

**A Study on Awareness of Health Insurance Among Young Adults in Navi
Mumbai**

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Abstract

Health insurance is an important tool for protecting individuals from the financial burden of rising medical expenses. However, many young adults have limited awareness and understanding of health insurance policies, their benefits, and coverage. This study focuses on examining the level of awareness of health insurance among young adults in Navi Mumbai. The main objective of the study is to analyze the awareness level of young adults regarding health insurance, the types of policies they know about, and the factors that influence their awareness and decisions to purchase health insurance.

The research is based on both primary and secondary data. Primary data was collected through a structured questionnaire from young adults, while secondary data was obtained from research papers, journals, articles, and online sources related to health insurance awareness.

The finding of the study help identify gaps in knowledge and understanding of health insurance among young adults. The research highlights the need for greater awareness programs and financial education to help young adults make informed decisions and ensure better financial protection against unexpected medical expenses.

Keywords: Health Insurance, Insurance Awareness, Young Adults, Navi Mumbai, Financial Literacy.

I. Introduction

Rising health costs and increasing health risks have made health insurance an important part of financial and healthcare planning. However, many young adults still lack sufficient awareness about health insurance policies, their benefits, coverage, and claim procedures. Even though digital platforms, mobile applications, and online insurance services have made information easily accessible, proper understanding of health insurance remains limited among many individuals.

Young adults often believe that they are healthy and less likely to face serious medical issues, which leads to a lower priority for purchasing health insurance. Many depend on employer-provided insurance or family coverage without clearly understanding the extent of protection offered. Lack of knowledge about healthcare inflation, lifestyle related diseases, and financial impact of medical emergencies further reduces the importance given to health insurance planning.

Urban areas such as Navi Mumbai provide better access to healthcare services, insurance providers, and financial information. However, awareness levels among young adults still differ due to factors such as education, income, employment status, and exposure to financial knowledge.

This study aims to examine the level of awareness of health insurance among young adults, their knowledge about different types of health insurance policies, and the factors influencing their awareness and decision to purchase health insurance. The study also helps identify gaps in awareness and highlights the importance of improving knowledge so that young adults can make informed healthcare and financial decisions.

II. Review of Literature

Singh and Verma (2016) in their study “Health Insurance Awareness among young adults in urban India” found that although young adults are aware of health insurance, they have limited understanding of policy features, coverage, and claim procedures. **Gupta and Nair (2017)** in “Role of Digital Media in Health insurance Awareness” highlighted that digital platforms such as websites and mobile applications have increased awareness, but complex policy terms create

confusion among users. **Sharma and Iyer (2018)** in “Health insurance literacy among young professionals” observed that lack of knowledge regarding premiums, exclusions, and claim processes negatively affects decision-making. **Kusuma, Pal and Babu (2018)** in “Health Insurance Awareness, Utilization, and its Determination among the Urban Poor in Delhi, India” found that low awareness significantly impact the utilization of health insurance services. **Wisk and Sharma (2019)** in “Inequalities in young Adults Health Insurance Coverage Post- Federal Health Reform” identified disparities in insurance coverage among young adults. **Patel and Shah (2019)** in “Health Insurance Perception among Urban Youth in Maharashtra” found that many young individuals prioritize savings and investments over insurance. During COVID-19 period, **Kaur and Malhotra (2021)** in “Impact of COVID -19 on Health Insurance Awareness” and **Reshmi et al. (2021)** in “Health Insurance Awareness and its uptake in India” observed an increase in awareness, through knowledge gaps still exist. **Iqbal and Khan (2022)** highlighted that reliance on employer- provided insurance reduces awareness of personal insurance policies. **Parisi et al. (2023)** in their study on PM-JAY found uneven awareness across different population groups. Finally, **Patel and Sharma (2024)** in “Health Insurance Preference among Young Adults in Metropolitan Cities” concludes that higher awareness enables individuals to compare and select better insurance policies. Overall, the literature suggests that while awareness is improving, there is still a strong need for better financial literacy, simplified policies, and effective awareness programs to increase adoption among young adults.

III. Objectives of the Study

1. To study the level of awareness about health insurance among young adults in Navi Mumbai.
2. To identify the types of health insurance policies known to young adults in Navi Mumbai.
3. To study the awareness of young adults about the benefits of health insurance.
4. To examine the factors influencing health insurance awareness among young adults.

