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A Study for Customer Attitudes toward Healthcare Insurance in Vietnam

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Abstract
Healthcare insurance is a means of financing one's healthcare costs when encountering risks. However, most people have mandatory social health insurance. However, as economic conditions change, people increasingly need high-quality medical care services, and healthcare insurance helps participants enjoy their rights to this benefit. However, people's attitude towards this type of insurance is still not positive. This study aims to analyze the current situation of healthcare insurance in Vietnam based on secondary statistics from the Vietnam Insurance Association and conduct a small-scale quantitative survey to evaluate customer attitudes toward this type of insurance. On that basis, some management suggestions are proposed for insurance businesses to promote positive attitudes among customers in the current insurance market context in Vietnam.

1. Introduction
Healthcare insurance is currently attracting particular attention in low-and middle-income countries. Theory and practice have proven that health insurance is a means to improve access to health care services for all people, especially those with low incomes, helping to prevent financial risks when ill, especially the risk of financial disasters due to direct payment methods.

In an increasingly competitive labor market, large businesses and financial corporations participate in healthcare insurance for workers in addition to mandatory social health insurance to attract and retain workers; evolving, people's access to this type of service is increasingly popular. However, this does not mean people have a positive attitude towards health care insurance because they have yet to have good experiences with this type of service. On the other hand, along with the development of the economy, the need for access to high-end medical services increases, and many people choose healthcare insurance products proactively from insurance companies to improve service quality for their healthcare. In contrast, most studies suggest that "inability to pay" is a legitimate cause leading to the rate of using private voluntary health services being lower than social health insurance plans. However, others refute this claim because insurance premiums are much lower than those payments when people can afford "inpatient care" out of pocket. Thus, it is clear that economic factors still need to be addressed. Therefore, people's attitudes toward health care insurance in Vietnam are still controversial.

2. Literature Review
Healthcare Insurance
Healthcare insurance is voluntary insurance used in cases where people are at risk. Specifically, the insurance company is meant to pay part or all of the treatment costs according to the signed agreement when the insured person has an accident or injury (Assembly, 2022) [5].

Attitude
Attitude is a component that appears quite a lot in research models of consumer behavior as a path to purchase intention and behavior. There are many views on attitude, Allport *et al*. (1970) [4] define it: "Attitude is a cognitive (learned) state to reflect liking or disliking a particular object."

In research models on buying behavior, attitude is considered as one of the important factors affecting the intention and behavior to buy a specific type of product or service (Fazio, 1989, Fazio, 1995, Fischer, 1973, Fletcher and Hastings, 1984) [6, 7,

[8, 9]. The multi-attribute attitude model developed by Ajzen and Fishbein (1977) [2] defines customer attitude as a measure of the customer's perception (also known as belief) towards a particular service or a measure of customer perceptions of service attributes. Service awareness refers to the ability of consumers to recognize and distinguish characteristics of service attributes. Recognizing the service is necessary, but more is needed. Consumers also show their interest in the service through the evaluation of the service's attributes (Omar, 2007) [12]. The results of the assessment are expressed through human emotions such as liking, liking, thereby forming attitudes (Fishbein and Ajzen, 1977) [2].

With the TRA model Ajzen (1989) [1] customer attitude is defined as a measure of the customer's perception (also known as trust) towards a particular service or a measure of customer perception about service attributes. Customers have a generally favorable attitude toward the services they rate positively and a disliked attitude toward the services they place negatively.

Ajzen and Fishbein (2000) [3] extended the rational action model (TRA) by adding other conditions that consider controlling perceived behavior to reflect the user's perception of the variables. Intrinsic and extrinsic behavior and attitudes are also still a component of the model of rational action theory.

Despite the differences, the theoretical models agree on the positive impact of attitudes on behavioral intentions and actions. It can be understood that the attitude of participating in healthcare insurance is the expression of positive or negative evaluations about participating in healthcare insurance through perceived attributes and beliefs of the policy and customers' feelings (like or dislike) about participating. Calculus, studying the attitude of participating in insurance healthcare is meaningful in making policy suggestions for insurance companies to promote the participation of Vietnamese in context.

