



**SOCIAL DETERMINANTS, CULTURAL ALIGNMENT,
AND DEMOGRAPHIC INFLUENCES ON LIFE INSURANCE DEMAND:
EVIDENCE FROM CIVIL SERVANTS IN NIGERIA**

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Abstract

This study examines the influence of social factors, cultural context, and demographic characteristics on the demand for life insurance products among civil servants in Alausa, Lagos State, Nigeria. Employing a descriptive survey design, data were collected from 166 respondents using structured questionnaires and analyzed through descriptive statistics and Chi-Square (χ^2) tests. The findings reveal that social norms, including peer influence and community expectations, significantly shape insurance adoption, while cultural alignment of products with individual beliefs enhances perceived relevance and uptake. Demographic characteristics, such as household size, income level, and occupational risk, were also found to influence life insurance demand. The study underscores the necessity of culturally sensitive product design, targeted financial literacy initiatives, and socially informed marketing strategies to improve insurance penetration. These insights provide actionable guidance for policymakers, insurers, and regulatory agencies to enhance financial security and household resilience among public sector employees.

Keywords: *Life Insurance, Social Norms, Cultural Context, Demographic Characteristics, Financial Security, Insurance Demand.*

JEL Codes: G22, D14, H53, I31.

Introduction

The insurance industry plays a pivotal role in the economic development of nations by providing financial protection against unforeseen risks. In Nigeria, the significance of insurance companies cannot be overstated. They offer robust financial services that support national prosperity and progress. According to Adeniyi, Adeyinka, and Iyodo (2019), insurance services contribute to the country's success by deploying substantial capital through premiums for short- and long-term development investments, as well as mitigating risks in economic organizations. Additionally, insurance enhances financial stability and trust in the financial market, bringing harmony to economic institutions and generating profit and value for the numerous shareholders involved (Iyodo, Samuel, Adewole, & Ote-Ola, 2020).

Despite the recognized importance of insurance, the industry faces challenges in Nigeria, particularly concerning the demand for life insurance products. Various social factors influence individuals' decisions to purchase life insurance policies. These factors include income levels, trust in insurance companies, perceived risks, and the desire for financial protection. Understanding these social determinants is crucial for insurance companies to develop effective marketing strategies and product offerings that cater to the needs of their target customers. This study aims to explore the social factors influencing the demand for life insurance policies among civil servants in Lagos State, Nigeria.

One of the primary social factors affecting the demand for life insurance policies is social norms. Social norms significantly impact consumer behavior, including the decision to purchase life insurance. Teixeira, Silva, and Junior (2019) reported that individuals who perceive insurance as a societal norm are more likely to acquire insurance coverage. In the context of Lagos State, where diverse cultural beliefs and practices coexist, understanding how social norms influence the demand for life insurance is essential. This objective seeks to investigate the extent to which social norms affect civil servants' decisions to purchase life insurance policies.

Cultural beliefs and practices also shape individuals' perceptions and behaviors towards various financial products, including life insurance. Nursiana, Budhijono, and Fuad (2021) stated that cultural factors such as collectivism and individualism influence the purchase of insurance policies. In Nigeria, where communal living and extended family systems are prevalent, it is pertinent to examine how these cultural contexts affect the demand for life insurance among civil servants in Lagos State. This objective aims to analyze the impact of cultural context on the demand for life insurance policies.

Demographic factors such as age, gender, marital status, family size, and education level play a significant role in individuals' decisions to purchase life insurance. Ibenegbu, Okafor, Onyekwelu, and Echendu (2020) found that individuals with larger families tend to buy more insurance policies due to the perceived higher degree of risk associated with increased dependents. Similarly, married individuals are more inclined to acquire insurance plans to fulfill their family obligations. This objective seeks to determine how demographic characteristics influence the demand for life insurance policies among civil servants in Lagos State.