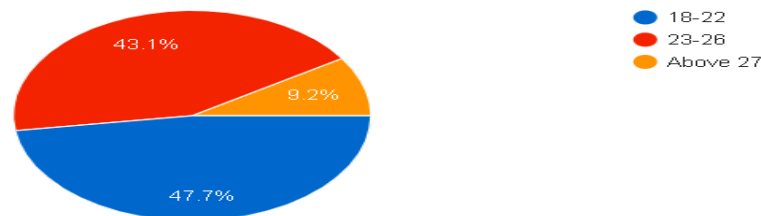
IV. Research Methodology

The study adopts a descriptive and analytical research design to understand the level of health insurance awareness and analyse adoption behaviour among young adults. It is descriptive as it focuses on awareness of health insurance policies, benefits, and procedures, and analytical as it examines the relationship between awareness and factors such as income, education, financial literacy, and family influence. The study uses both primary and secondary data, where primary

data is collected through a structured questionnaire from young adults, and secondary data is gathered from research papers, journals, books, government reports, and websites. A quantitative research approach is used to analyse numerical data and draw conclusions. The population consists of young adults aged 18-30 years, with sample size of 109 respondents selected for the study. The research follows a convenience sampling technique, where respondents are chosen based on easy availability. Data is collected using a structures questionnaire consisting of multiple- choice and Yes /No questions to understand awareness, attitudes, and factors influencing health insurance decisions.

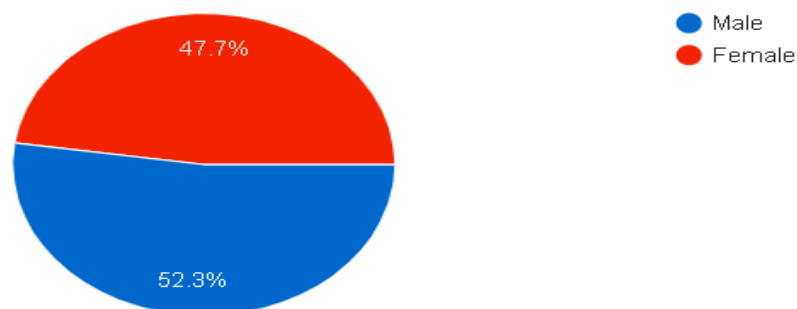
V. Data Interpretation

1. What is your age group ?



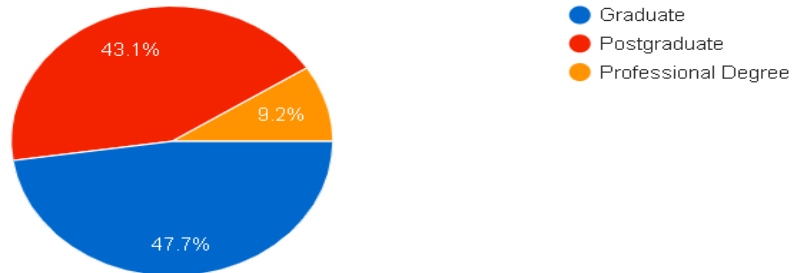
The majority of respondents belong to the 18-22 age group (47.7%), followed closely by 23-26 (43.1%). Only a small percentage (9.2%) are above 27. This shows that most participants are young individuals.

2. What is your gender?



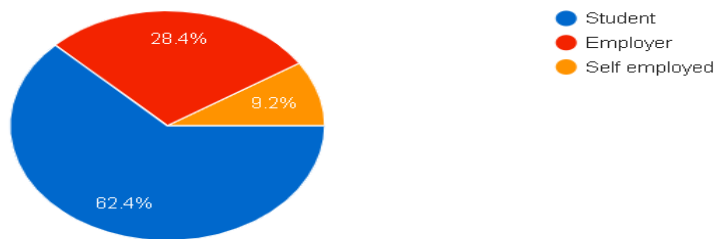
The gender distribution is almost equal, with males slightly higher at 52.3% and females at 47.7% this indicates a balanced representation of both genders in the survey.

3. What is your highest level of education?



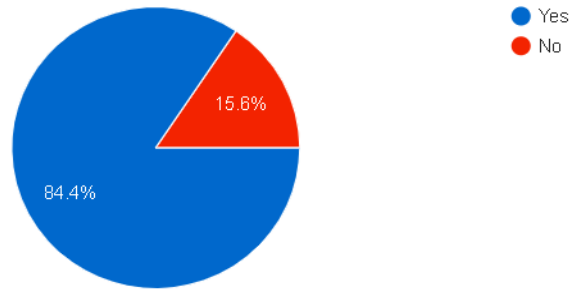
Most respondent are graduates (47.7%), followed by postgraduates (43.1%). A small portion (9.2%) holds professional degrees. This suggests that the majority are well –educated individuals.

