mode increased by 25.8%, and the related office premiums increased by 33.6%.

Figure 6 Office Premiums of New Individual Life Business



Office Premiums (HK$ million)	2014	2015	2016	2017	2018
Non-Linked Business	92,841.6	117,806.5	173,373.3	137,915.6	133,194.0
Linked Business	16,110.0	10,303.4	5,704.7	12,730.1	17,406.8

Figure 7 Office Premiums of New Individual Life (Non-Linked) Business

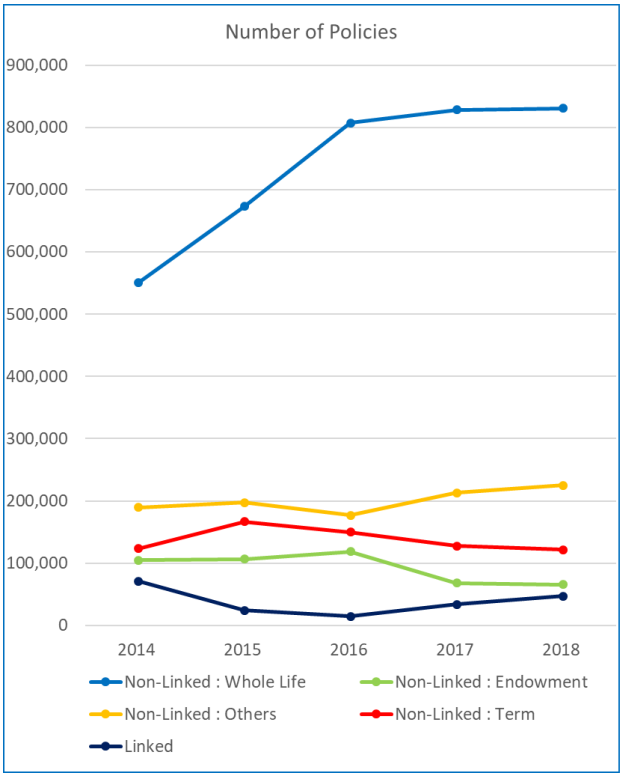


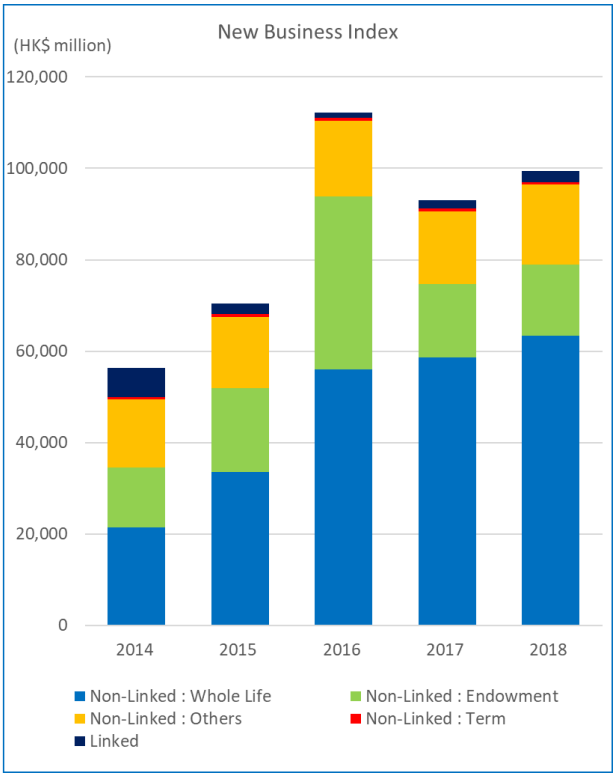
Office Premiums of Non-Linked Business (By Product Classification)					
(HK$ million)	2014	2015	2016	2017	2018
Whole Life	47,797.7	71,583.2	100,230.5	92,537.9	92,918.3
Endowment	19,759.7	21,361.9	41,628.9	17,356.7	15,982.8
Term	574.1	652.9	614.3	522.9	521.3
Others	24,710.1	24,208.5	30,899.6	27,498.1	23,771.6

New Business Index

The New Business Index, defined as the total office premiums for all regular premium products plus one-tenth of all single premiums, increased by 7.0% in 2018. This increase in the New Business Index was attributable to an increase in new premiums for regular premium business of 8.4%, balanced by a decrease in new premiums for single premium business of 11.4%. During the year, the New Business Index for Non-Linked business increased by 6.5%, and for Linked business by 35.8%.

Figure 8 New Individual Life Business (Number of Policies and New Business Index)





Number of Policies

	Single Payment					Regular Payment					Total				
Type of Insurance	**2014**	**2015**	**2016**	**2017**	**2018**	**2014**	**2015**	**2016**	**2017**	**2018**	**2014**	**2015**	**2016**	**2017**	**2018**
Non-Linked:															
Whole Life	16,020	15,732	23,242	27,705	22,440	534,258	657,631	784,026	800,348	808,132	550,278	673,363	807,268	828,053	830,572
Endowment	19,133	11,252	11,757	3,879	1,472	85,974	95,315	106,803	64,362	64,296	105,107	106,567	118,560	68,241	65,768
Term	168	89	32	15	14	123,539	166,826	149,673	127,811	121,366	123,707	166,915	149,705	127,826	121,380
Others	9,180	6,887	9,339	7,988	5,243	180,387	190,312	167,833	205,221	220,041	189,567	197,199	177,172	213,209	225,284
Total of Non-Linked	44,501	33,960	44,370	39,587	29,169	924,158	1,110,084	1,208,335	1,197,742	1,213,835	968,659	1,144,044	1,252,705	1,237,329	1,243,004
Linked:	5,850	4,136	4,324	23,928	34,468	65,499	19,943	10,531	9,811	12,344	71,349	24,079	14,855	33,739	46,812
Total	**50,351**	**38,096**	**48,694**	**63,515**	**63,637**	**989,657**	**1,130,027**	**1,218,866**	**1,207,553**	**1,226,179**	**1,040,008**	**1,168,123**	**1,267,560**	**1,271,068**	**1,289,816**

Office Premiums

	Single Payment (HK$ million)					Regular Payment (HK$ million)					New Business Index [(a)] (HK$ million)				
Type of Insurance	**2014**	**2015**	**2016**	**2017**	**2018**	**2014**	**2015**	**2016**	**2017**	**2018**	**2014**	**2015**	**2016**	**2017**	**2018**
Non-Linked:															
Whole Life	29,227.2	42,152.7	49,051.2	37,723.6	32,843.6	18,570.5	29,430.5	51,179.3	54,814.2	60,074.8	21,493.2	33,645.8	56,084.4	58,586.6	63,359.2
Endowment	7,482.6	3,366.5	4,345.5	1,365.2	507.7	12,277.1	17,995.4	37,283.3	15,991.5	15,475.1	13,025.4	18,332.1	37,717.9	16,128.0	15,525.9
Term	3.8	2.8	2.3	1.6	0.9	570.3	650.1	612.0	521.3	520.3	570.7	650.4	612.2	521.5	520.4
Others	10,883.7	9,663.4	15,856.5	12,860.9	6,816.4	13,826.3	14,545.1	15,043.1	14,637.3	16,955.2	14,914.7	15,511.4	16,628.8	15,923.4	17,636.8
Total of Non-Linked	47,597.3	55,185.4	69,255.5	51,951.3	40,168.6	45,244.2	62,621.1	104,117.7	85,964.3	93,025.4	50,004.0	68,139.7	111,043.3	91,159.5	97,042.3
Linked:	10,835.6	8,903.1	5,028.7	12,144.1	16,624.0	5,274.4	1,400.3	676.0	586.0	782.8	6,358.0	2,290.6	1,178.9	1,800.4	2,445.2
Total	**58,432.9**	**64,088.5**	**74,284.2**	**64,095.4**	**56,792.6**	**50,518.6**	**64,021.4**	**104,793.7**	**86,550.3**	**93,808.2**	**56,362.0**	**70,430.3**	**112,222.2**	**92,959.9**	**99,487.5**

(a) New Business Index = 10% of Single Premiums + Regular Premiums

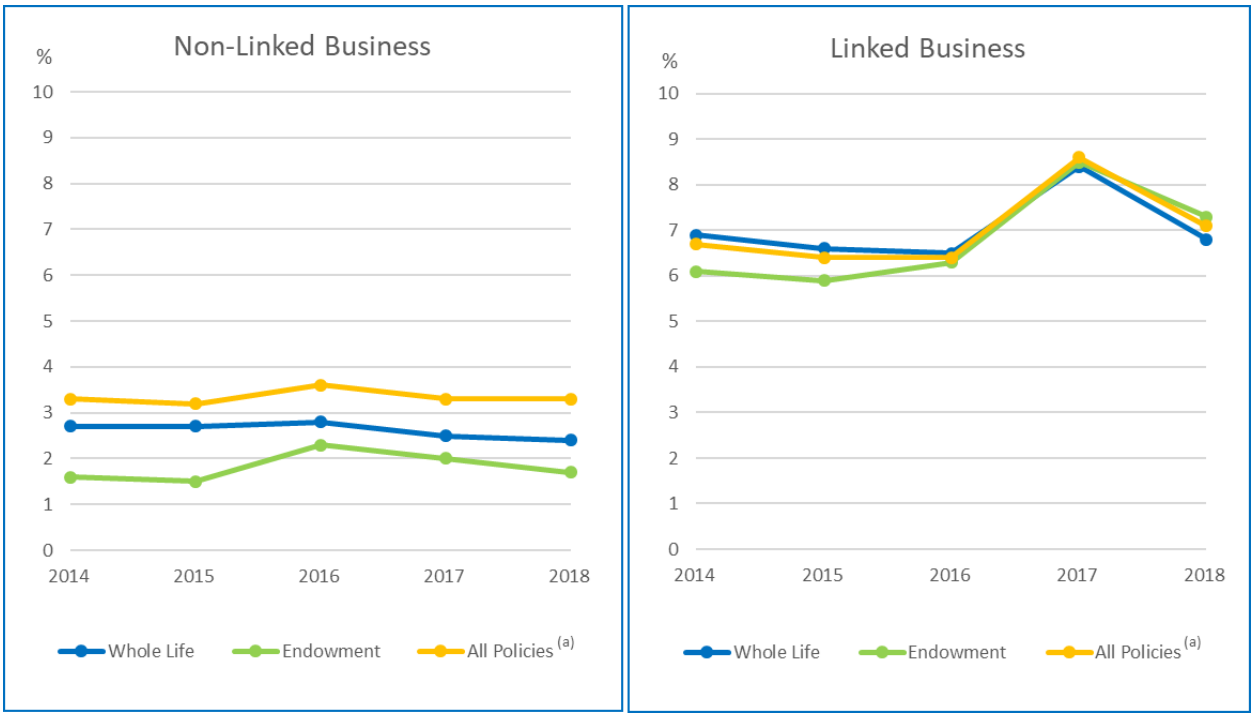
Individual Life Voluntary Termination Rate (Lapses and Surrenders)

The voluntary termination rate is the ratio of the number of policies that lapsed or were surrendered during the year to the average number of policies in-force. It is a measure of the persistency of business.

For Individual Life (Non-Linked) business, the overall voluntary termination rate remained stable at 3.3% in 2018.

For Individual Life (Linked) business, the overall voluntary termination rate decreased from 8.6% in 2017 to 7.1% in 2018.

Figure 9 Individual Life Voluntary Termination Rate



Non-Linked (%)	2014	2015	2016	2017	2018
Whole Life	2.7	2.7	2.8	2.5	2.4
Endowment	1.6	1.5	2.3	2.0	1.7
All Policies[(a)]	3.3	3.2	3.6	3.3	3.3

Linked (%)	2014	2015	2016	2017	2018
Whole Life	6.9	6.6	6.5	8.4	6.8
Endowment	6.1	5.9	6.3	8.5	7.3
All Policies[(a)]	6.7	6.4	6.4	8.6	7.1

[(a)] All Policies include term policies and others.

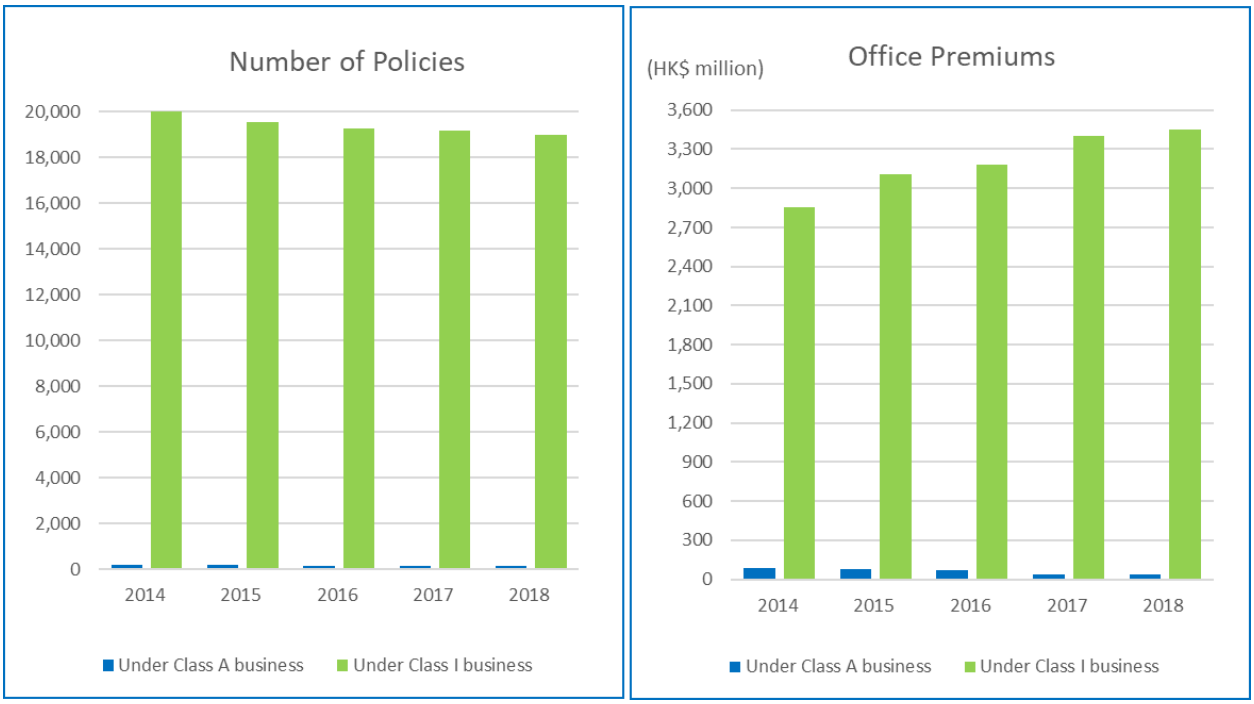
Group Life Business

Group Life business comprises Class A business (non-employer group business) and Class I business (employer group business).

For Class A business, office premiums in 2018 were HK$36 million, representing 1% of all Group Life business. At the end of 2018, there were 151 Class A in-force policies covering 49,425 lives. The total sums assured and total net liabilities were HK$15,389 million and HK$19 million respectively.

For Class I business, office premiums stood at HK$3,450 million, representing 99% of all Group Life business. At the end of 2018, there were 18,980 Class I in-force policies covering 1,252,329 lives. The total sums assured and total net liabilities were HK$924,613 million and HK$980 million respectively.

Figure 10 In-Force Group Life Business



Number of Policies	2014	2015	2016	2017	2018
Under Class A business	209	188	169	152	151
Under Class I business	20,005	19,536	19,268	19,175	18,980

Office Premiums (HK$ million)	2014	2015	2016	2017	2018
Under Class A business	91.0	82.5	71.6	35.1	35.5
Under Class I business	2,855.4	3,109.0	3,182.9	3,405.7	3,449.5

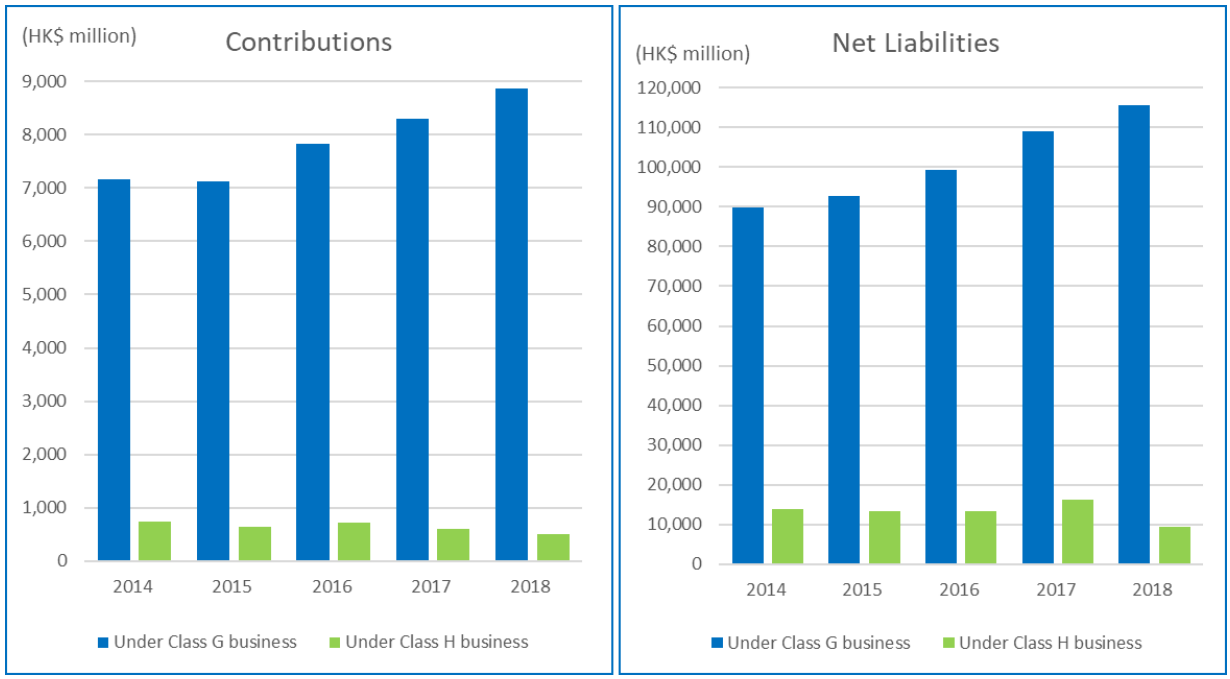
Retirement Scheme Business

Retirement Scheme business consists of Class G business which provides for a guaranteed capital or return, and Class H business which does not provide for such a guarantee.