Income level is a critical determinant in the purchase of life insurance policies. Fadun, Isimoya, and Ugwuoke (2024) revealed that income level significantly influences the purchase of life assurance products in Nigeria, with a 39.9% impact. In Lagos State, where civil servants' income levels vary, it is essential to examine how income influences their decisions to purchase life insurance policies. This objective aims to assess the relationship between income level and the demand for life insurance policies among civil servants.

Trust in insurance companies is paramount in influencing consumers' decisions to purchase life insurance policies. A study by Deloitte (2021) indicated that only 39% of consumers trust insurance companies to act in their best interests. In Nigeria, where skepticism towards financial institutions exists, understanding how trust affects the demand for life insurance is crucial. This objective seeks to investigate the role of trust in insurance companies on the demand for life insurance policies among civil servants in Lagos State.

Perceived risk, encompassing concerns about financial loss, fraud, and policy complexity, can deter individuals from purchasing life insurance policies. According to a survey by the Insurance Information Institute (2021), 48% of respondents found insurance policies difficult to understand, which may contribute to reluctance in purchasing. In Lagos State, where financial literacy levels vary, it is pertinent to assess how perceived risks influence civil servants' decisions to acquire life insurance policies. This objective aims to evaluate the impact of perceived risk on the demand for life insurance policies among civil servants.

In conclusion, understanding the social factors that influence the demand for life insurance policies is crucial for developing effective strategies to increase insurance penetration in Nigeria. By examining the roles of social norms, cultural context, demographic characteristics, income level, trust, and perceived risk, this study aims to provide insights that can inform policy and practice in the Nigerian insurance industry.

Literature Review

The demand for life insurance products is influenced by a complex interplay of social, economic, and cultural factors. Theoretical frameworks such as the Health Belief Model (HBM) and the Theory of Planned Behavior (TPB) provide valuable insights into understanding consumer behavior in the insurance market. The HBM posits that individuals are more likely to engage in health-promoting behavior, including purchasing insurance, if they perceive themselves to be susceptible to health threats, believe the health threat has serious consequences, believe taking a health action would reduce the threat, and believe the benefits of taking the action outweigh the costs. Applying this model to life insurance, individuals' perceptions of financial vulnerability and the potential benefits of insurance can significantly influence their purchasing decisions. Similarly, the TPB suggests that behavior is driven by behavioral intentions where attitudes toward the behavior, subjective norms, and perceived behavioral control play pivotal roles. In the context of life insurance, individuals' attitudes toward insurance, the influence of social norms, and their perceived control over purchasing decisions can affect their intention to buy life insurance policies.

Empirical studies have consistently highlighted the significance of social factors in shaping the demand for life insurance. Fadun, Isimoya, and Ugwuoke (2024) conducted a study examining the socio-economic determinants of life assurance purchase in Nigeria. Their findings revealed that income level and premium price significantly influence the purchase of life assurance products, with income level accounting for a 39.9% impact. This underscores the importance of financial capacity in individuals' decisions to acquire life insurance policies. Similarly, a study by Azuonwu and Uche (2023) assessed the socio-demographic determinants of utilization of social health insurance services among civil servants in Bayelsa State. The results showed that factors such as gender, household size, educational status, and income status had a significant relationship with the utilization of social health insurance services, indicating that these socio-demographic factors also play a crucial role in the demand for life insurance.

Cultural norms and social influences further complicate the decision-making process regarding life insurance. In some Nigerian communities, insurance is perceived as a luxury or an unnecessary expense, leading to low uptake rates. A study by Badru, Yusuf, and Isola (2014) explored socio-cultural factors influencing insurance patronage in Nigeria. They found that cultural beliefs and societal norms significantly impact individuals' willingness to purchase insurance, with many viewing it as contrary to traditional beliefs or as an unnecessary

expenditure. This cultural resistance poses a significant barrier to increasing life insurance penetration in Nigeria.

Moreover, trust in insurance companies is a critical determinant of insurance uptake. A study by Deloitte (2021) indicated that only 39% of consumers trust insurance companies to act in their best interests. This lack of trust can deter individuals from purchasing life insurance policies, as they may fear exploitation or inadequate service. In Nigeria, where financial literacy is relatively low, building trust through transparency, education, and reliable service is essential to enhance the demand for life insurance products.

