

Analysis on the Influencing Factors of the Willingness of Urban Residents to Participate in Endowment Insurance in Sinkiang

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Abstract. In recent years, with the continuous development of China's social economy, the residents' insurance consciousness is constantly strengthened. as a reflection of China's social security, the willingness of residents to participate in the insurance reflects a regional development, the author mainly analyzes the situation of urban residents' pension insurance in Sinkiang, from the residents' awareness of pension insurance, emotional evaluation, behavior orientation and other aspects of urban residents' participation in pension insurance. Also hope that through this study can promote the popularization of old-age insurance in Sinkiang to provide reference and recommendations.

Introduction

As early as in 2011, the state Council issued a document on the guidance of the state Council on launching pilot projects for urban residents' social pension insurance (Documents of State Council[2011] No.18), which stated that since July 1, 2011, the pilot work of urban social pension insurance (hereinafter referred to as the urban residents' pension insurance) was launched, with the basic principle of " basic, broad coverage, elasticity and sustainability ".

The publication of this document means that the urban non - employed residents " have a pension" has the system security, marking the basic old-age insurance in our country has achieved full coverage. The voluntary principle of endowment insurance for urban residents, the participation of residents in a large extent affects the system can be smoothly promoted throughout the country. Therefore, in the background of the current urban residents pension insurance pilot, it is of great practical significance to study the attitude of urban residents to participate in the insurance.

The Current Condition Analysis of Sinkiang Region Elderly Insurance

The Sinkiang Region Township Citizens' Acknowledge About Participation in Elderly Insurance. A survey results revealed that ,nearly 80% people had headed about elderly insurance, however only 10% informants had clearly known and comprehend,15% had no understand about that ,in total ,Sinkiang people still learn very little about elderly insurance . A lot of people just acknowledge about insurance but do not know the main content, especially for the paying fees and issue standard had no idea.

The Approach How Sinkiang Citizens Known about Insurance. In the survey process about the approach how the citizens know about elderly insurance, we noticed that nearly more than half proportion were learned this from friends and 1/5 was learned it from TV ,internet, and the newspapers,1/10 were learned from related section still 1/10 was learned from primary level leaders explains. From these surveys we can noticed that large part of Sinkiang region people were learned it from their friends introductions ,and among them ,new media broadcast effort was not evident and the related sections and other primary level leaders broadcast still deficiency ,the advertisement still should enhanced

The Sinkiang People Evaluation Attitude about Elderly Insurance. According to the survey results ,nearly 85% people consider the main undertaking responsibility person of elderly insurance should be the government and society, only 10% people think family should take the lead,5% people think individual should be the main undertake person of elderly

insurance .Meantime, it's needing to state that 90%people consider it necessity to proceed this survey, but as for various kinds of reasons, people who really purchased insurance were so less ,with traditional mind desalting era, elderly insurance plays an important role in citizens' live out their life in retirement, however lots of people will solve in the question of elderly insurance from government and society.

Willingness of Urban Residents to Participate in Pension Insurance in Sinkiang. In the survey of the respondents to the willingness to participate in the survey found that more than 60 percent of the people to join the intention, and nearly 98 percent of the people are out of pension considerations, only two percent of the people out of investment considerations. This shows that for the urban residents, the pension insurance is more likely to be raised and not burdened with the family, but it is not recognized as a value-preserving and value-added method. It is necessary to say that one third of the people who are investigated do not have the will to old-age insurance, summed up the reasons for the reasons for the main board performance in the following aspects: the high pension insurance premium, the lack of understanding of the policy, the long service life, the lack of trust in pension insurance, the insured has been covered other commercial insurance.