Class G contributions amounted to HK$8,879 million in 2018, representing 94.7% of overall contributions for Retirement Scheme business. As at 31 December 2018, the related net liabilities amounted to HK$115,757 million. Net liabilities may be classified into unit (unitised) and non-unit liabilities. The related unit and non-unit liabilities were HK$105,529 million and HK$10,228 million respectively.

Class H contributions decreased from HK$611 million in 2017 to HK$495 million in 2018, and represented 5.3% of overall contributions in 2018. As at 31 December 2018, related net liabilities stood at HK$9,463 million, of which unit and non-unit liabilities were HK$9,362 million and HK$101 million respectively.

Figure 11 In-Force Retirement Scheme Business



Contributions (HK$ million)	2014	2015	2016	2017	2018
Under Class G business	7,162.1	7,134.1	7,827.6	8,296.8	8,878.6
Under Class H business	735.9	643.4	719.6	610.9	495.4

Net Liabilities (HK$ million)	2014	2015	2016	2017	2018
Under Class G business	89,860.7	92,623.5	99,278.7	109,096.2	115,757.3
Under Class H business	13,843.9	13,221.0	13,415.9	16,069.6	9,463.2

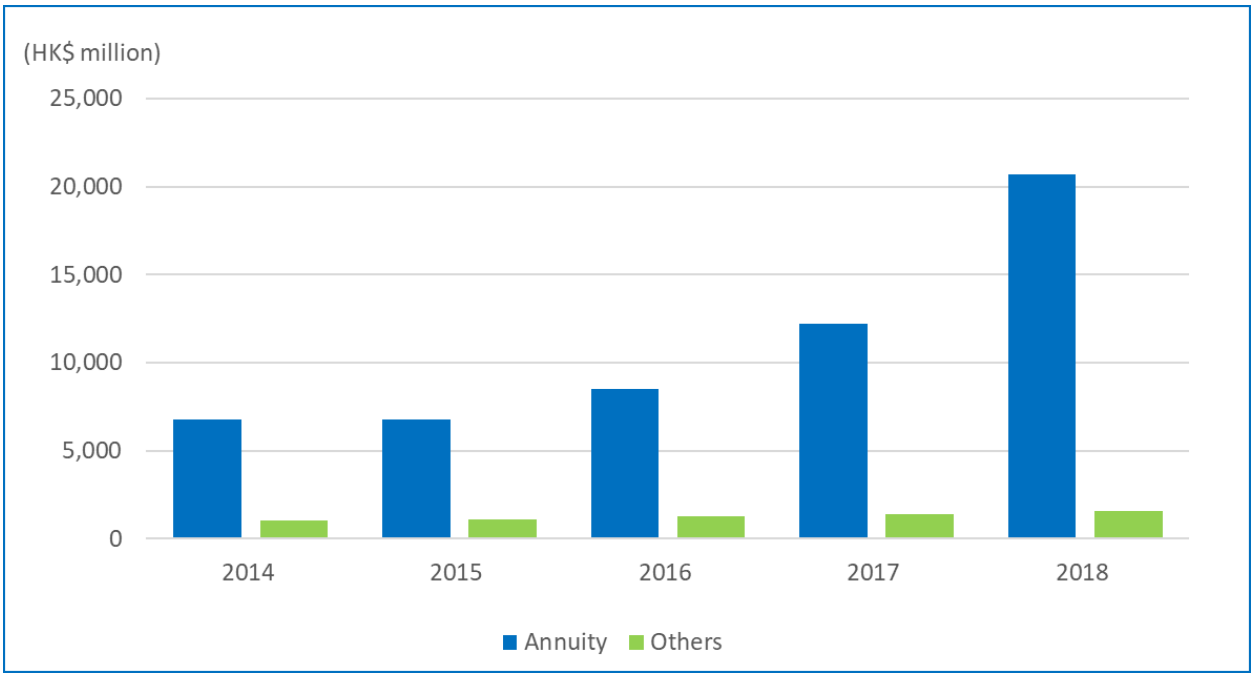
Annuity and Other Business

Under Annuity business, there were 191,926 in-force policies at the end of 2018. Office premiums increased by 69.6% to HK$20,692 million in 2018, and net liabilities increased by 41.3% to HK$53,802 million. During the year, a total of 45,939 new Annuity policies were effected, with office premiums of HK$10,814 million.

Other business includes Permanent Health business and Tontines business. Under Permanent Health business, the number of in-force policies increased by 5.2% to 201,805 in 2018, with office premiums increasing by 12.0% to HK$1,542 million, while net liabilities increased by 3.9% to HK$4,226 million. Under Tontines business, total office premiums were less than HK$0.1 million in 2018.

In terms of premiums, Annuity and Other business accounted for just 4.8% of the market total of all long term insurance business premiums in 2018.

Figure 12 Office Premiums for In-Force Annuity and Other Business

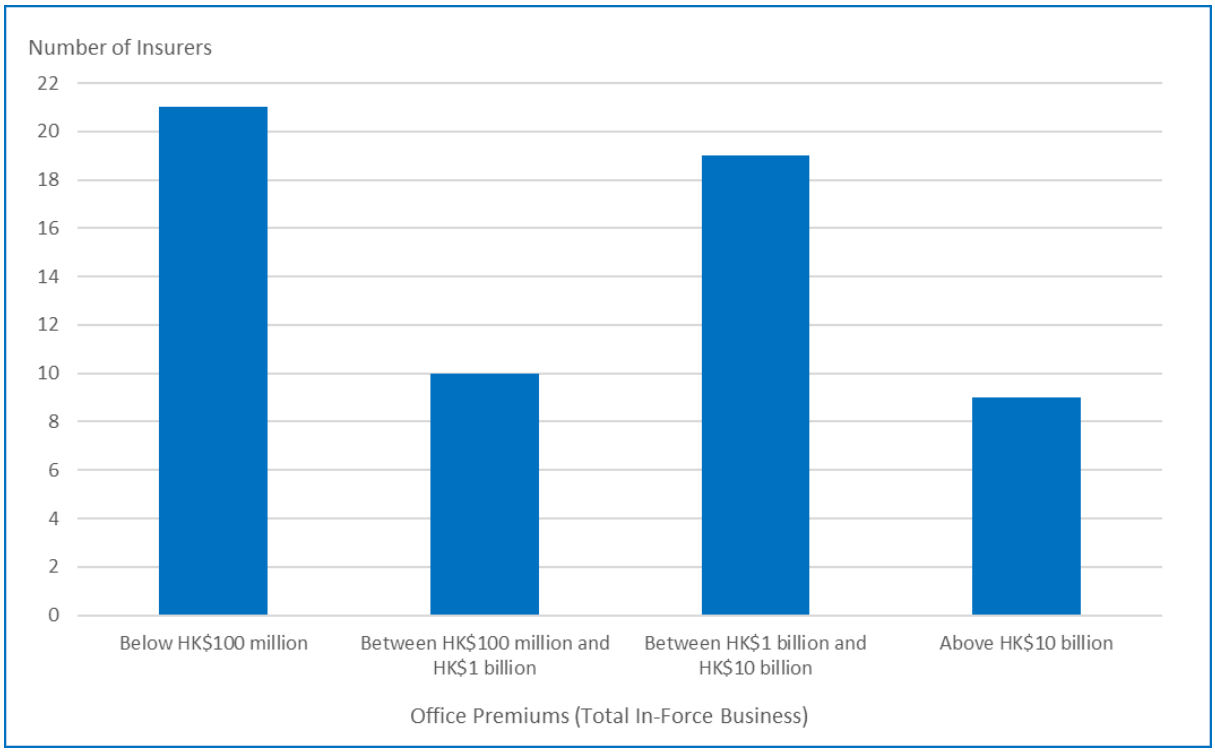


Office Premiums (HK$ million)	2014	2015	2016	2017	2018
Annuity	6,750.5	6,791.5	8,524.6	12,200.0	20,692.2
Others	1,013.0	1,096.2	1,241.5	1,376.8	1,542.1

Market Analysis

At as 31 December 2018, there were 68 authorized long term business insurers in the market. Putting aside Lloyd's and eight pure reinsurers, nine insurers reported in-force office premiums of more than HK$10 billion; together they took up 84.0% of the long term insurance market. Another 50 insurers, with office premiums of less than HK$10 billion, represented the remaining 16.0% of the market.

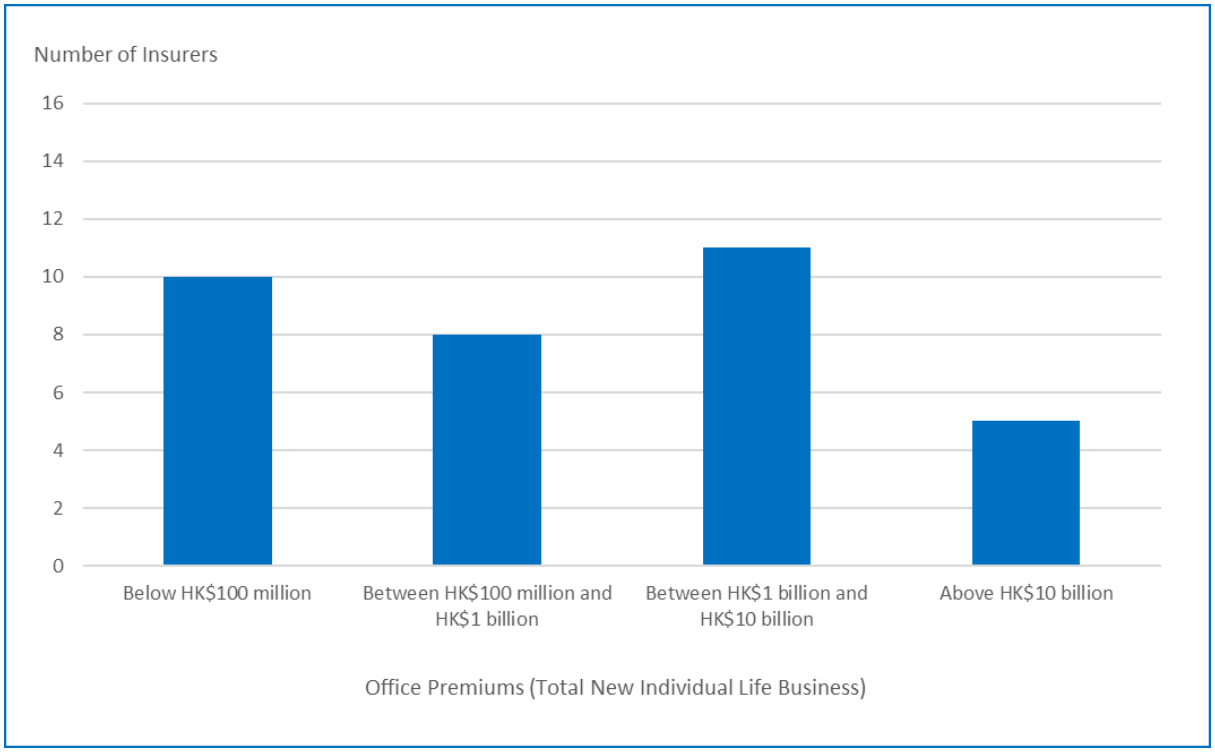
Figure 13 Distribution of Long Term Business Insurers in terms of In-Force Office Premiums



Office Premiums (Total In-Force Business)	Number of Insurers	% of Market Total
Below HK$100 million	21	0.1%
Between HK$100 million and HK$1 billion	10	1.1%
Between HK$1 billion and HK$10 billion	19	14.8%
Above HK$10 billion	9	84.0%
Total	59	100.0%

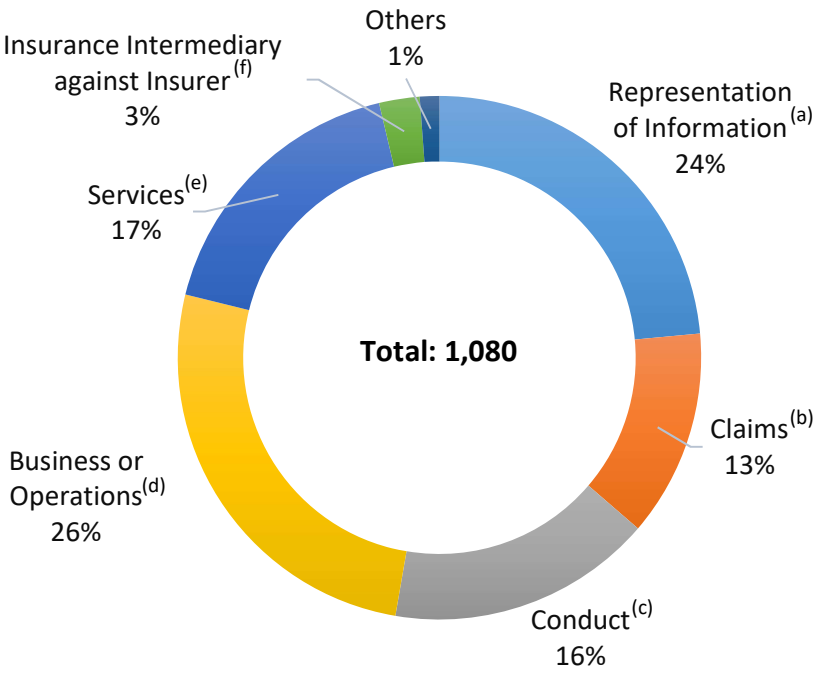
In terms of new Individual Life business, 34 insurers wrote new business in 2018. Of these insurers, five reported new office premiums of more than HK$10 billion and between them shared 68.2% of total business. Another 29 insurers, with new office premiums of less than HK$10 billion, shared the remaining 31.8% of the market.

Figure 14 Distribution of Long Term Business Insurers in terms of New Individual Life Office Premiums



Office Premiums (Total New Individual Life Business)	No. of Insurers	% of Market Total
Below HK$100 million	10	0.2%
Between HK$100 million and HK$1 billion	8	2.7%
Between HK$1 billion and HK$10 billion	11	28.9%
Above HK$10 billion	5	68.2%
Total	34	100.0%

Summary of Complaints received by the Insurance Authority
1 April 2018 - 31 March 2019



Remarks:

- Under the current self-regulatory system for insurance intermediaries, some complaints against insurance intermediaries might have been lodged directly with the three Self-Regulatory Organizations (i.e. Insurance Agents Registration Board, The Hong Kong Confederation of Insurance Brokers and Professional Insurance Brokers Association). These complaints are not captured in the above table.
- The above data already include insurance-related complaint cases referred from other regulators (e.g. the Hong Kong Monetary Authority, the Securities and Futures Commission of Hong Kong and the Mandatory Provident Fund Schemes Authority, etc.) to the Insurance Authority.
- If the complaint has multiple natures, the complaint case will be categorized based on the major nature.

Explanatory Note:

(a) Representation of Information (e.g. presentation of product features, policy terms and conditions, premium paying terms or returns on investment, dividend or bonus shown on benefit illustrations, etc.)

(b) Claims (e.g. dispute on the result of claims assessment or settlement amount, etc.)

(c) Conduct (e.g. fraud, forgery, matters related to selling process, handling of client's premium or money, commission rebate, twisting, cross-border selling or unlicensed selling, etc.)

(d) Business or Operations (e.g. matters related to cancellation or renewal of policy, adjustment of premium, underwriting decision, or matters related to the management of insurer, etc.)

(e) Services (e.g. delay in delivery of premium notice or annual statement, dissatisfaction with service standards, etc.)

(f) Insurance Intermediary against Insurer (e.g. Agent's registration or deregistration, termination of appointment, terms and conditions of agency agreement, remuneration arrangement, etc.)

Appendix D

Regulations and Industry Practices associated with the Sale of Insurance Policies

The Insurance Authority ("IA") is committed to working with the insurance industry to promote good industry practices for consumer protection. It also issued guidelines which set out principles of best practice for compliance by insurers e.g. Guideline on Underwriting Class C Business ("GL15") and Guideline on Underwriting Long Term Insurance Business (other than Class C Business) ("GL16").

Code of Conduct and Code of Practice

As part of the self-regulatory initiatives taken by the industry, The Hong Kong Federation of Insurers ("HKFI") has published The Code of Conduct for Insurers and The Code of Practice for the Administration of Insurance Agents. These Codes aim to promote good practice among insurers in the conduct of their insurance business and the administration of their insurance agents.

Regulation on the sale of long term policies for promotion of fair treatment of customers

The Insurance Core Principles, Standards, Guidance and Assessment Methodology No. 19 – Conduct of Business, promulgated by the International Association of Insurance Supervisors, stipulates that the conduct of the business of insurance should ensure that customers are treated fairly, both before a contract is entered into and through to the point at which all obligations under a contract have been satisfied. GL15 and GL16 set out comprehensive

requirements for authorized insurers underwriting long term business in all aspects from product development to post-sale controls. In tandem, the insurance industry has also drawn up a package of measures for purposes of enhancing policyholder protection. Requirements and measures include:

Adopting the "fair treatment of customers" principle in product design: Insurers should develop and market products with due regard to the interests of customers.

Provision of adequate and clear information to customers: Insurers should include information on the key product features and risks in all the product documents, including the product brochure, Key Facts Statement and Important Facts Statement / Applicant's Declaration. In particular, insurance intermediaries selling ILAS products are required to distribute the pamphlet "Questions you need to ask before taking out an ILAS product" to potential policy holders at the point of sale.

