

Testing The Difference of the Characteristics of the Research Sample on the Working Motivation of Insurance Agent Employees of Baoviet Life Corporation, Vietnam



Nguyen Zen Nguyen¹, Thi Huu Ai Nguyen², Thi Huong Phung³, Thi Ngoc Quynh Nguyen⁴

^{1,2}Insurance Department, University of Labour and Social Affairs

³University of Labour and Social Affairs

⁴D18BH01, Insurance Department, University of Labour and Social Affairs

SUMMARY: The article provides the concepts of motivation, work motivation, insurance agent. Work motivation is not a new topic, which has been studied by many authors. However, the research team found a gap through studying the impact of sample characteristics on work motivation. The test results on qualitative survey data have shown that the importance of control variables such as gender, education level or working seniority has an influence on the independent variable that is the work motivation of university employees. Life insurance manager at Bao Viet Life Vietnam Corporation. Through the results of the analysis of survey data, the research team also proposes some recommendations to increase labor motivation such as: Create a reciprocal and supportive working environment or The remuneration regime needs to be closely associated with the employees. working seniority to increase labor motivation for insurance agent employees.

KEYWORDS: Accreditation, Working motivation, Insurance agent, Vietnam

1. PROBLEM

Motivation is a term that refers to a process from the origin, direction, and maintenance of purposeful behaviors that help us achieve goals. Working motivation is the voluntariness, desire, and oriented effort to achieve each individual's goals. Work motivation is affected by three groups of variables. The first group is a group of independent variables including many factors such as image, reputation of the company in the market, promotion in the organization, the relationship between employees and immediate superiors [1]. Group two are indirect variables such as satisfaction variables. The third group is the moderator variable, mainly qualitative variables such as gender, age. Currently, there are many studies on the work motivation of domestic and foreign employees. However, the assessment of the influence of sample characteristics such as gender, education level, seniority, and age has received little attention from the authors. Although according to the research team, the moderator variable plays an important role and directly affects the work motivation of employees. This is the reason why the research team carried out the research content Test the difference of the research sample characteristics on the work motivation of insurance agent employees of Baoviet Life Corporation, Vietnam. The results of the study will show which modifiers affect the work motivation of agent staff and some solutions to increase employee work motivation through sample characteristics.

2. CONCEPTS

Motivation

According to Vroom (1964), motivation is the state formed when employees expect that they will receive the desired results and rewards if they make efforts to perform the job [2].

Motivation to work

Anu Singh Lather, Archana Singh (2015) argue that the nature of work has an impact on employee motivation. Specifically, the more interesting, interesting and challenging the job is, the more motivated employees will be to explore, learn, and improve their knowledge skills to complete the job in the best way [3].

Testing The Difference of the Characteristics of the Research Sample on the Working Motivation of Insurance Agent Employees of Baoviet Life Corporation, Vietnam

Insurance agent

Under the Insurance Business Act, an Insurance Agent is a person who is paid to work for a business that sells the company's products to buyers [4].

3. RESEARCH METHODS

The study used a combination of general methods such as information collection, analysis, synthesis, statistics, comparison and comparison for analysis.

Document research method: Collect and research relevant research works that have been done in the country and abroad. The theoretical content is selectively inherited from the research results of published scientific works on the contents related to work motivation from which the research team draws unique theoretical problems. scientific arguments on assessing the work motivation of insurance agent employees of Baoviet Life Corporation.

Descriptive statistical method: Using primary and secondary information to make an assessment and an agent data system such as gender, education level, etc. at Baoviet Life Corporation.

Methods of analysis and synthesis: Analyze and synthesize data collected from primary and secondary data sources. Processing data to calculate relative numerical indicators to indicate the impact of the study sample's characteristics on the working motivation of insurance agent employees of Baoviet Life Corporation.

4. RESEARCH RESULTS

4.1. Characteristics of employees' gender and working seniority

To help evaluate the factors affecting the work motivation of insurance agent employees of Baoviet Nhan Corporation, in this section the contents, research results and methods of use are presented. in turn follow the process to help clarify the research objectives of the topic and identify the influence of each factor on the working motivation of insurance agent employees. The study sample was selected by convenience sampling method. Data collection method by questionnaire. Therefore, with 250 questionnaires issued, the research team collected 215 votes, of which 24 were invalid, the remaining 191 votes were entered and analyzed to ensure sufficient data for the methods. analysis in this study.

