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A REALISTIC PATH PLANNING FOR CHINESE WOMEN OF THE AVERAGE FUTURE LIFETIME: PROTECTION-ORIENTATION OF R&D OF LIFE INSURANCE—QUESTIONNAIRES AND MODEL ANALYSIS BASED ON CURRENT SITUATIONS OF BEIJING INSURANCE MARKET

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ABSTRACT: *This paper stated the fact that the gap between Chinese women's and men's life expectancy was lower than the world average level, and explored the reasons for its formation. Then employed Conditional Latent change modeling to predict the linear growth relationship of three-time measurement, including adolescent initial measurement, fertility period measurement, and measurement at menopause. A Conclusion drawn was that economic income was not a major factor which had influenced risks faced by women. However, the influence of the age on intercept is great: the average annual increase of the living risk at the level of 0.14; each additional stage of age, women would be faced with one more risk value of 0.62. Finally, In order to disperse the risk, to better protect the safety of life, to scientifically plan women's average future lifetime, and effectively to play the role of escort for the women, R&D of women's insurance product should be focused on the following points: from the angle of policy period: long-term or lifetime product with returned principal; from the angle of function: protection-type mainly (with price unchanged if an item of investments added); from the angle of follow-up services: insurance claims of rationality and timeliness; from the angle of form: product flexibly designed for meeting customers' needs; from the angle of content: simplicity of policy clauses (easy to understand).*

KEYWORDS: Realistic Path Planning ; Chinese Women; Average Future Lifetime ; Protection-Orientation, Life Insurance, Questionnaires and Model Analysis; Beijing's Insurance Market

A GAP BETWEEN CHINESE WOMEN'S AND MEN'S LIFE EXPECTANCY & REASONS FOR ITS FORMATION

Women's Health &Gap between Chinese Women's and Men's Life Expectancy

Women as a group, their healthy conditions play an extremely important role for a sustainable development of a country's overall level of population health. From a global perspective, there exists a considerable degree of health inequality within countries or between countries, regardless of the developed countries or developing countries; the overall health level is high or low. In the Pan American Region, the risk of death for pregnant women in the poorest countries was 50 times than that in richer countries; women's life expectancy in Pakistan was lower than men's (Liu Bao&Hu Shanlian, 2002). According to the data in" The World Factbook 2011", from 2005 to 2010, average life expectancy in the world was 67.2 years, for men, 65 years, for women, 69.5 years, women live 4.5 years longer than men. In China, gap of 3.5 years; in Canada, 4.6 years; in Sweden, 5.2 years; in U.S., 5.2 years; in Germany, 5.6 years; in France ，7 years; in Japan, 7.1 years etc.

For a newborn baby, its age at death X is a continuous random variable, F(x) indicates that the distribution function of the random variable X, i.e. F(x) = P (X ≤ x), in Actuarial Science, a function is usually used to describe the distribution of life, this function is defined as S (x) = P (X> x), then S (x) = 1-F (x), which is called survival function, that indicates the probability of x years that the newborn baby can survive. The insured's of survival and death are prerequisites for insurance benefits paid by the insurer according to the life insurance policy, so the insured's future lifetime is one important factor in building up life insurance actuarial mathematical model, because the person who want to purchase insurance is that one who have already survived to x years of age, insurance company is not so much concerned the distribution of X of a person life, as it is more concerned about the distribution of a person's future lifetime of X-x, who has already survived x years. (Wang Qiang, 2008).

According to stationary population model, all the remaining life of the total population can be indicated by, $\int_0^{\omega} T_{\gamma} d\gamma = Y_0$, this is because in the newborn group, individual ι_{γ} has the remaining life, T_{γ} then a collective of $\iota_{\gamma} \cdot d\gamma$ will have a total remaining Life, $\mathrm{T}_{\gamma} \cdot d\gamma$, γ from age of 0 to the maximum age can be indicated $\int_0^{\omega} T_{\gamma} d\gamma = Y_0$, namely All remaining life of the total population (Li Xiaolin, 2006:170).

An Exploration of Reasons for the Gap Formation

Women's average life expectancy is 78 years in Developed Countries, while in LDCs; the average life expectancy of women is only 56 years or less. Data show that women's average life live 4.5 years longer than men, there are many influential factors, such as genetic composition, physical function, social environment and living habits etc., Chinese women live shorter than that of the world average level, due to the following aspects:

Firstly, according to UN statistics, in 1993 the average participation rate of female employment in developed countries was 44%, which was 39% in developing countries (India of 31%; China of 45%). Clearly, the Chinese women's employment participation rate was much higher than that in developing countries, which was beyond the stage of China's economic development, when maternity insurance system was lagged behind other systems, women's labor participation rate was as the same level as in developed countries, in this case, it was difficult to protect legitimate interests of women with the lack of a harmonious unity of female-related institution.

Many international empirical studies have shown that the number of women having children is inversely related to its labor supply, for example, Hyunbae Chun and Jeungil Oh (2002) estimated an influence of the fertility of married women to their labor force participation in the Korea, and with a result of the research that the fertility rate significantly reduced Korean married women's labor force participation rate; other studies also indicated that the low birth rate had led to an increase in female's labor force participation trends (Zheng Meiqin,2006).

However, the statistical data showed that Chinese women's labor force participation rate was positively correlated with fertility rate. China's total fertility rate of women in the 1950s was 5.87, 60s was 5.68, 70s was 4.01 years. Data from "ACWF's second survey of Chinese

women's social status" showed that: in 2000, employment rate of Chinese urban women in the 18-49 year-old young female was 72.0%, compared with 1990, it decreased 16.2 percentage points, that is, in China, the labor participation rate showed a downward trend with a decrease of female's fertility rate (Yan Guang-fen, 2010).

For most women, the labor market's role in their lives involved in improving their social security status is two-sided: on the one hand，the participation of women in the labor market provided opportunities for achieving economic independence to help achieve gender equality; on the other hand, market mechanism's and employment system's gender orientation, are useless for achieving female's emancipation and gender equality, women in the family and in society situation would be deteriorated. Therefore, women generally hope that the country will play a greater role and a more active role in improving women's welfare (Peng Huamin, 2009:158).

Secondly, from a perspective of social gender, a systematic study of reproductive health risks in the life cycle of both sexes was made, due to physiological and social reasons, men and women's lives and health trajectories are different, so disease risks in the reproductive health field faced by women is higher than men. Maternity insurance system is a universal welfare policies for women's rights protection. In some developed countries, benefits offered from the women extended to male. At present, China's maternity insurance was restricted to women, women as bearers of reproductive behavior directly, could not participate in labor because the production of period, so companies might show employment discrimination against female workers.

In 1994, "Maternity Insurance Pilot Scheme for Enterprise Workers" was issued by China Ministry of Labor and Social Security. To the end of 1999, 27 provinces and cities all over the country were in the implementation of the socialized maternity insurance. National average coverage rate was 28% in 1999. To the end of 2001, the new system of the maternity insurance for the employees covered 34.55 million, accounting for about 30% of female workers. (Let Maternity Protection System Approach the Rural Women, 2010)

Currently China, even though professional women with a certain maternity insurance coverage cannot be perfectly protected by maternity insurance, not to mention the rural women without health care and social welfare. Rural women as vulnerable groups in our society have been largely excluded from the social security system. And in a sense they are those who most need protection from maternity insurance system, because they do not have a fixed source of income, lack of necessary health knowledge, physical overload, chronic malnutrition and possible heavy psychological repression. In addition, maternity insurance system also helps to improve the quality of the population, to promote human society to birth offspring actively, the establishment of this system is not only a product of industrial society, but is a symbol of social civilization and progress.

Finally, in contemporary society, a reemergence of Chinese traditional feudal patriarchal system has a negative impact on women's health. The introduction of the core concepts of social gender deepens the inequality of gender rights. Woman's body should be dynamic used for carrying a variety of social roles; should be empowered to promote their own health from the perspective of the female's life course and value of life.

Realistic Path Planning Analysis of Women's Average Future Lifetime

Research shows that many risks were faced by women because there was no a protective attitude toward value of their own lives. Women as a self-risk manager need to analyze, predict, assess which risks can be insured, which risks can be dispersed，which risks can be transferred. Women's health in the modern sense focuses on the whole life cycle, at different ages, including childhood, adolescence, childbearing, menopause and older women, given meticulous care and attention. The life and health of women at different stages are all valuable in the life cycle.

Life insurance products in the objective to take additional measures to protect value of the insured's life, such as regular medical examination, psychological adjustment of special activities, health advice and some medical research donations and the like services. R&D of insurance product is to protect of women' health and rights in the life course, to enhance women's health care throughout the life cycle, to design preventive programs for improving women's health awareness, to prevent risk factors which endangered their own health. So, high-quality insurance product is of significance for a society as a whole to improve the status of health.

Author employed a Conditional Latent change Modeling to predict the linear growth relationship of three-times measurement, including adolescent initial measurement (12-18 years old), fertility period measurement(18-49 years old), and measurement at menopause (49-65 years old), which affected female's future lifetime.

Two related variables of age and income were added to the growth latent model. See Figure1 of path design. These two predictor variables were added for two reasons: First, author assumed that high-income women during puberty would encounter low living risk, which was indicated by "Y1", resulting in lower risks faced by her at the period of fertility and menopause, in comparison with low-income women, which was indicated by "Y2" and "Y3"; Second, author assumed that low-income women would encounter higher risks at the period of fertility, at menopause, economic income was not a major factor which had influenced risks faced by women. Using calculating principles of variance, covariance and the mean to deduce as follows:

mean(Y1)=1.0*[（mean(level)+g0*mean(income)+a0*mean(age)]+0*[mean(shape)+g1*mean(income)+a1*mean(age)]+mean(e1)，

since:mean(e1)=0,hence:mean(y1)=1.0*[mean(level)+g0*mean(income)+a0*mean(age)]

similarly to ：

mean(Y2)=1.0*[（mean(level)+g0*mean(income)+a0*mean(age)]+1.0*[mean(shape)+g1*mean(income)+a1*mean(age)]+mean(e1)；

mean(Y3)=1.0*[（mean(level)+g0*mean(income)+a0*mean(age)]+2.0*[mean(shape)+g1*mean(income)+a1*mean(age)]+mean(e1).

According to this formula, expectations value of y1, y2, y3 can be obtained.

Insert Figure1

Insert Figure2

Seen from Figure1, e4 is the variance of "income", e5 is the variance of "age", and assuming a correlation between the two. In addition, the variables of "income" and "age" were added into the model as predictors of the intercept and slope, and covariance of these two predictor variables will not change with time or changing slowly. This is an analysis of two-order regression model, the first order is a regression analysis of "level" and "shape" of indicator variables (y1, y2, y3), the second order is the regression analysis of "age" and "income" of potential variables. The model assumes that a covariance of "income" and "age" indirectly effects observed indicators, also assumes that indirect effect of the covariance between the observed indicators is zero, totally as an intermediary effect.

Figure2 shows that average estimated value of risks faced by the adolescence is 2.2, the variable of income will not significantly have influences on the risks faced with at the period of adolescence, fertility and menopause (λ=0.065 , 0.006, which do not reach the level of sig.=0.05; p=0.681, 0.862), the average annual increase of the living risk at the level of 0.14. Thus, for living risks to be faced by women, the income is not a major influential factor, However, the influence of the age on intercept is great, (λ=0.452 , p=0.000) ,that is, each additional stage of age, women would be faced with one more risk value of 0.62. Risks of low-income women is greater, which has a significant change in the later life, but value of effect is small (λ = -0.046, p = 0.024). The standardized coefficient shows that income is not an important influential factor, while age is an influential, predictable factor for living risks that will encounter.

