

## Awareness and Readiness for Health Insurance among the College Students in Faridabad



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*In today's style of living, health insurance is an essential for every family. It saves many families, especially families that live in reduced circumstances. Around the world, health insurance is a crucial life-saving programme. However, the awareness of health insurance among the common man is debatable. Despite its importance, there are a larger section of people who are completely ignorant about health insurance.*

*In India, the awareness of health insurance is increasing day in day out with governments schematize insurance policies for everyone. In this context, this paper focuses on the awareness level of health insurance among the college students in Faridabad City.*

*It was observed that awareness level of students about the health insurance is not bad though the insurance companies should develop possible measures to ensure awareness level of health insurance among college community as most of the students will join health insurance once they start earning.*

**Keywords:** Health Insurance, College Students

### Introduction

Health insurance is a type of insurance that pays for a policyholder's medical and surgical costs. It either finances the care provider for the covered person directly or reimburses the costs incurred as a result of illness or injury. With health insurance coverage, you can also take advantage of a number of other benefits. Health insurance is crucial for several reasons. Firstly, it helps combat the rising cases of lifestyle-related diseases among younger individuals, caused by stress and unhealthy habits. It also offers protection for your entire family, including dependents and aging parents. Adding on, it helps in coping with increasing medical costs, including doctor visits and medications. It safeguards your savings by reducing the financial burden of unexpected health issues and even offers tax advantages. So, health insurance is a wise investment for a secure future.

Health insurance offers multiple benefits. Firstly, it covers hospitalization costs for both illness and accidental injury, encompassing room charges, ICU fees, doctor's fees, diagnostic tests, and surgery costs. It also handles pre and post-hospitalization expenses. There's also coverage for transportation costs, such as ambulance charges. Also, health insurance provides income tax rebates, making it a wise financial choice for individuals of all ages.

### Literature Review

**B Reshmi, Ragil Raghunath, and B Unnikrishnan (2010)** researched about the awareness of Health Insurance among Inpatients at a Tertiary Care Hospital in Coastal Karnataka and found that 64% of people upper class were aware about health insurance whereas 45% of people from middle class were aware and only 33% people from lower class were about health insurance.

**Suwarna Madhukumar, Sudeepa D, Vaishali Gaikwad (2012)** conducted research in 2012 on Awareness and perception regarding health insurance in Bangalore rural population and found that for the low-income people, insurance was never considered to be an option in the past. **Rajiv Yeravdekar, Alaka Chandak, (2012)** Knowledge & impact about health insurance among students at Symbiosis International University-A pilot study' conducted descriptive cross-sectional comparative study to investigate knowledge of 696 randomly selected students.

**Yadlapalli S. Kusuma,1,\* Manisha Pal,1 and Bontha V. Babu (2018)** conducted a research in 2018 to check Awareness, Utilization, and its Determinants for health insurance among the Urban Poor in Delhi, India and found that the urban poor have limited access to health insurance with only 18% covered by it, and only 9.4% of the eligible households with access to the RSBY.

**Girish Tarachand Bhavnani and Dr. Sambhaji S. (2019)** Jadhav researched about

Awareness of Health Insurance among People with special reference to Ulhasnagar City (Thane District) and concluded that respondents aware about medical coverage however denied to take health care coverage or Mediclaim strategies.

**S. Mohamed Mossa Harun Razeed (2019)** conducted research to check the awareness level of health insurance among college students in Tirunelveli District and found that people from rural areas are unaware of health insurance schemes, the level of awareness among people is 72.40%.

**Balakamakshi T Y1, Dr R Savithri (2021)** studied about awareness of health insurance - a study based on customer perception in Chennai, Chengalpattu and Kancheepuram districts and found that that the people are aware of health insurance but they are not inclined to purchase health insurance facilities.

**Vijayakumar Gajendran (2021)** researched about the awareness level and satisfaction of health insurance policies in Chennai city through a sample of 283 respondents.

**Fakru Khan Y, Dr.P. Srinivas Rao (2022)** Awareness of Health Insurance among Adolescents” carried out a study with the purpose to know whether younger generation is aware of the health insurance policies and their benefits.

## Objectives of study

- To investigate the awareness of health insurance along with perceived benefits among the college students in Faridabad city.
- To examine the impact of COVID- 19 in awareness of health insurance among college students.
- To explore the readiness of the college students to buy health insurance.
- To analyse the relation of demographic factors and awareness level of health insurance among college students.