Gender of survey participants

Based on the survey results of gender content agents, we get the results as shown in Table 1. Accordingly, the number of insurance agents participating in the survey is mostly Female with 117 turns, accounting for 61.3%, The number of male turns was 74, accounting for 38.7% of the total sample. The above gender data is similar to the current situation and number of agents of Baoviet Life Corporation, suitable for research when performing other related analyses.

Table 1. Results on gender of respondents

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	117	61,3	61,3	61,3
	Male	74	38,7	38,7	100,0
	Total	191	100,0	100,0	

Source: Processing of the research team's investigation results

Age of survey participants

From the survey results, the age of agents participating in the survey is unevenly distributed in different age groups. With the largest number of people over 56 years old, there were 71 survey participants, accounting for 37.2%, the second was the age group from 36 to 45 with 48 people accounting for 25.1%, the ages have fewer numbers of 26 to 35, 46 to 55, and finally 18 to 25 years old with 9.9%. Although there is a difference in the age of agents participating in the survey above, this is completely accurate and consistent with the age of the current insurance agent staff of Baoviet Life Corporation.

Table 2. Results on age of respondents

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25 years old	41	21,5	21,5	21,5

Testing The Difference of the Characteristics of the Research Sample on the Working Motivation of Insurance Agent Employees of Baoviet Life Corporation, Vietnam

	26 to 35 years old	102	53,4	53,4	74,9
	36 to 45 years old	24	12,6	12,6	87,4
	46 to 55 years old	8	4,2	4,2	91,6
	56 and up	16	8,4	8,4	100,0
	Total	191	100,0	100,0	

Source: Processing of the research team's investigation results

Education level of the respondents

From the table of results of the education survey, we see that the distribution values are in all groups. The group with high school level has 19 people, corresponding to 9.9%, the middle and college group has 124 people, accounting for the highest rate of 64.9%. The second largest proportion in the survey results of agent education belongs to the university group with 36 people accounting for 18.8% and the last is the other group with the smallest number with 12 people accounting for 6.3%. The survey results on the agent's education level are quite close to the situation at Bao Viet Life Corporation today because a large number of agents are qualified people who are currently employed and want to find a source of income.

Table 3. Results on the education level of the survey participants

Literacy					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Common	19	9,9	9,9	9,9
	Intermediate college	124	64,9	64,9	74,9
	University or higher	36	18,8	18,8	93,7
	Other	12	6,3	6,3	100,0
	Total	191	100,0	100,0	

Source: Processing of the research team's investigation results

The survey participant's current seniority as an agent

Seniority as an agent is also affected by the insurance agent's motivation to work for the business. According to the results from the survey data, the largest number of agents under 2 to 5 years accounted for 102 people with a rate of 53.4%. The number of agents under 1 year is 41 people ranked second with the rate of 21.5%. Agents with long-term experience of 6 years or more accounted for a small percentage of the total with 12.6% and 4.2% respectively.

Table 4. Results describing the number of years as current agent

Seniority					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	20	10,5	10,5	10,5
	From 2 to 5 years	30	15,7	15,7	26,2
	From 6 to 10 years	47	24,6	24,6	50,8
	From 11 to 15 years	23	12,0	12,0	62,8
	Over 15 years	71	37,2	37,2	100,0
	Total	191	100,0	100,0	

Source: Processing of the research team's investigation results

4.2. Testing the difference of the characteristics of the research sample on the working motivation of insurance agent employees of Baoviet Life Corporation

Testing for gender differences

The independent T-Test is used to compare the mean value of a research indicator between two subjects of interest. The significance of testing mean differences in studies is to help us determine if there is a statistically significant mean difference between a quantitative variable for different values of a qualitative variable or not. For example, is there a difference in the working motivation of insurance agent employees of Baoviet Life Corporation between different genders.

Testing The Difference of the Characteristics of the Research Sample on the Working Motivation of Insurance Agent Employees of Baoviet Life Corporation, Vietnam

Table 5. Results of testing for gender differences

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Equal variances assumed	,407	,524	2,427	189	,016
Equal variances not assumed			2,420	153,904	,017

Source: Processing of the research team's investigation results

The analysis results show that in the Equal variances assumed section with the Sig value in the Levene's Test for Equality of Variances column equal to $0.407 > 0.05$, the variance between the two sexes is not different. However, continuing to check the T-Test in the Sig column. (2-detail) also in the Equal variances assumed section, we see that $\text{Sig} = 0.016 < 0.05$, so it is concluded that there is a difference between men and women that affects work motivation. Insurance agent staff of Baoviet Life Corporation.

