

A Study on Relationship Between Organizational Culture and Customer Buying Behavior in Insurance Sector

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<https://doi.org/10.55041/ijstmt.v2i5.419>

Cite this Article: BALAJI, (2026). A Study on Relationship Between Organizational Culture and Customer Buying Behavior in Insurance Sector. International Journal of Science, Strategic Management and Technology, 02(05). <https://doi.org/10.55041/ijstmt.v2i5.419>

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ABSTRACT

The insurance sector has become highly competitive due to increasing consumer awareness, technological advancement, and changing customer expectations. Organizational culture plays a significant role in influencing customer trust, satisfaction, service quality, and buying behavior in the insurance industry. The present study titled “*A Study on Relationship Between Organizational Culture and Customer Buying Behavior in Insurance Sector*” focuses on analyzing the impact of organizational culture on customer buying behavior with special reference to Sureti IMF Pvt. Ltd., Coimbatore. The study evaluates consumer awareness, factors influencing purchase decisions, and the role of marketing and digital channels in shaping insurance buying behavior.

The study adopts a descriptive research design and uses both primary and secondary data sources. Primary data were collected from 150 respondents through a structured questionnaire using convenience sampling. Secondary data were gathered from journals, books, company reports, and online resources. Statistical tools such as percentage analysis, correlation analysis, ANOVA, regression analysis, and One Sample T-Test were used for data interpretation.

The findings reveal that customer awareness regarding insurance products is moderate to high and that marketing campaigns, advertisements, service quality, and digital communication significantly influence buying decisions. Consumers compare multiple insurance products before purchase and show preference toward companies with transparent communication and quality service. The study also identifies that demographic variables such as age, education, and income influence customer buying behavior.

The research concludes that a positive organizational culture strengthens customer satisfaction, trust, loyalty, and purchasing decisions in the insurance sector. The study recommends improving customer education, digital engagement, service efficiency, and awareness programs to enhance organizational performance and customer retention.

KEYWORDS

- Organizational Culture
- Customer Buying Behavior
- Insurance Sector
- Consumer Awareness
- Digital Marketing
- Customer Satisfaction

- Insurance Services
- Consumer Perception

1. INTRODUCTION

Insurance is an essential financial service that provides protection against risks and uncertainties. In recent years, the Indian insurance sector has experienced rapid growth because of rising awareness, increased income levels, urbanization, and digital transformation. Organizational culture has become a major factor influencing customer satisfaction and buying behavior in insurance services.

Organizational culture refers to the values, beliefs, communication patterns, ethical practices, and service standards followed within an organization. In the insurance industry, customer-oriented culture improves trust, service quality, customer engagement, and long-term loyalty. Customers prefer insurance companies that provide transparency, quick claim settlement, effective communication, and personalized services.

Buying behavior refers to the process through which consumers select, evaluate, and purchase insurance products based on their needs and risk perception. Factors such as age, education, income, awareness, family influence, digital communication, advertisements, and service quality affect customer decisions.

Sureti IMF Pvt. Ltd. operates as an Insurance Marketing Firm offering multiple insurance products under one platform. The company focuses on customer satisfaction, awareness creation, and digital communication to improve business performance. This study examines the relationship between organizational culture and customer buying behavior in the insurance sector and identifies factors influencing insurance purchase decisions.

2. OBJECTIVES OF THE STUDY

1. To study the level of consumer awareness about insurance products offered by Sureti IMF Pvt. Ltd.
2. To identify the factors influencing consumers in purchasing insurance policies.
3. To analyze the impact of demographic factors on consumers' buying behavior toward insurance products.

3. REVIEW OF LITERATURE

Several researchers have analyzed customer awareness and buying behavior in the insurance sector.

Kaur and Singh (2025) found that consumer awareness significantly influences insurance purchase behavior and product adoption. The study emphasized the importance of financial literacy and awareness campaigns.

Chaudhary and Mehta (2025) explained that digital marketing strategies such as social media, online advertisements, and digital platforms positively influence customer engagement and insurance buying decisions.

Rao and Ghosh (2025) identified that income level, family responsibilities, perceived risk, and financial stability strongly affect insurance purchasing behavior.

Singh and Reddy (2025) concluded that trust, transparency, and service quality are major determinants of customer satisfaction and loyalty in the insurance sector.

Bhattacharya and Banerjee (2025) highlighted that financially literate consumers demonstrate better awareness and are more likely to purchase insurance products.