Insert Table1

Six options were designed for measuring women's living risks faced with: 1. An Inflation, currency devaluation; 2. Occupational instability; 3. Educational expenses increased, reduced income; 4. payment issues of medical expenses after being ill; 5. Diminished capacity of repayment of housing loans monthly; 6. property security issues. The number of women who selected the first option is 71, accounting for 36.2%; The number of women who selected the second option is 15, accounting for 7.7%; The number of women who selected the third option is 10, accounting for 5.1%; The number of women who selected the fourth option is 8, accounting for 4.1%; The number of women who selected the five option is 8, accounting for 4.1%; The number of women who selected both the first and the second are 12, accounting for 6.1%; The number of women who selected both the first and the third are 8, accounting for 4.1%; The number of women who selected both the first and fourth are 17, accounting for 8.7%; The number of women who selected both the first and the fifth are 3, accounting for 1.5%; The number of women who selected both the first and the six are 4, accounting for 2%; The number of women who selected both the second and the third are 1, accounting for 0.5%; The number of women who selected both the second and the fourth are 2, accounting for 1%; The number of women who selected both the second and the fifth are 1, accounting for 0.5%; The number of women who selected both the third and the fifth are 1, accounting for 0.5%; The number of women who selected the first, the second and fourth are 1, accounting for

0.5%; The number of women who selected the first, the second and fourth are 1, accounting for 0.5%; The number of women who selected the first, the second and the fifth are 2, accounting for 1%; The number of women who selected the first, the third and fourth are 6, accounting for 3.1%; The number of women who selected the first, the fourth and the fifth are 1, accounting for 0.5%; The number of women who selected the first, the fourth and sixth are 1, accounting for 0.5%; The number of women who selected the first, the second, the third and fourth are 1, accounting for 0.5%; The number of women who selected the first, the second, the third and fifth are 2, accounting for 1%; The number of women who selected the first, the third, the fourth and the fifth are 2, accounting for 1%; The number of women who selected the first, the second, the third, the fourth and the fifth are 1, accounting for 0.5%; The number of women who selected the first, the second, the third, fourth and sixth are 1, accounting for 0.5%; The number of women who selected the first, the third, the fourth, the fifth and sixth are 1, accounting for 0.5%; The number of women who selected the first, the second, the third, the fourth, the fifth and sixth are 2, accounting for 1%.

Insert Figure3

Insert Table2

A Survey of Insurance Awareness of the Women as a Basis of Current Situations of Beijing Insurance Market

3.1 The researcher used a linear logistic model for analysis of the factors that affect their buying behavior

There are 196 samples, all of them are valid, number of samples of adolescent females are 44, accounting for 22.4 percent of the total; number of fertility sample are 75, accounting for 38.3% of the total; menopausal women samples are 77, accounting for 39.3 percent of the total. number of those whose monthly income is less than 2,000 yuan are 56, accounting for 28.6 percent; between 2000yuan and 5000yuan, 86 samples, accounting for 43.9 percent; between 5000yuan and 10000yuan, 41women, accounting for 20.9 percent; between 10000 yuan and 20000yuan, 7 women, accounting for 3.6 percent; more than 20,000yuan, 2 women, accounting for 1percent; number of women samples without income are 4, accounting for 2 percent. Uneducated women are 8 samples, accounting for 4.1 percent; the samples with secondary education level and below are 46, accounting for 23.5 percent; senior high school or secondary education level, 57samples, accounting for 29.1 percent; undergraduate academic level,70 women, accounting for 35.7 percent; graduate academic level,13 women, accounting for 6.6 percent; Dr. and above, 2 samples, accounting for 1%.

Insert Table3

Linear Logistic Models was mainly employed to explore influential factors of purchasing behavior from three dimensions of age, education level and income structure. Most adolescent samples are college freshmen and senior high school students, a small part of them are education level of junior high school or below. Results of questionnaires are basically consistent with interview results. At adolescent stage, females mainly knew about some the school collective purchase of medical and accident insurance, family insurance were purchased by the parents, so they showed an indifferent attitude, more than half of those did not make a choice in this option.

As can be seen from the samples which have selected, the results rankings in accordance with the level of importance of the factors that have influenced the buying behavior. The first rank of the option are richness of the product's category, reasonability of the price, the good reputation of the enterprise; the second rank of the option is the product with investment features, clarity of the terms, and whether professional sales staff or not. When fertility-period female without academic degree or junior high school level or below are in the purchase of insurance products, the most important factors which impacted their behavior are: the product claims matters, the second are price, investment function and the richness of category; followed by the company's reputation etc.

Women at secondary or higher education level are more concerned with the richness of its category, clarity of the terms, reasonability of the price and the sales staff were professional or not etc.; a small part of the samples are those who had postgraduate and doctoral degree, they take clarity of the terms and reasonability of the price into consideration. Regardless of low-income groups of women, middle-income or high-income groups, prices are in the high priority of consideration. For menopausal women, the company's reputation, clarity of the terms must be the primary consideration, that claims matters and sales staff are professional or not are in the second place.

Insert Table4

3.2 An model analysis of the reasons for purchasing insurance and after service matters
3.2.1Scatter / plot analysis
As can be seen in Figure4, the number 12 indicate that the respondent selected both the first option and the second option; 13 indicate that the respondent selected both the first option and the third option; 15 show that the respondent selected both the first option and the fifth option; 123 indicate that the respondent selected the first, the second and the third option; 124 indicate that the respondent selected the first, the second and the fourth option.

The seven options of the reasons for purchasing insurance are as follows:
1. Investment and financial management; 2. Protection of life and property; 3. Others purchased It, so did I, which embodies the social status and identity value; 4. Because of the face of friends, relatives or acquaintances; 5. Good products developed by some companies, insurance cost are moderate, but also affordable; 6. Accumulating money for retiree premiums; 7. Debt avoidance; 8. For duty-free; 9. Other choice

Conclusions drawn from the above: for adolescent women, whether they purchased insurance or not was decided by the parents or the school uniform arrangements for the collective insurance; showing no individual's opinions or indifferent attitude towards insurance; for fertility women, reasons for purchasing insurance are because of the face of friends, relatives or acquaintances or others purchased It, so did I, which embodies the social status and identity value, some for accumulating money for adding retiree premiums; for menopausal women, they were more concern about life or property protection, some for duty-free. After purchasing insurance, the problems most women worried about, in case of accident, whether the company can pay claim for reimbursement in accordance with the contract.

Insert Figure4 Here

Graph below is about: after purchasing the insurance, customers' comments on salesman's professional skills and company's attitude towards complaints.

Insert Figure5 Here

Clustering Analysis:
The samples of 196 women are divided three clusters for the probability estimation: the first cluster is "After purchasing insurance, salesman's follow-up service stuff"; the second cluster is "What do the customers worry about most after purchasing insurance?" the third cluster is "Something in the current insurance industry needs to be improved"

As Figure6 shows, there are three age-stages from left to right, menopause, fertility and adolescence. There exist significant differences in three clustering variables. Interpreted as menopausal women are more concerned about "after service situations" and" insurance industry's improvement stuff". Thus, the probability is also shown as the highest, second one is fertility women; the lowest is the adolescent women.

Insert Figure6 Here

3.2.3three-dimensional scatter/plot analysis
Scatter plot model is used to indicate the general changing trend of the distribution of relationship between the dependent variable of "age" and two independent variables: one is "customers' satisfaction with sales staff", the other is "what kind of life insurance products do the customers prefer", which the researcher can select the appropriate function to fit the data points.

As Figure7 below shows, for overlapping variables distribution of each dimension coordinates, the researcher can find differences between groups in the use of multi-dimensional joint distribution by transforming coordinates. When doing the multivariate analysis, a direction of the variables distribution is an important factor which needs to be considered. In order to verify linear direction of relationships between "age" of dependent variable and the other two independent variables, the researcher set specific angle of rotation. Rotating three-dimensional scatter plots, through different angles of observation, the researcher will find such an angle that each point is rendered in a plane as a straight line. Through this method, differences within variable group will be narrowed and the differences inter groups will be expanded, thus the multivariate analysis has a stronger test effect.

Insert Figure7 Here

3.2.4 A model analysis of "level of understanding of the contents of policy clauses" and "customers' comments on the insurance company"
As Figure7 shows, the number of policyholders who fully learned about just 9 people, accounting for 4.6 percent; basically learned about it, 69, accounting for 35.2 percent; never learned about it, there were 48 people, accounting for 24.5 percent; unclear, not an exact word to describe it, 55 people, accounting for 28 percent.

Insert Table 5 Here.

As seen from Table5: Likelihood Ratio Tests. Chi-square test is a hypothesis testing based on frequency distribution of the samples, from which predicts whether the overall distribution obey the rules of some kind of theoretical distributions or distributions made by certain assumptions. It belongs to the free distribution of non-parametric tests. Therefore, the greater the chi-square value, the more obvious differences between the theoretical frequency and the actual frequency which indicate, the greater the likelihood of different between two groups. According to the chi-square value, the sequences are as follows(excluding other options): richness of category; premiums; policy terms; policy period; the sum insured; (when filing claims) the rights and obligations of equality.

As seen from Table 6 : the number of women who selected the first option of “Focus on integrity of insurance industry, to raise social image of it” are 59, which accounts for 30.1 percent of the total; the number of women who selected the option of the second one of “Focus on individualized insurance product, to meet the needs of different level of social group;” are 29, which accounts for 14.8 percent of the total; the number of women who selected the option of the third one of “Focus on reasonability of price of insurance product, to meet the needs of different income level of social group;” are 23, which accounts for 11.7 percent of the total; the number of women who selected the option of the fourth one of “Focus on risk protection from the angle of insurance product, to reflect the social management functions;” are 17, which accounts for 8.7percent of the total; the number of women who selected the option of the fifth one of “Focus on investment banking from the angle of insurance product, to embody a function of finance capability;” are 5, which accounts for 2.6 percent of the total; the number of women who selected the option of the sixth one of “Focus on an education of insurance culture, to enhance insurance awareness of the public” are 6, which accounts for 3.1 percent of the total; the number of women who selected the option of the seventh one of “Other choice” are 6, which accounts for 3.1percent of the total; the number of those who selected both the first and the second are 9, which accounts for 4.6 percent of the total; the number of those who selected both the first and the third concurrently are 5, which accounts for 2.6 percent of the total; the number of those who selected both the first and the fourth are 1, which accounts for 0.5percent of the total; the number of those who selected both the first and the sixth concurrently are 2, which accounts for 1 percent of the total; the number of those who selected both the second and the third are 3, which accounts for1.5 percent of the total: the number of those who selected both the second and the seventh concurrently are 1, which accounts for 0.5 percent of the total; the number of those who selected both the third and the fourth concurrently are 1, which accounts for 0.5 percent of the total: the number of those who selected both the fourth and the seventh are 1, which accounts for 0.5 percent of the total etc.

Insert Table 6 Here

Conclusion has been drawn from the above. "Something needs to be improved in the insurance industry". rank top three options are: the first "Focus on integrity of insurance industry, to raise social image of it”. The number of those who selected the option accounts for 30.1% of the total; the second,” focus on individualized insurance product, to meet the needs of different level of social group”. The number of those who selected the option

accounts for 14.8%; the third, "Focus on reasonability of price of insurance product, to meet the needs of different income level of social group". The number of those who selected the option of accounts for 11.7%.

Insert Figure 8 Here.

Insert Figure9 Here.

The plot graph below is a model analysis of "customers' trust of insurance companies". Mainly four levels divided: fully trust; very trust; not too trust; completely distrust.