## Research Methodology

The research design is descriptive in nature. In our research both primary and secondary data is collected. To know the awareness level of health insurance among college students in Faridabad region was collected with the help of questionnaire and to know the knowledge about benefits and other things, secondary data was collected through various websites, newspaper articles, journals and research papers.

A well-structured questionnaire was designed to draw the conclusions. Closed ended and multiple-choice questions were used in

questionnaire to check the awareness about health insurance among college students. 80 respondents were chosen for this research project.

In the research paper, we have selected non probability sampling method, and under that, convenience sampling. This research was conducted in Faridabad city, Haryana.

Analysis was done using text and tables. Simple percentage analysis was used as a statistical tool for analysis of numerical data and various types of charts like Bar graph, Pie charts and pivot tables were used for presentation of data.

## The Right Age to Purchase a Health Insurance

A health insurance plan is a must for everyone. The ideal time to purchase health insurance depends on your age and life stage. In twenties, it's affordable, and you can choose comprehensive coverage. In thirties, consider family plans and coverage for potential health issues. In 40s-50s, opt for higher coverage due to financial responsibilities and potential health concerns. After 60, expect higher premiums and consider senior citizen health insurance for comprehensive coverage.

The right age to go for health insurance plan is in between 20-30. You'll probably be in good condition at this age, and you won't have any financial obligations to your family.

Should One Buy Health Insurance at A Younger Age?

⇒ Yes. At a younger age, you should unquestionably purchase a health insurance policy. As soon as you become 18 years old, if you have the money, you should purchase health insurance. Some of the benefits of buying health insurance early:

1. Lower Premiums: Younger individuals are perceived as healthier by insurance companies, resulting in lower premiums compared to older policyholders who pose a higher risk due to age-related health issues.
2. No Pre-policy Medical Check-up: Young adults can secure coverage without undergoing a medical exam, shielding them from potential premium increases related to health conditions.
3. Easier to Get Over Waiting Period: Younger policyholders are less likely to require immediate medical attention, making it easier to navigate the initial 30-day waiting period during which claims aren't accepted.

4. **Earning Cumulative Bonus:** Most health insurance plans provide a cumulative bonus for each claim-free year. Younger, healthier individuals are more likely to accumulate this bonus over time, whereas older adults may struggle due to age-related health concerns.
5. **Financial Independence:** Health insurance helps cover medical costs, reducing the financial burden of unexpected expenses.

Health insurance may not be your top concern if you're young and healthy. But not buying health insurance at this age is not a wise decision. Health insurance is more affordable when you are young and healthy as the premiums increase with age. Also, you have other advantages such as higher insured amount, no pre-policy medical examination, and much more.

### **How much Tax Benefit can we get on Health Insurance?**

The health insurance premium offers tax benefits under Section 80D of the Income Tax Act.

### **Health Insurance - The Best Investment Option for Youngsters**

| Scenario   | Deduction under 80D           |
|--|-------------------------------|
| Self and Family (All members below 60 years)                                     | ₹25,000                       |
| For Self and Family + Parents (All members below 60 years)                       | ₹25,000 + ₹25,000 = ₹50,000   |
| For Self and Family (all members below 60 years) + Senior Citizen Parents        | ₹25,000 + ₹50,000 = ₹75,000   |
| For Self and Family (with eldest member above 60 years) + Senior Citizen Parents | ₹50,000 + ₹50,000 = ₹1,00,000 |

The maximum that one can save under Section 80D (Rs 25,000) for those paying 5.20 percent, 20.8 percent and 31.2 percent tax is Rs. 1,300, Rs 5,200, and Rs 7,800 respectively. This will be over

and above anything you can save under Section 80C of the Income Tax Act.

### **Analysis and Interpretation**

**Table 1: Information about respondents**

| S. No | Variables              | Character       | No. of Respondents | Percentage |
|-------|------------------------|-----------------|--------------------|------------|
| 1.    | Gender                 | Male            | 40                 | 50%        |
|       |                        | Female          | 40                 | 50%        |
|       |                        | Total           | 80                 | 100%       |
| 2.    | Age                    | 18-20           | 18                 | 22.5%      |
|       |                        | 21-23           | 40                 | 50%        |
|       |                        | 24-26           | 15                 | 18.8%      |
|       |                        | More than 26    | 7                  | 8.8%       |
|       |                        | Total           | 80                 | 100%       |
| 3.    | Currently Pursuing     | Graduation      | 19                 | 23.8%      |
|       |                        | Post Graduation | 56                 | 70%        |
|       |                        | PHD             | 5                  | 6.3%       |
|       |                        | Total           | 80                 | 100%       |
| 4.    | Stream                 | Medical         | 3                  | 3.8%       |
|       |                        | Non- Medical    | 20                 | 25%        |
|       |                        | Commerce        | 12                 | 15%        |
|       |                        | Management      | 43                 | 53.8%      |
|       |                        | Arts            | 2                  | 2.5%       |
|       |                        | Total           | 80                 | 100%       |
| 5.    | Income Level of Family | Below 5 Lakhs   | 34                 | 42.5%      |
|       |                        | 5- 10 Lakhs     | 30                 | 37.5%      |
|       |                        | 10-15 Lakhs     | 12                 | 15%        |
|       |                        | Above 15 Lakhs  | 4                  | 5%         |
|       |                        | Total           | 80                 | 100%       |