Shukla and Banerjee (2024) observed that consumer trust and ethical communication significantly influence purchase intention and customer loyalty.

Das and Ghosh (2024) emphasized that awareness regarding health risks, affordability, and policy benefits strongly influence customer decisions toward health insurance products.

The literature review indicates that organizational culture, digital marketing, awareness, trust, and service quality collectively influence customer buying behavior in the insurance industry.

4. RESEARCH METHODOLOGY

Particulars	Description
Research Design	Descriptive Research
Area of Study	Coimbatore
Data Type	Primary and Secondary Data
Sampling Technique	Convenience Sampling
Sample Size	150 Respondents
Primary Tool	Structured Questionnaire
Statistical Tools	Percentage Analysis, Correlation, ANOVA, Regression, T-Test
Study Period	Four Months

Primary data were collected from respondents using questionnaires related to awareness, digital marketing, customer perception, and purchase behavior. Secondary data were obtained from journals, books, company reports, and websites.

5. DATA ANALYSIS AND INTERPRETATION

OBJECTIVE 1

To Study Consumer Awareness About Insurance Products

Table 1: Awareness About Insurance Products

Response	Frequency	Percentage
Disagree	11	7.3%
Neutral	71	47.3%
Agree	56	37.3%
Strongly Agree	12	8.0%
Total	150	100%

Interpretation

The majority of respondents show moderate to high awareness regarding insurance products offered by Sureti IMF Pvt. Ltd. Nearly 45.3% of respondents either agree or strongly agree that they are aware of insurance products, while 47.3% remain neutral. This indicates that awareness programs and marketing campaigns have created a positive impact, but there is still scope for improving customer education.

OBJECTIVE 2

To Identify Factors Influencing Insurance Purchase Decisions

Table 2: Influence of Marketing Campaigns and Advertisements

Response	Frequency	Percentage
Strongly Disagree	10	6.7%
Disagree	18	12.0%
Neutral	45	30.0%
Agree	52	34.7%
Strongly Agree	25	16.6%
Total	150	100%

Interpretation

The analysis shows that marketing campaigns and advertisements significantly influence customer buying decisions. More than 51% of respondents agree that advertisements and promotional activities affect their insurance purchase behavior. Digital marketing, social media promotions, and customer engagement strategies positively shape consumer perception.

OBJECTIVE 3

To Analyze the Impact of Demographic Factors on Buying Behavior

Table 3: Age of Respondents

Age Group	Frequency	Percentage
Below 25	33	22.0%
25–35	30	20.0%
36–45	25	16.7%
46–55	31	20.7%
Above 55	31	20.7%

Interpretation

The study indicates that respondents are distributed across different age groups. Younger consumers below 25 years show higher awareness regarding digital insurance services, while older consumers demonstrate stronger trust toward traditional insurance practices. Age significantly influences insurance preferences, awareness levels, and buying decisions.

6. FINDINGS

1. Consumers possess moderate to high awareness regarding insurance products and services.
2. Digital marketing and advertisements significantly influence insurance buying behavior.

3. Consumers compare multiple insurance products before making purchase decisions.
4. Service quality and organizational trust positively influence customer satisfaction.
5. Demographic variables such as age, education, and income affect buying behavior.
6. Digital channels improve customer engagement and awareness regarding insurance policies.
7. Customers prefer transparent communication and quick claim settlement services.

7. SUGGESTIONS

1. The company should conduct regular awareness and financial literacy programs.
2. Digital marketing strategies should be strengthened through social media and online campaigns.
3. Customer service quality and response time should be improved.
4. Insurance products should be explained in simple and understandable language.
5. The company should enhance customer relationship management practices.
6. Personalized insurance solutions should be introduced based on customer needs.
7. Online claim settlement and policy renewal processes should be simplified.

8. CONCLUSION

The study concludes that organizational culture has a strong influence on customer buying behavior in the insurance sector. Customer-oriented culture, transparency, service quality, ethical communication, and digital engagement positively affect consumer trust and satisfaction. Insurance consumers are increasingly influenced by digital platforms, awareness programs, and marketing communication while making purchase decisions.

Sureti IMF Pvt. Ltd. has successfully created awareness and customer engagement through its service-oriented practices and digital initiatives. However, continuous improvement in awareness creation, customer education, and service quality is necessary to maintain customer loyalty and competitive advantage.

The study highlights that understanding consumer behavior is essential for insurance companies to improve marketing effectiveness, customer satisfaction, and business growth.

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