Box plot model analysis of tendentious views of selecting insurance products

As Figure10 shows, of tendentious view1: Upper Bound is 2.2, Lower Bound is 1.87. Median of 2; of view2: lower bound is 1.85, upper bound is 2.37 with a median of 2; of view3: lower bound value of 1.86, upper bound is 2.29, with a median of 2; of view4: lower bound value of 2.06, upper bound value is 2.45, with a median of 2; of view 5: lower bound value of 1.96, upper bound value is 2.45, with a median of 2; of view 6: lower bound value of 2.02, upper bound value is 2.42, with a median of 2; view7: lower bound value value of 2.01, upper bound value is 2.39, with a median of 2; of view 8: lower bound is 1.72, upper bound is 2.50, with a median of 2; of view 9: lower bound value of 1.84, upper bound is 2.37, with a median of 2; of view10: lower bound value of 1.83, upper bound value is 2.26, with a median of 2; of view 11: lower bound value of 1.74, upper bound value is 2.32, with a median of 2; of view12: lower bound value of 1.96, upper bound value is 2.39, with a median of 2. From the median, Centralized tendency of data can be seen or distribution location of the data can be seen, which deviate from the center of the frame, the distribution will tend to be skewed. When the median is closer to the upper part of the frame, it is a positive skewed distribution; when the median is closer to the bottom of the frame, then a negative skewed distribution. 50% of the observed values is indicated by the length of the frame, which determines magnitude of the data distribution.

From Table7 to Table18 can be seen: Among196 samples, the number of those who did not select view1 is 141people, accounting for 72%; The number of those who selected view1 is 55 people, 28%; the number of those who did not select view2 is150 people, accounting for 77%; the number of those who selected view2 is 45 people, 23%; the number of those who did not select view3 is 141people, accounting for 72%; the number of those who selected view3 is 55 people, 28%; the number of those who did not select view4 is 152 people, accounting for 77.6%; the number of those who selected view4 is 43 people, 21.9%, with one missing value; the number of those who did not select view5 is 152 people, accounting for 77.6%; The number of those who selected view5 is 44 people, 22.4%; The number of those who did not select view6 is 151people, accounting for 77%; The number of those who selected view6 is 45 people, 23%; The number of those who did not select view7 is 146 people, accounting for 74%; The number of those who selected view7 is 50 people, 26%; The number of those who did not select view8 is 177 people, accounting for 90%; The number of those who selected view 8 is 19 people, 10%; The number of those who did not select view9 is 168 people, accounting for 86%; The number of those who selected view9 is 28 people, 14%; The number of those who did not select view10 is 151people, accounting for 77%; The number of those who selected view10 is 45 people, 23%; The number of those who did not select view11 is 162 people, accounting for 83%; The number of those who selected view11

is 34 people, 17%; The number of those who did not select view12 is 162 people, accounting for 83%; The number of those who selected view12 is 34people,accounting for 17%.

Thus, Rankings for tendentious views are as shows: view1 and view3 tied for the first place; view7 is for the second place; view2, view6 and view10 tied for the third place; view5 is for the fourth place; view4 is for the fifth place.

That is to say, women’s tendentious points are: most of them are concerned about long term or lifelong products. The longer period of protection, the safer the customers will feel; some tend to short-term products with premiums returned flexibly. There is a preference for the products with principal returned; the majority of them dislike those products' price was raised, which was resulted from adding a function of financing management.

Insert Table7 Here.

Insert Figure10 Here.

Insert Table8 Here.

Insert Figure11 Here.

Insert Table9 Here.

Insert Figure12 Here.

Insert Table10 Here.

Insert Figure13 Here.

Insert Table11 Here.

Insert Figure14 Here.

Insert Table12 Here.

Insert Figure15 Here.

Insert Table13 Here.

Insert Figure16 Here.

Insert Table14 Here.

Insert Figure17 Here.

Insert Table15 Here.

Insert Figure18 Here.

Insert Table16 Here.

Insert Figure19 Here.

Insert Table17 Here.

Insert Figure20 Here.

Insert Table18 Here.

Insert Figure21 Here.

SUMMARY

4.1 What is the reason that the gap between men's and women's life expectancy is lower than the world average level. From three perspectives of Modern roles played by women in the labor market, reproductive health risks faced by men and women in the life cycle, a reemergence of Chinese traditional feudal patriarchal system culture in today's society. Researcher holds that Chinese women were in adverse physical and psychological health status, which led to a result that the gap between men's and women's life expectancy is lower than the world average level. That is to say, the current women's health did not match with the current stage of economic development. Maternity insurance system was lagging behind the development of social system. In most cases, it was difficult to guarantee women's legitimate rights and interests. The entire women-related systems lacked harmonious unity.

4.2 Conditional Latent change Modeling with the income and age added to aimed to explore the linear growth relationship between initial measurement at adolescence and following two measurements at fertility and menopause, which affected the women's average future lifetime.

Concluded drawn from above: Economic income was not a major factor which influenced risks faced by women. However, the influence of age on the intercept was greater, each additional stage of age, the amount of the risk level of 0.62.would be much more faced by the women.

4.3 Survey results of the women's insurance awareness based on the Beijing's market current status life insurance products.
4.3.1Doing a sequence arrangement in accordance with the level of importance of the factors that influenced the buying behavior: most of them focused on the product claims matters (involved in company's good reputation), reasonability, category and clarity of clauses. Menopausal women were more concerned about "after service situations" so the probability is also shown as the highest, Secondary one is fertility women, lowest is the adolescent women.

4.3.2Rank top three of 7levels for something needs to be improved in the insurance industry: the first. The number of those who selected the option of "Focus on integrity of insurance industry, to raise social image of it" accounted for 30.1% of the total; the second, the number

of those who selected the option of" Focus on individualized insurance product, to meet the needs of different level of social group " accounted for 14.8%; the third, number of those who selected the option of" Focus on reasonability of price of insurance product, to meet the needs of different income level of social group" accounted for 11.7%.

4.3.3Tendentious points of the women are: most of them are concerned about long term or lifelong products. The longer period of protection, the safer the customers will feel, regardless of the price; some tends to short-term products with premiums returned flexibly. There is a preference for the products mixed with principal returned; the majority of them dislike those which raise the price for adding a function of financing management.

4.4 Suggestions put forward for R & D of women's insurance products:

In order to disperse the risk, to better protect the safety of life, to Scientifically plan women's average future lifetime, and to play the role of escort for women effectively, product development needs to focus on the following points: from term: long-term or lifetime product with returned principal; from function: protection-type mainly (with price unchanged if investments added); from after services: claims of rationality and timeliness; from formality: product flexibly designed for meeting customers' needs; from content: simplicity of policy terms (easy to understand). (NOTE: the number of the total samples were 196, the number of policyholders who fully learned about just 9, accounting for 4.6%; basically learned about it, 69, accounting for 35.2%; never learned about it, there were 48 people, accounting for 24.5%; unclear, not an exact word to describe it, 55, accounting for 28 %.

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[8] Liu Bao. A Study on Health Inequalities in the Context of Socio-Economic Reform. *China Health Economics*

Figures and Tables:

Figure1: Path Diagram of Conditional Latent Change Modeling

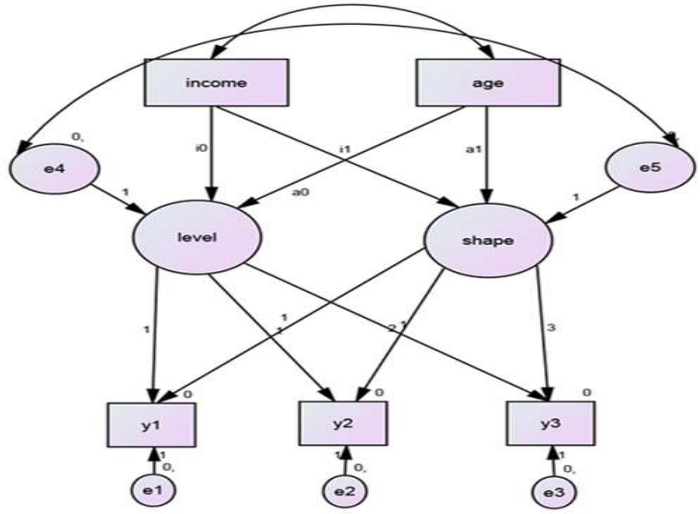

Figure1: Path Diagram of Conditional Latent Change Modeling

Figure2: Conditional Latent Change Modeling

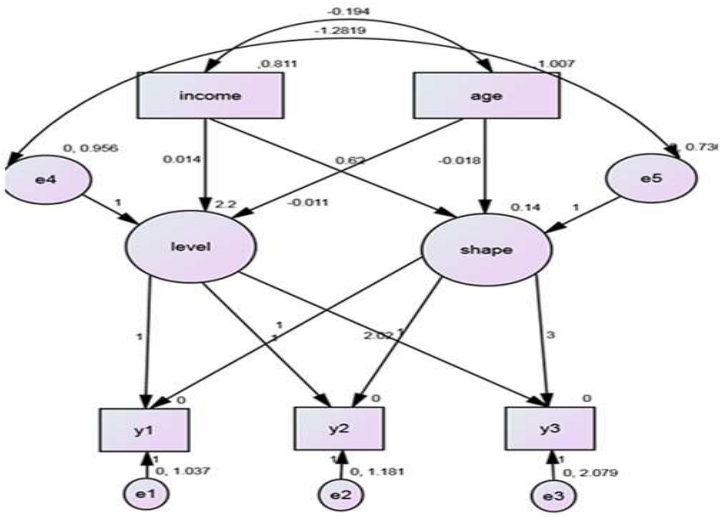

Figure2: Conditional Latent Change Modeling

Figure 3: Analysis of Living Risk You Are Faced with VS. Age

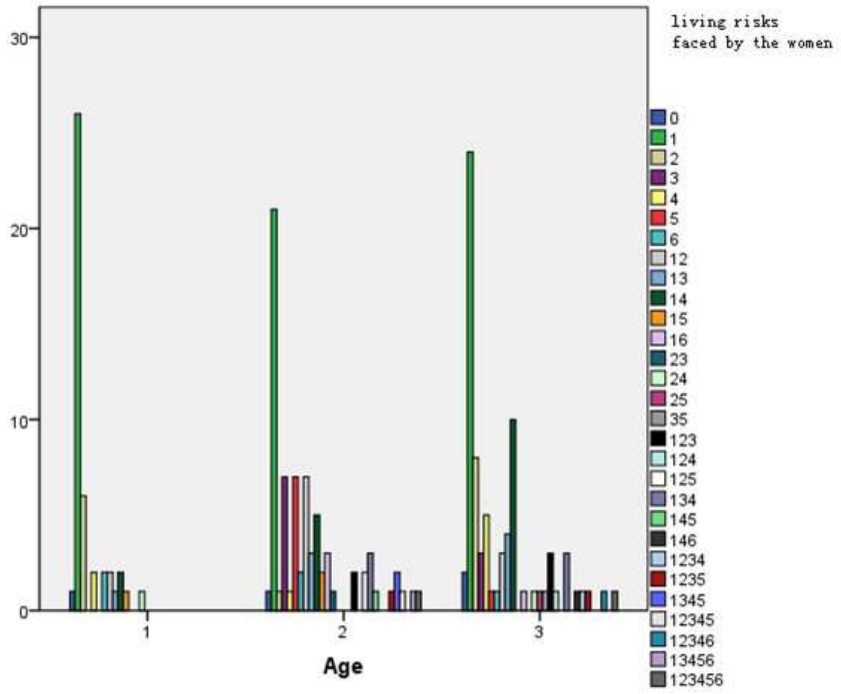

Figure3:Analysis of Living Risks Faced by the Women VS. Age

Figure4: Analysis of the Reasons Why You Purchased the Product VS.the Problems You Worry about After Purchasing the Product VS.Age