Test for age difference

Because the surveyed people's age also has 5 groups of attributes, the research team also uses one-way anova test. The results in the Test of Homogeneity of Variances table have $\text{sig} = 0.2 > 0.05$. We continue to see the results in the anova table and see $\text{sig} = 0.927 > 0.05$. Thus, there is no statistically significant difference in the working motivation of agents of different age groups.

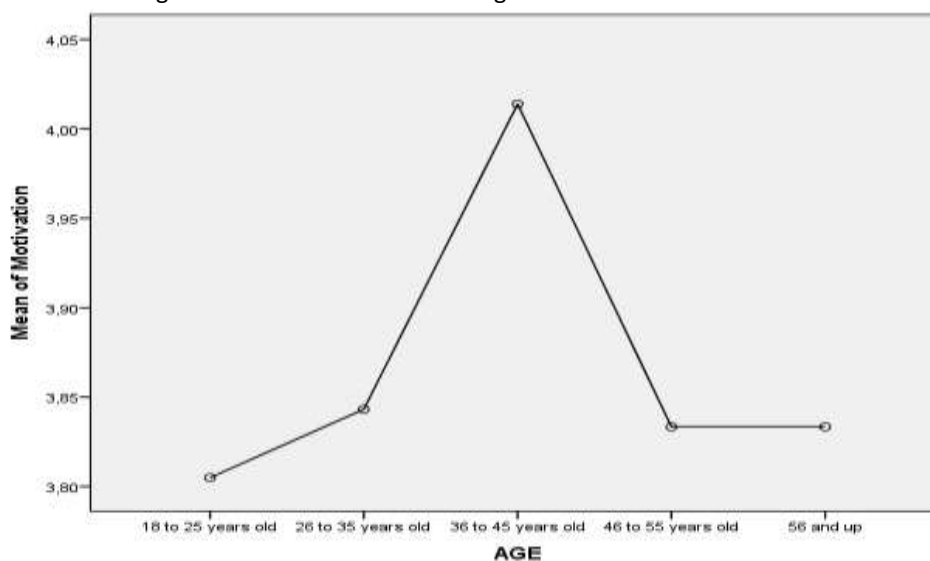
Table 6. Results of testing for age differences

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
18 to 25 years old	41	3,8049	,93088	,14538	3,5111	4,0987
26 to 35 years old	102	3,8431	,98247	,09728	3,6502	4,0361
36 to 45 years old	24	4,0139	,73214	,14945	3,7047	4,3230
46 to 55 years old	8	3,8333	,71270	,25198	3,2375	4,4292
56 and up	16	3,8333	,68853	,17213	3,4664	4,2002
Total	191	3,8551	,90577	,06554	3,7259	3,9844

Test of Homogeneity of Variances			
Levene Statistic	df1	df2	Sig.
1,513	4	186	,200

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,735	4	,184	,220	,927
Within Groups	155,147	186	,834		
Total	155,881	190			

Source: Processing of the research team's investigation results



Char 1. Chart depicting working motivation by agent age

Source: Processing of the research team's investigation results

Testing The Difference of the Characteristics of the Research Sample on the Working Motivation of Insurance Agent Employees of Baoviet Life Corporation, Vietnam

Testing for differences in educational attainment

Similar to the assessment of age differences, with the test of differences in educational attainment, we also use one-way anova analysis. The results of data processing are as follows:

Table 7. Results of testing the difference in educational attainment

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Common	19	3,9474	,83343	,19120	3,5457	4,3491
Intermediate college	124	3,8118	,97042	,08715	3,6393	3,9843
University or higher	36	3,8796	,75236	,12539	3,6251	4,1342
Other	12	4,0833	,78012	,22520	3,5877	4,5790
Total	191	3,8551	,90577	,06554	3,7259	3,9844
Test of Homogeneity of Variances						
Levene Statistic		df1	df2	Sig.		
,762		3	187	,517		
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	1,041	3	,347	,419	,740	
Within Groups	154,841	187	,828			
Total	155,881	190				

Source: Processing of the research team's investigation results

At the Test of Homogeneity of Variances table, we will look at the Levene Statistic's sig. The sig result in this test is $0.517 > 0.05$, then the variance between the choices of the above qualitative variables is not different. We continue to see the results in the ANOVA table. Sig in table ANOVA is $0.74 > 0.05$, we conclude: There is no statistically significant difference in working motivation of insurance agent employees of Baoviet Life Corporation between groups presenting different levels of education.