**Interpretation (Table 1)**

The above table clearly shows that, out of 80 respondents 50% were male and 50% were female, 22.5% were from 18-20 years of age, 50% were from 21-23 years of age, 18.8% were from 24-26 years of age and 8.8% were from more than 26 years of age.

Out of 80 respondents 23.8% were from graduation, 70% were from post-graduation and 6.3% were from PHD. 3.8% were from medical, 25% were from non-medical, 15% were from commerce, 53.8% were from management and 2.5% were from arts.

**Table 2: Awareness about benefits on the basis of Gender.**

| A   | B         | C               | D          | E                  |
|---|-----------|-----------------|------------|--------------------|
| Do you know what health insurance is? Yes |           |                 |            |                    |
| <b>Count of Name</b>                      |           |                 |            |                    |
| <b>Row Labels</b>                         | <b>No</b> | <b>Somewhat</b> | <b>Yes</b> | <b>Grand Total</b> |
| Female                                    |           |                 | 13         | 23                 |
| Male                                      | 6         | 7               | 24         | 37                 |
| <b>Grand Total</b>                        | <b>6</b>  | <b>20</b>       | <b>47</b>  | <b>73</b>          |

**Interpretation:**

Out of 36 Females, 23 are aware about benefits and 13 are aware about some of the benefits. Out

of 37 males, 24 are aware about the benefits, 7 are aware about some of the benefits and only 6 men are not aware about any of the benefits

**Table 3: Awareness about benefits on the basis of Age group**

| Count of Name      | Column Labels |           |           | Grand Total |
|--------------------|---------------|-----------|-----------|-------------|
| Row Labels         | No            | Somewhat  | Yes       | Grand Total |
| 18-20              |               | 2         | 6         | 8           |
| 21-23              |               | 2         | 8         | 29          |
| 24-26              |               | 2         | 4         | 7           |
| More than 26       |               |           | 2         | 3           |
| <b>Grand Total</b> | <b>6</b>      | <b>20</b> | <b>47</b> | <b>73</b>   |

**Interpretation:**

The table clearly shows that 50% of respondents of 18-20 years are aware about the benefits, 75% of respondents of 21-23 years of age are aware of

the benefits, 53% of respondents of age 24-26 are aware of the benefits and respondents of More than 26 years are aware of some or all the benefits of health insurance.

**Table 4: Awareness about benefits on the basis of degree they are pursuing.**

|   |   |           |                 |            |                    |
|---|---|-----------|-----------------|------------|--------------------|
| 1 | Do you know what health insurance is? Yes |           |                 |            |                    |
| 2 |   |           |                 |            |                    |
| 3 | <b>Count of Name</b>                      |           |                 |            |                    |
| 4 | <b>Row Labels</b>                         | <b>No</b> | <b>Somewhat</b> | <b>Yes</b> | <b>Grand Total</b> |
| 5 | Graduation                                |           | 1               | 7          | 9                  |
| 6 | PHD                                       |           |                 |            | 4                  |
| 7 | Post Graduation                           |           | 5               | 13         | 34                 |
| 8 | <b>Grand Total</b>                        | <b>6</b>  | <b>20</b>       | <b>47</b>  | <b>73</b>          |
| 9 |   |           |                 |            |                    |

**Interpretation:**

Above table clearly shows that 52% of respondents from graduation are aware of all the benefits, 65% of candidates from post-

graduation are aware about the benefits of health insurance and all candidate of PHD are aware about the benefits of Health Insurance.