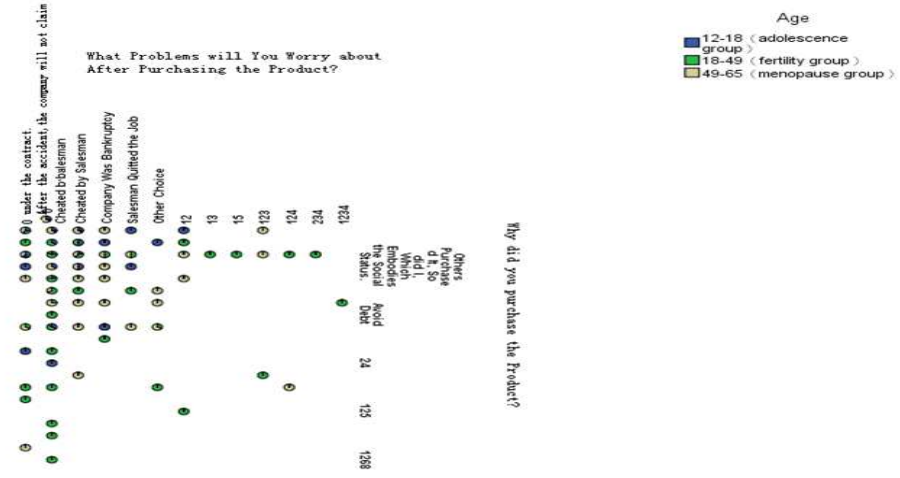

Figure4:Analysis of the Reasons Why The customer Purchased the Product
VS. the Problems the Customers Worry about After Purchasing the Product VS. Age

Figure5: Analysis of the Customers' Satisfaction with the Salesman Staff VS. the Customers' Comments on Commany's Treatment of Customers'Complaints VS. Age

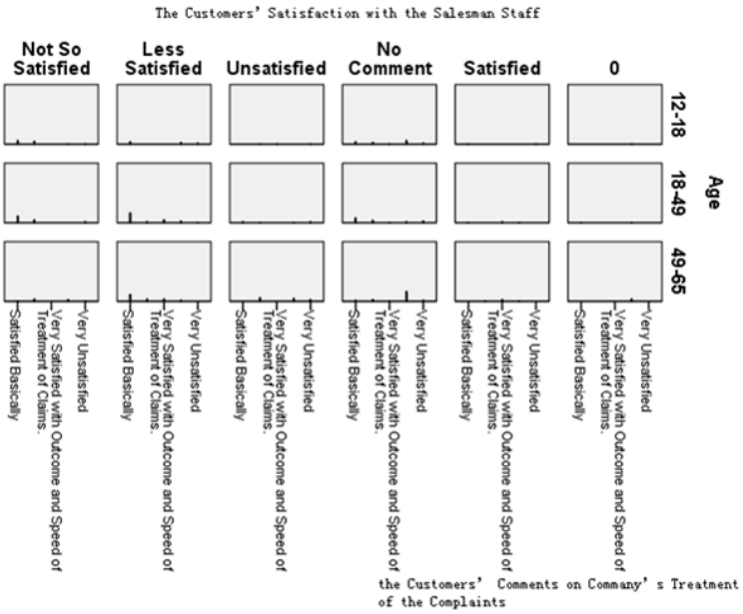

Figure5:Analysis of the Customers' Satisfaction with the Salesman Staff VS. the Customers' Comments on Commany's Treatment of the Complaints VS. Age

Figure6: Analysis of After Service Situations VS. Something Needs to be Improved in Insurance Industry VS. Age

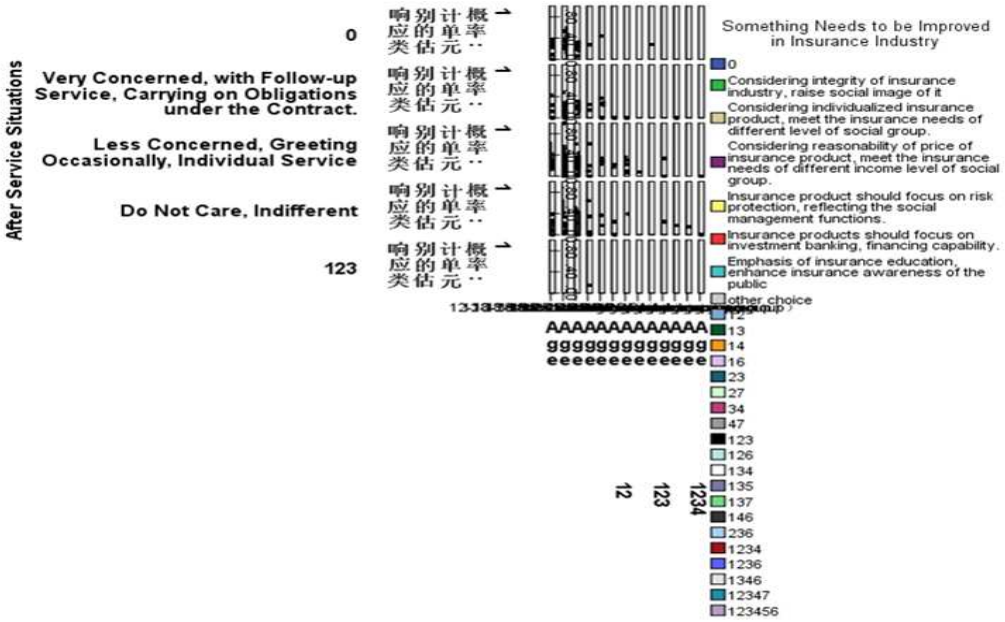

Figure6: Analysis of After Service Situations VS. Something Needs to be Improved in Insurance Industry VS. Age

Figure7: Analysis of What Products do the Customers Prefer VS. the Customers' Satisfaction with the Salesman Staff

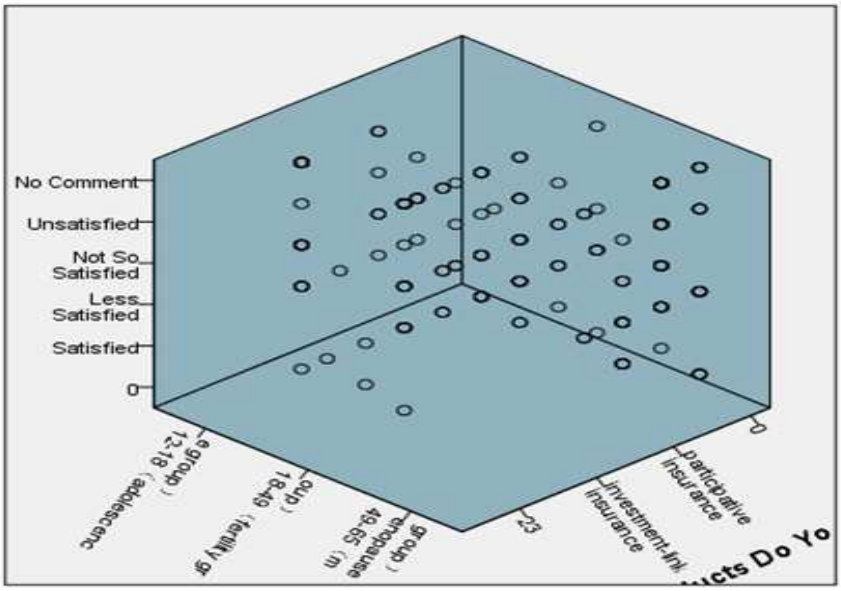

Figure7: Analysis of What Products do the Customers Prefer VS. the Customers' Satisfaction with the Salesman Staff

Figure8: Analysis of Something needs to be improved in Insurance Industry VS. Current Income VS. Age

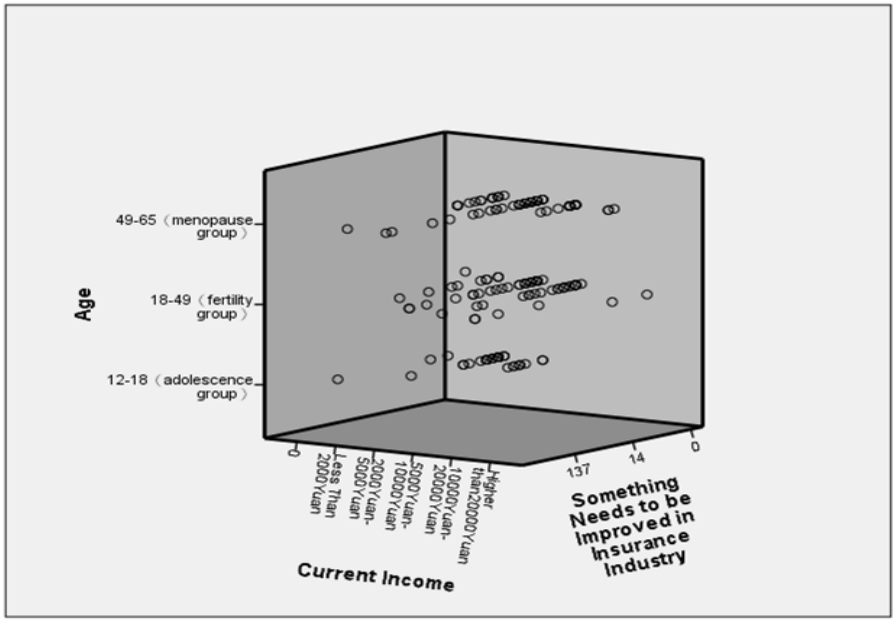

Figure8: Analysis of Something Needs to be Improved in Insurance Industry VS. Current Income VS. Age