Suitable insurance products to customers: Insurers should endeavour to reduce the risk of sales that do not meet the needs of customers. Clients' needs must first be properly assessed through the use of Financial Needs Analysis form.

Appropriate Remuneration Structure and Avoidance of Conflict of Interest: Insurers have the duty to ensure that the remuneration structure for their intermediaries do not create misaligned incentives for the intermediaries. Also, the industry has adopted the formulation stipulated by the IA in calculating and disclosing the remuneration for each ILAS product and distribution channel.

Post-sale Control: To reaffirm client's understanding of the ILAS policy that they have procured, GL15 requires insurers to make audio-recorded post-sale confirmation calls to all ILAS clients. As required under GL16, the same control

also applies to all vulnerable customers procuring life insurance products (except term insurance).

Prevention of Twisting of Policies

The Consumer Protection Declaration Form ("CPDF") was introduced under the Code of Practice for Life Insurance Replacement ("Code") issued by the HKFI as a self-regulatory measure to prevent twisting of life policies. It should be completed and signed to evidence that an insurance intermediary has clearly explained to a life policyholder the consequences and potential disadvantages of replacing an existing policy. A life policy applicant is also required to declare in the CPDF that he/she has received a copy of the IA's educational pamphlet "Life Insurance Policy Replacement – What you need to know".

Cooling-off Period for Long Term Insurance Policies

Policy holders are given a cooling-off period to review the terms and conditions of their long term insurance policies. The arrangement was first introduced in 1996. Under which, policy holders have the right to cancel new policies within the cooling-off period and request for a refund of the premium(s) paid. With effect from 1 February 2010, the cooling-off period is 21 days after the delivery of the policy or issue of a notice (informing the policyholder of the availability of the policy and the expiry date of the cooling-off period) to the policyholder or the policyholder's representative, whichever is the earlier.

Illustration Standards for Long Term Insurance Policies

The insurance industry works with the relevant regulatory authorities in developing illustration standards to enhance the transparency of life insurance policies. The standards provide prospective policy holders with a summary of insurance benefits, investment returns and surrender values. This illustration will not only reduce potential market malpractice, but also enable prospective policy holders to make informed decisions.

Following the implementation of GL15, an additional illustration rate of zero investment return (0%) was also required from January 2015 on top of the illustration rates of 3%, 6% and 9% as set in 2014.

In tandem with the issuance of GL16, the IA issued a guide in September 2015 to prescribe a clear and uniform methodology to calculate and disclose fulfillment ratios of the non-guaranteed dividends for participating products, and historical crediting interest rates for universal life products.

In October 2015, the HKFI, in consultation with the then OCI, issued the Standard Benefit Illustrations for Participating Policies and revised the Standard Illustration for Universal Life (Non-Linked) Policies. For participating policies, additional projections under pessimistic and optimistic scenarios were introduced to demonstrate variability of non-guaranteed benefits. For universal life (non-linked) policies, the crediting interest rates used in the illustration were revised to reflect the changing interest rate environment. In addition to point of sale illustration, the revised standards also applied to a refreshed up-to-date in-force benefit illustration, reflecting the latest conditions and outlook of non-guaranteed benefits, at least annually in accordance with GL16.

Prohibition of Gift Incentives

In order to encourage customers to focus on the nature and risks associated with their chosen insurance products, the HKFI, in collaboration with the then OCI, issued the Guidance Note on Gifts for ILAS products in May 2011 and the Guidance Note on Gifts, Promotions and Incentives for Class A and Class C Products in January 2012 (updated in January 2014). Insurers are then restricted from offering any gift (other than a discount of fees or charges) when promoting insurance investment or saving products to policy holders or prospective policy holders.

Important Facts Statement for Mainland policy holders

To enable Mainland China visitors (“MCV”) to make an informed decision, the IA sees the need to remind them the factors and risks to be considered when taking out policies in Hong Kong. All insurers are required to include an "Important Facts Statement for Mainland policy holders" to new applications of individual long term insurance policies made by MCV with effect from 1 September 2016.

Appendix E

新造個人人壽業務
Individual Life New Business

保險種類 Type of Insurance	保單數目 Number of Policies					保單保費 Office Premiums				
	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018
						百萬元 $m	百萬元 $m	百萬元 $m	百萬元 $m	百萬元 $m
非投資相連: Non-Linked:										
終身 Whole Life	550,278	673,363	807,268	828,053	830,572	47,797.7	71,583.3	100,230.5	92,537.8	92,918.4
儲蓄 Endowment	105,107	106,567	118,560	68,241	65,768	19,759.7	21,361.9	41,628.8	17,356.7	15,982.9
定期 Term	123,707	166,915	149,705	127,826	121,380	574.1	652.9	614.3	522.9	521.3
其他 Others	189,567	197,199	177,172	213,209	225,284	24,710.0	24,208.5	30,899.6	27,498.2	23,771.6
	968,659	1,144,044	1,252,705	1,237,329	1,243,004	92,841.5	117,806.6	173,373.2	137,915.6	133,194.2
投資相連: Linked:	71,349	24,079	14,855	33,739	46,812	16,110.0	10,303.3	5,704.7	12,730.2	17,406.8
總數 Total	**1,040,008**	**1,168,123**	**1,267,560**	**1,271,068**	**1,289,816**	**108,951.5**	**128,109.9**	**179,077.9**	**150,645.8**	**150,601.0**

Appendix F

有效個人人壽業務
Individual Life In-Force Business

保險種類 Type of Insurance	保單數目 Number of Policies					保單保費 Office Premiums				
	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018
						百萬元 $m	百萬元 $m	百萬元 $m	百萬元 $m	百萬元 $m
非投資相連: Non-Linked:										
終身 Whole Life	5,421,316	5,926,409	6,545,821	7,031,608	7,718,390	106,436.2	143,356.2	193,824.4	223,752.9	261,375.2
儲蓄 Endowment	1,230,288	1,164,031	1,205,652	1,109,798	936,257	41,072.9	43,135.9	68,443.6	65,200.0	39,217.5
定期 Term	828,799	894,707	845,041	810,848	839,071	4,405.8	4,840.0	4,103.9	4,026.8	4,418.4
其他 Others	1,701,147	1,828,868	1,890,584	2,225,360	2,377,800	57,049.6	59,174.2	70,735.1	74,197.4	72,463.7
	9,181,550	9,814,015	10,487,098	11,177,614	11,871,518	208,964.5	250,506.3	337,107.0	367,177.1	377,474.8
投資相連: Linked:	1,629,055	1,547,176	1,463,308	1,371,740	1,316,682	68,120.3	58,782.2	47,529.0	47,873.1	48,868.8
總數 Total	**10,810,605**	**11,361,191**	**11,950,406**	**12,549,354**	**13,188,200**	**277,084.8**	**309,288.5**	**384,636.0**	**415,050.2**	**426,343.6**

保險種類 Type of Insurance	保額 Sums Assured					淨負債 Net Liabilities				
	2014	**2015**	**2016**	**2017**	**2018**	**2014**	**2015**	**2016**	**2017**	**2018**
	百萬元	**百萬元**	**百萬元**	**百萬元**	**百萬元**	**百萬元**	**百萬元**	**百萬元**	**百萬元**	**百萬元**
	$m	**$m**	**$m**	**$m**	**$m**	**$m**	**$m**	**$m**	**$m**	**$m**
非投資相連:										
Non-Linked:										
終身										
Whole Life	2,580,491.4	2,969,527.9	3,467,947.7	3,990,398.6	4,699,036.7	494,515.5	573,763.2	699,434.3	886,127.7	978,826.4
儲蓄										
Endowment	300,013.3	293,580.3	357,820.3	384,056.6	353,164.1	227,391.9	228,661.4	259,587.4	294,763.0	287,212.5
定期										
Term	371,332.8	386,582.8	359,450.3	382,163.7	412,842.6	11,873.2	13,807.7	7,928.7	8,607.0	9,404.8
其他										
Others	566,460.3	692,215.8	845,692.8	1,086,364.5	1,267,902.6	202,796.0	240,162.3	279,919.2	329,120.2	382,686.7
	-	-	-	-	-	11,656.5*	9,470.0*	15,187.5*	17,962.8*	17,853.5*
	3,818,297.8	4,341,906.8	5,030,911.1	5,842,983.4	6,732,946.0	948,233.1	1,065,864.6	1,262,057.1	1,536,580.7	1,675,983.9
投資相連:	不適用	不適用	不適用	不適用	不適用					
Linked:	N.A.	N.A.	N.A.	N.A.	N.A.	282,194.9	226,959.6	269,530.1	313,213.6	271,738.7
	-	-	-	-	-	188.1*	133.7*	184.3*	103.8*	101.6*
	-	-	-	-	-	282,383.0	227,093.3	269,714.4	313,317.4	271,840.3
總數										
Total	**3,818,297.8**	**4,341,906.8**	**5,030,911.1**	**5,842,983.4**	**6,732,946.0**	**1,230,616.1**	**1,292,957.9**	**1,531,771.5**	**1,849,898.1**	**1,947,824.2**

* 愛滋病及其他額外儲備。

** AIDS and other additional reserves.*

QUESTIONNAIRE FOR CUSTOMERS

Dear customers,

This questionnaire is designed to collect information for conducting a report on customer satisfaction in Hong Kong insurance industry. It is anonymous and purely used for (academic purpose) my graduation dissertation in the Master degree of Business Administration of the University of Wales (Trinity Saint David). Your contribution to the academic field is much appreciated.

I am very grateful to you!

Have a nice day!

Yours frankly,

SAP
Steven Andrew Pang (Mr.)
1/11/2019

繼續

Google 並未認可或建立這項內容。 檢舉濫用情形 - 服務條款 - 隱私權政策

Google 表單

要求編輯權限

QUESTIONNAIRE FOR CUSTOMERS

客戶問卷

致親愛的客戶:

現誠邀您參與一份關于香港的保險業(長期保險業務)之顧客滿意度調查。

是次參與性質必須是無償和自願的。

調查是采用匿名制,旨在收集研究信息, 用於協助英國威爾士大學(Trinity Saint David) 工商管理碩士學生撰寫其學術研究報告暨畢業論文。

非常感謝您對香港保險業界及學術領域所作出的貢獻。

祝您有愉快的一天!

非常誠懇地感謝您,
彭偉航先生
2019年11月1日

1. Gender 性別

Please tick [√] the appropriate bracket on each question.

- [ ] Male 男
- [ ] Female 女

2. Age 年齡

Please tick [√] the appropriate bracket on each question.

- [ ] 18 - 30
- [ ] 31 - 45
- [ ] 46 - 60
- [ ] 61 or above

3. Personal annual income ('Hong Kong Dollars) 個人年收入 (港元)

Please tick [√] the appropriate bracket on each question.

- [ ] Below/= 132,000
- [ ] 132,001 - 300,000
- [ ] 300,001 – 480,000
- [ ] 480,001 or above

4. Highest academic or professional qualification 獲得最高學歷資格

Please tick [√] the appropriate bracket on each question.

- [ ] Below Secondary
- [ ] Secondary
- [ ] Post-Secondary Diploma
- [ ] University

5. Duration of insured 持續受保期 (至今多少年)

Please tick [√] the appropriate bracket on each question.

- [ ] 5 or below
- [ ] 6 - 10
- [ ] 11 - 15
- [ ] 16 or above

返回 繼續

Google 並未認可或建立這項內容。 檢舉濫用情形 - 服務條款 - 隱私權政策

Google 表單

QUESTIONNAIRE FOR CUSTOMERS

Section 2

Please respond by using the scale of 1 – 5, where:

1 - Much worse than expected
2 - Worse than expected
3 - Equal to expectation
4 - Better than expected
5 - Much better than expected

請選用1至5的尺度回答:
1 - 比預期差得多
2 - 比預期差
3 - 達到預期
4 - 較預期好
5 - 較預期好得多

Accessibility to the information of products or services (leaflets, bulletins, policy jackets) 可輕易或方便地獲取到保險公司之產品或服務的資訊 (如單張、小冊子、保單條文等)

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Provision of visually attractive offices, nice furniture & fixture, and modern equipment 保險公司所處的寫字樓有注目的裝修和傢俬擺設及現代化的辦公設備

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Provision of souvenirs (pens, diary books etc.) or festive small gifts (lai-see packets, calendars, annual planners, birthday cards, Christmas cards, New Year cards etc.) 向客戶提供商業紀念品 (如筆或日記簿等) 或節日小禮品 (如利是封、日曆、年度計劃表、生日卡、聖誕卡或新年賀卡等)

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Appearance of employees and/agents 保險公司暨職員或中介代理人的外觀

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How timely is the delivery of insurance services? 提供保險服務的適時程度

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How truthful the Insurer (keeping to promises) to you?保險公司的忠誠程度 (信守承諾)

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How dependable and consistent is the Insurer in solving customers' complaints? 在解決客戶異意或投訴時之可信賴及調和的程度

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How able is the Insurer to perform services right the first time? 保險公司在履行服務時能一次就做對或做到位

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How able is the Insurer to insist on error-free records? 保險公司能堅持督促無誤的記錄

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How able is the Insurer to tell customers exactly when services will be performed? 保險公司能確切地告訴客戶所需的服務何時將可履行

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How able is the insurer to give prompt customer services and attend to customer's needs or problems? 保險公司能提供迅速的服務和照料到客戶的需求或問題

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How is the willingness of employees or agents to help customers in emergency situations? 在緊急狀況下, 保險公司暨職員或中介代理人的樂意協助客戶之程度

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How is the approachability of employees or agents and easy to contact? 保險公司暨職員或中介代表人的平易待人和易于聯繫之程度

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How able is the employees or agents to communicate clearly with you? 保險公司暨職員或中介代理人能與你明確地和清楚地溝通

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Offering favorable terms and conditions 提供有利的條件和條款

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Business hours convenient to customers 業務時間方便客戶

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Offering sound loyalty programme to recognize a frequent customer 提供客戶忠誠計劃去確立一位多次投保的顧客

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

The Insurer has the best interest of customers at heart保險公司有將客戶的最佳利益放在心上

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Giving customer personal attention 給于客戶個人化的關注

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

The Insurer always makes efforts to understand specific customer needs 保險公司時常努力去明瞭客戶的特定需求

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

The Insurer apologizes for inconvenience caused to customers 保險公司會因引起客戶不便而道歉

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Ability to provide variety of value added services to customers, e.g. loan facilities, premium holiday etc 有能力向客戶提供多元化的增值服務, 如保單貸款、保費假期等等

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Sincerity and patience in resolving complaints or problems 真摯和耐心去解決投訴或問題

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

The behavior of employees or agents in instilling confidence in customers. 保險公司暨職員或中介代理人的行為能令客戶獲得信心

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

The required skills and knowledge of employees or agents to answer customers' questions 保險公司暨職員或中介代理人有必備的本領和知識解答客戶的問題

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Charges for insurance premium 保險公司的保費對你而然之可負擔程度

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Charges for other services customers received 保險公司的其他服務收費對你而然之可負擔程度

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Successful in completing insurance claims settlements 完成理賠結算之熟練程度

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5



Technological knowledge and skills in solving customer problems 解決客戶問題的科技知識和技巧

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Offering updated insurance products or policies that meet the market requirements. 提供適時的保險產品或保單, 能夠滿足市場要求

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Innovativeness – ability to use current technology to improve services 創新性 - 能用現今的科技增加服務及提高服務質素

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

Providing adequate variety of insurance policies 提供足夠的、多元化的保單

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How successful is the Insurer? 保險公司形象的成功程度

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How is the reputation of the insurer? 保險公司的聲譽

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How is the brand image of the Insurer? 保險公司的品牌印象

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How socially responsible is the Insurer? 保險公司在社會責任上的形象

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How well did the services you received from the Insurer compare with your ideal or desired set of services? 心目中理想的或希望的保險公司之服務和你真切獲得的服務作比較

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

To what extent have services of the Insurer met your expectations? 有多大程度上保險公司的服務能滿足你的期望

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How satisfied are you with the service quality delivered by the Insurer? 保險公司所提供的服務品質之滿意度

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

How likely would you re-purchase insurance products of the Insurer? 你會向現用的保險公司再次投保嗎?

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5



How likely would you recommend the Insurer to your family or friends? 你會向你的親朋戚友推薦你現用的保險公司嗎?