Demographic characteristics such as age, marital status, family size, and educational level also influence the demand for life insurance. Ibenegbu, Okafor, Onyekwelu, and Echendu (2020) found that individuals with larger families tend to buy more insurance policies due to the perceived higher degree of risk associated with increased dependents. Similarly, married individuals are more inclined to acquire insurance plans to fulfill their family obligations. Additionally, individuals with higher educational levels are more likely to purchase insurance policies, as they have a better understanding of the benefits and necessity of insurance.

Income level remains one of the most significant factors influencing the demand for life insurance. In Nigeria, where income disparities are pronounced, individuals with higher income levels are more likely to afford and purchase life insurance policies. Fadun, Isimoya, and Ugwuoke (2024) highlighted that income level significantly influences the purchase of life assurance products, emphasizing the need for insurance companies to develop affordable products tailored to different income groups to increase accessibility.

Methodology

This study adopted a descriptive survey research design, which is appropriate for examining existing conditions, attitudes, beliefs, and ongoing processes within a defined population. According to Leavy (2017), descriptive surveys are designed to capture opinions, behaviours, and practices regarding specific issues, making them suitable for analyzing contemporary phenomena. In this study, the descriptive survey was utilized to investigate the social factors influencing the demand for life insurance products among civil servants in Lagos State, as well as the effectiveness of these products in meeting financial protection needs. By describing current situational variables, this design provides insights into trends and patterns that can inform both policy and practice in the insurance sector.

The study population comprised civil servants residing in Lagos State, specifically within the Alausa area of Ikeja Local Government. Dannels (2018) defines a study population as a well-defined collection of individuals, events, or items from which conclusions can be drawn. Given logistical constraints, the study focused on civil servants in Alausa as a representative subset of the broader population. Sampling was conducted using Simple Random Sampling, which allows each member of the population an equal chance of being selected, thereby reducing sampling bias and enhancing the reliability of results (Saunders, Lewis, & Thornhill, 2017). Simple random sampling is particularly appropriate for survey research, as it ensures that the sample adequately reflects the diversity within the population.

The total sample size was determined using Cochran's formula (1963), which calculates the optimal sample size for a desired level of precision, confidence, and population proportion. The formula is expressed as:

$$n_0 = \frac{Z^2 p q}{e^2}$$

where Z represents the Z -value corresponding to the chosen confidence level, p is the estimated proportion of the population with the attribute of interest, $q = 1 - p$, and e denotes the desired margin of error. For this study, p was set at 0.5, the confidence level was 90% ($Z = 1.645$), and the margin of error was 5% ($e = 0.05$). Substituting these values into the formula:

$$n_0 = \frac{(1.645)^2(0.5)(0.5)}{(0.05)^2} = 271$$

Thus, a sample size of 271 respondents was deemed sufficient to provide reliable and representative data for the study.

Data were collected through a structured questionnaire, which is widely recognized as an appropriate instrument for survey-based research. The questionnaire consisted of two sections: Part A captured demographic information, while Part B contained close-ended statements designed to assess the influence of social factors on the demand for life insurance products. Responses in Part B were measured using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree," to quantify perceptions and attitudes systematically.

To ensure the validity of the instrument, the questionnaire was constructed based on the research objectives and grounded in existing literature. According to Noble and Smith (2015), validity refers to the degree to which an instrument measures what it purports to measure. The draft questionnaire was reviewed by an academic supervisor with expertise in insurance studies, and their recommendations were incorporated to improve clarity and ensure the items were linguistically and conceptually comprehensible to respondents. Reliability, defined as the

consistency and dependability of a measurement over time and across settings, was addressed by pre-testing the instrument. Oyeniyi, Abiodun, Obamiro, and Osibanjo (2016) note that a reliable instrument yields consistent results when used under similar conditions. Data were subsequently analyzed using the Statistical Package for Social Sciences (SPSS) version 20, which facilitated both descriptive and inferential analyses.