Figure9: Analysis of the Customers' Trust of Insurance Companies VS. Age

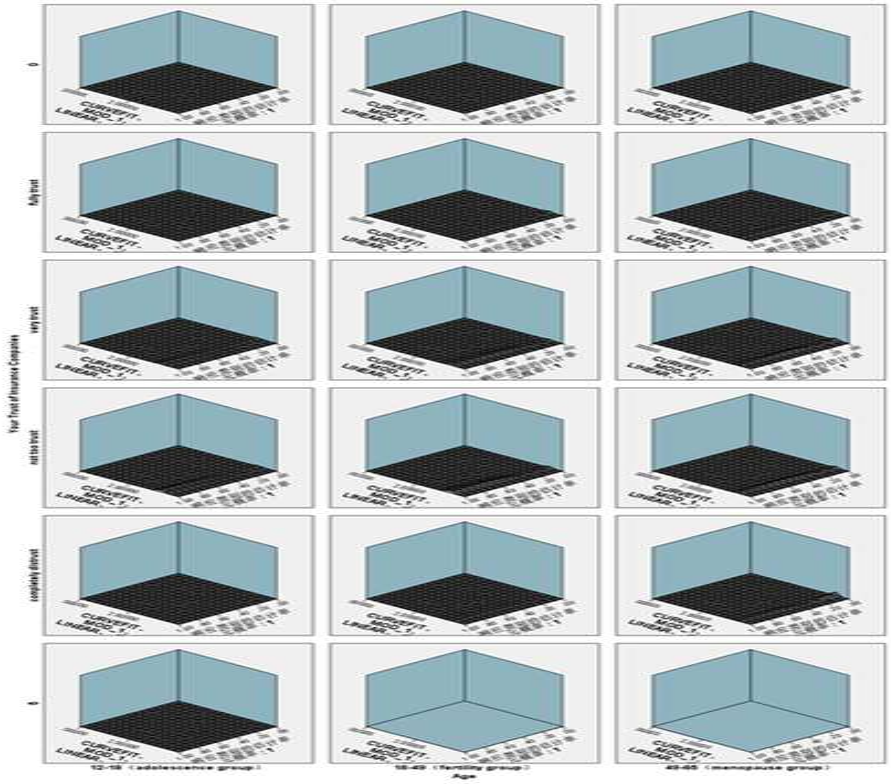

Figure9:Analysis of the Customers' Trust of Insurance Companies VS. Age

Figure10: Analysis of View1 VS. Age

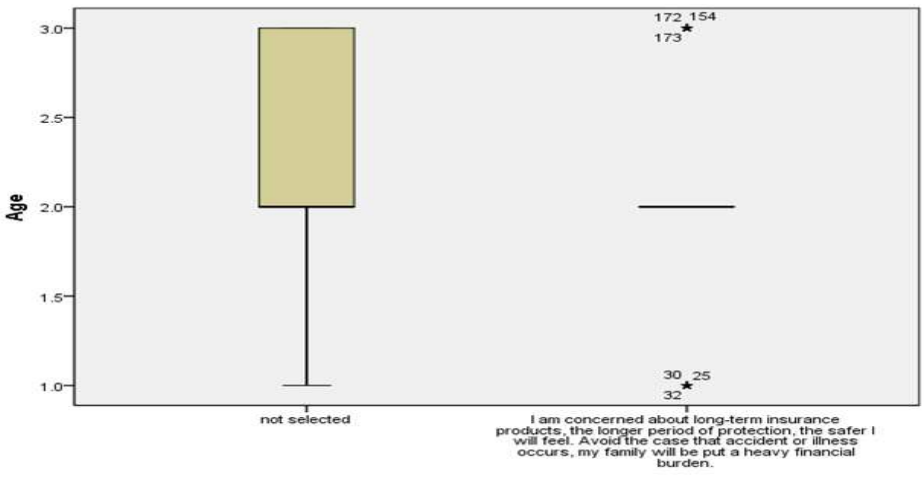

Figure10:Analysis of View1 VS. Age

Figure11: Analysis of View2 VS. Age

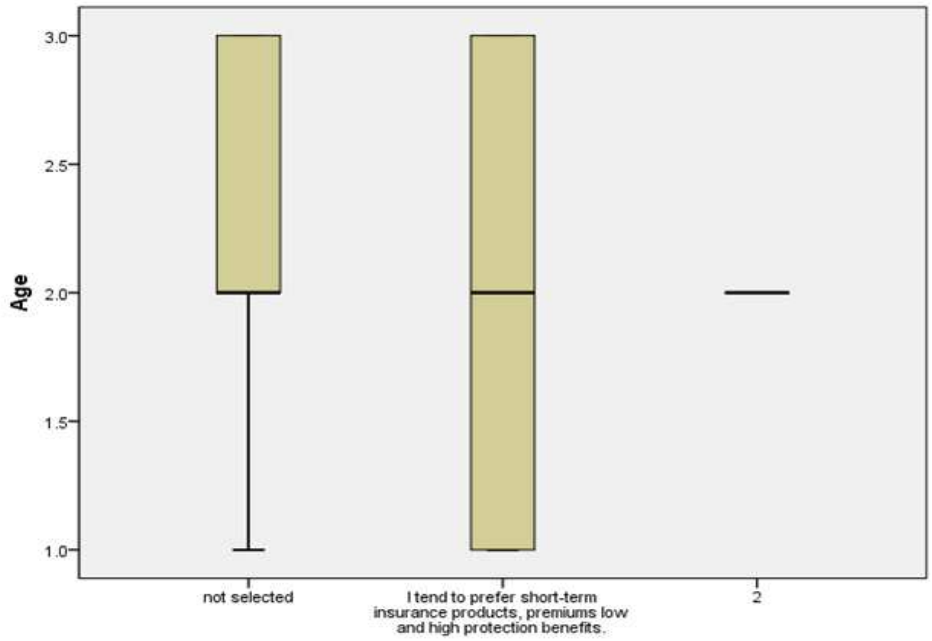

Figure11:Analysis of View2 VS. Age

Figure12: Analysis of View3 VS. Age

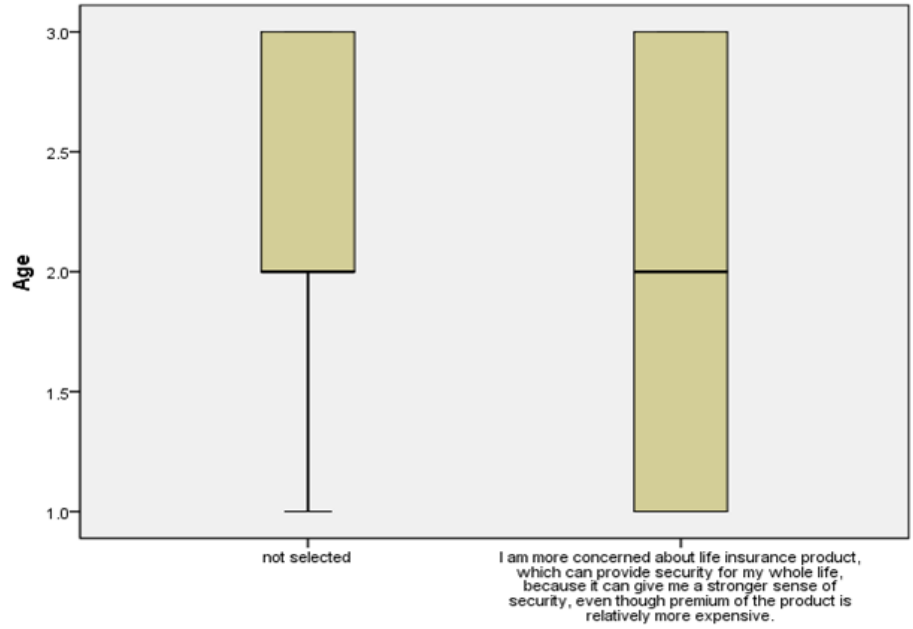

Figure12:Analysis of View3 VS. Age

Figure13: Analysis of View4 VS. Age

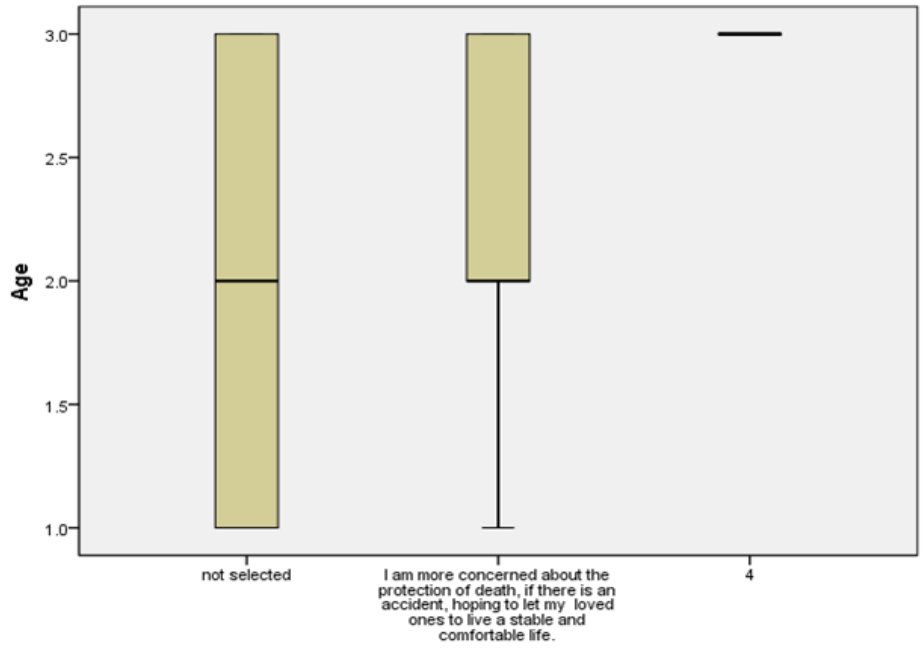

Figure13:Analysis of View4 VS. Age

Figure14: Analysis of View5 VS. Age

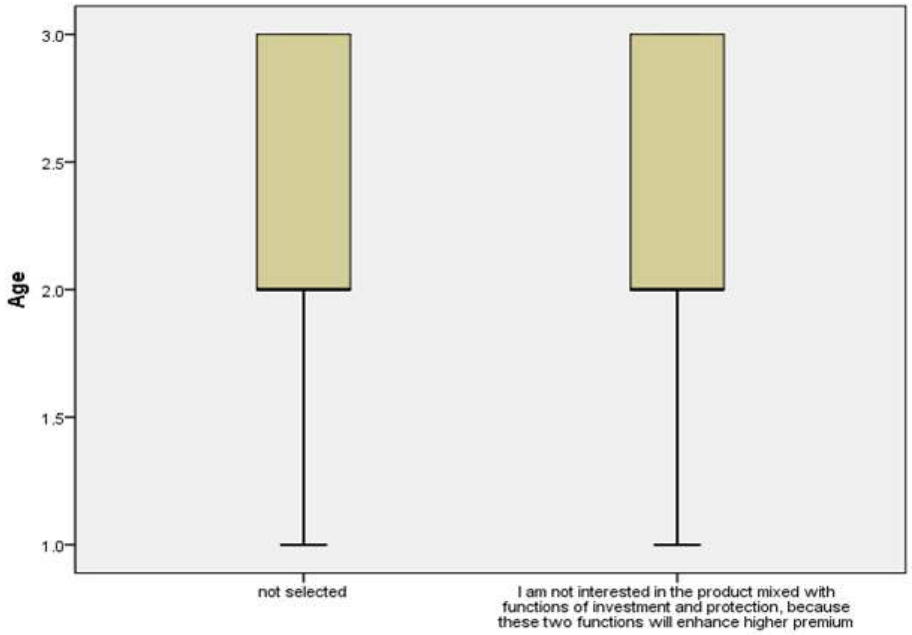

Figure14:Analysis of View5 VS. Age

Figure15: Analysis of View6 VS. Age

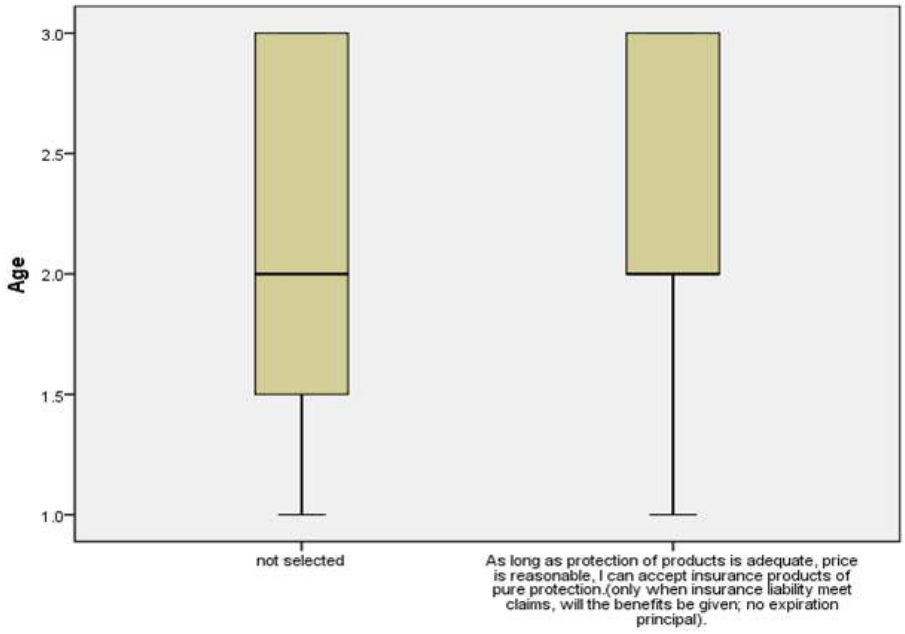

Figure15:Analysis of View6 VS. Age

Figure16: Analysis of View7 VS. Age

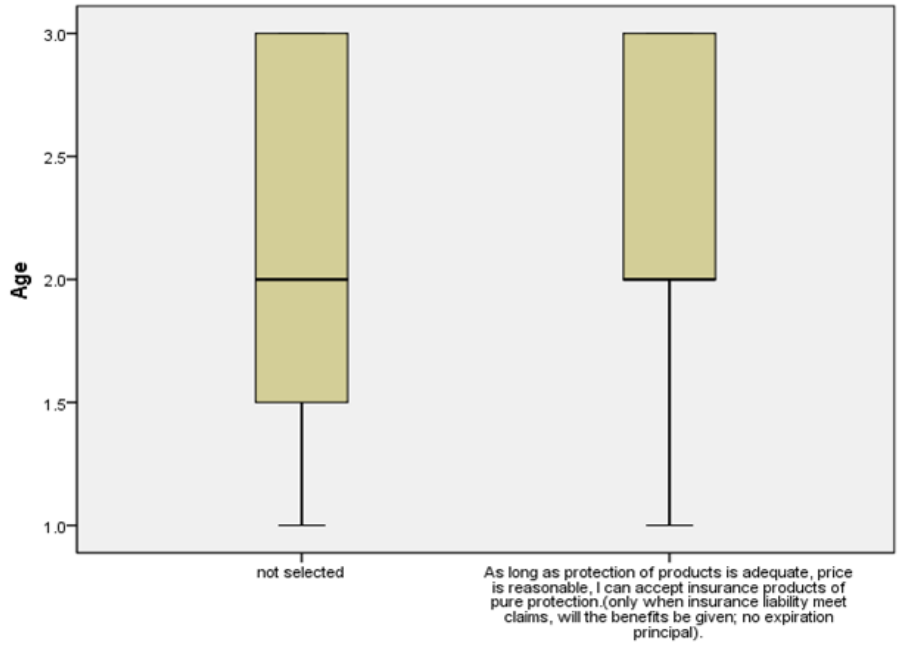

Figure16:Analysis of View7 VS. Age

Figure17: Analysis of View8 VS. Age

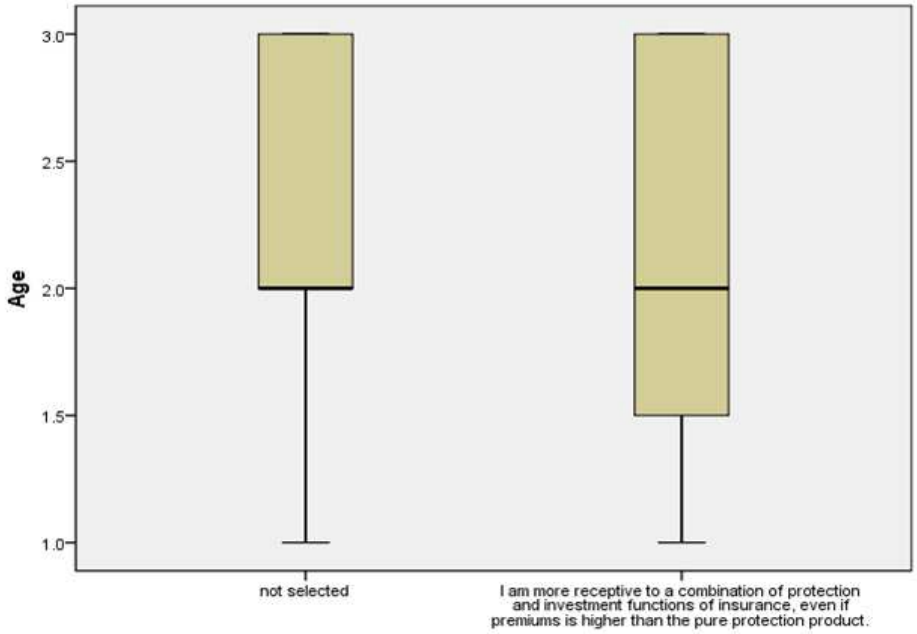

Figure17:Analysis of View8 VS. Age

Figure18: Analysis of View9 VS. Age

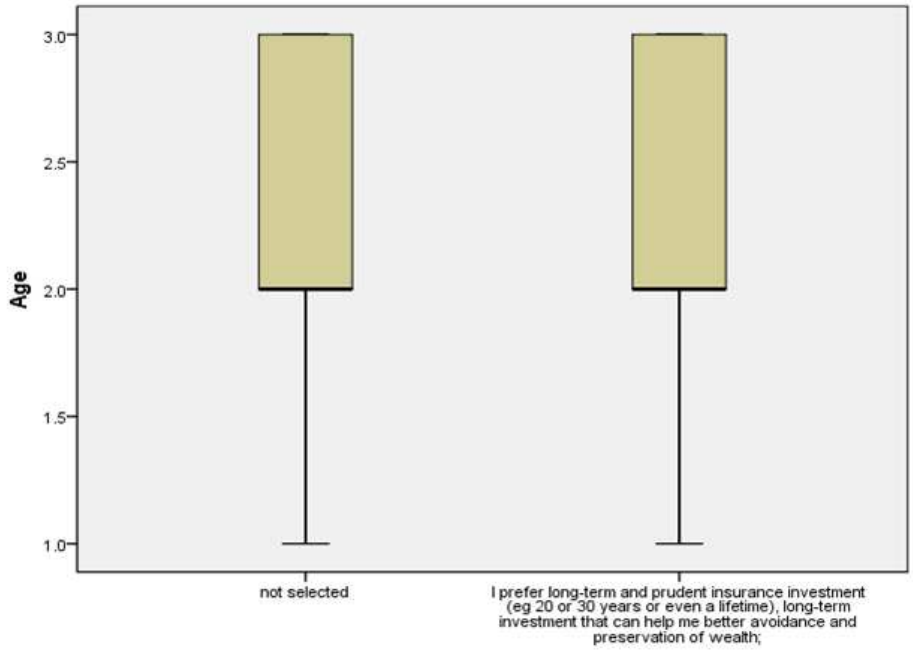

Figure18:Analysis of View9 VS. Age

Figure19: Analysis of View10 VS. Age