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [ ] 5

返回 提交

Google 並未認可或建立這項內容。 檢舉濫用情形 - 服務條款 - 隱私權政策

Google 表單

Appendix H Data Set of 150 respondents

#	DEMO1	DEMO2	DEMO3	DEMO4	DEMO5	TA1	TA2	TA3	TA4	RL1	RL2	RL3	RL4	RL5	RS1	RS2	RS3	RS4	RS5	EM1	EM2	EM3	EM4	EM5	EM6	EM7	AS1	AS2	AS3	AS4	PX1	PX2	TQ1	TQ2	TQ3	TQ4	TQ5	IM1	IM2	IM3	IM4	OV1	OV2	OV3	OV4	OV5	TA	RL	RS	EM	AS	PX	TQ	IM	OV	OV123	OV45
1	2.00	3.00	4.00	4.00	4.00	5.00	3.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	3.00	3.00	5.00	5.00	4.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	18.00	25.00	25.00	33.00	19.00	6.00	23.00	20.00	25.00	15.00	10.00
2	2.00	3.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	2.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	13.00	17.00	19.00	24.00	16.00	6.00	19.00	15.00	18.00	10.00	8.00
3	2.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	2.00	3.00	2.00	2.00	3.00	3.00	3.00	2.00	4.00	2.00	2.00	2.00	2.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	13.00	15.00	13.00	17.00	11.00	6.00	13.00	12.00	15.00	9.00	6.00
4	2.00	1.00	2.00	4.00	4.00	3.00	3.00	2.00	1.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	9.00	20.00	20.00	28.00	16.00	7.00	19.00	17.00	20.00	12.00	8.00
5	2.00	3.00	2.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	2.00	4.00	3.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	14.00	18.00	18.00	21.00	16.00	6.00	16.00	11.00	15.00	9.00	6.00
6	2.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	4.00	4.00	12.00	16.00	15.00	24.00	12.00	7.00	17.00	11.00	17.00	9.00	8.00
7	2.00	3.00	4.00	4.00	4.00	2.00	3.00	3.00	3.00	3.00	4.00	4.00	5.00	4.00	4.00	4.00	3.00	5.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	11.00	20.00	20.00	29.00	17.00	6.00	19.00	17.00	20.00	12.00	8.00
8	2.00	2.00	1.00	4.00	4.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	5.00	5.00	5.00	4.00	3.00	5.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	5.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	5.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	11.00	16.00	23.00	24.00	17.00	6.00	20.00	13.00	15.00	9.00	6.00
9	2.00	3.00	4.00	4.00	4.00	2.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	11.00	11.00	10.00	16.00	11.00	6.00	10.00	11.00	10.00	6.00	4.00
10	2.00	3.00	2.00	2.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	14.00	20.00	18.00	25.00	16.00	8.00	19.00	16.00	19.00	12.00	7.00
11	2.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	5.00	3.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	3.00	5.00	3.00	5.00	5.00	3.00	4.00	5.00	5.00	5.00	5.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	5.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00	15.00	23.00	23.00	28.00	20.00	6.00	17.00	16.00	19.00	12.00	7.00
12	2.00	3.00	4.00	4.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	14.00	20.00	20.00	28.00	16.00	6.00	20.00	16.00	20.00	12.00	8.00
13	2.00	2.00	3.00	4.00	2.00	3.00	3.00	2.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	12.00	15.00	20.00	26.00	15.00	6.00	18.00	14.00	17.00	9.00	8.00
14	1.00	2.00	3.00	4.00	2.00	3.00	3.00	2.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	12.00	15.00	20.00	26.00	15.00	6.00	18.00	14.00	17.00	9.00	8.00
15	2.00	3.00	3.00	4.00	2.00	2.00	3.00	2.00	4.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	3.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	3.00	4.00	3.00	3.00	2.00	2.00	3.00	3.00	2.00	11.00	14.00	14.00	16.00	11.00	6.00	13.00	13.00	12.00	7.00	5.00
16	2.00	3.00	3.00	4.00	2.00	3.00	3.00	2.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	12.00	15.00	20.00	26.00	15.00	6.00	18.00	14.00	17.00	9.00	8.00
17	2.00	4.00	1.00	2.00	1.00	2.00	5.00	3.00	5.00	3.00	2.00	2.00	2.00	2.00	2.00	3.00	2.00	4.00	3.00	3.00	5.00	3.00	2.00	3.00	3.00	4.00	4.00	3.00	2.00	3.00	3.00	2.00	5.00	4.00	3.00	3.00	3.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	5.00	5.00	15.00	11.00	14.00	23.00	12.00	5.00	18.00	20.00	22.00	12.00	10.00
18	1.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	16.00	18.00	19.00	28.00	16.00	8.00	20.00	15.00	19.00	12.00	7.00
19	1.00	3.00	3.00	3.00	4.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	2.00	2.00	2.00	3.00	2.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	10.00	15.00	15.00	19.00	11.00	4.00	15.00	12.00	15.00	9.00	6.00
20	2.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	2.00	3.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	14.00	15.00	17.00	19.00	12.00	6.00	16.00	12.00	15.00	9.00	6.00
21	2.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	12.00	16.00	18.00	24.00	12.00	6.00	19.00	16.00	17.00	9.00	8.00
22	1.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	12.00	16.00	18.00	21.00	14.00	6.00	15.00	12.00	15.00	9.00	6.00
23	2.00	2.00	2.00	1.00	1.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	3.00	3.00	3.00	5.00	5.00	3.00	5.00	3.00	5.00	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	20.00	21.00	21.00	25.00	14.00	6.00	15.00	12.00	15.00	9.00	6.00
24	2.00	2.00	4.00	4.00	4.00	4.00	3.00	3.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	2.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	2.00	3.00	3.00	2.00	3.00	2.00	2.00	4.00	4.00	4.00	15.00	21.00	24.00	27.00	16.00	8.00	17.00	11.00	16.00	8.00	8.00
25	1.00	3.00	4.00	2.00	4.00	3.00	3.00	2.00	3.00	3.00	2.00	3.00	3.00	4.00	2.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	2.00	3.00	3.00	2.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	11.00	15.00	16.00	21.00	13.00	6.00	12.00	11.00	14.00	8.00	6.00
26	1.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	13.00	25.00	23.00	34.00	19.00	10.00	25.00	20.00	25.00	15.00	10.00
27	2.00	3.00	2.00	4.00	4.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	4.00	4.00	2.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	5.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	13.00	15.00	15.00	22.00	14.00	6.00	18.00	15.00	17.00	9.00	8.00
28	2.00	2.00	1.00	2.00	1.00	3.00	2.00	3.00	4.00	4.00	5.00	4.00	3.00	3.00	3.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	12.00	19.00	18.00	25.00	16.00	8.00	20.00	16.00	21.00	13.00	8.00
29	2.00	4.00	1.00	2.00	4.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	10.00	14.00	15.00	20.00	12.00	6.00	15.00	12.00	13.00	9.00	4.00
30	2.00	3.00	3.00	2.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	15.00	20.00	20.00	28.00	16.00	8.00	20.00	16.00	20.00	12.00	8.00
31	1.00	3.00	3.00	2.00	4.00	4.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	14.00	20.00	19.00	27.00	15.00	8.00	17.00	15.00	18.00	10.00	8.00
32	2.00	2.00	1.00	4.00	1.00	2.00	3.00	2.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	5.00	4.00	2.00	3.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	2.00	3.00	3.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	4.00	10.00	17.00	21.00	21.00	16.00	5.00	15.00	15.00	17.00	10.00	7.00
33	1.00	2.00	2.00	4.00	2.00	4.00	4.00	2.00	4.00	4.00	5.00	4.00	5.00	4.00	2.00	4.00	4.00	3.00	4.00	2.00	4.00	2.00	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00	14.00	22.00	17.00	18.00	11.00	7.00	17.00	15.00	14.00	9.00	5.00
34	2.00	1.00	2.00	4.00	1.00	3.00	4.00	4.00	4.00	4.00	4.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	5.00	3.00	3.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	15.00	16.00	21.00	24.00	16.00	9.00	19.00	15.00	19.00	11.00	8.00
35	2.00	2.00	3.00	4.00	4.00	4.00	4.00	2.00	3.00	4.00	4.00	3.00	2.00	2.00	2.00	4.00	4.00	4.00	4.00	3.00	2.00	2.00	3.00	2.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	13.00	15.00	18.00	18.00	15.00	6.00	19.00	16.00	18.00	12.00	6.00
36	2.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	14.00	15.00	17.00	22.00	14.00	8.00	15.00	13.00	17.00	9.00	8.00
37	2.00	1.00	2.00	4.00	1.00	3.00	3.00	4.00	4.00	4.00	4.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	5.00	3.00	3.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	14.00	16.00	21.00	24.00	16.00	9.00	19.00	15.00	19.00	11.00	8.00
38	2.00	2.00	1.00	4.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	12.00	15.00	15.00	21.00	12.00	6.00	15.00	12.00	15.00	9.00	6.00
39	1.00	3.00	2.00	3.00	3.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	4.00	2.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	15.00	16.00	17.00	23.00	13.00	7.00	16.00	13.00	16.00	10.00	6.00
40	2.00	3.00	1.00	2.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	15.00	17.00	19.00	20.00	13.00	7.00	18.00	12.00	15.00	9.00	6.00
41	2.00	2.00	2.00	2.00	1.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	12.00	15.00	19.00	22.00	12.00	6.00	18.00	14.00	19.00	11.00	8.00
42	1.00	3.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	2.00	12.00	14.00	15.00	15.00	12.00	6.00	13.00	11.00	13.00	8.00	5.00
43	1.00	2.00	2.00	3.00	1.00	3.00	3.00	4.00	2.00	3.00	3.00	4.00	3.00	4.00	2.00	4.00	4.00	3.00	4.00	2.00	4.00	4.00	3.00	5.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	1.00	1.00	12.00	17.00	17.00	25.00	15.00	7.00	19.00	16.00	12.00	10.00	2.00
44	2.00	3.00	1.00	4.00	4.00	2.00	3.00	3.00	3.00	3.00	5.00	3.00	4.00	3.00	4.00	4.00	4.00	5.00	5.00	4.00	5.00	3.00	5.00	4.00	5.00	3.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	3.00	4.00	11.00	18.00	22.00	29.00	18.00	8.00	20.00	20.00	19.00	12.00	7.00
45	1.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00	3.00	3.00	1.00	1.00	1.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00	1.00	3.00	3.00	3.00	3.00	3.00	1.00	1.00	3.00	3.00	3.00	3.00	3.00	1.00	1.00	3.00	12.00	15.00	13.00	15.00	10.00	4.00	13.00	10.00	11.00	7.00	4.00
46	1.00	3.00	4.00	4.00	4.00	3.00	3.00	1.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	2.00	2.00	2.00	3.00	2.00	3.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	2.00	3.00	10.00	14.00	13.00	16.00	11.00	6.00	15.00	15.00	14.00	9.00	5.00
47	2.00	1.00	1.00	2.00	1.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	12.00	12.00	12.00	21.00	12.00	6.00	15.00	12.00	15.00	9.00	6.00
48	2.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	15.00	19.00	20.00	28.00	16.00	8.00	20.00	16.00	20.00	12.00	8.00
49	1.00	2.00	4.00	3.00	2.00	5.00	3.00	2.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	5.00	4.00	5.00	5.00	4.00	5.00	4.00	3.00	5.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	13.00	19.00	23.00	28.00	15.00	7.00	20.00	15.00	20.00	12.00	8.00
50	2.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	16.00	20.00	19.00	27.00	15.00	8.00	20.00	16.00	20.00	12.00	8.00
51	2.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	2.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	13.00	17.00	19.00	23.00	12.00	6.00	17.00	12.00	11.00	7.00	4.00
52	2.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	12.00	15.00	15.00	22.00	14.00	6.00	16.00	14.00	17.00	9.00	8.00
53	2.00	3.00	1.00	1.00	4.00	4.00	4.00	1.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	12.00	16.00	20.00	25.00	13.00	6.00	19.00	16.00	20.00	12.00	8.00
54	1.00	3.00	4.00	4.00	4.00	3.00	2.00	3.00	3.00	3.00	3.00	4.00	3.00	2.00	3.00	3.00	2.00	3.00	3.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	2.00	2.00	11.00	15.00	14.00	15.00	11.00	6.00	13.00	11.00	13.00	9.00	4.00
55	1.00	2.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	2.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	5.00	4.00	13.00	16.00	18.00	22.00	15.00	6.00	17.00	16.00	19.00	10.00	9.00
56	2.00	3.00	2.00	4.00	4.00	1.00	5.00	1.00	3.00	3.00	2.00	2.00	2.00	1.00	2.00	3.00	2.00	2.00	3.00	1.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	5.00	1.00	1.00	1.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	10.00	10.00	12.00	12.00	10.00	6.00	15.00	5.00	10.00	6.00	4.00
57	2.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	3.00	2.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	2.00	3.00	14.00	18.00	18.00	26.00	16.00	8.00	16.00	16.00	14.00	9.00	5.00
58	1.00	4.00	3.00	4.00	3.00	4.00	3.00	2.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	2.00	2.00	3.00	3.00	3.00	2.00	3.00	4.00	4.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	13.00	18.00	18.00	20.00	13.00	5.00	17.00	14.00	18.00	10.00	8.00
59	2.00	4.00	2.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	12.00	16.00	19.00	27.00	16.00	7.00	18.00	14.00	18.00	10.00	8.00
60	2.00	2.00	1.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	12.00	15.00	14.00	21.00	10.00	6.00	15.00	12.00	14.00	8.00	6.00
61	2.00	2.00	1.00	4.00	1.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	12.00	15.00	18.00	21.00	12.00	6.00	15.00	12.00	13.00	9.00	4.00
62	1.00	4.00	1.00	3.00	2.00	1.00	5.00	3.00	4.00	5.00	1.00	2.00	1.00	1.00	1.00	5.00	3.00	3.00	5.00	3.00	3.00	2.00	1.00	1.00	5.00	1.00	4.00	2.00	3.00	2.00	4.00	3.00	1.00	1.00	4.00	1.00	4.00	2.00	3.00	3.00	2.00	2.00	2.00	1.00	3.00	1.00	13.00	10.00	17.00	16.00	11.00	7.00	11.00	10.00	9.00	5.00	4.00
63	2.00	1.00	2.00	4.00	4.00	3.00	5.00	3.00	4.00	3.00	2.00	2.00	3.00	2.00	3.00	4.00	2.00	4.00	4.00	4.00	5.00	5.00	2.00	2.00	2.00	2.00	4.00	3.00	3.00	3.00	1.00	1.00	2.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	15.00	12.00	17.00	22.00	13.00	2.00	17.00	12.00	15.00	9.00	6.00
64	1.00	4.00	1.00	3.00	2.00	2.00	3.00	4.00	3.00	4.00	1.00	1.00	1.00	1.00	1.00	3.00	1.00	1.00	3.00	1.00	2.00	1.00	1.00	1.00	1.00	1.00	3.00	1.00	2.00	1.00	1.00	1.00	1.00	1.00	5.00	2.00	4.00	1.00	1.00	1.00	1.00	1.00	2.00	1.00	4.00	1.00	12.00	8.00	9.00	8.00	7.00	2.00	13.00	4.00	9.00	4.00	5.00
65	1.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	2.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	13.00	16.00	18.00	22.00	15.00	5.00	18.00	16.00	19.00	11.00	8.00
66	1.00	3.00	4.00	4.00	4.00	1.00	3.00	1.00	2.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	2.00	1.00	1.00	1.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	1.00	2.00	7.00	9.00	10.00	13.00	9.00	4.00	10.00	8.00	9.00	6.00	3.00
67	1.00	4.00	4.00	4.00	4.00	3.00	5.00	3.00	3.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	4.00	5.00	5.00	4.00	3.00	3.00	3.00	5.00	4.00	5.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	14.00	24.00	24.00	29.00	17.00	10.00	20.00	16.00	18.00	12.00	6.00
68	2.00	3.00	2.00	3.00	4.00	5.00	3.00	1.00	2.00	3.00	2.00	2.00	2.00	3.00	2.00	4.00	4.00	3.00	1.00	1.00	3.00	2.00	1.00	2.00	2.00	2.00	1.00	2.00	2.00	1.00	3.00	3.00	3.00	3.00	1.00	3.00	2.00	1.00	2.00	2.00	1.00	1.00	2.00	2.00	1.00	1.00	11.00	12.00	14.00	13.00	6.00	6.00	12.00	6.00	7.00	5.00	2.00
69	2.00	3.00	4.00	4.00	4.00	3.00	3.00	2.00	3.00	4.00	2.00	3.00	2.00	3.00	3.00	4.00	3.00	4.00	4.00	2.00	4.00	1.00	1.00	1.00	1.00	1.00	1.00	2.00	2.00	3.00	1.00	1.00	1.00	3.00	1.00	1.00	1.00	2.00	3.00	3.00	1.00	1.00	2.00	1.00	1.00	1.00	11.00	14.00	18.00	11.00	8.00	2.00	7.00	9.00	6.00	4.00	2.00
70	2.00	2.00	4.00	4.00	1.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	14.00	16.00	15.00	21.00	12.00	6.00	15.00	11.00	15.00	9.00	6.00
71	1.00	1.00	4.00	4.00	2.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	5.00	4.00	3.00	4.00	5.00	3.00	4.00	5.00	4.00	5.00	4.00	5.00	5.00	5.00	3.00	3.00	5.00	2.00	3.00	3.00	4.00	4.00	5.00	5.00	20.00	23.00	25.00	28.00	17.00	9.00	22.00	13.00	21.00	11.00	10.00
72	2.00	2.00	3.00	3.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	2.00	2.00	2.00	3.00	2.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	3.00	2.00	4.00	4.00	4.00	2.00	2.00	2.00	3.00	2.00	2.00	13.00	16.00	20.00	19.00	11.00	7.00	16.00	14.00	11.00	7.00	4.00
73	1.00	3.00	2.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	3.00	3.00	2.00	3.00	3.00	3.00	1.00	1.00	11.00	15.00	14.00	20.00	9.00	6.00	12.00	10.00	11.00	9.00	2.00
74	2.00	3.00	2.00	2.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	2.00	3.00	2.00	2.00	2.00	3.00	2.00	3.00	2.00	3.00	2.00	2.00	2.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	14.00	15.00	13.00	16.00	10.00	4.00	17.00	11.00	14.00	8.00	6.00
75	1.00	2.00	3.00	3.00	3.00	2.00	3.00	2.00	3.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	2.00	3.00	3.00	2.00	3.00	2.00	3.00	5.00	4.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	10.00	19.00	20.00	20.00	14.00	7.00	17.00	14.00	16.00	9.00	7.00
76	2.00	3.00	2.00	2.00	4.00	5.00	4.00	5.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	5.00	4.00	3.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00	5.00	18.00	21.00	22.00	28.00	17.00	8.00	20.00	20.00	23.00	13.00	10.00
77	2.00	3.00	3.00	3.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	3.00	4.00	5.00	5.00	4.00	3.00	3.00	5.00	3.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	3.00	5.00	5.00	5.00	5.00	17.00	22.00	25.00	33.00	18.00	6.00	23.00	19.00	23.00	13.00	10.00
78	2.00	2.00	4.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	11.00	16.00	15.00	22.00	12.00	6.00	15.00	12.00	15.00	9.00	6.00
79	1.00	3.00	1.00	2.00	3.00	5.00	4.00	5.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	18.00	16.00	17.00	23.00	12.00	6.00	16.00	15.00	15.00	9.00	6.00
80	2.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	2.00	2.00	2.00	2.00	3.00	2.00	3.00	3.00	2.00	2.00	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	12.00	15.00	15.00	15.00	11.00	4.00	12.00	11.00	10.00	6.00	4.00
81	1.00	2.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	14.00	16.00	20.00	22.00	10.00	6.00	15.00	16.00	16.00	9.00	7.00
82	1.00	3.00	3.00	4.00	4.00	3.00	3.00	1.00	3.00	2.00	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	2.00	2.00	3.00	1.00	1.00	1.00	1.00	3.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	1.00	1.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	1.00	1.00	10.00	12.00	13.00	12.00	7.00	4.00	7.00	8.00	8.00	6.00	2.00
83	1.00	3.00	4.00	4.00	4.00	4.00	3.00	1.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	2.00	2.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	12.00	20.00	20.00	20.00	15.00	6.00	15.00	12.00	15.00	9.00	6.00
84	1.00	3.00	2.00	4.00	3.00	5.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	5.00	3.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	17.00	18.00	19.00	24.00	14.00	6.00	17.00	15.00	18.00	11.00	7.00
85	1.00	2.00	3.00	3.00	2.00	4.00	4.00	5.00	4.00	3.00	5.00	3.00	4.00	4.00	3.00	5.00	5.00	4.00	5.00	3.00	5.00	4.00	4.00	5.00	4.00	4.00	5.00	5.00	5.00	3.00	5.00	5.00	4.00	4.00	5.00	5.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00	4.00	5.00	5.00	17.00	19.00	22.00	29.00	18.00	10.00	22.00	18.00	22.00	12.00	10.00
86	2.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	1.00	1.00	12.00	15.00	15.00	17.00	11.00	5.00	13.00	12.00	8.00	6.00	2.00
87	2.00	3.00	3.00	4.00	2.00	5.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00	5.00	3.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	5.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	5.00	16.00	20.00	19.00	27.00	15.00	9.00	19.00	15.00	20.00	12.00	8.00
88	2.00	2.00	3.00	4.00	2.00	5.00	3.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	15.00	19.00	19.00	24.00	11.00	8.00	17.00	16.00	18.00	11.00	7.00
89	2.00	4.00	1.00	4.00	4.00	2.00	3.00	3.00	3.00	2.00	1.00	2.00	2.00	3.00	2.00	3.00	1.00	2.00	3.00	2.00	4.00	2.00	1.00	1.00	2.00	2.00	1.00	1.00	1.00	3.00	1.00	1.00	2.00	1.00	2.00	2.00	3.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	11.00	10.00	11.00	14.00	6.00	2.00	10.00	5.00	5.00	3.00	2.00
90	2.00	2.00	2.00	1.00	2.00	5.00	5.00	5.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	3.00	3.00	5.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	19.00	19.00	19.00	21.00	13.00	8.00	18.00	14.00	13.00	9.00	4.00
91	1.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	2.00	3.00	3.00	4.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	13.00	15.00	16.00	19.00	11.00	6.00	15.00	12.00	15.00	9.00	6.00
92	2.00	2.00	3.00	2.00	4.00	1.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	2.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	12.00	15.00	19.00	18.00	12.00	6.00	12.00	12.00	15.00	9.00	6.00
93	2.00	3.00	2.00	2.00	4.00	4.00	4.00	2.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	13.00	17.00	18.00	22.00	13.00	6.00	15.00	12.00	15.00	9.00	6.00
94	2.00	1.00	2.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	14.00	16.00	14.00	17.00	8.00	6.00	14.00	12.00	13.00	9.00	4.00
95	1.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	4.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	12.00	14.00	15.00	21.00	11.00	6.00	17.00	14.00	15.00	9.00	6.00
96	1.00	3.00	4.00	4.00	4.00	3.00	3.00	1.00	3.00	2.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	1.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	10.00	17.00	16.00	22.00	14.00	7.00	19.00	15.00	17.00	9.00	8.00
97	2.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	2.00	3.00	15.00	16.00	19.00	19.00	14.00	6.00	17.00	15.00	16.00	11.00	5.00
98	1.00	3.00	4.00	3.00	4.00	3.00	3.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	2.00	2.00	2.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	11.00	13.00	14.00	16.00	11.00	6.00	14.00	11.00	13.00	7.00	6.00
99	2.00	3.00	2.00	2.00	4.00	3.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	16.00	25.00	25.00	34.00	19.00	10.00	25.00	20.00	25.00	15.00	10.00
100	2.00	3.00	4.00	4.00	4.00	3.00	4.00	1.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	12.00	15.00	17.00	24.00	12.00	6.00	16.00	12.00	15.00	9.00	6.00
101	2.00	3.00	1.00	3.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	20.00	20.00	20.00	28.00	16.00	8.00	20.00	16.00	20.00	12.00	8.00
102	2.00	3.00	4.00	4.00	3.00	2.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	5.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	13.00	18.00	20.00	24.00	17.00	6.00	19.00	16.00	16.00	10.00	6.00
103	2.00	3.00	4.00	4.00	3.00	2.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	5.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	13.00	18.00	20.00	24.00	17.00	6.00	19.00	16.00	16.00	10.00	6.00
104	1.00	3.00	4.00	4.00	2.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	2.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	13.00	20.00	20.00	24.00	16.00	8.00	20.00	15.00	20.00	12.00	8.00
105	1.00	3.00	4.00	2.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	11.00	15.00	15.00	21.00	12.00	6.00	15.00	12.00	15.00	9.00	6.00
106	1.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	2.00	3.00	4.00	4.00	4.00	5.00	4.00	5.00	5.00	3.00	4.00	3.00	2.00	3.00	4.00	5.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	15.00	17.00	20.00	26.00	16.00	6.00	18.00	16.00	20.00	12.00	8.00
107	1.00	3.00	4.00	2.00	4.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00	2.00	3.00	2.00	5.00	5.00	5.00	3.00	3.00	5.00	5.00	3.00	4.00	2.00	1.00	1.00	3.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00	1.00	12.00	16.00	20.00	23.00	9.00	8.00	15.00	13.00	11.00	9.00	2.00
108	2.00	2.00	2.00	3.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	4.00	4.00	5.00	4.00	5.00	5.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	17.00	23.00	23.00	27.00	17.00	8.00	18.00	18.00	20.00	12.00	8.00
109	1.00	3.00	2.00	4.00	2.00	3.00	3.00	2.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	5.00	5.00	5.00	5.00	4.00	3.00	2.00	3.00	5.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	12.00	18.00	23.00	23.00	15.00	7.00	18.00	15.00	20.00	12.00	8.00
110	2.00	3.00	2.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	3.00	4.00	3.00	4.00	4.00	13.00	16.00	19.00	26.00	14.00	5.00	20.00	18.00	18.00	10.00	8.00
111	1.00	3.00	4.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	3.00	4.00	3.00	3.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	11.00	13.00	14.00	20.00	9.00	4.00	12.00	11.00	15.00	9.00	6.00
112	2.00	3.00	4.00	4.00	4.00	1.00	3.00	2.00	3.00	3.00	4.00	4.00	2.00	2.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00	9.00	15.00	17.00	22.00	13.00	6.00	15.00	15.00	16.00	12.00	4.00
113	2.00	4.00	2.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	11.00	15.00	17.00	21.00	13.00	6.00	14.00	14.00	16.00	9.00	7.00
114	2.00	3.00	1.00	4.00	4.00	5.00	3.00	2.00	3.00	5.00	5.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	5.00	5.00	5.00	5.00	5.00	5.00	13.00	20.00	19.00	25.00	16.00	7.00	18.00	16.00	25.00	15.00	10.00
115	2.00	2.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	2.00	4.00	3.00	3.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	3.00	5.00	3.00	3.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	14.00	16.00	17.00	26.00	15.00	6.00	21.00	15.00	19.00	11.00	8.00
116	1.00	3.00	4.00	4.00	2.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	2.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	13.00	20.00	20.00	24.00	16.00	8.00	20.00	15.00	20.00	12.00	8.00
117	1.00	3.00	4.00	2.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	11.00	15.00	15.00	21.00	12.00	6.00	15.00	12.00	15.00	9.00	6.00
118	1.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	2.00	3.00	4.00	4.00	4.00	5.00	4.00	5.00	5.00	3.00	4.00	3.00	2.00	3.00	4.00	5.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	15.00	17.00	20.00	26.00	16.00	6.00	18.00	16.00	20.00	12.00	8.00
119	1.00	3.00	4.00	2.00	4.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00	2.00	3.00	2.00	5.00	5.00	5.00	3.00	3.00	5.00	5.00	3.00	4.00	2.00	1.00	1.00	3.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00	1.00	12.00	16.00	20.00	23.00	9.00	8.00	15.00	13.00	11.00	9.00	2.00
120	2.00	2.00	2.00	3.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	4.00	4.00	5.00	4.00	5.00	5.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	17.00	23.00	23.00	27.00	17.00	8.00	18.00	18.00	20.00	12.00	8.00
121	1.00	3.00	2.00	4.00	2.00	3.00	3.00	2.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	5.00	5.00	5.00	5.00	4.00	3.00	2.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	12.00	18.00	23.00	22.00	14.00	7.00	18.00	15.00	20.00	12.00	8.00
122	2.00	3.00	2.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	3.00	4.00	3.00	4.00	4.00	13.00	16.00	19.00	26.00	14.00	5.00	20.00	18.00	18.00	10.00	8.00
123	1.00	3.00	4.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	3.00	4.00	3.00	3.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	11.00	13.00	14.00	20.00	9.00	4.00	12.00	11.00	15.00	9.00	6.00
124	2.00	3.00	4.00	4.00	4.00	1.00	3.00	2.00	3.00	3.00	4.00	4.00	2.00	2.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00	9.00	15.00	17.00	22.00	13.00	6.00	15.00	15.00	16.00	12.00	4.00
125	2.00	4.00	2.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	11.00	15.00	17.00	21.00	13.00	6.00	14.00	14.00	16.00	9.00	7.00
126	1.00	3.00	4.00	4.00	2.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	2.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	13.00	20.00	20.00	24.00	16.00	8.00	20.00	15.00	20.00	12.00	8.00
127	1.00	3.00	4.00	2.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	11.00	15.00	15.00	21.00	12.00	6.00	15.00	12.00	15.00	9.00	6.00
128	1.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	2.00	3.00	4.00	4.00	4.00	5.00	4.00	5.00	5.00	3.00	4.00	3.00	2.00	3.00	4.00	5.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	15.00	17.00	20.00	26.00	16.00	6.00	18.00	16.00	20.00	12.00	8.00
129	1.00	3.00	4.00	2.00	4.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00	2.00	3.00	2.00	5.00	5.00	5.00	3.00	3.00	5.00	5.00	3.00	4.00	2.00	1.00	1.00	3.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00	1.00	12.00	16.00	20.00	23.00	9.00	8.00	15.00	13.00	11.00	9.00	2.00
130	2.00	2.00	2.00	3.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	4.00	4.00	5.00	4.00	5.00	5.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	17.00	23.00	23.00	27.00	17.00	8.00	18.00	18.00	20.00	12.00	8.00
131	1.00	3.00	2.00	4.00	2.00	3.00	3.00	2.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	5.00	5.00	5.00	5.00	4.00	3.00	2.00	3.00	5.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	12.00	18.00	23.00	23.00	15.00	6.00	18.00	15.00	20.00	12.00	8.00
132	2.00	3.00	2.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	3.00	4.00	3.00	4.00	4.00	13.00	16.00	19.00	26.00	14.00	5.00	20.00	18.00	18.00	10.00	8.00
133	1.00	3.00	4.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	3.00	4.00	3.00	3.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	11.00	13.00	14.00	20.00	9.00	4.00	12.00	11.00	15.00	9.00	6.00
134	2.00	3.00	4.00	4.00	4.00	1.00	3.00	2.00	3.00	3.00	4.00	4.00	2.00	2.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00	9.00	15.00	17.00	22.00	13.00	6.00	15.00	15.00	16.00	12.00	4.00
135	2.00	4.00	2.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	11.00	15.00	17.00	21.00	13.00	6.00	14.00	14.00	16.00	9.00	7.00
136	1.00	3.00	4.00	4.00	2.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	2.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	13.00	20.00	20.00	24.00	16.00	8.00	20.00	15.00	20.00	12.00	8.00
137	1.00	3.00	4.00	2.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	11.00	15.00	15.00	21.00	12.00	6.00	15.00	12.00	15.00	9.00	6.00
138	1.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	2.00	3.00	4.00	4.00	4.00	5.00	4.00	5.00	5.00	3.00	4.00	3.00	2.00	3.00	4.00	5.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	15.00	17.00	20.00	26.00	16.00	6.00	18.00	16.00	20.00	12.00	8.00
139	1.00	3.00	4.00	2.00	4.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00	2.00	3.00	2.00	5.00	5.00	5.00	3.00	3.00	5.00	5.00	3.00	4.00	2.00	1.00	1.00	3.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00	1.00	12.00	16.00	20.00	23.00	9.00	8.00	15.00	13.00	11.00	9.00	2.00
140	2.00	2.00	2.00	3.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	4.00	4.00	5.00	4.00	5.00	5.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	17.00	23.00	23.00	27.00	17.00	8.00	18.00	18.00	20.00	12.00	8.00
141	1.00	3.00	2.00	4.00	2.00	3.00	3.00	2.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	5.00	5.00	5.00	5.00	4.00	3.00	2.00	3.00	5.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	12.00	18.00	23.00	23.00	14.00	6.00	18.00	15.00	20.00	12.00	8.00
142	2.00	3.00	2.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	3.00	4.00	3.00	4.00	4.00	13.00	16.00	19.00	26.00	14.00	5.00	20.00	18.00	18.00	10.00	8.00
143	1.00	3.00	4.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	3.00	4.00	3.00	3.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	11.00	13.00	14.00	20.00	9.00	4.00	12.00	11.00	15.00	9.00	6.00
144	2.00	3.00	4.00	4.00	4.00	1.00	3.00	2.00	3.00	3.00	4.00	4.00	2.00	2.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00	9.00	15.00	17.00	22.00	13.00	6.00	15.00	15.00	16.00	12.00	4.00
145	2.00	4.00	2.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	11.00	15.00	17.00	21.00	13.00	6.00	14.00	14.00	16.00	9.00	7.00
146	1.00	3.00	2.00	4.00	2.00	3.00	3.00	2.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	5.00	5.00	5.00	5.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	12.00	18.00	23.00	23.00	15.00	6.00	18.00	15.00	20.00	12.00	8.00
147	2.00	3.00	2.00	2.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	3.00	4.00	3.00	4.00	4.00	13.00	16.00	19.00	26.00	14.00	5.00	20.00	18.00	18.00	10.00	8.00
148	1.00	3.00	4.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00	3.00	4.00	3.00	3.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	11.00	13.00	14.00	20.00	9.00	4.00	12.00	11.00	15.00	9.00	6.00