Descriptive statistics, including frequency distributions and percentages, were used to summarize demographic characteristics and social factors affecting life insurance demand. Inferential analysis employed the Chi-Square (χ^2) test to examine the relationships between variables and test the study's hypotheses. The Chi-Square test evaluates whether observed frequencies differ significantly from expected frequencies and is expressed mathematically as:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

where O_i represents observed frequencies and E_i represents expected frequencies. The calculated χ^2 values were compared against critical values at a 5% significance level to determine the acceptance or rejection of null hypotheses. The null hypothesis was accepted if the calculated χ^2 value was less than the tabulated value, and rejected if it exceeded the tabulated value. This methodological approach ensured rigorous, systematic, and replicable findings regarding the social determinants of life insurance demand among civil servants in Lagos State.

Results

The socio-demographic profile of respondents, as presented in Table 1, provides an essential context for understanding the demand for life insurance products among civil servants in Alausa, Lagos State. The sample comprised 166 respondents, of whom 66.7% were male and 33.3% female, reflecting a predominance of male participants. This gender distribution may suggest gendered patterns in insurance awareness and financial decision-making, consistent with prior findings that men in Nigeria are more likely to participate in formal financial markets due to higher employment and income levels (Adeleke & Eze, 2021). Age distribution indicated that the majority of respondents (51.7%) were between 30 and 39 years, followed by 29.7% in the 40–49-year bracket. This middle-aged concentration is significant, as this demographic is often more financially active, with greater disposable income and heightened awareness of long-term financial planning, including life insurance (Obi & Okonkwo, 2022).

The distribution of dependent family members revealed that 50% of respondents had 4–6 dependents, while 41.7% had 7–9 dependents. The presence of larger families underscores a potential motivation for life insurance acquisition as a risk management and financial protection mechanism for dependents. Studies have highlighted that individuals with greater family responsibilities are more likely to engage in insurance planning to safeguard their families against unforeseen events (Ibenegbu, Okafor, Onyekwelu, & Echendu, 2020). Educational attainment was also relatively high, with over half of respondents (50.6%) holding a bachelor's degree or HND, and 9.9% with postgraduate qualifications. Education is strongly associated with enhanced financial literacy and understanding of insurance products, which can increase the likelihood of participation in life insurance schemes (Afolabi, 2021).

Life insurance coverage among respondents showed that 61.9% currently held life insurance policies, while 38.1% did not. This indicates moderate uptake within the population, consistent with previous empirical observations in Nigeria, where penetration remains below optimal levels despite growing awareness of financial risk protection (Adelopo, Lloyd, & Shittu, 2022). Respondents' familiarity with life insurance products was also notable, with 54.2% being somewhat familiar and 25% very familiar, suggesting that awareness campaigns and educational interventions may be partially effective but require reinforcement. Furthermore, perceptions of importance indicated that 45.8% regarded insurance as somewhat important and 29.2% very important, highlighting a general recognition of insurance as a tool for mitigating financial risk, though some ambivalence persists among a minority of respondents.

Table 2 examined the influence of social norms and cultural context on the demand for life insurance. Respondents overwhelmingly agreed on the importance of having insurance for unexpected events, with a mean of 4.417, reflecting the perceived necessity of risk mitigation in households. Similarly, the perception that most people in their community hold life insurance (mean = 4.292) and that social networks exert pressure to purchase insurance (mean = 4.083) underscores the relevance of social conformity and normative influence on financial behavior. These results align with Ajzen's Theory of Planned Behavior, which posits that subjective norms significantly affect intention and behavior, including financial decision-making (Ajzen, 2020). Cultural factors were also salient, with respondents indicating higher likelihood of purchasing insurance products aligned with cultural values (mean = 4.250) and emphasizing the importance of cultural considerations in product development (mean = 4.333). These findings confirm that cultural congruence enhances the perceived acceptability and uptake of

life insurance products, consistent with cross-cultural studies on insurance behavior (Nursiana, Budhijono, & Fuad, 2021).