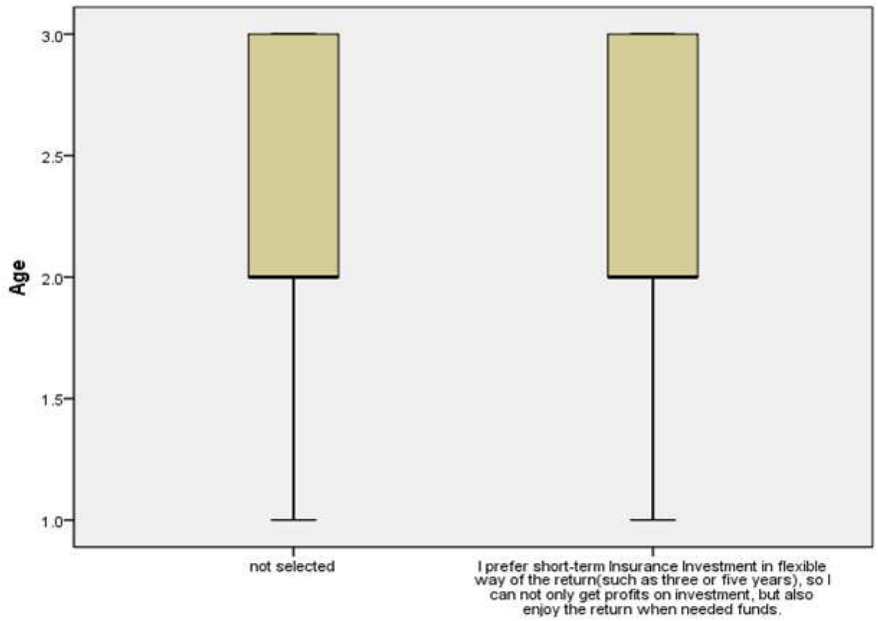

Figure19:Analysis of View10 VS. Age

Figure20: Analysis of View11 VS. Age

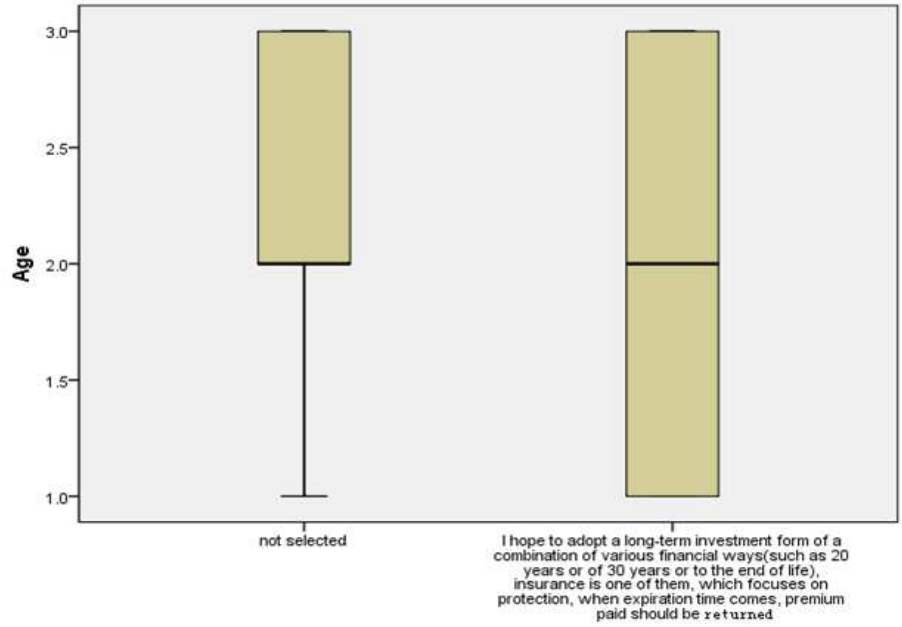

Figure20:Analysis of View11 VS. Age

Figure21: Analysis of View12 VS. Age

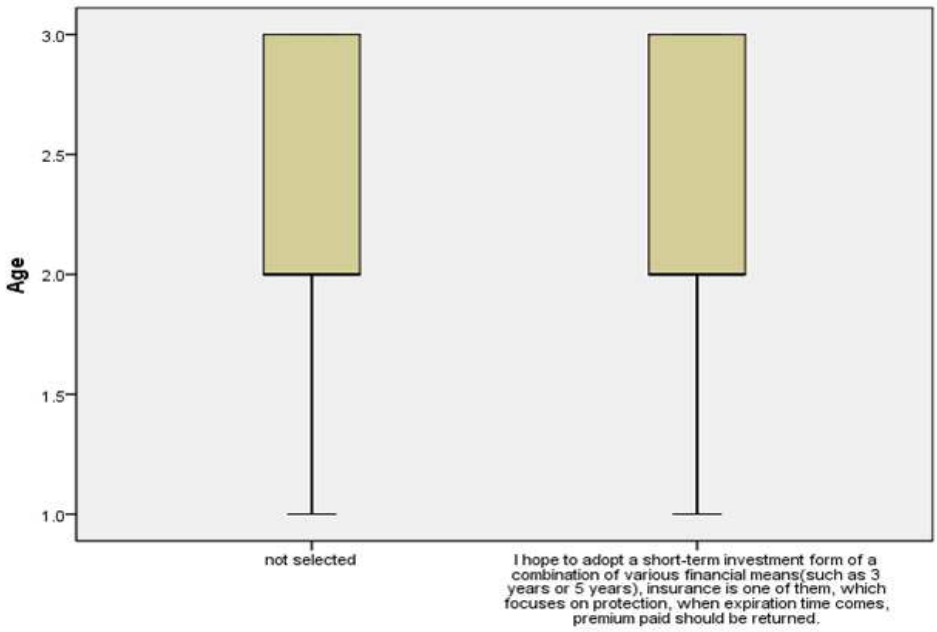

Figure21:Analysis of View12 VS. Age

Table1: Analysis of Living Risk You are Faced with VS. Age

Table1: Analysis of Living Risk You are Faced with VS. Age			
		N	Marginal Percentage
Age	12-18 （ adolescence group）	44	22.4%
	18-49（fertility group）	75	38.3%
	49-65 （ menopause group）	77	39.3%
Living Risk You are Faced with	0	4	2.0%
	Price Inflation Currency Devaluation	71	36.2%
	Occupational Instability	15	7.7%
	An Increase of Children's Education Costs	10	5.1%
	Medical Expenses Payment	8	4.1%
	The Decrease of Capacity of Repayment Monthly of Housing Loans	8	4.1%
	Property Security Problems	5	2.6%
	12	12	6.1%
	13	8	4.1%
	14	17	8.7%
	15	3	1.5%
	16	4	2.0%
	23	1	0.5%
	24	2	1.0%
	25	1	0.5%
	35	1	0.5%
	123	5	2.6%
	124	1	0.5%
	125	2	1.0%
	134	6	3.1%
	145	1	0.5%
	146	1	0.5%
	1234	1	0.5%
	1235	2	1.0%
	1345	2	1.0%
	12345	1	0.5%
	12346	1	0.5%
	13456	1	0.5%

	123456	2	1.0%
Valid		196	100.0%
Missing		0	
Total		196	
Subpopulation		182[a]	

a. The dependent variable has only one value observed in 182 (100.0%) subpopulations.