3. Methodology
Overview of Vietnam
In Vietnam today, health care insurance is a type of insurance that provides financial benefits towards comprehensive health protection for customers. The insurance company will fulfill its obligations in cases such as paying for medical examination, diagnostic testing, and ultrasound costs domestically and internationally; Pay for emergency expenses, treatment, surgery, and supporting medical equipment when the insured person gets sick or gives birth; Outpatient treatment due to illness, illness/death/permanent disability due to accidents, maternity, and dental examinations.

For health care insurance, the insured person will receive the best medical care conditions at any hospital regardless of whether it is public or private, right or wrong, domestic or foreign. In addition, based on the product development goals of insurance businesses, businesses can change the scope of risks and medical care benefits of these types to suit their financial capacity in each period.

In Vietnam, survey results show that concerns about diseases related to modern life are increasing, with more Asian people saying they lack the time and motivation to live healthier. In Vietnam, people surveyed gave the main reasons, including lack of time due to working too much (44%), costs (38%), busy family matters (34%), and

recreational facilities (30%). In previous years, insurance businesses failed to deploy personal health insurance due to overextending terms. This will make many companies more cautious when implementing or stopping implementation. However, this is an opportunity for companies to manage this professional risk well because people's healthcare needs are increasing, especially after the COVID-19 pandemic appeared. Currently, although the epidemic has been controlled in Vietnam, the fact that hospitals are always overloaded is a factor that makes people pay more attention to health insurance. People are increasingly concerned about their health, and the healthcare insurance market share has also grown enormously in the past two years. Detailed results are shown in the following table:

Table 1: Growth rate of direct premium by line of health insurance 2022

(Unit: 1.000.000 VNĐ)

Lines of insurance	Direct Ins.Premium		Growth rate	Percentage
	Reported period	The same period before		
Health Insurance	23,702,997	18,024,671	31.5%	34.3%
Personal accident Insurance	12,199,769	8,952,252	36.3%	17.6%
Medical Insurance	1,775,874	1,774,213	0.1%	2.6%
Health care Insurance	9,727,354	7,298,206	33.3%	14.1%

Source: (IAV, 2022)

Data from the Insurance Association of Vietnam in 2022 shows that the healthcare insurance business has an impressive fee growth rate of 33.3%, accounting for 14.1% of the total market fee revenue. This shows people's increasing interest in this type of insurance (IAV, 2022) [11].
In addition, the results of this professional compensation situation in 2022 based on the general report of the insurance association show that the amount paid to customers is 3,085,198 million VND. This result, compared with fee revenue, shows that the professional compensation rate is approximately 30%. Thus, it can be seen that this service has provided outstanding support to customers in covering medical examination and treatment costs related to health care.

Table 2: Claims by line of health insurance 2022

(Unit: 1.000.000 VNĐ)

Lines of Insurance	Direct insurance claims	Net claims paid
Health Insurance	6,948,673	6,087,928
Personal accident Insurance	2,128,447	2,213,623
Medical Insurance	862,385	764,027
Health care Insurance	3,957,841	3,085,198

Source: (IAV, 2022) [11]

This research wants to get more assessment of customers' specific attitudes toward this service via a small-scale survey conducted with customers who purchased health care insurance by businesses in Hanoi according to Convenient sampling form through an online survey using Google doc forms. The results of Hanoi's research may represent emerging economies in the region. This study uses a survey

of 242 customers to present their attitudes. The scale is inherited from previous review studies. The questionnaire was designed based on the theories introduced in the literature review. It includes four observation variables with a 5-point Likert scale. All the items used in each part are adopted from the validated scales of previous studies by (Schiffman *et al*., 2012), Ajzen and Fishbein, 2000) [13, 3].