**Table 5: Awareness about benefits on the basis of course stream.**

|   |           |                 |            |                    |
|---|-----------|-----------------|------------|--------------------|
| Do you know what health insurance is? Yes |           |                 |            |                    |
| <b>Count of Name</b>                      |           |                 |            |                    |
| <b>Row Labels</b>                         | <b>No</b> | <b>Somewhat</b> | <b>Yes</b> | <b>Grand Total</b> |
| Commerce                                  |           | 2               | 2          | 7                  |
| Management                                |           | 4               | 8          | 29                 |
| Medical                                   |           |                 | 1          | 1                  |
| Non- Medical                              |           |                 | 9          | 10                 |
| <b>Grand Total</b>                        | <b>6</b>  | <b>20</b>       | <b>47</b>  | <b>73</b>          |

**Interpretation:**

Out of all the respondents, 63% of respondents from commerce stream are aware about the benefits, 70% of respondents from management stream are aware about the benefits, 50% of candidates from medical stream are aware of

health insurance, 52% of respondents from non-medical stream are aware about the benefits and none of the respondents of arts stream are aware about the benefits of health insurance.

**Table 6: Awareness about benefits on income level of the family.**

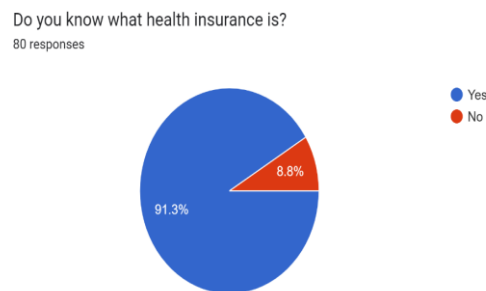
| Count of Name      | Column Labels |           |           |             |
|--------------------|---------------|-----------|-----------|-------------|
| Row Labels         | No            | Somewhat  | Yes       | Grand Total |
| 10-15 Lakhs        | 1             | 3         | 8         | 12          |
| 5 - 10 Lakhs       |               | 6         | 24        | 30          |
| Above 15 Lakhs     |               | 1         | 2         | 3           |
| Below 5 Lakhs      | 5             | 10        | 13        | 28          |
| <b>Grand Total</b> | <b>6</b>      | <b>20</b> | <b>47</b> | <b>73</b>   |

**Interpretation:**

Out of all respondents, 66% of candidates from income level of 10-15 Lakhs are aware about the benefits, 80% of respondents from 5-10 Lakhs are aware about the benefits, 66% of the

respondents from Income level above 15 Lakhs are aware about the benefits and 46% of respondents having family income below 5 Lakhs are aware of the benefits of health insurance.

**Figure 1: Knowledge about health insurance**



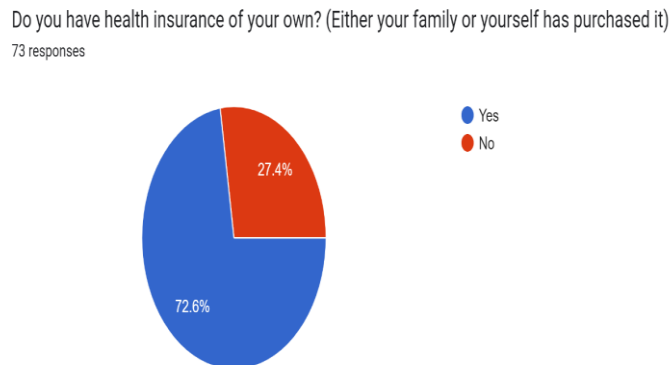
**Figure 1: Knowledge about health insurance**

**Interpretation:**

The above charts reveals that 91.3% of respondents were about health insurance and

8.8% of people do not have knowledge about health insurance.

**Figure 2: Do you have health insurance of your own?**



**Figure 2: Own health Insurance**

**Interpretation:**

The above chart reveals that out of 73 people who were aware of health insurance, do have

health insurance policy of their own but 27.4% of people do not have health insurance policy.

**Figure 3: How do college students typically learn about health insurance?**

How do college students typically learn about health insurance (Source of information)?