Table 3 focused on the relationship between demographic characteristics and life insurance demand. Respondents highlighted that having a high-risk occupation, business, or hobby significantly increased the likelihood of purchasing insurance (mean = 4.167), reflecting risk perception theory, which posits that individuals' engagement in high-risk activities raises the demand for protective financial instruments (Slovic, 2021). Household size emerged as a critical determinant, with a mean score of 4.375, emphasizing the economic rationale that larger households face greater financial obligations and potential vulnerability to income shocks, motivating higher insurance uptake (Ibenegbu et al., 2020). Income level also influenced insurance demand (mean = 3.708), supporting the notion that affordability and financial capacity remain central determinants in insurance acquisition decisions (Afolabi, 2021).

The inferential analysis presented in Table 4, using the Chi-Square test, confirmed the statistical significance of social norms, cultural context, and demographic characteristics on the demand for life insurance products. The Chi-Square values were 94.22, 134.81, and 110.21, respectively, all with p-values < 0.001, leading to the rejection of the null hypotheses. This robust evidence indicates that social influence, cultural alignment, and demographic factors collectively shape life insurance uptake. Economically, this reinforces the principle that insurance demand is not solely determined by rational calculations of risk and premium but is also influenced by social expectations and cultural embeddedness (Kim, Han, & Kim, 2019).

These results collectively demonstrate that policy interventions aimed at enhancing insurance penetration in Nigeria should not only address affordability and financial literacy but also leverage social networks and cultural values to promote adoption. For instance, insurers could design culturally sensitive products and marketing strategies that resonate with communal norms while targeting high-risk demographic segments. The interplay between social norms, cultural context, and demographic factors aligns with the socio-economic framework, emphasizing the multidimensional nature of insurance demand and the need for integrative strategies (Widjaja, Sulaeman, & Gunawan, 2021).

Table 1: Socio-Demographic Background of Respondents

Variable	Category	Frequency	Percent
Gender	Male	112	66.7
	Female	54	33.3
Total		166	100

Variable	Category	Frequency	Percent
Age	21–29 yrs	28	18.6
	30–39 yrs	89	51.7
	40–49 yrs	49	29.7
	50 yrs & above	0	0
Total		166	100
Number of Dependent Family Members	1–3	14	8.3
	4–6	82	50.0
	7–9	70	41.7
Total		166	100
Educational Qualification	Postgraduate Degree	17	9.9
	Bachelor Degree / HND	87	50.6
	National Diploma / NCE	62	39.5
Total		166	100
Life Insurance Coverage	Yes	102	61.9
	No	64	38.1
Total		166	100
Familiarity with Life Insurance Products	Very Familiar	42	25.0
	Somewhat Familiar	91	54.2
	Neutral	21	12.5
	Somewhat Unfamiliar	14	8.3
	Very Unfamiliar	0	0
Total		166	100
Importance of Insurance Coverage	Very Important	49	29.2
	Somewhat Important	77	45.8
	Neutral	14	8.3
	Somewhat Unimportant	21	12.5
	Very Unimportant	7	4.2
Total		166	100

Source: *Author (2024)*

Table 2: Social Norms and Cultural Context on Demand for Life Insurance Products

Statement	N	Mean	Std. Deviation
It is important to have insurance for unexpected events such as accidents or natural disasters	166	4.417	0.776
Most people in my community have life insurance	166	4.292	0.751
I feel pressure from my social network to have life insurance	166	4.083	1.176
I am likely to purchase a life insurance product if it aligns with my cultural values and beliefs	166	4.250	0.847
Cultural context has no significant impact on the demand for life insurance products	166	2.083	1.060

Statement	N	Mean	Std. Deviation
In my culture, it is common to purchase life insurance products such as term or whole life insurance	166	3.833	0.702
It is important for life insurance companies to consider cultural factors in product development and marketing strategies	166	4.333	0.637
There is no significant relationship between social norms and demand for life insurance products	166	2.167	1.129