4. Results
Descriptive Analysis
The detailed descriptive analysis results of this group of workers are shown in detail in the following Table 3:

Table 3: Demographic characteristics of Respondents

Variables	Category	Frequency	Percentage (%)
Gender	Male	116	47.9
	Female	126	52.1
Age	20 – 30	70	28.9
	31 – 40	123	50.8
	41 – 50	33	13.6
	above 50	16	6.6
Income	Under 10 million	22	9.1
	10 - 15	38	15.7
	15 - 20	129	53.3
	Above 20	53	21.9

From the descriptive analysis, we can see that:
Genders: The results show that 116 male and 126 female participants responded to the questionnaire. Currently, health insurance purchased by businesses for employees is quite common, so the proportion of men and women who own this type of insurance is similar in Vietnam.
Age: According to the analysis results, the number of surveyed people aged from 31 to 40 years old accounts for the most significant proportion. The second is from 20 to 30 years old, the third is from 41 to 50, and the last is from 50 years old. This is the age of the subjects surveyed and working with insurance businesses. They can take out insurance for their daughters or their parents.
Regarding participation time, health insurance especially received more attention after the COVID-19 epidemic, so the proportion of respondents with participation time mainly

from 1 to 3 years is common.
Income: From the interview data, the highest proportion of income is 15 -20 million (53.3%). This is also a suitable income level to afford the current health insurance premiums in businesses.

Cronbach's Alpha-Reliability
In order to conduct the reliability test, Cronbach's Alpha is used as the most popular and effective tool in SPSS analysis (Hair *et al*., 2010) [10]. In this research, the Cronbach's Alpha test is applied for one dependent variable and two independent variables. Table 4 demonstrates the result of Cronbach's Alpha test. Hair *et al*. (2010) [10] also note that the Cronbach's Alpha result should be equal to or higher than 0.7 ($\geq$0.7) to be reliable enough for research.

Table 4: Cronbach's Alpha Analysis

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
ATT1	7.94	9.004	.728	.872	
ATT2	8.11	7.651	.754	.865	0.891
ATT3	7.98	8.191	.773	.854	
ATT4	8.16	8.127	.799	.844	

The Cronbach's Alpha results in Table 4 all meet these standard requirements, which means that every item in the questionnaire has a good level of reliability and can be accepted to use for this research.
According to survey data, the average score of the observed variables is lower than the average. The results show that customers do not rate health insurance highly. The highest average attitude score belongs to the view that participating in health insurance is to prevent future risks, not appreciating that participating in health insurance is necessary. This can be explained by the Government's efforts to expand social health insurance coverage to the entire population. Therefore, people think that only participating in health insurance is meaningful. The results of a detailed survey of attitudes toward participating in healthcare insurance are shown in Table 5 below.

Table 5: Discriptive statistics of attitudes

Code	Items	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic
ATT1	Participation in healthcare insurance is necessary.	242	1	5	2.53	1.194
ATT2	Participating in Healthcare Insurance is the right thing to do.	242	1	5	2.57	1.298
ATT3	You can trust the benefits of health care insurance	242	1	5	2.63	1.215
ATT4	Participating in Healthcare Insurance is a way to prevent risks in the future.	242	1	5	2.72	1.177

5. Discussion
Research results show that workers' attitudes toward health insurance participation are unfavorable. This could be due to the following reasons:
This can be explained because health insurance is risk insurance, a type of unexpected product. However, when facing risks and receiving insurance benefits, customers will feel the product's benefits. However, according to Asian psychology, they often do not want to think about unlucky things, so the customer's attitude towards this type is unfavorable. However, they still admit that participating in health care insurance can help prevent future risks.

In addition, the high cost of health insurance is also a barrier to promoting customer attitudes. Therefore, businesses should divide insurance products into specific ranges with appropriate fees to meet the more diverse needs of customers. Currently, some insurance businesses have deployed many simple types of insurance that can be purchased online through electronic banking applications or insurance business applications such as stroke insurance and cancer insurance. Insurance packages with specific scope will help customers feel more explicit benefits, promoting insurance participation attitudes. Insurance businesses need to develop and expand access to health insurance products

through electronic application platforms of financial institutions and e-commerce.

In addition, current health insurance contracts still have many complex terms that need to be clarified for customers to understand, leading to customers needing to be more accepting and satisfied when settling their rights. Therefore, insurance terms must be clear, concise, and easy to understand to avoid misleading customers. Regarding customer interests, it is necessary to promote the application of interconnected technology combined with electronic medical records at medical examination and treatment facilities to control fraud and shorten the time for reviewing customer records. This will help increase the perception of benefits for customers, thereby promoting the formation of positive attitudes.

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