Appendix I
Reliability Test

Scale: ALL VARIABLES
Reliability round 1

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.962	46

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1 Gender	149.1533	540.251	.104	.962
Q2 Age	147.9600	548.777	-.202	.964
Q3 Personal annual income	147.9133	543.140	-.028	.964
Q4 Highest academic or professional qualification	147.3667	544.569	-.060	.964
Q5 Duration of insured	147.3533	546.968	-.108	.964
Accessibility to the information of products or services (leaflets, bulletins, policy jackets)	147.6000	525.785	.384	.962
Provision of visually attractive offices, nice furniture & fixture, and modern equipment	147.3667	535.039	.251	.962
Provision of souvenirs (pens, diary books etc.) or festive small gifts (lai-see packets, calendars, annual planners, birthday cards, Christmas cards, New Year cards etc.)	147.8400	521.531	.453	.961
Appearance of employees and/agents	147.2800	525.988	.510	.961
How timely is the delivery of insurance services?	147.3267	525.550	.474	.961
How truthful the Insurer (keeping to promises) to you?	147.2467	509.637	.803	.960
How dependable and consistent is the Insurer in solving customers' complaints?	147.3933	519.609	.671	.960

How able is the Insurer to perform services right the first time?	147.6067	514.817	.701	.960
How able is the Insurer to insist on error-free records?	147.5267	518.439	.625	.961
How able is the Insurer to tell customers exactly when services will be performed?	147.5533	514.665	.744	.960
How able is the Insurer to give prompt customer services and attend to customer's needs or problems?	146.9000	521.487	.626	.961
How is the willingness of employees or agents to help customers in emergency situations?	147.0533	515.809	.675	.960
How is the approachability of employees or agents and easy to contact?	147.1133	516.235	.643	.960
How able is the employees or agents to communicate clearly with you?	147.0467	516.984	.702	.960
Offering favorable terms and conditions	147.5867	514.593	.750	.960
Business hours convenient to customers	147.0800	523.416	.493	.961
Offering sound loyalty programme to recognize a frequent customer	147.5667	517.536	.562	.961
The Insurer has the best interest of customers at heart	147.7133	510.072	.816	.960
Giving customer personal attention	147.4133	509.385	.752	.960
The Insurer always makes efforts to understand specific customer needs	147.6733	513.644	.724	.960
The Insurer apologizes for inconvenience caused to customers	147.6867	522.082	.537	.961
Ability to provide variety of value added services to customers, e.g. loan facilities, premium holiday etc	147.5800	514.983	.641	.960
Sincerity and patience in resolving complaints or problems	147.3667	511.361	.827	.960

The behavior of employees or agents in instilling confidence in customers.	147.3067	515.422	.757	.960
The required skills and knowledge of employees or agents to answer customers' questions	147.3200	513.105	.751	.960
Charges for insurance premium	147.5600	519.792	.647	.960
Charges for other services customers received	147.6067	521.113	.590	.961
Successful in completing insurance claims settlements	147.3267	517.429	.755	.960
Technological knowledge and skills in solving customer problems	147.4867	516.641	.739	.960
Offering updated insurance products or policies that meet the market requirements.	147.4200	516.809	.665	.960
Innovativeness – ability to use current technology to improve services	147.4667	516.183	.691	.960
Providing adequate variety of insurance policies	147.4267	521.401	.579	.961
How successful is the Insurer?	147.2867	513.937	.781	.960
How is the reputation of the insurer?	147.0933	514.112	.790	.960
How is the brand image of the Insurer?	147.1400	515.128	.729	.960
How socially responsible is the Insurer?	147.5000	513.634	.747	.960
How well did the services you received from the Insurer compare with your ideal or desired set of services?	147.4933	514.990	.763	.960
To what extent have services of the Insurer met your expectations?	147.4333	515.522	.805	.960
How satisfied are you with the service quality delivered by the Insurer?	147.4333	513.777	.817	.960
How likely would you re-purchase insurance products of the Insurer?	147.4933	511.111	.650	.960
How likely would you recommend the Insurer to your family or friends?	147.5400	506.841	.748	.960