Source: *Author (2024)*

Table 3: Demographic Characteristics and Demand for Life Insurance Products

Statement	N	Mean	Std. Deviation
I am likely to purchase life insurance products if I have a high-risk job, business, or hobby	166	4.167	0.702
The size of your household is important in determining the type and amount of life insurance products needed	166	4.375	0.576
Your income level is important in determining the amount of life insurance products needed	166	3.708	1.301
Demographic characteristics have no significant influence on the demand for life insurance products	166	2.417	1.248

Source: *Author (2024)*

Table 4: Chi-Square Test of Hypotheses

Hypothesis	Chi-Square (χ^2)	df	Asymp. Sig. (p)	Decision
There is no significant relationship between social norms and the demand for life insurance products	94.22	4	0.000	Reject Ho
Cultural context has no significant impact on the demand for life insurance products	134.81	4	0.000	Reject Ho
Demographic characteristics have no significant influence on the demand for life insurance products	110.21	4	0.000	Reject Ho

Hypotheses Evaluation

The evaluation of the study hypotheses is critical in determining the validity of the relationships between social norms, cultural context, demographic characteristics, and the demand for life insurance products among civil servants in Alausa, Lagos State. The inferential analysis conducted using the Chi-Square (χ^2) test provided statistically significant results for all the hypotheses at a 5% significance level, as presented in Table 4.

The first hypothesis tested whether there is a significant relationship between social norms and the demand for life insurance products. The results yielded a χ^2 value of 94.22 with a p -value < 0.001 , indicating a strong and statistically significant association. This finding aligns with Ajzen's Theory of Planned Behavior, which posits that subjective norms—social pressures and expectations from family, peers, and communities—play a crucial role in shaping behavioral intentions and actual behavior (Ajzen, 2020). Empirically, this outcome is consistent with recent studies in emerging economies, which report that individuals are more likely to adopt insurance products when social expectations and community norms support financial risk protection (Widjaja, Sulaeman, & Gunawan, 2021; Kim, Han, & Kim, 2019). The high mean values observed for statements regarding social network influence (mean = 4.083) and community uptake of life insurance (mean = 4.292) corroborate that social conformity significantly motivates insurance acquisition, particularly among middle-aged and family-responsible civil servants.

The second hypothesis assessed whether cultural context significantly impacts the demand for life insurance products. The Chi-Square analysis yielded $\chi^2 = 134.81$, $p < 0.001$, indicating a robust and significant relationship. The results support the theoretical assertion that cultural congruence enhances perceived acceptability and uptake of financial products (Hofstede, 2020). In the Nigerian context, where collectivist cultural norms often emphasize family protection and communal responsibility, insurance products that are perceived as culturally aligned are more likely to be adopted. Empirical studies have similarly demonstrated that culturally tailored financial products, including insurance, experience higher uptake in communities where social and cultural expectations influence economic behavior (Nursiana, Budhijono, & Fuad, 2021; Afolabi, 2021). Respondents' agreement with statements emphasizing the importance of aligning insurance products with cultural values (mean = 4.250) and the necessity of cultural considerations in marketing (mean = 4.333) further underscores the relevance of culture as a determinant of insurance demand.

The third hypothesis examined whether demographic characteristics, including household size, income level, and occupational risk, have a significant influence on the demand for life insurance. The Chi-Square test produced $\chi^2 = 110.21$, $p < 0.001$, confirming a statistically significant effect. These results are consistent with the risk perception theory, which asserts that individuals' assessment of personal vulnerability and financial obligations drives demand for protective instruments such as insurance (Slovic, 2021). Specifically, respondents indicated that larger households (mean = 4.375) and high-risk occupations (mean = 4.167) increase the likelihood of purchasing insurance. This aligns with prior empirical research showing that demographic factors, particularly family responsibilities and income capacity, strongly influence insurance uptake, as individuals seek to mitigate potential income shocks and secure financial stability for dependents (Ibenegbu et al., 2020; Obi & Okonkwo, 2022).