73 responses

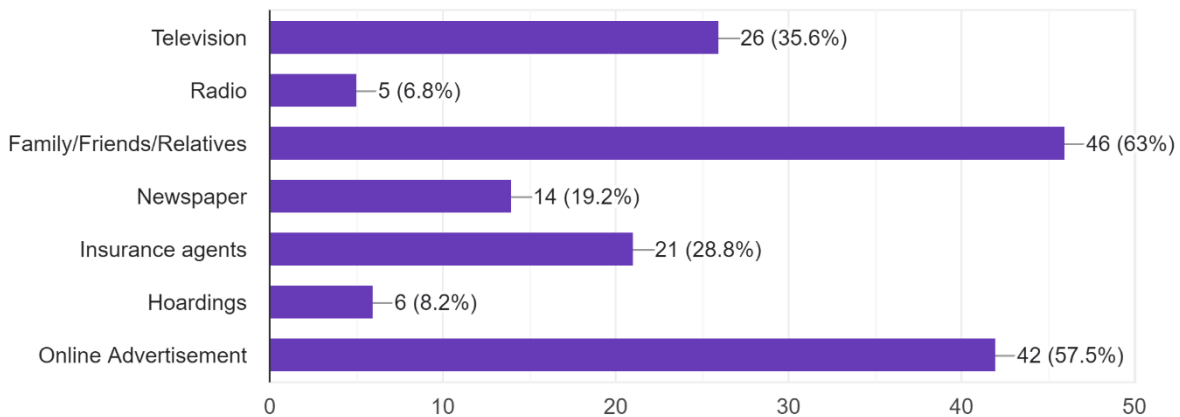


Figure 3: Source of Information

**Interpretation:**

Respondents were asked about the source of information of health insurance policy and this figure clearly shows that 35.6% of respondents got knowledge from television, 6.8% of

respondents got knowledge from radio, 63% of people got knowledge from family or Friends, 28.8% learned from insurance agents, 8.2% learned from Hoardings and 57% got knowledge from online advertisement.

**Figure 4: Are you aware of the benefits provided in a health insurance policy?**

Are you aware of the benefits provided in a health insurance policy?  
73 responses

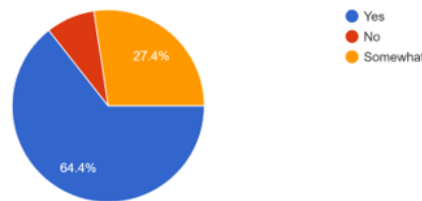


Figure 4: Awareness of benefits

**Interpretation:**

When respondents were asked about the benefits provided in a health insurance policy, 64.4% of

the respondents are aware of the benefits, 27.4% were aware of only some benefits and 8.2% are not aware of the benefits.

**Figure 5: Benefits of Health Insurance Policy**

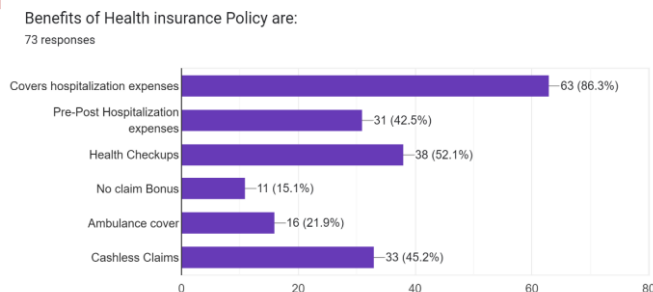


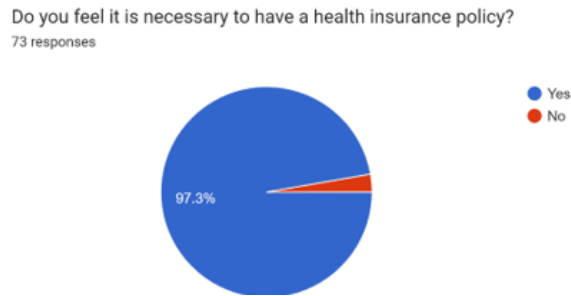
Figure 5: Categorization of Benefits

**Interpretation:**

This graph clearly shows the awareness level about the benefits of health insurance policy in which 86.3% of people know that health insurance provides cover for hospitalization

expenses, 42.5% knows about Pre-Post Hospital expenses, 52.1% know about health check-up benefit. 15.1% knows about no claim bonus and only 21.9% knows about ambulance cover and only 45.2% knows about cashless claims.

**Figure 6: Do you feel it is necessary to have a health insurance policy?**

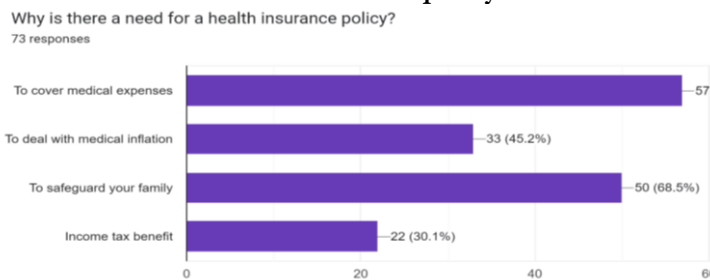


**Interpretation:**

Out of all respondents 97.3% of respondents feel that it is necessary to have health insurance policy

but 2.7% of respondents feels that there is no need of health insurance.