Table 2: Descriptive statistic

Table 2: Descriptive statistic

		N	Marginal Percentage
Age	12-18 （ adolescence group）	44	22.4%
	18-49（fertility group）	75	38.3%
	49-65 （ menopause group）	77	39.3%
Current Income	0	4	2.0%
	Less Than 2000Yuan	56	28.6%
	2000Yuan-5000Yuan	86	43.9%
	5000Yuan-10000Yuan	41	20.9%
	10000Yuan-20000Yuan	7	3.6%
	Higher than20000Yuan	2	1.0%
Academic Degree	0	8	4.1%
	Junior Middle School and Under	46	23.5%
	Senior Middle School or Technical Secondary School	57	29.1%
	Undergraduate or associate	70	35.7%
	Post-Graduate	13	6.6%
	Dr. Degree and Above	2	1.0%
Valid		196	100.0%
Missing		0	
Total		196	
Subpopulation		177[a]	

a. The dependent variable has only one value observed in 168 (94.9%) subpopulations.

Table3: Coefficients of the Factors That Affect Customers' Buying Behavour VS. Age Academic&Degree&Current Income

Table3: Coefficients of the Factors That Affect Customers' Buying Behavour VS. Age Academic&Degree&Current Income											
Academic Degree	Current Income	Age	The Richness of Categories[a]	Function of Investment[a]	Clarity of Terms[a]	Reasonable Price[a]	Speed of Settlement[a]	Professional Sales Staff[a]	Simple and Convenient Process of Purchasing Insurance[a]	Good Reputation of Companies[a]	Other Options[a]
None	0	12-18 (adolescence group)	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 (fertility group)	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 (menopause group)	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	Less Than 2000 Yuan	12-18 (adolescence group)	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 (fertility group)	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 (menopause group)	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	2000 Yuan-5000 Yuan	12-18 (adolescence group)	The First Place	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 (fertility group)	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 (menopause group)	The First Place	Not Selected	The Second place	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected

	5000 Yuan-10000 Yuan	12-18（adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49（fertility group）	The Fifth Place	The Sixth Place	The Seventh Place	The Second Place	The Third Place	The Fourth Place	The Eighth Place	The First Place	The Ninth Place
		49-65（menopause group）	The Fifth Place	The Seventh Place	The Eighth Place	The Second Place	The Third Place	The Fourth Place	The Sixth Place	The First Place	The Ninth Place
	10000 Yuan-20000 Yuan	12-18（adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49（fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65（menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	Higher than20000Yuan	12-18（adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49（fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65（menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
Junior Middle School and Under	0	12-18（adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49（fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65（menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected

	Less Than 2000 Yuan	12-18 （ adolescence group）	The Third Place	Not Selected	Not Selected	The second place	Not Selected	Not Selected	The Fourth Place	Not Selected	The Sixth Place
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	The First Place	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	The third place	Not Selected	Not Selected	The Second Place	Not Selected	Not Selected	Not Selected	Not Selected e	The Fourth Place
	2000Yuan-5000Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	The First place	Not Selected	Not Selected	The Third Place	Not Selected	Not Selected
		18-49 （fertility group）	The Second Place	The First place	The third place	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	The Second Place	The third place	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected e	Not Selected
	5000 Yuan-10000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	The First place	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	The Eighth Place	The Seventh Place	The Second Place	The Third Place	The Fourth Place	The Sixth Place	The Fifth Place	The First Place	The Ninth Place
	10000 Yuan-20000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected

		49-65（ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	Higher than20000Yuan	12-18（ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49（fertility group）	Not Selected	The First Place	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65（ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
Senior Middle School or Technical Secondary School	0	12-18（ adolescence group）	Not Selected	The First place	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	The First place	Not Selected
		18-49（fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65（ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	Less Than 2000 Yuan	12-18（ adolescence group）	The Fifth Place	The Fourth Place	The third place	The Second Place	Not Selected	Not Selected	Not Selected	Not Selected	The Sixth Place
		18-49（fertility group）	The Second Place	Not Selected	The Fourth Place	The third place	The Fifth Place	The Seventh Place	Not Selected	The Eighth Place	The Ninth Place
		49-65（ menopause group）	The Fifth Place	The Fourth Place	Not Selected	The Third Place	Not Selected	The Seventh Place	Not Selected	Not Selected	The Sixth Place
	2000 Yuan-5000 Yuan	12-18（ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected

		18-49 （fertility group）	The third place	The Second Place	Not Selected	Not Selected	Not Selected	Not Selected Place	Not Selected	Not Selected	The Fifth Place
		49-65 （ menopause group）	The Fourth Place	Not Selected	The Second Place	Not Selected	Not Selected	The Fourth Place	Not Selected	The third place	The Fifth Place
	5000 Yuan-10000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	The Third Place	The Eighth Place	The Fourth Place	The Fifth Place	The Sixth Place	The Second Place	The Seventh Place	The First Place	Not Selected
		49-65 （ menopause group）	The Sixth Place	Not Selected	The Fifth Place	The Second Place	The Fourth Place	Not Selected	Not Selected	Not Selected	The Seventh Place
	10000 Yuan-20000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	The Second Place	The Third Place	The Fourth Place	The Fifth Place	The Sixth Place	The Seventh Place	The Eighth Place	The Ninth Place
	Higher than20000Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
Under graduate or associate	0	12-18 （ adolescence group）	The Eighth Place	The Seventh Place	The Third Place	The First Place	The Second Place	The Fourth Place	The Sixth Place	The Fifth Place	Not Selected

		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	Less Than 2000 Yuan	12-18 （ adolescence group）	The Fifth Place	The First place	Not Selected	The third place	Not Selected	The Fourth Place	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	The Seventh Place	The Sixth Place	The Fourth Place	The Second Place	Not Selected	The Sixth Place	The Fifth Place	The Second Place	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	2000 Yuan-5000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	The Fourth Place	The third place	Not Selected	The Second Place	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	The Second Place	The Third Place	The First place	Not Selected	Not Selected	Not Selected Place	Not Selected	Not Selected	Not Selected
	5000 Yuan-10000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	The third place	Not Selected	Not Selected	The Second Place	Not Selected	The Fourth Place	Not Selected	Not Selected e	Not Selected
		49-65 （ menopause group）	The Fourth Place	Not Selected	The Second Place	Not Selected	The third place	Not Selected	Not Selected	Not Selected	The Fifth Place
	10000 Yuan-20000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected

		18-49 （fertility group）	The Fourth Place	The Fifth Place	Not Selected	The third place	The Second Place	The Seventh Place	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	The Sixth Place	The Seventh Place	The Eighth Place	The Third Place	The Fourth Place	The First Place	The Fifth Place	The Second Place	The Ninth Place
	Higher than20000Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
Post-Graduate	0	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	Less Than 2000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	2000 Yuan-5000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected

		18-49 （fertility group）	The Fourth Place	Not Selected	The First Place	The Second Place	Not Selected	The Third Place	Not Selected	Not Selected	The Fifth Place
		49-65 （ menopause group）	The Seventh Place	The Eighth Place	The First Place	The Third Place	The Fourth Place	The Sixth Place	The Fifth Place	The Second Place	The Ninth Place
	5000 Yuan-10000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	The third place	The Fifth Place	The Second Place	Not Selected	The Fourth Place	Not Selected	Not Selected	Not Selected	The Seventh Place
		49-65 （ menopause group）	The Fourth Place	Not Selected	The First Place	The Second Place	Not Selected	The Third Place	Not Selected	Not Selected	The Fifth Place
	10000 Yuan-20000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	The First Place	The Second Place	The Third Place	The Fourth Place	Not Selected	The Fifth Place	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	The First Place	Not Selected	Not Selected	Not Selected	Not Selected
	Higher than20000Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	The Sixth Place	The Fourth Place	The Seventh Place	The Second Place	The Third Place	The Fifth Place	The Eighth Place	The First Place	The Ninth Place
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
Dr. Degree and Above	0	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected

		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	Less Than 2000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	2000 Yuan-5000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	5000 Yuan-10000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	The Eighth Place	The Seventh Place	The Second Place	The Third Place	The Fifth Place	The Sixth Place	The Fourth Place	The First Place	The Ninth Place
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	10000 Yuan-20000 Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected

		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	The First Place	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
	Higher than20000Yuan	12-18 （ adolescence group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		18-49 （fertility group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected
		49-65 （ menopause group）	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected	Not Selected

a. Sum of the coefficients is not zero for some combinations of levels of independent factors. The generalized log-odds ratio is not computed.

b. Model: Multinomial Logit

c. Design: Constant + Age + Age * Academic_Degree + Age * Current_Income + Age * Academic_Degree * Current_Income

Table4:Analysis of Level of Understanding of the Content of Insurance Policy VS.Age

Table4:Analysis of Level of Understanding of the Content of Insurance Policy VS.Age			
		N	Marginal Percentage
Age	12-18（adolescence group）	44	22.4%
	18-49（fertility group）	75	38.3%
	49-65（menopause group）	77	39.3%
Level of Understanding of the Content of Insurance Policy	0	15	7.7%
	Learned about It Completely	9	4.6%
	Learned about It Basically	69	35.2%
	Never Learned about It	48	24.5%
	Unclear, Not an Exact Word to Describe it	55	28.0%
Valid		196	100.0%
Missing		0	
Total		196	
Subpopulation		27[a]	
a. The dependent variable has only one value observed in 8 (29.6%) subpopulations.			

Table5: Likelihood Ratio Tests

Table5: Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	222.006[a]	.000	0	.
Insurance_Category	235.862	13.857	2	.001
Policy_Term	224.305	2.300	2	.317
Premium	226.915	4.909	2	.086
The_Sum_Insured	223.099	1.093	2	.579
Claims_of_Equal_Rights_and_Obligations	222.922	.917	2	.632
Policy_Clauses	225.593	3.587	2	.166
Other_Option	228.383	6.377	2	.041

Table6: Analysis of Something Needs to be Improved in Insurance Industry VS.Age

Table6: Analysis of Something Needs to be Improved in Insurance Industry VS.Age			
		N	Marginal Percentage
Age	12-18 （ adolescence group）	44	22.4%
	18-49（fertility group）	75	38.3%
	49-65 （ menopause group）	77	39.3%
Something Needs to be Improved in Insurance Industry	0	11	5.6%
	Focus on integrity of insurance industry, to raise social image of it;	59	30.1%
	Focus on individualized insurance product, to meet the needs of different level of social group;	29	14.8%
	Focus on reasonability of price of insurance product, to meet the needs of different income level of social group;	23	11.7%
	Focus on risk protection from the angle of insurance product, to reflect the social management functions;	17	8.7%
	Focus on investment banking from the angle of insurance product, to embody a function of finance capability;	5	2.6%
	Focus on an education of insurance culture, to enhance insurance awareness of the public	6	3.1%
	other choice	6	3.1%
	12	9	4.6%
	13	5	2.6%
	14	1	0.5%
	16	2	1.0%
	23	3	1.5%
	27	1	0.5%

	34	1	0.5%
	47	1	0.5%
	123	2	1.0%
	126	1	0.5%
	134	2	1.0%
	135	1	0.5%
	137	1	0.5%
	146	1	0.5%
	236	1	0.5%
	1234	2	1.0%
	1236	1	0.5%
	1346	2	1.0%
	12347	1	0.5%
	123456	2	1.0%
Valid		196	100.0%
Missing		0	
Total		196	
Subpopulation		58[a]	

a. The dependent variable has only one value observed in 35 (60.3%) subpopulations.