Testing the difference in working seniority

One-Way ANOVA is a method of analyzing the influence of a causal (qualitative) factor on an outcome (quantitative) factor with the assumption that the comparison groups must be independent, established and selected at random; The comparison groups must have a normal distribution or the sample size must be large enough to be considered asymptotically normally distributed; The variances of the comparison groups should be the same. The purpose of this analytical method is to test the null hypothesis of equal mean among groups of samples with a probability of error of only 5%. The analysis results show that the Sig of Levene Statistic has a value of $0.00 < 0.05$. That is, the variance between the seniority groups is not equal. We cannot use the ANOVA table but will enter the Welch test for the case that violates the uniform variance assumption. At the result of Welch's sig test in the Robust Tests table < 0.05 , we conclude: There is a statistically significant difference in the working motivation of insurance agent employees of Baoviet Life Corporation in different locations, different seniority groups.

Table 8. Results of testing for differences in seniority

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Less than 1 year	20	3,3860	1,03198	,23675	2,8886	3,8834
From 2 to 5 years	30	2,8556	,65322	,11926	2,6116	3,0995
From 6 to 10 years	47	3,7778	,98050	,14152	3,4931	4,0625
From 11 to 15 years	23	4,1304	,78328	,16333	3,7917	4,4692
Over 15 years	71	4,3662	,39503	,04688	4,2727	4,4597
Total	191	3,8551	,90577	,06554	3,7259	3,9844
Levene Statistic		df1	df2	Sig.		
8,092		4	186	,000		

Robust Tests of Equality of Means

Testing The Difference of the Characteristics of the Research Sample on the Working Motivation of Insurance Agent Employees of Baoviet Life Corporation, Vietnam