**Figure 7: Why is there a need for a health insurance policy?**



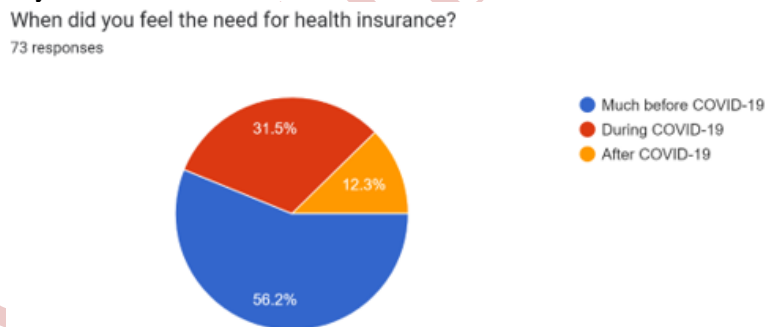
*Figure 7: Needs of Health Insurance*

**Interpretation**

Above chart clearly shows that when respondents were asked about the need of health insurance policy 78.1% of people feel that it is required to

cover medical expenses, while 45.2% feel that it is required to deal with medical inflation, 68.5% feel that it is required to safeguard the family and only 30.15 feel that it is needed for tax deduction.

**Figure 8: When did you feel the need for health insurance?**



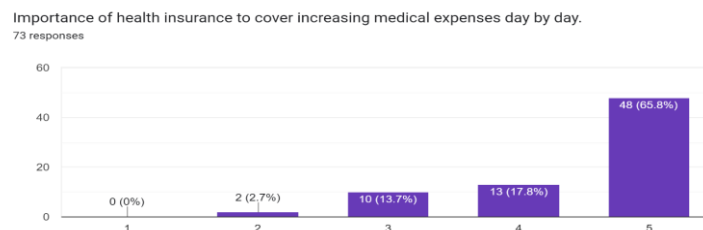
*Figure 8 Health insurance and Covid-19*

**Interpretation:**

When respondents were asked when did they feel the need of health insurance policy 56% of the people felt the need of taking health insurance policy much before covid-19 thus they were

aware about the benefits of it much earlier, whereas 31.5% of people felt the need of health insurance policy during covid-19 and only 12.3% of people felt the need of taking health insurance policy after covid -19.

**Figure 9: Importance of health insurance to cover increasing medical expenses day by day.**



**Figure 9: Importance of health insurance**

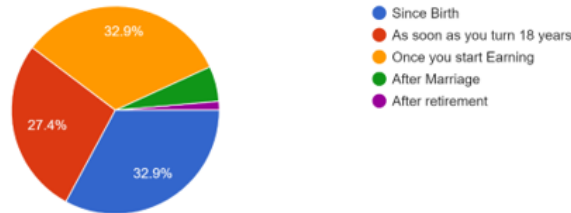
**Interpretation:**

Respondents were asked to rate the need of health insurance policy to cover increasing medical expenses on a scale of 1 to 5, where 1 means Not at all important and 5 means very important. The result clearly shows that 65% of

people feel that it is very important 17.8% of people feel that it is important and 13.7% of people were indifferent for the same, and only 2.7% of people feel that that it is not much of importance

**Figure 10: According to you, what is the right stage to have a health insurance policy?**

According to you, what is the right stage to have a health insurance policy?  
73 responses



**Figure 10: Right stage to have health insurance.**

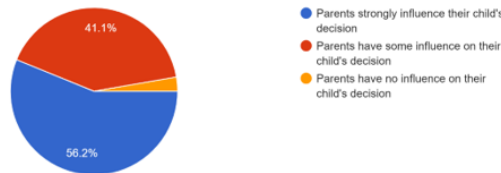
**Interpretation:**

When respondents were asked that according to them what is the right age of taking an health insurance policy, 32.9% of people feel that we must have an health insurance policy since birth, 27.4% of people feel that we must have it as soon

as we turn 18 years of age, 32.95 of people feel that we must have it as soon as we start earning, 5.5% of people feel that we must have it after marriage and only 1.4% of people feel that we must buy it after retirement.