Table7: Descriptive of the Customers' View1 VS. Age

Table7: Descriptive of the Customers' View1 VS. Age					
	View1 selected			Statistic	Std. Error
Age	not selected	Mean		2.22	.069
		95% Confidence Interval for Mean	Lower Bound	2.08	
			Upper Bound	2.36	
		5% Trimmed Mean		2.24	
		Median		2.00	
		Variance		.673	
		Std. Deviation		.820	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		2	
		Skewness		-.428	.204
		Kurtosis		-1.384	.406
	I am concerned about long-term insurance products, the longer period of protection, the safer I will feel. Avoid the case that accident or illness occurs, my family will be put a heavy financial burden.	Mean		2.04	.082
		95% Confidence Interval for Mean	Lower Bound	1.87	
			Upper Bound	2.20	
		5% Trimmed Mean		2.04	
		Median		2.00	
		Variance		.369	
		Std. Deviation		.607	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		0	
		Skewness		-.015	.322
		Kurtosis		-.155	.634

Table8:Descriptives of Customers' View2 VS.Age

Table8: Descriptives of Customers' View2 VS. Age					
	View2 selected			Statistic	Std. Error
Age	not selected	Mean		2.19	.061
		95% Confidence Interval for Mean	Lower Bound	2.07	
			Upper Bound	2.31	
		5% Trimmed Mean		2.21	
		Median		2.00	
		Variance		.556	
		Std. Deviation		.745	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.318	.198
		Kurtosis		-1.138	.394
	I tend to prefer short-term insurance products, premiums low and high protection benefits.	Mean		2.11	.128
		95% Confidence Interval for Mean	Lower Bound	1.85	
			Upper Bound	2.37	
		5% Trimmed Mean		2.12	
		Median		2.00	
		Variance		.737	
		Std. Deviation		.859	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		2	
		Skewness		-.221	.354
		Kurtosis		-1.625	.695
a. Age is constant when View2 Selected = 2. It has been omitted.					

Table9: Descriptives of View9 VS. Age

Table9: Descriptives of View3 VS. Age					
	View3 Selected			Statistic	Std. Error
Age	not selected	Mean		2.21	.064
		95% Confidence Interval for Mean	Lower Bound	2.08	
			Upper Bound	2.33	
		5% Trimmed Mean		2.23	
		Median		2.00	
		Variance		.579	
		Std. Deviation		.761	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.366	.204
		Kurtosis		-1.186	.406
	I am more concerned about life insurance product, which can provide security for my whole life, because it can give me a stronger sense of security, even though premium of the product is relatively more expensive.	Mean		2.07	.107
		95% Confidence Interval for Mean	Lower Bound	1.86	
			Upper Bound	2.29	
		5% Trimmed Mean		2.08	
		Median		2.00	
		Variance		.624	
		Std. Deviation		.790	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		2	
		Skewness		-.132	.322
		Kurtosis		-1.373	.634

Table10: Descriptives of the Customers' View4 VS. Age

Table10: Descriptives of the Customers' View4 VS. Age					
	View4 Selected			Statistic	Std. Error
Age	not selected	Mean		2.14	.065
		95% Confidence Interval for Mean	Lower Bound	2.01	
			Upper Bound	2.27	
		5% Trimmed Mean		2.15	
		Median		2.00	
		Variance		.650	
		Std. Deviation		.806	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		2	
		Skewness		-.257	.197
		Kurtosis		-1.415	.391
	I am more concerned about the protection of death, if there is an accident, hoping to let my loved ones to live a stable and comfortable life.	Mean		2.26	.095
		95% Confidence Interval for Mean	Lower Bound	2.06	
			Upper Bound	2.45	
		5% Trimmed Mean		2.28	
		Median		2.00	
		Variance		.385	
		Std. Deviation		.621	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.224	.361
		Kurtosis		-.517	.709
a. Age is constant when View4 Selected = 4. It has been omitted.					

Table11: Descriptives of the Customers' View5 VS. Age

Table11: Descriptives of the Customers' View5 VS. Age					
	View5 Selected			Statistic	Std. Error
Age	not selected	Mean		2.16	.062
		95% Confidence Interval for Mean	Lower Bound	2.04	
			Upper Bound	2.28	
		5% Trimmed Mean		2.18	
		Median		2.00	
		Variance		.584	
		Std. Deviation		.764	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.276	.197
		Kurtosis		-1.237	.391
	I am not interested in the product mixed with functions of investment and protection, because these two functions will enhance higher premium	Mean		2.20	.120
		95% Confidence Interval for Mean	Lower Bound	1.96	
			Upper Bound	2.45	
		5% Trimmed Mean		2.23	
		Median		2.00	
		Variance		.632	
		Std. Deviation		.795	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.390	.357
		Kurtosis		-1.298	.702

Table12: Descriptives of the Customers' View6 VS. Age

Table12: Descriptives of the Customers' View6 VS. Age					
	View6 Selected			Statistic	Std. Error
Age	not selected	Mean		2.15	.065
		95% Confidence Interval for Mean	Lower Bound	2.02	
			Upper Bound	2.28	
		5% Trimmed Mean		2.17	
		Median		2.00	
		Variance		.637	
		Std. Deviation		.798	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		2	
		Skewness		-.282	.197
		Kurtosis		-1.374	.392
	As long as protection of products is adequate, price is reasonable, I can accept insurance products of pure protection.(only when insurance liability meet claims, will the benefits be given; no expiration principal).	Mean		2.22	.100
		95% Confidence Interval for Mean	Lower Bound	2.02	
			Upper Bound	2.42	
		5% Trimmed Mean		2.25	
		Median		2.00	
		Variance		.449	
		Std. Deviation		.670	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.290	.354
		Kurtosis		-.728	.695

Table13: Descriptives of Customers' Views VS. Age

Table13: Descriptives of Customers' View7 VS. Age					
	View7 Selected			Statistic	Std. Error
Age	not selected	Mean		2.16	.066
		95% Confidence Interval for Mean	Lower Bound	2.03	
			Upper Bound	2.29	
		5% Trimmed Mean		2.18	
		Median		2.00	
		Variance		.644	
		Std. Deviation		.802	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		2	
		Skewness		-.294	.201
		Kurtosis		-1.387	.399
	I prefer to take into account protection and principal returned of insurance (If the insurance expiration time comes, without incident, still hopes to return the premiums)	Mean		2.20	.095
		95% Confidence Interval for Mean	Lower Bound	2.01	
			Upper Bound	2.39	
		5% Trimmed Mean		2.22	
		Median		2.00	
		Variance		.449	
		Std. Deviation		.670	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.254	.337
		Kurtosis		-.730	.662

Table14: Descriptives of Customers' View8 VS. Age

Table14: Descriptives of Customers' View8 VS. Age					
	View8 Selected			Statistic	Std. Error
Age	not selected	Mean		2.18	.058
		95% Confidence Interval for Mean	Lower Bound	2.06	
			Upper Bound	2.29	
		5% Trimmed Mean		2.19	
		Median		2.00	
		Variance		.588	
		Std. Deviation		.767	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.310	.183
		Kurtosis		-1.238	.363
	I am more receptive to a combination of protection and investment functions of insurance, even if premiums is higher than the pure protection product.	Mean		2.11	.186
		95% Confidence Interval for Mean	Lower Bound	1.72	
			Upper Bound	2.50	
		5% Trimmed Mean		2.12	
		Median		2.00	
		Variance		.655	
		Std. Deviation		.809	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		2	
		Skewness		-.204	.524
		Kurtosis		-1.412	1.014

Table15: Descriptives of View9 VS. Age

Table15: Descriptives of View9 VS. Age					
	View9 Selected			Statistic	Std. Error
Age	not selected	Mean		2.18	.060
		95% Confidence Interval for Mean	Lower Bound	2.06	
			Upper Bound	2.30	
		5% Trimmed Mean		2.20	
		Median		2.00	
		Variance		.615	
		Std. Deviation		.784	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.326	.187
		Kurtosis		-1.301	.373
	I prefer long-term and prudent insurance investment (eg 20 or 30 years or even a lifetime), long-term investment that can help me better avoidance and preservation of wealth;	Mean		2.11	.130
		95% Confidence Interval for Mean	Lower Bound	1.84	
			Upper Bound	2.37	
		5% Trimmed Mean		2.12	
		Median		2.00	
		Variance		.470	
		Std. Deviation		.685	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.138	.441
		Kurtosis		-.721	.858

Table16: Descriptives of View10 VS. Age

Table16: Descriptives of View10 VS. Age					
	View10 Selected			Statistic	Std. Error
Age	not selected	Mean		2.21	.064
		95% Confidence Interval for Mean	Lower Bound	2.08	
			Upper Bound	2.33	
		5% Trimmed Mean		2.23	
		Median		2.00	
		Variance		.618	
		Std. Deviation		.786	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.381	.197
		Kurtosis		-1.282	.392
	I prefer short-term Insurance Investment in flexible way of the return(such as three or five years), so I can not only get profits on investment, but also enjoy the return when needed funds.	Mean		2.04	.105
		95% Confidence Interval for Mean	Lower Bound	1.83	
			Upper Bound	2.26	
		5% Trimmed Mean		2.05	
		Median		2.00	
		Variance		.498	
		Std. Deviation		.706	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.063	.354
		Kurtosis		-.915	.695

Table17: Descriptives of Customers' View11 VS. Age

Table17: Descriptives of Customers' View11 VS. Age					
	View11 Selected			Statistic	Std. Error
Age	not selected	Mean		2.20	.059
		95% Confidence Interval for Mean	Lower Bound	2.08	
			Upper Bound	2.31	
		5% Trimmed Mean		2.22	
		Median		2.00	
		Variance		.569	
		Std. Deviation		.755	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.345	.191
		Kurtosis		-1.169	.379
	I hope to adopt a long-term investment form of a combination of various financial ways(such as 20 years or of 30 years or to the end of life), insurance is one of them, which focuses on protection, when expiration time comes, premium paid should be return	Mean		2.03	.143
		95% Confidence Interval for Mean	Lower Bound	1.74	
			Upper Bound	2.32	
		5% Trimmed Mean		2.03	
		Median		2.00	
		Variance		.696	
		Std. Deviation		.834	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		2	
		Skewness		-.057	.403
		Kurtosis		-1.568	.788

Table18: Descriptives of View12 VS. Age

Table18: Descriptives of View12 VS. Age					
	View12 Selected			Statistic	Std. Error
Age	not selected	Mean		2.17	.063
		95% Confidence Interval for Mean	Lower Bound	2.04	
			Upper Bound	2.29	
		5% Trimmed Mean		2.19	
		Median		2.00	
		Variance		.637	
		Std. Deviation		.798	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.310	.191
		Kurtosis		-1.363	.379
	I hope to adopt a short-term investment form of a combination of various financial means(such as 3 years or 5 years), insurance is one of them, which focuses on protection, when expiration time comes, premium paid should be returned.	Mean		2.18	.107
		95% Confidence Interval for Mean	Lower Bound	1.96	
			Upper Bound	2.39	
		5% Trimmed Mean		2.20	
		Median		2.00	
		Variance		.392	
		Std. Deviation		.626	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		1	
		Skewness		-.136	.403
		Kurtosis		-.390	.788