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
150.7467	542.888	23.29997	46

Scale: ALL VARIABLES
Reliability round 2

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.971	42

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1 Gender	136.7600	553.378	.124	.972
Accessibility to the information of products or services (leaflets, bulletins, policy jackets)	135.2067	538.581	.399	.972
Provision of visually attractive offices, nice furniture & fixture, and modern equipment	134.9733	548.053	.267	.972
Provision of souvenirs (pens, diary books etc.) or festive small gifts (lai-see packets, calendars, annual planners, birthday cards, Christmas cards, New Year cards etc.)	135.4467	534.007	.473	.972
Appearance of employees and/agents	134.8867	538.974	.523	.971
How timely is the delivery of insurance services?	134.9333	538.626	.483	.971
How truthful the Insurer (keeping to promises) to you?	134.8533	522.891	.801	.970
How dependable and consistent is the Insurer in solving customers' complaints?	135.0000	533.490	.654	.971
How able is the Insurer to perform services right the first time?	135.2133	528.303	.695	.970
How able is the Insurer to insist on error-free records?	135.1333	531.767	.625	.971

How able is the Insurer to tell customers exactly when services will be performed?	135.1600	528.135	.738	.970
How able is the Insurer to give prompt customer services and attend to customer's needs or problems?	134.5067	534.547	.634	.971
How is the willingness of employees or agents to help customers in emergency situations?	134.6600	529.179	.673	.971
How is the approachability of employees or agents and easy to contact?	134.7200	529.250	.650	.971
How able is the employees or agents to communicate clearly with you?	134.6533	529.651	.719	.970
Offering favorable terms and conditions	135.1933	527.902	.749	.970
Business hours convenient to customers	134.6867	536.982	.488	.971
Offering sound loyalty programme to recognize a frequent customer	135.1733	530.587	.568	.971
The Insurer has the best interest of customers at heart	135.3200	523.454	.811	.970
Giving customer personal attention	135.0200	522.543	.753	.970
The Insurer always makes efforts to understand specific customer needs	135.2800	526.552	.733	.970
The Insurer apologizes for inconvenience caused to customers	135.2933	535.833	.526	.971
Ability to provide variety of value added services to customers, e.g. loan facilities, premium holiday etc	135.1867	528.005	.647	.971
Sincerity and patience in resolving complaints or problems	134.9733	524.858	.819	.970
The behavior of employees or agents in instilling confidence in customers.	134.9133	529.033	.747	.970
The required skills and knowledge of employees or agents to answer customers' questions	134.9267	526.149	.756	.970

Charges for insurance premium	135.1667	532.717	.659	.971
Charges for other services customers received	135.2133	534.411	.591	.971
Successful in completing insurance claims settlements	134.9333	530.761	.754	.970
Technological knowledge and skills in solving customer problems	135.0933	529.870	.741	.970
Offering updated insurance products or policies that meet the market requirements.	135.0267	529.355	.684	.971
Innovativeness – ability to use current technology to improve services	135.0733	528.927	.706	.970
Providing adequate variety of insurance policies	135.0333	534.422	.589	.971
How successful is the Insurer?	134.8933	526.928	.788	.970
How is the reputation of the insurer?	134.7000	527.272	.793	.970
How is the brand image of the Insurer?	134.7467	528.365	.730	.970
How socially responsible is the Insurer?	135.1067	526.928	.746	.970
How well did the services you received from the Insurer compare with your ideal or desired set of services?	135.1000	528.466	.757	.970
To what extent have services of the Insurer met your expectations?	135.0400	528.871	.802	.970
How satisfied are you with the service quality delivered by the Insurer?	135.0400	527.086	.815	.970
How likely would you re-purchase insurance products of the Insurer?	135.1000	523.889	.660	.971
How likely would you recommend the Insurer to your family or friends?	135.1467	519.777	.753	.970

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
138.3533	556.498	23.59022	42

Scale: ALL VARIABLES

Reliability round 3

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.974	38

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Appearance of employees and/agents	123.8600	490.094	.502	.974
How timely is the delivery of insurance services?	123.9067	489.763	.464	.974
How truthful the Insurer (keeping to promises) to you?	123.8267	474.131	.802	.972
How dependable and consistent is the Insurer in solving customers' complaints?	123.9733	483.919	.664	.973
How able is the Insurer to perform services right the first time?	124.1867	479.428	.692	.973
How able is the Insurer to insist on error-free records?	124.1067	482.995	.614	.973
How able is the Insurer to tell customers exactly when services will be performed?	124.1333	479.110	.739	.973
How able is the Insurer to give prompt customer services and attend to customer's needs or problems?	123.4800	485.231	.635	.973
How is the willingness of employees or agents to help customers in emergency situations?	123.6333	479.751	.683	.973

How is the approachability of employees or agents and easy to contact?	123.6933	480.160	.651	.973
How able is the employees or agents to communicate clearly with you?	123.6267	480.678	.717	.973
Offering favorable terms and conditions	124.1667	478.851	.751	.973
Business hours convenient to customers	123.6600	487.689	.484	.974
Offering sound loyalty programme to recognize a frequent customer	124.1467	482.126	.552	.974
The Insurer has the best interest of customers at heart	124.2933	474.517	.816	.972
Giving customer personal attention	123.9933	473.309	.765	.973
The Insurer always makes efforts to understand specific customer needs	124.2533	477.654	.733	.973
The Insurer apologizes for inconvenience caused to customers	124.2667	486.277	.531	.973
Ability to provide variety of value added services to customers, e.g. loan facilities, premium holiday etc	124.1600	479.236	.641	.973
Sincerity and patience in resolving complaints or problems	123.9467	475.635	.831	.972
The behavior of employees or agents in instilling confidence in customers.	123.8867	479.524	.762	.973
The required skills and knowledge of employees or agents to answer customers' questions	123.9000	477.218	.757	.973
Charges for insurance premium	124.1400	483.477	.660	.973
Charges for other services customers received	124.1867	485.240	.587	.973
Successful in completing insurance claims settlements	123.9067	481.454	.760	.973
Technological knowledge and skills in solving customer problems	124.0667	481.110	.732	.973
Offering updated insurance products or policies that meet the market requirements.	124.0000	480.510	.679	.973

Innovativeness – ability to use current technology to improve services	124.0467	480.125	.699	.973
Providing adequate variety of insurance policies	124.0067	484.785	.599	.973
How successful is the Insurer?	123.8667	477.861	.792	.972
How is the reputation of the insurer?	123.6733	478.114	.799	.972
How is the brand image of the Insurer?	123.7200	478.968	.741	.973
How socially responsible is the Insurer?	124.0800	477.940	.747	.973
How well did the services you received from the Insurer compare with your ideal or desired set of services?	124.0733	478.901	.774	.973
To what extent have services of the Insurer met your expectations?	124.0133	479.597	.811	.972
How satisfied are you with the service quality delivered by the Insurer?	124.0133	477.745	.828	.972
How likely would you re-purchase insurance products of the Insurer?	124.0733	475.142	.658	.973
How likely would you recommend the Insurer to your family or friends?	124.1200	471.100	.755	.973

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
127.3267	506.195	22.49877	38

(PG1)

Appendix PG1

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

PG1 - FULL RESEARCH PROPOSAL

This form is to be completed by both the student and supervisory team within **THREE** months for full-time students and **SIX** months for part time students, after the commencement of the research degree or Part Two. Return the completed form to the **Academic Office** pgresearch@uwtsd.ac.uk.

Student Details

Student Family / Surname:		Pang	
Student Given / First name:		Steven Andrew	
Student Number		1812205	
UWTSD Institute			
UWTSD Partner Institute (if appropriate)		HKMA	
Start Date			
Mode of Study		Part time ☒	Full time ☐

PhD by Research	PhD Practice Based	PhD by Published Works	Professional Doctorate (including DBA, DProf, Ed D)	MPhil by Research	MPhil Practice Based
☐	☐	☐	☐	☐	☐
MA by Research	**MSc by Research**	**MRes**	**MBA**		
☐	☐	☐	☒		

Proposed Research

Current Proposed Title (20 / 30 words):
Background & Context (approx. 500 words)
In this section you will need to: • Place the research topic in its historical, cultural and social context. • Explain why the research is significant and important. • Place the research in the current academic context.
Aims and Objectives (approx.. 250 – 500 words)
In this section you will need to: • Explain what you want to achieve through the research.

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

- Outline the aims of the research.

Proposed plan of work including timetable

Proposed plan of work

In this section you will need to complete a proposed plan of your work explaining the timeline for key elements of the thesis. This can be set out as a table like below or as a gantt chart (for example)

Planned Development (e.g. submission of form, completion of chapter, submission of thesis)	Target Date

Proposed methodology (approx. 500 words):

In this section you will need to explain how you will achieve your aims and objectives:

- Explain your disciplinary orientation/ approach
- Describe the methods you will use to carry out your research: (eg library-based research, on-line research, fieldwork (interviews/ participant-observation), analysis of visual data, combinations of these)

Introductory bibliography:

In this section you should list a minimum of 30 titles that are relevant to your research.
You should include all works cited in this form.
The list should be alphabetical using the referencing system appropriate to your discipline.

Facilities and resources available for the investigation: please indicate if you expect to need any special resources

In this section you should indicate:

- What facilities you will need access to including libraries, archives, institutions, specialist IT facilities
- Whether you have permission to access the facilities and resources
- Whether you need to travel to access the facilities and resources – where do you need to go, for how long, and how will this be financed
- Whether you will be carrying out fieldwork or interviews and whether you have followed the correct protocols, secured permission and ethical clearance.

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Intellectual Property IP
It is anticipated that Intellectual Property (IP) will be produced as a result of this research.

Tick √

	YES	NO
Is the IP already subject to a separate agreement with a third party (e.g. employer, sponsor or external funder)? If so please provide details below	☐	☐
Is the research dependent upon background IP owned by: If so, please provide details below	UWTSD ☐	A third party ☐
Text box will expand		

Tick √

I understand that:	YES	NO
If any party other than the student is likely to be involved in the development of IP a separate IP agreement will be needed and it may be necessary for the student to assign the IP rights to the University.	☐	☐
If there are no third parties involved in the creation of the IP the student is deemed to own the IP, however should the student wish to commercially exploit their IP and require the assistance of the University to do so, they will be required to assign their IP to the University. http://uwtsd.ac.uk/ip https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/for-business/Intellectual-Property-Policy-Students-Final.pdf	☐	☐

Student Signature A Steven

Signature or Print Name:		Date:

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Supervisory Team

Has the student proposed a viable research project that is appropriate for this programme that should be supported by the Institute?	
Supported: ☑	**Not Supported:** ☐

Authorisation

Lead Supervisor/Director of Studies	Signature or Print Name:	Date:
Institute Representative	Signature or Print Name:	Date:

(PG2)

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

PG2 / E1 FORM

SECTION K: Declaration

The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice

Signature of applicant: SAP	**Date:** 10/11/2019

For students:

Director of Studies/Supervisor:	Dr. Joe Leung
Signature:	
Date:	

For staff:

Head of School/Assistant Dean:	
Signature:	
Date:	

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed **ALL RELEVANT** sections of the form in full.
☒	I confirm that the research activity has received approval in principle
☒	I have attached a copy of final/interim approval from external organisation (where appropriate)
☐	I have attached a full risk assessment (and have NOT completed Section H of this form) (where appropriate)
☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Head of School.

RESEARCH STUDENTS AND STAFF ONLY
All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk , with the title 'Ethical Approval' followed by your name.
You will be informed of the outcome of your claim by email; therefore it is important that you check your University and personal email accounts regularly.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

This form is available electronically from the Academic Office web pages:
http://www.uwtsd.ac.uk/academic-office/

Application Process

All staff research projects and all research students must submit the Ethical Approval Form to the **University Ethics Committee** via the Academic Office (pgresearch@uwtsd.ac.uk). Staff research directly in relation to personal study for taught undergraduate or Masters programmes should be submitted via the Faculty procedures explained below.

Taught masters and taught undergraduate research Ethical Approval Forms are considered **within Faculties.** Faculties will provide details of the specific processes for this. Where the Ethical issues within any single ethical application are of particular concern the Faculty will refer these to the University Ethics Committee. Any student activity that involves the collection of primary data needs to undergo Ethical approval, this includes assignment work as well as dissertations.

Notes for guidance in completion of this form

Section A: About You
Please complete all relevant sections

Section B: Approval for research activity
Research proposals must be approved in principle before applying for Ethical Approval. The proposal approval only becomes final when the ethical approval is received.

The process for proposal approval varies according the individual and programme of study:

- Research students, by application on form PG1 to the Research Degrees Committee
- Taught students by review of research proposal within Faculties (Faculties provide specific details of these processes)
- Staff, by agreement by the Head of School/Assistant Dean

Section C: External Ethical Guidance materials
Many discipline areas are required to operate with the discipline specific codes of research ethics (for example health, psychology, education etc.), any such codes must be listed and you must tick to confirm that you have consulted with these.

Section D: External Collaborative Research Activity
Provide details of the external collaborative partners, where appropriate you might want to submit a copy of the external collaboration agreement with the Ethical Approval Form. If the partner requires the research to be subject to its own internal Ethical approval process then please provide details of that process and a copy of any final (or interim) approvals received from the organisation.

Section E: Details of Research Activity
Remember that the individuals reviewing this Ethical Approval Form may not have seen your research proposal, and also may not be experts in the specific area of your research. The information provided should therefore be jargon free and clearly stated.
Indicative Title: please use the same title as used on the research proposal.
Purpose: the Ethical approval process will want to ensure that the methods you propose are adequate and appropriate to address the research aims and objectives. Excessive additional data collection can be seen as unethical.
Proposed Methods: the Ethical approval process seeks to ensure that you understand the methods that are intended, and that the implementation of those methods will be appropriate and without unnecessary impact on respondents. Please be specific.
Location: this needs to mention geographical location and also local situation (for example, within Local Authority Offices in Cardiff, using a private room but close to other individuals). If you are collecting data within an organisational setting then you need to explain the permissions that you have obtained to do this.
Research Activity outside of the UK: please complete this section in detail, and note any guidance you have received. Also describe your own familiarity (or not) with the location that you will be utilising.

Proposal

by Steven Andrew PANG

Submission date: 10-Nov-2019 11:56PM (UTC+0800)
Submission ID: 1210718460
File name: ilovepdf_merged.pdf (1.56M)
Word count: 8359
Character count: 47191

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

PG1 - FULL RESEARCH PROPOSAL

This form is to be completed by both the student and supervisory team within **THREE** months for full-time students and **SIX** months for part time students, after the commencement of the research degree or Part Two. Return the completed form to the **Academic Office** pgresearch@uwtsd.ac.uk.

Student Details

Student Family / Surname:	Pang		
Student Given / First name:	Steven Andrew		
Student Number	1812205		
UWTSD Institute			
UWTSD Partner Institute (if appropriate)	HKMA		
Start Date			
Mode of Study	Part time ☒	Full time ☐	

PhD by Research	PhD Practice Based	PhD by Published Works	Professional Doctorate (including DBA, DProf, Ed D)	MPhil by Research	MPhil Practice Based
☐	☐	☐	☐	☐	☐
MA by Research	**MSc by Research**	**MRes**	**MBA**		
☐	☐	☐	☒		

Proposed Research

Current Proposed Title (20 / 30 words):
Background & Context (approx. 500 words)
In this section you will need to: • Place the research topic in its historical, cultural and social context. • Explain why the research is significant and important. • Place the research in the current academic context.
Aims and Objectives (approx.. 250 – 500 words)
In this section you will need to: • Explain what you want to achieve through the research.

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

- Outline the aims of the research.

Proposed plan of work including timetable

Proposed plan of work

In this section you will need to complete a proposed plan of your work explaining the timeline for key elements of the thesis. This can be set out as a table like below or as a gantt chart (for example)

Planned Development (e.g. submission of form, completion of chapter, submission of thesis)	Target Date

Proposed methodology (approx. 500 words):

In this section you will need to explain how you will achieve your aims and objectives:

- Explain your disciplinary orientation/ approach
- Describe the methods you will use to carry out your research: (eg library-based research, on-line research, fieldwork (interviews/ participant-observation), analysis of visual data, combinations of these)

Introductory bibliography:

In this section you should list a minimum of 30 titles that are relevant to your research.
You should include all works cited in this form.
The list should be alphabetical using the referencing system appropriate to your discipline.

Facilities and resources available for the investigation: please indicate if you expect to need any special resources

In this section you should indicate:

- What facilities you will need access to including libraries, archives, institutions, specialist IT facilities
- Whether you have permission to access the facilities and resources
- Whether you need to travel to access the facilities and resources – where do you need to go, for how long, and how will this be financed
- Whether you will be carrying out fieldwork or interviews and whether you have followed the correct protocols, secured permission and ethical clearance.

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Intellectual Property IP

It is anticipated that Intellectual Property (IP) will be produced as a result of this research.