4. What is your occupation?



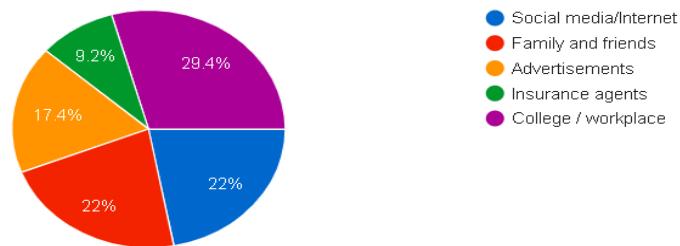
A large majority of respondent are students (62.4%), while 28.4% are employed and 9.2% are self – employed. This indicates that the survey mainly includes people who are currently studying.

5. Are you aware of health insurance policies?



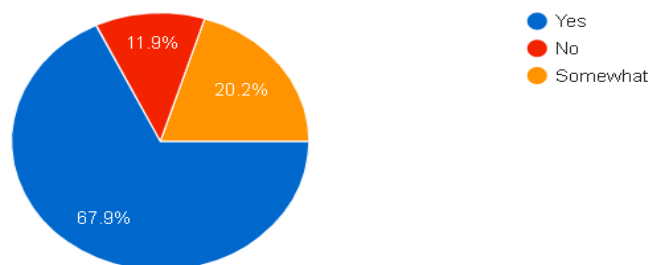
Most respondents (84.4%) are aware of health insurance policies, while only 15.6% are not aware. This shows a high level of awareness among people.

6. How did you first learn about health insurance?



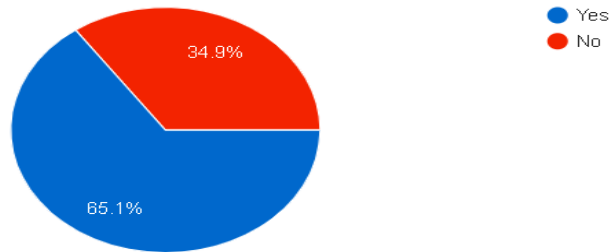
People learned about health insurance from different sources. The highest percentage (29.4%) is from college /workplace, followed by social media and friends / family (22%) each. Advertisements (17.4) and agents (9.2) contribute less. This shows that educational and social platforms plays an important role.

7. Do you know the benefits of insurance?



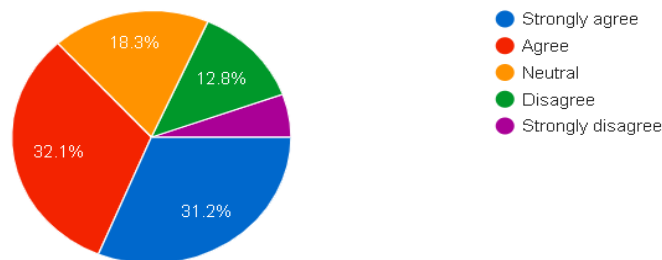
A majority of respondents (67.9%) know the benefits of insurance. Around 20.2% have some knowledge, while 11.9% do not know. This indicates that most people are informed but some still lack full understanding.

8. Do you know what “premium” means in health insurance?



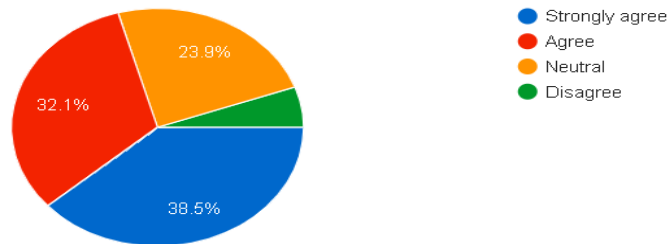
About 65.1% of respondents know what “premium” means in health insurance , while 34.9% do not. This suggests that although many people understand basic terms, a significant number still need more awareness.

9. Do you think health insurance is important for young adults?



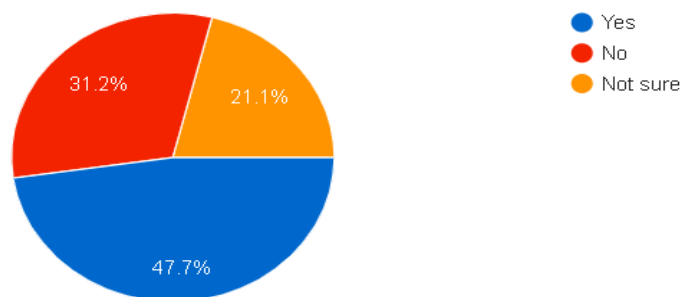
The majority of respondents believe that health insurance is important for young adults. Around 31.2% strongly agree and 32.1% agree, showing a strong positive perception. However, a small percentage remains neutral or disagrees, indicating that awareness is still not universal.