**Figure 11: What role do parents play in a college students' decision to enrol in a health insurance plan?**

What role do parents play in a college student's decision to enroll in a health insurance plan?  
73 responses



**Figure 11: Parents influence on child's decision**

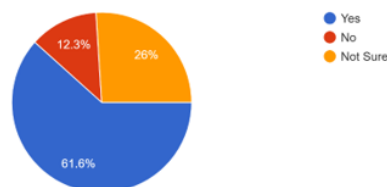
**Interpretation:**

Respondents were also asked about the influence of parents on child's decision to enrol in health insurance policy, The survey shows that 56.2% of respondents feel that parents have strong

influence on their child's decision, 41.1% feel that they have some influence on child's decision and 2.7% of respondents feel that parents do not have any influence on child's decision.

**Figure 12: Are college students who have experienced a significant health issue more likely to enrol in a health insurance plan.**

Are college students who have experienced a significant health issue more likely to enroll in a health insurance plan?  
73 responses



**Figure 12: health issues and Enrolment in Health Insurance**

**Interpretation:**

Respondents were asked that whether college students who have significant experience of health issues are more likely to enrol in a health

insurance plan, the result clearly indicates that 61.6% of people said yes to it, 12.3% of people said No to it and 26% of people are not sure about it



Figure 13:

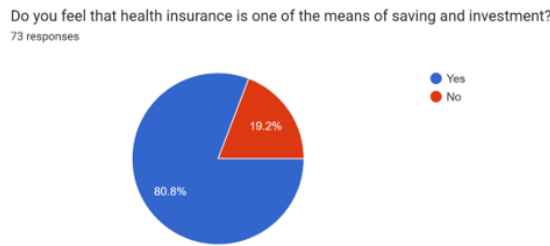


Figure 13: Health Insurance as Savings

**Interpretation:**

Respondents were asked, do they feel that health insurance policy is one of the means of savings

and investment and 80.8% of respondents said yes to it and 19.2% of people said no to it.

Figure 14: Are you aware of the tax benefit provided for health insurance policies up to Rs. 25000.

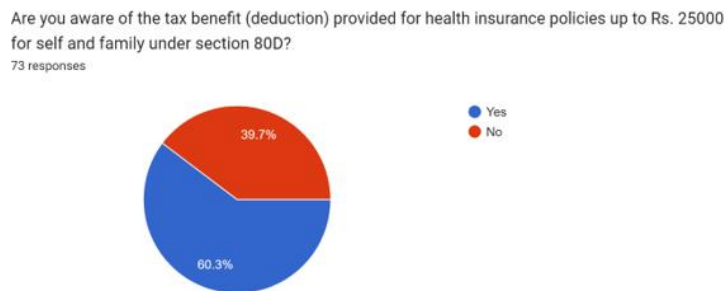


Figure 14: Tax Benefit and Health Insurance

**Interpretation:**

Respondents were asked whether they are aware about the deduction available to them under income tax act for spending on health insurance

plan for themselves and their family, the result shows that only 60.3% of respondents were aware about the tax benefit and 39.7% of respondents are unaware.

Figure 14: Are you aware of the government schemes available to cover medical expenses or health protection schemes?



Figure 15: Awareness of government health schemes

**Interpretation:**

Respondents were asked about the awareness regarding the health insurance schemes launched by government of India from time to time, the chart indicates that 57.5% of people were aware about Ayushman Bharat Scheme, 30.1% were aware of Awaz Health insurance Scheme, 37% of them were aware of Aam Aadmi Bima Yojana,

26% knows about central government health insurance scheme, 23.3% were aware of Rastriya Swasthya Bima Yojana, 24.7% knows about Universal Health Insurance Scheme and only 13.7% of respondents were not aware of any of the schemes launched by government of India.

Figure 15: What kind of barriers do you face while purchasing a health insurance policy?

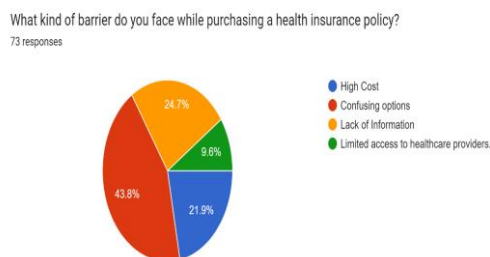


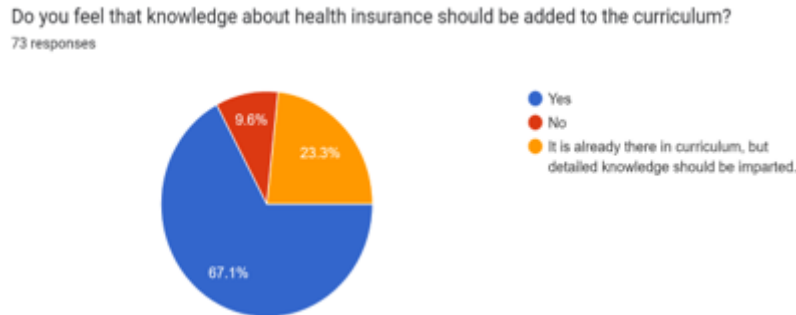
Figure 16: Barriers

**Interpretation:**

Respondents were asked about the barriers they might face while purchasing a health insurance plan and the result shows that only 21.9% of respondents feel that high cost could be a barrier