	Statistic ^a	df1	df2	Sig.
Welch	37,541	4	57,539	,000

Source: Processing of the research team's investigation results

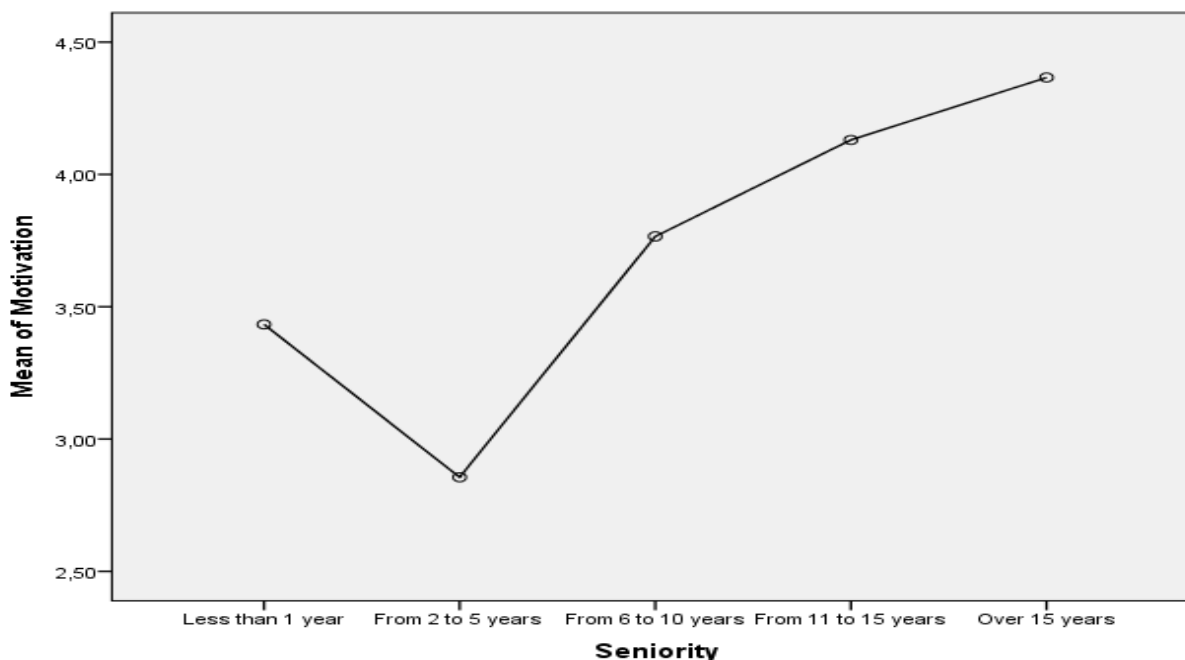


Chart 2. Chart depicting working motivation by seniority in agency work

Source: Processing of the research team's investigation results

5. DISCUSS THE RESULTS

The results of the test on sample characteristics show that there are two characteristics of gender and working seniority of the agent that have statistically significant differences in the working motivation of insurance agent employees of the Insurance Corporation. Viet Life. Therefore, the research team also proposes some solutions to solve these two issues in the lower part of the study.

5.1. Create a working environment that is reciprocal and supportive.

The results of the gender difference test showed that there was a statistically significant difference between men and women. This is also an important suggestion in our solution proposal to bring about high feasibility. To reduce this difference, insurance businesses need to have policies to support and motivate female personal agents because women often have to take care of their families, so they often have time and enthusiasm to devote to the company. lower jobs than men. There are many reasons for reduced motivation to work, but one important cause is the growing disparity between the desires of agent employees and those of insurers. General information from Price waterhouse Coopers Saratoga (PwC)'s 2011 Asia-Pacific Human Resource Performance Survey (PwC) shows that salary philosophies and compensation structures to retain talent are increasing. change. A high base salary may attract new employees, but may not retain them and may not provide the best benefits. The high base salary just stops at attracting talent. The decisive factor to increase work motivation and long-term commitment to a business depends quite a lot on the additional welfare regime for employees. According to some surveys on human resources in the Vietnamese market, Vietnamese enterprises are facing similar problems in human resource management. The survey shows that 75% of companies in Vietnam want to develop their workforce by 20% in the coming years, but face frequent changes in personnel, especially the workforce of the company. The young generation accounts for more than 50% of the Vietnamese workforce. Many insurers still lack long-term strategies in agent management, in which appropriate additional compensation policies such as health care, accident insurance for agents and their family members. they have a very important role to play.

5.2. Remuneration should be closely linked to seniority

The test results show that there is a statistically significant difference in the working motivation of agents of different seniority groups. When testing the difference between the number of years working as an agent in the current enterprise and the motivation to work, the results show that agents with a working time of 2 to 5 years, the work motivation is evaluated. quite low

Testing The Difference of the Characteristics of the Research Sample on the Working Motivation of Insurance Agent Employees of Baoviet Life Corporation, Vietnam

compared to other seniority groups. Those who have worked for 10 years or more and the team for more than 15 years appreciate their self-motivation. The reason is that the easy recruitment policy does not make the agent see the difficulty in working in reality and only focuses on the income that will be achieved. This leads to them not seeing where they are working or frustrated because the job is not as simple as they think. Policy for agents is always considered as an important steering wheel leading agency activities. Life insurance enterprises need to orient to encourage the motivation of agents to work and help them stick with them for a long time through the remuneration regimes closely linked to the number of years the agents have long-term attachment to the Company.

REFERENCES

- 1) Dung, TK (2015). Human Resource Management, Ho Chi Minh City General Publishing House
- 2) 2.Vroom V H (1964), Work and motivation, New York, Wiley, USA.
- 3) 3.Anu Singh Lather, Archana Singh (2015). "A Study of the Impact of Workplace Relationships on Turnover Intentions". The International Journal Of Business & Management ISSN 2321 –8916. Vol. 3, Issue 2.
- 4) 4. Law on insurance business No. 24/2010/QH10 dated December 19, 2000 promulgated by the National Assembly of the Socialist Republic of Vietnam.
- 5) 5. Hoang Trong, Chu Nguyen Mong Ngoc (2008). Analysis of research data with SPSS volume 1, Hong Duc Publishing House
- 6) 6. Hoang Trong, Chu Nguyen Mong Ngoc (2008). Analysis of research data with SPSS volume 2, Hong Duc Publishing House
- 7) 7. Maslow, A. H. (1943), A Theory of Human Motivation, Psychological Review, 50, 370-396.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.