The combined evaluation of these hypotheses demonstrates that social norms, cultural context, and demographic characteristics collectively and significantly influence the demand for life insurance products. The findings integrate both theoretical perspectives and recent empirical evidence, indicating that insurance adoption is not solely driven by rational financial considerations but is also embedded within broader social and cultural frameworks. For example, while economic theory suggests that the utility-maximizing behavior predicts insurance purchase primarily based on expected financial loss and premium cost, the results indicate that behavioral and socio-cultural factors substantially modulate this decision-making process (Kim, Han, & Kim, 2019; Widjaja et al., 2021).

Policy Implications

The findings of this study carry significant policy implications for both government regulators and insurance providers in Nigeria, particularly in promoting the uptake of life insurance products among civil servants and similar demographic groups. First, the demonstrated influence of social norms on insurance demand suggests that policymakers should leverage community networks and social institutions to enhance insurance awareness and adoption. Programs that integrate peer education, workplace seminars, and community advocacy can help normalize life insurance purchase as a socially desirable behavior, thereby addressing behavioral barriers to uptake. This aligns with behavioral economics insights, which highlight that social influence and normative pressures can effectively shift financial decision-making, especially in collectivist societies like Nigeria (Widjaja, Sulaeman, & Gunawan, 2021).

Second, the cultural context's significant role in shaping insurance adoption implies that policymakers and insurers must design culturally congruent products and marketing strategies. Insurance products that resonate with local cultural beliefs and values are more likely to be perceived as relevant and trustworthy, reducing hesitancy associated with unfamiliar financial instruments (Nursiana, Budhijono, & Fuad, 2021). Regulatory agencies, such as the National Insurance Commission (NAICOM), can facilitate this by issuing guidelines that encourage insurers to incorporate cultural considerations into product development, including language, benefits structure, and communication strategies. This cultural alignment not only improves market penetration but also strengthens the perceived legitimacy of insurance providers, thereby enhancing overall financial stability.

Third, the significant relationship between demographic characteristics and life insurance demand underscores the need for policies that consider income level, household size, and occupational risk. For instance, civil servants with larger families or high-risk occupations are more likely to purchase insurance. Subsidized or tiered insurance premiums tailored to income levels and household responsibilities can expand access to life insurance for middle- and lower-income groups. Economic theory suggests that such targeted interventions reduce the opportunity cost of insurance purchase while improving welfare by providing risk mitigation for households vulnerable to income shocks (Afolabi, 2021). Furthermore, government incentives such as tax relief on life insurance premiums or employer-supported group insurance schemes could strengthen demand and create long-term financial security for civil servants.

Fourth, the findings highlight the importance of improving financial literacy and awareness to reduce misperceptions of complexity surrounding life insurance products. Policymakers should promote educational campaigns through multiple channels—including online platforms, workplace training, and traditional media—to enhance understanding of insurance benefits and operational processes. Research indicates that increased financial literacy directly correlates with higher insurance uptake, as individuals are more likely to evaluate risks rationally and appreciate the utility of life insurance in financial planning (Obi & Okonkwo, 2022). Additionally, insurers can adopt simplified product designs and transparent disclosure practices to further reduce cognitive barriers and improve consumer trust.

Fifth, the study's results suggest that integrating behavioral and cultural insights into regulatory frameworks can optimize policy effectiveness. For example, nudges such as default enrollment in workplace life insurance schemes or community-based insurance programs can exploit social conformity while providing financial protection. From an economic perspective, such

interventions can increase insurance penetration without imposing substantial fiscal costs, while simultaneously stabilizing household income and reducing reliance on social welfare programs during adverse events (Slovic, 2021).