whereas 43.8% of respondents feel that confusing options is the barrier, 24.7% of people feel that lack of information could be a barrier and only 9.6% of respondents feel that limited access to healthcare provider could be a barrier.

**Figure 16: Do you feel that knowledge about health insurance should be added to the curriculum.**



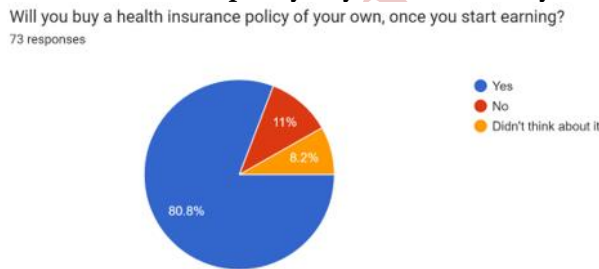
*Figure 17: Health insurance and Curriculum*

**Interpretation:**

Respondents were asked that whether they feel that knowledge about health insurance should be added to the curriculum or not and the study shows that 67.1% of respondents feel that it

should be added to the curriculum whereas 23.3% of respondents says that it is already in curriculum but detailed knowledge should be imparted and only 9.6% of people feel that there is no need to add it to the curriculum.

**Figure 17: Will you buy a health insurance policy of your own, once you start earning?**



*Figure 18: Enrolment in Health Insurance*

**Interpretation:**

Respondents were asked that they are willing to buy a health insurance plan once they start earning and the chart shows that 80.8% of respondents feel that they will join the insurance plan, 11% are not willing to enrol in an insurance plan and only 8.2% respondents have not thought about it.

**Conclusion**

Based on the study and among the interpretation, it is observed that awareness level of students about the health insurance is not bad though the insurance companies should develop possible measures to ensure awareness level of health insurance among college community as most of the students will join health insurance once they start earning.

Major findings of the study are:

- When respondents were categorised on the demographic basis, the following conclusion can be found
  - All women are aware about some or all of the benefits of health insurance.

- People of above 26 years of age are aware of some or all of the benefits of having health insurance.
- All respondents of PHD are aware of the benefits and 65% of respondents from post-graduation are aware of the benefits of health insurance.
- None of the respondents from arts stream are aware about the benefits of health insurance.
- All respondents from income level of 5-10 Lakhs and Above 15 Lakhs are aware of the benefits of health insurance.
- More than two third of college students' own health insurance policy and they have a strong influence of parents in joining the health insurance plan, also more than half of the respondents are aware of the health insurance plan and one fourth are aware of some of the

benefits. The major source of information regarding health insurance is family and friends followed by online advertisement, television, insurance agents, newspaper, hoarding and radio. Hospitalization Expenses is the most popular benefit of health insurance plans followed by Health check-ups, cashless claims, Pre-Post Hospitalization expenses, ambulance cover and no claim bonus. This study also reveals that more than three fourth of respondents see health insurance plan is one of the means of savings and investment and more than fifty percent of the respondents are aware of the tax benefit provided under section 80 D. Also, 30% of the responded feel that it is needed for tax benefit as well.

- More than half of the respondents were aware about the benefits and need of health insurance much before COVID-19, Thus they were well aware about its importance but 31% of respondents felt the need of health insurance during COVID-19.
- A survey conducted by Policy Bazaar in 2021, shows that COVID has an impact on insurance awareness on Indians, Study reveals that 61% of the people were motivated by the fear of contracting with COVID infection and thus bought a comprehensive health insurance. Also, 10% of the people were inclined towards COVID Specific Policies. Increasing medical cost, fear of COVID-19 and tax savings benefit were the major reason to buy health insurance.
- More than four- fifth of the respondents are ready to join and enrol in health insurance plan as soon as they start earning.

This research is useful for insurance companies, as college students are their potential customers once they start earning. So, companies should focus more upon college students to create awareness about benefits and need of health insurance in their lives.

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