10. Do you think health insurance helps in reducing financial burden during medical emergencies?



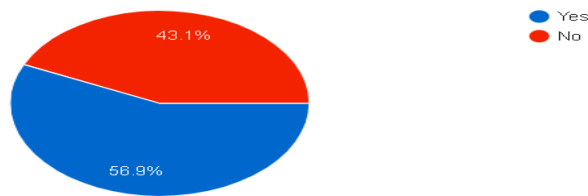
Most respondents feel that health insurance helps reduce financial burden during medical emergencies. About 38.5% strongly and 32.1% agree, which shows a clear understanding of its financial benefits. Only a small group disagrees, suggesting overall strong confidence in insurance reports.

11. Do you think health insurance premium are affordable?



Opinions on affordability are mixed. While 47.7% believe premiums are affordable, 31.2% think they are not, and 21.1% are unsure. This indicates that cost is still a concern and may act as a barrier to adoption for many individuals.

12. Do you currently have a health insurance policy?



A little more than half of the respondents (56.9%) currently have a health insurance policy, while 43.1% do not. This shows that although awareness and positive perception are high, actual adoption is comparatively lower, highlighting a gap between awareness and action.

13. If yes, what type of health insurance do you have?



The chart shows that 32.1% of respondents have family policies, while 25.7% have employer provided insurance. Around 14.7% hold individual policies, and 27.5% reported not applicable. This indicates that family coverage and employer support are the most common forms of health insurance among respondents.

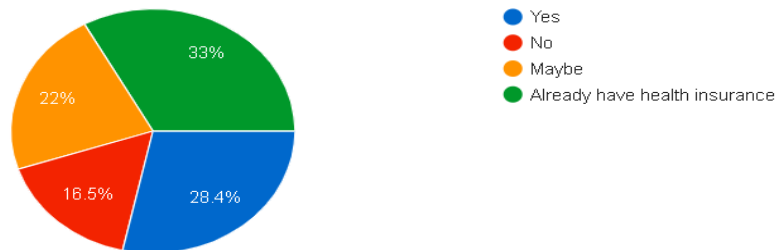
14. What is the main reason for not purchasing health insurance?



The main reasons for not purchasing health insurance is lack of trust in insurance companies (33%). This is followed by high premium costs (29.4%) and lack of awareness (17.4%).

10.1% depends on family insurance, while a small percentage finds it not applicable. This shows that trust issues and cost are the biggest barriers.

15. Would you consider purchasing health insurance in the future?



Regarding future intentions, 33% of respondents already have health insurance, while 28.4% are willing to purchase it. Around 22% are unsure (maybe), and 16.5% are not interested. This suggests that although many are covered or interested, there is still a section that needs more awareness and motivation.

VI. Discussion & findings

The study shows that young adults have basic awareness of health insurance, mainly through digital media and social influence. However, their detailed knowledge about policies, coverage, and claim is limited. Factors like education and income positively influence awareness and purchase decisions. Many respondents do not prioritize health insurance and consider it less important than savings. High premium cost and complex policy terms act as major barriers. Overall, increased awareness leads to better decision-making, but there is still a need for proper education and simplified policies.

VII. Conclusion

The study concludes that awareness of health insurance among young adults is moderate but not sufficient. While most individuals have basic knowledge, they lack a clear understanding of policy details such as coverage, premiums, and claim procedures. Factors like education, income, and digital exposure play an important role in increasing awareness and influencing purchase decisions. However, high premium costs, complex policies, and low financial literacy act as

major barriers to adoption. Therefore, there is need for better awareness programs, simplified insurance programs, simplified insurance products, and improved financial education to encourage more young adults to adopt health insurance and ensure financial security.

VIII. Limitations of the study

1. The study uses a small sample size, so the results may not represent all young adults.
2. Convenience sampling may cause bias and may not represent all income, education, or job group.
3. The study is based on self – reported questionnaire data, which may include biased or inaccurate responses.
4. Time limitations restricted detailed data collection and analysis.
5. The study focuses only on young adults in a specific geographic area, so results may not apply to other regions.
6. Only selected information sources like family, peers, employers, and media were considered.
7. Some psychological factors like risk perception and personal attitudes toward insurance were not fully studied.

IX. Scope for further research

1. Future studies can be conducted with a large sample size to improve the accuracy and generalization of results.
2. Research can be extended to different age groups or other regions beyond Navi Mumbai for better comparison.
3. A comparative study between rural and urban population can provide deeper insights into awareness levels.
4. Future research can focus on the impact of government schemes and policies on health insurance adoption.
5. The role of digital platforms and fintech in increasing awareness can be studied in more detail.
6. Further studies can include psychological factors such as risk perception, trusts, and attitude towards insurance.

X. Reference

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