Tick √

	YES	NO
Is the IP already subject to a separate agreement with a third party (e.g. employer, sponsor or external funder)? If so please provide details below	☐	☐
Is the research dependent upon background IP owned by: If so, please provide details below	UWTSD ☐	A third party ☐
Text box will expand		

Tick √

I understand that:	YES	NO
If any party other than the student is likely to be involved in the development of IP a separate IP agreement will be needed and it may be necessary for the student to assign the IP rights to the University.	☐	☐
If there are no third parties involved in the creation of the IP the student is deemed to own the IP, however should the student wish to commercially exploit their IP and require the assistance of the University to do so, they will be required to assign their IP to the University. http://uwtsd.ac.uk/ip https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/for-business/Intellectual-Property-Policy-Students-Final.pdf	☐	☐

Student Signature

Signature or Print Name:		Date:

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Supervisory Team

Has the student proposed a viable research project that is appropriate for this programme that should be supported by the Institute?	
Supported: ☐	**Not Supported:** ☐

Authorisation

Lead Supervisor/Director of Studies	Signature or Print Name:	Date:
Institute Representative	Signature or Print Name:	Date:

1) Dissertation Research

AREA:	**Marketing**
TOPIC:	**Customer Satisfaction with Service Quality, demographics (gender, age group, education level, and income range), perception, and behaviour intentions**
TITLE:	**Customer satisfaction in Hong Kong (Long-term) insurance industry**
CONTEXT:	**To analyze and assess the insurance industry**
BOUNDARIES:	**The research boundary is the Long-term insurance business conducting within Hong Kong and targets are adult (age 18 or over) who having at least 1 long-term insurance policy in forced in the past 12-month**
ETHICAL CONSIDERATIONS	✓ **To seek informed consent from the interviewees, and survey assistants and participants;** ✓ **To avoid harm to all involvers and ensure them contribute voluntarily in the study;** ✓ **To respect anonymity and confidentiality of the interviewees and participants;** ✓ **Data collected are solely for this research and to be destroyed after the research completion.** ✓ **To ensure the integrity and quality of the data collected and usage.**

,

2) Rationale or justification of this study

After gleaning on many cases, conducting a thorough literature surfing then identified some gaps have not yet been attended; customer satisfaction with service quality in the Hong Kong long-term insurance industry.

Customer satisfaction is critical nowadays for businesses to survive and sustain; many insurers in Hong Kong have their own customer satisfaction measures in this customer-oriented era but slating the industry as a whole is untouched. (Myler, 2016)

After the transition of the Insurance Authority, Hong Kong government plan to enhance Hong Kong as a leading life insurance center, thus satisfactory in service quality being an important issue ever than before. (Hong Kong Finical services development council, 2018)

As at the end of June 2019, there are 70 insurers in the industry; and in 2018 total office premiums HKD461.4 billion and 13.2 million policies are in forced, it has immense contribution to the local economy. (Ia.org.hk, 2018)

Explicitly, the research is significant to the academic field, economy, government, regulatory bodies, industry, insurers, intermediaries, employees, customers, shareholders and investors.

Academically, the research fills up some gaps of present literature. From economic viewpoint, this study assists the industry to prosperous and boosts

the local economy to a higher GDP. Besides, the government learns more about the industry and makes better policies to enhance Hong Kong to be the leader in global life insurance industry; regulated bodies attain useful insights to monitoring the industry, as well as a scientific yardstick for the industry. Furthermore, the research on one side provides a reliable source to improve the decisions of insurers on customer relationship management, on the other side proffers constructive enhancement to employees and intermediaries on service performance; moreover, the study presents the insights of the industry to customers, shareholders and investors.

3) Concepts & Theories

- ✓ **The Age of Enlightenment in 17th - 18th centuries provided the grounds for accepting actuarial science as a rational means to conduct better business. Insurance especially life insurance resonated with the search for laws, the statistical recording of natural events and the calculation of future developments. Behind this innovation was the conviction that the world and its possible future states could be predicted and computed.** (Haueter, 2013)

  Attack on the World Trade Center in 2001 the industry had to cope with unexpected enormous losses, but challenges also came from the economy and its recurring crises which at times caused bigger losses than the worst insured catastrophes; plus, monetary issues caused difficulties with floating exchange rates and fluctuating interest rates. Save for overall the insurance industry has proved remarkably resilient to all these challenges. Even in the recent crisis insurance was less affected than other industries, which proves that a long history of prudent reserving and risk awareness had taught insurers to act cautiously. (Haueter, 2013)

- ✓ **When Hong Kong was still under British colonial rule, she had become an industrial city by 1969 but was still very far from being the international financial centre from the 1980s. The insurance business in the 1960s consisted mainly of fire and marine, conducted by approximately 160 firms, of which a third were British, an eighth were American, and a slightly smaller proportion were locally registered firms, the remainder consisting of insurers from other Asian countries, Australia and continental Europe. Hong Kong's success heralded the path the People's Republic was to tread after the Cultural Revolution. As the economy boomed and personal incomes rose, the insurance industry expanded and life insurance overtook other lines of business.** (Swissre.com, 2013)

  Hong Kong connected to China is a favourable factor to global insurers and reinsurers for seeking opportunities in the mainland China. According to the HKTDC Research, the mainland recorded a year-on-year growth of 32.18% in premiums income to about USD 32.3 billion from the first quarter to the third quarter in 2016 with long-term insurance and general insurance businesses growing by 37% and 7.8% over the year, respectively. (Swissre.com, 2013)

Major mainland insurers which have been listed in Hong Kong include China Life Insurance (largest commercial insurance group in mainland China), Ping An Insurance of China, and The People's Insurance Company (Group) of China (PICC). (Swissre.com, 2013)

Hong Kong's Insurance Authority has granted the first authorization under Fast Track for virtual insurance, the general insurance is Avo (Yiu, 2019) **and the life insurance is Bowtie.** (Yiu, 2018)

- ✓ **Expectations-confirmation theory posits that expectations, coupled with perceived performance, lead to post-purchase satisfaction. This effect is mediated through positive or negative disconfirmation between expectations and performance. If a product outperforms expectations (positive disconfirmation) post-purchase satisfaction will result. If a product falls short of expectations (negative disconfirmation) the consumer is likely to be dissatisfied** (Bhattacherjee, 2001)

  The theory of comparative advantage states that if countries specialize in producing goods where they have a lower opportunity cost – then there will be an increase in economic welfare. Perceived equity is a key psychological reaction to the value that a service company provides. Services can be delivered in such a manner as to satisfy the recipient (HAYES, 2019)

4) Primary Research Problem

How to portray the determinants and effects of customer satisfaction in the Hong Kong long-term insurance industry? (Smith, 2019)

5) Purpose

The main purpose is to appraise the determinants and impacts of customer satisfaction to customer behavioural intentions in the Hong Kong long-term insurance industry and to provide recommendation deriving from the research result. (Esrc.ukri.org, 2019)

6) Research Questions

a) **What are the determinants of customer satisfaction in the market?**

b) **To what extent customer satisfaction influence behavioural intentions in the market?**

c) **How is the relationship amongst customer demographics, satisfaction and behavioural intention?** (Doody and Bailey, 2016)

7) Objectives

a) **To examine the determinants of customer satisfaction in the market.**

b) **To dissect the influence of customer with service quality to behavioural intentions.**

c) **To scrutinize the correlations amongst customer demographics, satisfaction and behavioural intention.**

8) Paradigm Used to Research the Topic

Positivism perspective is used; customer satisfaction and service quality with demographics in the industry can be examined objectively through the use of established theoretical skeletons and structured mechanisms to make the appraisal, so generalizations can be made from the findings. (Serva, 2018)

9) Methods Used to Gather the Data

Survey research method is used to gather opinions for realization of the determinants of customer satisfaction and to collect primary data from customers on the perception towards their insurers; then desktop research is used to gather secondary data. (Puckett, 2018)

10) Advantages & Disadvantages of the Chosen Research Methods

- ✓ **Survey is one of the most common research methods and two techniques, interview and questionnaire, are used in this study.** It is commonly carried out in social science, business and management issues. The method mostly associates with deductive approach and to prove or disprove some assumptions and hypothesises. (Eve, 2015)
  - ➢ **Advantages of the chosen method are:**
    a) **Relatively** cost effective,
    b) Generalizability,
    c) Reliability, and
    d) Versatility.
  - ➢ **Disadvantages of the said method are:**
    a) Inflexibility, and
    b) Issues with validity.
- ✓ **Desktop research also called secondary data research; it is the most common methods on historical or secondary data.** This method bases on presented data and information derived from the previous researches done. (Travis, 2019)
  - ➢ **Advantages are:**
    a) Readymade so can be used immediately or more quickly, and
    b) At a much lower cost.
  - ➢ **Disadvantages are:**
    a) Unspecific to the needs of users.

11) Methodological Limitations of the Study

Under time constraint of the academic calendar within the study be required to accomplish, insufficient time to visit all the 70 insurers, only met with some representatives from 2 giants in the market, ideally at least to interview with the top 8. A broker and an agency plus 8 agents have given advices to the researcher. Also, it is unlikely going to each locality in Hong Kong to conduct

questionnaires face-to-face, because of e-questionnaires are used, customers who do not familiar with computer or at lower education level may not be included in this study. (Moura, 2017)

The study is specifically for the insurers that offer long-term insurance services in Hong Kong, in order words, those in other segments such like general insurance, reinsurance, virtual insurance and broking services are excluded. (DEVAULT, 2019)

Only individuals no institutional customers, who use the services of the long-term insurers for the past year, will be included in this study for analysis. Also, the study does not attempt to measure and analysis customer satisfaction with specific insurance policy or services delivered by each of the insurer. (Korlaar, 2012)

12) Appropriate Techniques Used

In this survey research, structured interviews are conducted to collect opinions on determinants of customer satisfaction with service quality then the behavioural intentions, and insights on making assumptions and hypothesizes to setting the primary research problem and research questions. Structured questionnaires are conducted to collect data from customers. Statistics Package of Social Science ('SPSS), is employed to compute the correlations of the variables for the data collected. (Wilson-Doenges, 2014)

13) Respondent Population & Sample

The respondent population is 0.01% of Hong Kong population and sample is 750 customers. (DeFranzo, 2012)

14) Process of the Collected Data Analysis

- ✓ **To validate whether the data collected are up to the pre-set standards without any bias;**
- ✓ **To conduct basic data checks for outliers to ensure the accuracy of the results and error-free; and**
- ✓ **To group and assign values to the responses in survey.** (Dillard, 2017)

15) Reliability & Validity

Reliability is how consistent a research and validity is how accurate a research; they evaluate the quality of research done. The questionnaire is adopted from previous studies and modified to serve the study. The outcomes will be generalized to the industry. (Gyasi and Azumah, 2009)

16) Qualitative Analysis

It is made up of words, observations, images, and even symbols, it is mostly used for exploratory research. (SMITH, 2019)

17) Quantitative Analysis

- **Descriptive statistics: Mean, Mode, Median, Percentage, Frequency and Range**
- **Inferential Analysis: Correlation, Regression and Analysis of variance** (KENTON, 2019)

17) Resources Needed

- ✓ **Time is definitely a valuable resource and good time management is vital to accomplishment of this study; particularly for a working-adult, it is busy near the year-end, below a time plan is drafted and tagalong.** (William, 2006)
- ✓ **Manpower is another critical success resource in this study, because in a short span of time to conduct interviews and collect data, I need to invite some friends to voluntarily assist in arrangement of interviews and share out surveys to target respondents.** (Coleman, 1973)
- ✓ **Financial resources relatively trifling since all involvers are on voluntary basis so the primary data is nearly at no costs and secondary data are gratis mostly from the Hong Kong Government on the official websites and e-journals. Moreover, the computer softwares being used during this research are open-sources or gratuitous.** (Black and Thackrey, 2014)

18) Time Plan

TASKS	TIME	START	END
Initial search and reading for choosing a suitable topic for dissertation	3-month	11/8/2019	10/11/2019
Review research methodology	1-week	27/10/2019	3/11/2019
Develop a clear focus for the research	1-week	27/10/2019	3/11/2019
Identify the context, boundaries and stakeholder interests	3-month	11/8/2019	10/11/2019
Consider research perspectives and ethical concerns and procedures	1-week	15/10/2019	21/10/2019
Conduct interviews	1-week	21/10/2019	27/10/2019
Design questionnaire for survey	1-week	28/10/2019	3/11/2019
Data collection	4-week	3/11/2019	28/11/2019
Research procedures/process	8-month	11/8/2019	10/4/2020
Draft research proposal	2-week	27/10/2019	10/11/2019
Submit research proposal	Deadline	-	11/11/2019
Further reading on the topic for literature review	4-week	27/10/2019	23/11/2019
Draft the introduction and literature review	4-week	10/11/2019	7/12/2019
Draft the methodology	4-week	8/12/2019	4/1/2020
Draft the summary of the data gathered	4-week	5/1/2020	1/2/2020
Draft the discussion of the implications of the findings and recommendations	6-week	2/2/2020	14/3/2020
Organize the list of references	5-month	10/11/2019	9/4/2020
Draft the conclusion	2-week	15/3/2020	28/3/2020
Organize and proof read the ultimate	2-week	28/3/2020	10/4/2020

version of the whole dissertation			
Submit the dissertation	**Deadline**		**10/4/2020**

19) Budget Considerations

Mostly budget is a big issue in a research project but since this dissertation is a piece of graduation assessment of a Master degree of Business Administration, an one-off study and conducted by a student; many expenditures are negligible. (O'Donnell, 2014)

20) References

1. Bhattacherjee, A. (2001). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly*, [online] 25(3), p.351. Available at: https://www.jstor.org/stable/3250921?seq=1#page_scan_tab_contents [Accessed 4 Nov. 2019].
2. Black, C. and Thackrey, D. (2014). *Research Proposals - Budget | ORSP*. [online] Orsp.umich.edu. Available at: https://orsp.umich.edu/research-proposals-budget [Accessed 6 Nov. 2019].
3. Coleman, B. (1973). Research Manpower Resources Planning. *Research Management*, [online] 16(4), pp.28-32. Available at: https://www.jstor.org/stable/24116543?seq=1#page_scan_tab_contents [Accessed 5 Nov. 2019].
4. DeFranzo, S. (2012). *5 Tips to Choose an Online Survey Sample Size*. [online] Snap Surveys Blog. Available at: https://www.snapsurveys.com/blog/5-tips-choose-online-survey-sample-size/ [Accessed 8 Nov. 2019].
5. DEVAULT, G. (2019). *Creating Consumer Profiles by Using Your Market Segmentation Skills*. [online] The Balance Small Business. Available at: https://www.thebalancesmb.com/market-segmentation-for-target-market-research-2296840 [Accessed 5 Nov. 2019].
6. Dillard, J. (2017). *The Data Analysis Process: 5 Steps To Better Decision Making*. [online] Bigskyassociates.com. Available at: https://www.bigskyassociates.com/blog/bid/372186/The-Data-Analysis-Process-5-Steps-To-Better-Decision-Making [Accessed 5 Nov. 2019].
7. Doody, O. and Bailey, M. (2016). Setting a research question, aim and objective. *Nurse Researcher*, [online] 23(4), pp.19-23. Available at: https://www.ncbi.nlm.nih.gov/pubmed/26997231 [Accessed 2 Nov. 2019].
8. Esrc.ukri.org. (2019). *Setting objectives - Economic and Social Research Council*. [online] Available at: https://esrc.ukri.org/research/impact-toolkit/developing-a-communications-and-impact-strategy/step-by-step-guide/setting-objectives/ [Accessed 4 Nov. 2019].
9. Eve, C. (2015). *The Advantages and Disadvantages of Different Research Methods*. [online] Generic.wordpress.soton.ac.uk. Available at: https://generic.wordpress.soton.ac.uk/ethnographicencounters/2015/07/24/the-advantages-and-disadvantages-of-different-research-methods/ [Accessed 4 Nov. 2019].
10. Gyasi, S. and Azumah, K. (2009). *An Assessment And Analysis of Customer Satisfaction with Service Delivery of Mobile Telecommunication Networks within Ghana,*. Master. LTU, Sweden.
11. Haueter, N. (2013). *A History of Insurance*. [online] Swissre.com. Available at: https://www.swissre.com/dam/jcr:638f00a0-71b9-4d8e-a960-dddaf9ba57cb/150_history_of_insurance.pdf [Accessed 5 Nov. 2019].
12. HAYES, A. (2019). *Why Comparative Advantage Matters*. [online] Investopedia. Available at: https://www.investopedia.com/terms/c/comparativeadvantage.asp [Accessed 7 Nov. 2019].
13. Hong Kong Finical services development council (2018). *Enhancing Hong Kong's Role as a Leading Life Insurance Centre*. Hong Kong: Hong Kong Finical services development

council.