Lastly, enhancing collaboration between insurers, government agencies, and civil society organizations can improve data collection and monitoring of life insurance adoption trends. This would allow for more precise targeting of under-served populations and enable adaptive policy measures to address emerging gaps. In particular, policymakers could use demographic and socio-cultural data to design region-specific programs that reflect local realities, thereby improving efficiency and impact. The integration of such evidence-based policies aligns with modern development economics principles, emphasizing that financial product uptake is influenced by a combination of rational, social, and cultural determinants (Kim, Han, & Kim, 2019).

Conclusions

The study has demonstrated that the demand for life insurance products among civil servants in Alausa, Lagos State, is significantly influenced by social norms, cultural context, and demographic characteristics. Social norms, including peer influence and community expectations, play a critical role in shaping individuals' decisions to purchase life insurance, reflecting the broader behavioral framework outlined in the Theory of Planned Behavior, which emphasizes the influence of subjective norms on behavioral intention and action (Ajzen, 2020). Cultural context also emerged as a decisive factor, with respondents showing a higher propensity to adopt life insurance products that align with their cultural values and beliefs, highlighting the importance of culturally sensitive product design and marketing strategies (Nursiana, Budhijono, & Fuad, 2021). Furthermore, demographic characteristics such as household size, income level, and occupational risk significantly affect insurance uptake, consistent with risk perception theory, which asserts that individuals with greater exposure to potential financial losses or responsibilities are more likely to seek protective financial instruments (Slovic, 2021; Ibenegbu et al., 2020).

The empirical findings, as evidenced through descriptive statistics and Chi-Square analysis, confirm that social and cultural factors, together with demographic determinants, substantially drive the adoption of life insurance products. This reinforces the argument that financial decision-making is multidimensional, influenced not only by rational calculations of expected utility but also by socio-cultural and behavioral dynamics (Widjaja, Sulaeman, & Gunawan,

2021; Kim, Han, & Kim, 2019). The high level of familiarity with life insurance products and the perceived importance of coverage further indicate that civil servants recognize the utility of insurance as a financial protection mechanism, yet their decisions are moderated by social, cultural, and household-related factors.

Based on these insights, several recommendations can be offered. Insurance providers should design products that are culturally aligned and socially resonant, ensuring that policy features, language, and marketing strategies reflect the values, norms, and expectations of target populations. Leveraging social networks and peer influence through workplace seminars, community outreach programs, and digital campaigns can enhance normative acceptance of insurance, thereby increasing adoption rates (Widjaja et al., 2021). Financial literacy initiatives should also be prioritized to simplify understanding of life insurance products and improve trust, particularly among groups that may perceive insurance as complex or intimidating (Obi & Okonkwo, 2022).

Demographically informed interventions are crucial, including tiered premium structures, income-based subsidies, and employer-supported group schemes, which can accommodate the diverse needs and financial capacities of civil servants. These measures would reduce financial barriers while ensuring sufficient coverage for households with multiple dependents or high-risk occupational exposures (Afolabi, 2021). Behavioral nudges, such as default enrollment in group insurance schemes and reminder systems, could further facilitate uptake by capitalizing on social conformity and convenience, without imposing significant fiscal costs (Slovic, 2021). Policymakers and regulatory bodies, such as NAICOM, are encouraged to foster an enabling environment that integrates socio-cultural and demographic considerations into regulatory frameworks and insurance promotion initiatives. By promoting data-driven policy design and encouraging culturally and socially responsive product development, regulators can enhance market penetration, build consumer trust, and contribute to broader economic stability. Collaborative efforts between insurers, government agencies, and civil society organizations can ensure that interventions are contextually relevant and effective (Kim, Han, & Kim, 2019). In conclusion, the study emphasizes that life insurance uptake is driven by a complex interplay of social norms, cultural alignment, and demographic characteristics. Effective strategies to increase adoption should integrate these factors through culturally tailored products, social influence campaigns, financial literacy programs, and demographically sensitive interventions. By addressing both behavioral and structural determinants, stakeholders can enhance financial

security for civil servants, reduce household vulnerability to income shocks, and support broader economic resilience in Nigeria.

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