14. Ia.org.hk. (2018). *Insurance Authority - Insurance Authority releases provisional statistics of Hong Kong insurance industry in the first half of 2018*. [online] Available at: https://www.ia.org.hk/en/infocenter/press_releases/Insurance_Authority_releases_provisional_statistics_of_Hong_Kong_insurance_industry_in_the_first_half_of_2018.html [Accessed 7 Nov. 2019].
15. KENTON, W. (2019). *How Quantitative Analysis (QA) Works*. [online] Investopedia. Available at: https://www.investopedia.com/terms/q/quantitativeanalysis.asp [Accessed 4 Nov. 2019].
16. Korlaar, C. (2012). *Know your target audience: 10 questions to ask*. [online] Top Nonprofits. Available at: https://topnonprofits.com/know-your-target-audience-questions/ [Accessed 5 Nov. 2019].
17. Lyons, K. (2017). *HOW TO DEFINE GOOD RESEARCH OBJECTIVES*. [online] lipmanhearne.com. Available at: https://www.lipmanhearne.com/how-to-define-good-research-objectives/ [Accessed 3 Nov. 2019].
18. Moura, F. (2017). *Don't Worry! And Write the LIMITATIONS of Your Research! - MusicStats.org*. [online] MusicStats.org. Available at: https://musicstats.org/why-addressing-the-limitations-of-your-research-is-so-important/ [Accessed 6 Nov. 2019].
19. **Myler, L. (2016). *Acquiring New Customers Is Important, But Retaining Them Accelerates Profitable Growth*. [online] Forbes.com. Available at: https://www.forbes.com/sites/larrymyler/2016/06/08/acquiring-new-customers-is-important-but-retaining-them-accelerates-profitable-growth/#7cbe22146671 [Accessed 6 Nov. 2019].**
20. O'Donnell, J. (2014). *How to make a simple research budget*. [online] The Research Whisperer. Available at: https://researchwhisperer.org/2014/10/07/simple-research-budget/ [Accessed 6 Nov. 2019].
21. Puckett, S. (2018). *Data Collection Techniques*. [online] Fulcrum. Available at: https://www.fulcrumapp.com/blog/field-data-collection-methods/ [Accessed 4 Nov. 2019].
22. Serva, C. (2018). *Positivism in Sociology: Definition, Theory & Examples*. [online] Study.com. Available at: https://study.com/academy/lesson/positivism-in-sociology-definition-theory-examples.html [Accessed 6 Nov. 2019].
23. Smith, S. (2019). *5 Ways to Formulate the Research Problem | Qualtrics*. [online] Qualtrics. Available at: https://www.qualtrics.com/blog/research-problem/ [Accessed 1 Nov. 2019].
24. SMITH, T. (2019). *Qualitative Analysis*. [online] Investopedia. Available at: https://www.investopedia.com/terms/q/qualitativeanalysis.asp [Accessed 7 Nov. 2019].
25. Swissre.com. (2013). *A History of Insurance in China*. [online] Available at: https://www.swissre.com/dam/jcr:eb1aba5f-05ca-4bd4-bfe6-d42a6ed6b8c5/150Y_Markt_Broschuere_China_Inhalt.pdf [Accessed 6 Nov. 2019].
26. Travis, D. (2019). *Desk research: the what, why and how*. [online] Userfocus.co.uk. Available at: https://www.userfocus.co.uk/articles/desk-research-the-what-why-and-how.html [Accessed 10 Nov. 2019].
27. William, M. (2006). *Social Research Methods - Knowledge Base - Time in Research*. [online] Socialresearchmethods.net. Available at: https://socialresearchmethods.net/kb/timedim.php [Accessed 6 Nov. 2019].
28. Wilson-Doenges, G. (2014). *SPSS for research methods*. 1st ed. W. W. Norton & Company.
29. Yiu, E. (2019). *Hong Kong issues first virtual general insurance licence*. [online] South China Morning Post. Available at: https://www.scmp.com/business/banking-finance/article/3032062/first-virtual-general-insurance-licence-goes-avo-insurance [Accessed 6 Nov. 2019].
30. Yiu, E. (2018). *Meet Bowtie, Hong Kong's first approved online-only insurer*. [online] South China Morning Post. Available at: https://www.scmp.com/business/companies/article/2178887/home-grown-digital-insurer-bowtie-receives-hong-kongs-first [Accessed 6 Nov. 2019].

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

PG2 / E1 FORM

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

Full Name:	Pang Steven Andrew

Tick all boxes which apply:

Member of staff:	☐	Student:	☒	Honorary research fellow:	☐

Faculty/School/Centre:	Business
Campus:	HKMA
E-mail address:	Y562565@gmail.com
Contact Telephone Number:	+85290440148

For students:

Student Number:	1812205	Undergraduate	☐
Programme of Study:	MBA	Taught Postgraduate	☒
Director of Studies/Supervisor:	Dr. Joe Leung	Research	☐

SECTION B: Approval for Research Activity

Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☐	NO	☐

			Date
If Yes, please indicate source of approval (and date where known):	Research Degrees Committee	☐	
	Faculty Research Committee	☐	
	Other (write in)	☐	

Approval in principle **must** be obtained from the relevant source prior to seeking ethical approval.

SECTION C: External Ethical Guidance Materials

Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines.	
	☐
	☐
	☐

SECTION D: External Collaborative Research Activity

Does the research activity involve collaborators outside of the University?	YES	☐	NO	☒

If Yes, please provide the name of the external organisation and name and contact details for the main contact person:

Institution	
Contact person name	
Contact person e-mail address	

Where research activity is carried out in collaboration with an external organisation

Does this organisation have its own ethics approval system?	YES	☐	NO	☒

If Yes, please attach a copy of any final approval (or interim approval) from the organisation

SECTION E: Details of Research Activity

Indicative title:	**Customer satisfaction in Hong Kong (Long-term) insurance industry**		
Proposed start date:		Proposed end date:	

Purpose of research activity (including aims and objectives)
Outline the purpose, aims and objectives of the research activity, including key research questions. Show briefly how existing research has informed the proposed activity and explain what the research activity will add and how it addresses an area of importance. (Maximum 300 words)

The main purpose is to appraise the determinants and impacts of customer satisfaction to customer behavioural intentions in the Hong Kong long-term insurance industry and to provide recommendation deriving from the research result.

(this box should expand as you type)

Proposed methods
Provide a brief summary of all the methods that **may** be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. (Maximum 600 words)

Survey research method is used to gather opinions for realization of the determinants of customer satisfaction and to collect primary data from customers on the perception towards their insurers; then desktop research is used to gather secondary data.

(this box should expand as you type)

Location of research activity Identify all locations where research activity will take place.
Online survey (this box should expand as you type)
Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural sensitivities or vulnerabilities of participants.
(this box should expand as you type)

SECTION F: Scope of Research Activity

Will the research activity include:	**YES**	**NO**
Use of a questionnaire or similar research instrument?	☒	☐
Use of interviews?	☒	☐
Use of diaries?	☐	☒
Participant observation with their knowledge?	☐	☒
Participant observation without their knowledge?	☐	☒
Use of video or audio recording?	☐	☒
Access to personal or confidential information without the participants' specific consent?	☐	☒
Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
Investigation of participants involved in illegal activities?	☐	☒
Use of procedures that involve deception?	☐	☒
Administration of any substance, agent or placebo?	☐	☒
Working with live vertebrate animals?	☐	☒
Other primary data collection methods, please explain in this box	☐	☒

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

Who are the intended participants:	YES	NO
Students or staff at the University?	☐	☒
Adults (over the age of 18 and competent to give consent)?	☒	☐
Vulnerable adults?	☐	☒
Children under 18?	☐	☒
Prisoners?	☐	☒
Young offenders?	☐	☒
Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
People engaged in illegal activities?	☐	☒
Others (please identify):	☐	☐

Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?
750 Participants, they will be customer of insurer in Hong Kong, they be recruited thought personal networking this box should expand as you type)

Information for participants:	YES	NO	N/A
Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
Will you tell participants that their participation is voluntary?	☒	☐	☐
Will you obtain written consent for participation?	☐	☐	☒
Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☐	☒
If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☒
Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☒	☐	☐
Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
If NO to any of above questions, please give an explanation			
(this box should expand as you type)			

Information for participants:	YES	NO	N/A
Will participants be paid?	☐	☒	☐
Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
If YES to any question, please provide full details			
(this box should expand as you type)			

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.
Full risk assessment completed and appended? Yes ☐ No ☒
Risks to participants For example: emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information
(this box should expand as you type)
If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities
(this box should expand as you type)
Risks to investigator For example: personal safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest
(this box should expand as you type)
University/institutional risks For example: adverse publicity, financial loss, data protection
(this box should expand as you type)
Adverse outcomes List measures put in place to limit any adverse effects or outcomes of research activity where appropriate. Include any emergency protocols.
(this box should expand as you type)

Disclosure and Barring Service			
If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	**YES**	**NO**	**N/A**
Has a DBS certificate been obtained?	☐	☐	☒

SECTION I: Feedback, Consent and Confidentiality

Feedback What feedback will be provided to participants, how will this be done and when?
They received an onscreen notice once the questionnaire is completed (this box should expand as you type)
Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded.
There will be information before the questionnaire (this box should expand as you type)
Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
The questionnaire will be anonymous (this box should expand as you type)

SECTION J: Data Protection and Storage

In completing this section refer to the University's Research Data Management Policy and the extensive resources on the University's Research Data Management web pages (http://uwtsd.ac.uk/library/research-data-management/).

	YES	NO
Does the research activity involve personal data (as defined by the Data Protection Act)? ***"personal data"*** *means data which relate to a living individual who can be identified—* *(a) from those data, or* *(b) from those data and other information which is in the possession of, or is likely to come into the possession of, the data controller, and includes any expression of opinion about the individual and any indication of the intentions of the data controller or any other person in respect of the individual.*	☐	☒
If YES, provide a description of the data and explain why this data needs to be collected:		
(this box should expand as you type)		
Does it involve sensitive personal data (as defined by the Data Protection Act)? ***"Sensitive personal data"*** *means personal data consisting of information as to –* *(a) the racial or ethnic origin of the data subject,* *(b) his political opinions,* *(c) his religious beliefs or other beliefs of a similar nature,* *(d) whether he is a member of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992),* *(e) his physical or mental health or condition,* *(f) his sexual life,* *(g) the commission or alleged commission by him of any offence, or* *(h) any proceedings for any offence committed or alleged to have been committed by him, the disposal of such proceedings or the sentence of any court in such proceedings.*	☐	☒
If YES, provide a description of the data and explain why this data needs to be collected:		
(this box should expand as you type)		

Will the research activity involve storing personal data on one of the following:	YES	NO
Manual files (i.e. in paper form)?	☐	☒
University computers?	☐	☒
Private company computers?	☐	☒
Home or other personal computers?	☐	☒
Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☒
"Cloud" storage or websites?	☐	☒
Other – specify:	☐	☐
For all stored data, explain the measures in place to ensure data confidentiality, including details of password protection, encryption and anonymisation:		
(this box should expand as you type)		

Will the research activity involve any of the following activities:	YES	NO
Electronic transfer of data in any form?	☐	☒
Sharing of data with others at the University?	☐	☒
Sharing of data with other organisations?	☐	☒
Export of data outside the European Union or importing of data from outside the UK?	☐	☒
Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
Publication of data that might allow identification of individuals?	☐	☒
Use of data management system?	☐	☒
Data archiving?	☐	☒
If YES to any question, please provide full details, explaining how this will be conducted in accordance with the Data Protection Act (and/or any international equivalent):		
(this box should expand as you type)		

List all who will have access to the data generated by the research activity:
Only the researcher on this research, which is only me (this box should expand as you type)
List who will have control of, and act as custodian(s) for, data generated by the research activity:
Only the researcher on this research, which is only me (this box should expand as you type)
Give details of data storage arrangements, including where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.
Data will be destroy after the research is complete, data will be stored on google server (this box should expand as you type)

SECTION K: Declaration

The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice

Signature of applicant:	SAP	**Date:**	10/11/2019

For students:

Director of Studies/Supervisor:	Dr. Joe Leung
Signature:	
Date:	

For staff:

Head of School/Assistant Dean:	
Signature:	
Date:	

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed **ALL RELEVANT** sections of the form in full.
☒	I confirm that the research activity has received approval in principle
☒	I have attached a copy of final/interim approval from external organisation (where appropriate)
☐	I have attached a full risk assessment (and have NOT completed Section H of this form) (where appropriate)
☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Head of School.

RESEARCH STUDENTS AND STAFF ONLY
All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk , with the title 'Ethical Approval' followed by your name.
You will be informed of the outcome of your claim by email; therefore it is important that you check your University and personal email accounts regularly.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

This form is available electronically from the Academic Office web pages:
http://www.uwtsd.ac.uk/academic-office/

Application Process

All staff research projects and all research students must submit the Ethical Approval Form to the **University Ethics Committee** via the Academic Office (pgresearch@uwtsd.ac.uk). Staff research directly in relation to personal study for taught undergraduate or Masters programmes should be submitted via the Faculty procedures explained below.

Taught masters and taught undergraduate research Ethical Approval Forms are considered **within Faculties.** Faculties will provide details of the specific processes for this. Where the Ethical issues within any single ethical application are of particular concern the Faculty will refer these to the University Ethics Committee. Any student activity that involves the collection of primary data needs to undergo Ethical approval, this includes assignment work as well as dissertations.

Notes for guidance in completion of this form

Section A: About You
Please complete all relevant sections

Section B: Approval for research activity
Research proposals must be approved in principle before applying for Ethical Approval. The proposal approval only becomes final when the ethical approval is received.

The process for proposal approval varies according the individual and programme of study:

- Research students, by application on form PG1 to the Research Degrees Committee
- Taught students by review of research proposal within Faculties (Faculties provide specific details of these processes)
- Staff, by agreement by the Head of School/Assistant Dean

Section C: External Ethical Guidance materials
Many discipline areas are required to operate with the discipline specific codes of research ethics (for example health, psychology, education etc.), any such codes must be listed and you must tick to confirm that you have consulted with these.

Section D: External Collaborative Research Activity
Provide details of the external collaborative partners, where appropriate you might want to submit a copy of the external collaboration agreement with the Ethical Approval Form. If the partner requires the research to be subject to its own internal Ethical approval process then please provide details of that process and a copy of any final (or interim) approvals received from the organisation.

Section E: Details of Research Activity
Remember that the individuals reviewing this Ethical Approval Form may not have seen your research proposal, and also may not be experts in the specific area of your research. The information provided should therefore be jargon free and clearly stated.
Indicative Title: please use the same title as used on the research proposal.
Purpose: the Ethical approval process will want to ensure that the methods you propose are adequate and appropriate to address the research aims and objectives. Excessive additional data collection can be seen as unethical.
Proposed Methods: the Ethical approval process seeks to ensure that you understand the methods that are intended, and that the implementation of those methods will be appropriate and without unnecessary impact on respondents. Please be specific.
Location: this needs to mention geographical location and also local situation (for example, within Local Authority Offices in Cardiff, using a private room but close to other individuals). If you are collecting data within an organisational setting then you need to explain the permissions that you have obtained to do this.
Research Activity outside of the UK: please complete this section in detail, and note any guidance you have received. Also describe your own familiarity (or not) with the location that you will be utilising.

Section F: Scope of Research Activity
Please tick ALL of the research activities that might be undertaken. If any additional types of activity are intended then please add an extra box and describe these.
If you have answered no to all questions in F then sections G and J do not need to be completed. Section H should be considered, and may be completed. Signatures are still required in section K.

Section G: Intended Participants
Please tick all categories that might apply.
Numbers & Source: if you are using a series of different methods or research activities please list numbers for each stage/phase. Be clear about how you will find respondents. Will you use intermediaries, and if so how? How will you ensure compliance with your sampling strategy?
Information for participants: all participants should be appropriately informed about the research, what is expected of them and what will happen to the information that they provide. The Ethical review process does not ask to see this documentation, but requires this to be reviewed and approved by the Director of Studies in the case of research students, the supervisor/module tutor in relation to students on taught programmes and the Head of School/Assistant Dean in relation to staff research.

Section H: Anticipate Risks
All research carries some level of risk. The answers you provide to questions in this section will be reviewed to ensure that you have an appropriate understanding of the type of risks involved and how you can mitigate against these risks. If you have completed a full risk assessment, as required for example for laboratory work, field work, clinical tests, diving operations, or by a collaborative partner, you may append that to this form. In that case, please tick the box indicating this has been provided. You will not then be required to complete Section H.
Risk to participants Think very carefully about how your actions/questions/discussions might affect the people you are involving as participants. You might identify the risk as small but it would still be a risk. Many types of question have the potential to make respondents less content with their life / job; you need to recognise and try to ameliorate any such effects
If these are business owners, time with you may reduce profit.
In some locations physical risk is very real to both participants and yourself, please consider this.
Risk to you, the researcher Think about where you will meet people, if there are any dangers involved in the location. If you are meeting people as individuals think about using a public place. In general do not visit people in their own homes or remote locations. If you are talking to individuals about certain issues think about how their responses might affect you emotionally. What about the risk of collecting insufficient data?
Risk to the University When undertaking your research, you are acting as a member of the University (student or staff). Professionalism is important, so it is important to be well organised and well prepared. Punctuality, clarity etc. are all part of this. What will you do to ensure this? You must ensure you do not harm the good name of the University in any way and do nothing to undermine the reputation of the research it conducts and sponsors. Upholding high standards of conduct and integrity are vital in this regard. You must also conduct the research in such a way to minimise the potential for claims of negligence made against the University, its researchers and any collaborating individual or organisation. In this respect you should always comply with ethical, legal and professional frameworks, obligations and standards as required by statutory and regulatory authorities, as well as the university's Research Integrity and Ethics Code of Practice. Research misconduct in this respect can take many forms, including:

- fabrication: making up results or other outputs (eg, artefacts) and presenting them as if they were real
- falsification: manipulating research processes or changing or omitting data without good cause
- plagiarism: using other people's material without giving proper credit
- failure to meet ethical, legal and professional obligations: for example failure to declare competing interests; misrepresentation of involvement or authorship; misrepresentation of interests; breach of confidentiality; lack of informed consent; misuse of personal data; and abuse of research subjects or material
- improper dealing with allegations of misconduct: failing to address possible infringements such as attempts to cover up misconduct and reprisals against whistle-blowers

Adverse Outcomes. Think carefully about the possibilities, and cover here

Section I: Feedback, Consent and Confidentiality
Feedback to participants: outline your approach. Will interview transcripts be shared with respondents to check accuracy? Will summaries of questionnaire analysis be made available to respondents in some way? Will an overview report be provided? How and when?
Informed consent: Draft letter / e-mail / or heading (or footer) section of questionnaire must be approved by DoS/supervisor (if research student), supervisor/module tutor if taught student, or Head of School / Assistant Dean if a member of staff.
Confidentiality/Anonymity. Explain clearly how you will ensure confidentiality and anonymity.

Section J: Data Protection and Storage
Before completing this section it is necessary to read the University's Research Data Management information. The questions that follow are designed to ensure compliance with the Data Protection Act as well as established research protocols.

Many research activities will involve electronic transfer of data and use of data management systems in the summarisation and analysis of data. You will need to explain these in relation to compliance with the Data Protection Act.
Think carefully about who will have access to your data, this will include supervisors and examiners. Also that a thesis will be made available via the University library and the British Library system. If you are seeking an access bar for a period of time after completion then mention it here. If you will provide a copy of your findings, or intend to give a presentation, to a facilitating/ supporting/accessing organisation then explain that in this section. But also think about the general principle of data sharing, as explained in the Research Data Management information.
In terms of storage of data please ensure security, and also mitigate against loss of data.

Section K: Declaration
Ensure the appropriate countersignatures have been provided
Look carefully at the checklist and ensure that you comply with and tick all that are relevant to your research.