The Satisfaction of Citizens Who Already Participated in Pension Insurance. The satisfaction of urban residents' pension insurance can be used to describe the gap between the residents' shared values and the institutionalization of pension insurance. The data show that only 15 percent of respondents think the system is relatively good, about 35 percent of respondents think its bad. Their evaluation is mainly based on the proportion of government financial subsidy and individual contribution, personal payment standard, pension amount and the age of receiving pension: 90 percent of people think that the proportion of contribution payment is high, about 7 percent of people think that the proportion of government financial subsidy is low; In the case of whether the pension insurance can meet the daily expenses of the residents, 93 percent of the people think it is not enough to meet or completely fail to meet; Only with regard to the age of receipt of pensions, 56 per cent of those who are considered to be more moderate.

Analysis on the Influencing Factors of the Participation Attitude of Urban Residents in Sinkiang

Lei Wen's theory of field theory holds that human behavior orientation is the function of both individual and environmental. According to this view, urban residents, whether as individuals or groups, their participation attitude is not only related to their age, sex, education, income and other personal characteristics, but also affected by family structure, family economic situation and social environment. This study analyzed from three aspects of personal factors, family factors and social factors, and discussed its influence on the attitude of urban residents participating in endowment insurance.

Analysis on the Cognitive Factors of Urban Residents' Pension Insurance in Sinkiang. Although the urban residents in cognitive degree and rural residents have this obvious difference, but in cognitive way difference is small. According to statistics, about one tenth of the residents have a more in-depth understanding of pension insurance, and two thirds of them are women, nearly the general age is between 40 and 60 years old. Mainly because these residents in daily life in contact with people, more opportunities to talk, understanding of the large amount of information, the system has a high degree of cognition. On the other hand, with the popularization of family planning policy, in order to alleviate the burden of children, many residents are willing to contact and understand the endowment insurance, which to some extent, improve the old people's recognition of the system. In addition, with the increase of family economic income, many families have more money to buy endowment insurance, so that these families have a better understanding and understanding of endowment insurance.

Analysis on the Emotional Factors of Urban Residents' Pension Insurance in Xinjiang. In terms of emotional factors, we by "willing to ginseng protect endowment insurance" as a binomial logistic regression analysis model is established for the dependent variable, the independent variables into the model by applying the method of backward condition, to establish the model of

chi-square value is 23.747, the inspection of the P value is 0.00, less than 0.05, the explanatory variables linear relationship between the whole and logit (P), shows that model can be established, the model has three variables (gender, education, family economic status) through the test of regression coefficients (see table 1).Established regression model equation:

$$\text{Logit (p)} = 1.013 \times \text{gender} - 0.475 \times \text{degree} + 2.473 + 0.571 \times \text{family economy}$$

Table 1. Two logistic regression analysis of the factors influencing the participation of urban residents

Variable	B	S.E.	Wals	df	Sig	Exp(B)
Gender	-1.012	0.432	5.456	1	0.018*	0.364
Degree (2)	-0.457	0.236	4.036	1	0.046*	0.633
Household income (2)	0.576	0.266	4.776	1	0.031*	1.761
constant (quantity)	2.465	1.221	4.112	1	0.044	11.864
Model chi-square test	X ² =23.746 df=4 P=0.000					
Model goodness of fit	-2Loglikelihood=131.899 Nagelkerke R ² =0.247					
Prediction accuracy	73%					

Note: * means significant at.05 level, ** indicates significant at.001 level

Education degree (2) represents a high degree of education. In setting virtual variables, it is associated with low educational background and education (1) for secondary education;

Family finances (2) represent poor economic conditions. In the setting of virtual variables, the economic condition is the reference class, and the family economic situation (1) represents the general Table 1. Two logistic regression analysis of the factors influencing the participation of urban residents

Through the data results, the wald statistics of gender is larger, which shows that the role of gender is more significant, in the ratio exp (b), we can explain the influence of the independent variable on the willingness to ginseng. The willingness of women to join the insurance is 2.75 times that of men; The less educated residents intend to join the insurance is 1.6 times higher educated residents; And the lower family income of some residents of the willingness to join the family income to the better than some residents 1.77 times.

These residents are unable to withstand the risks of aging, disease and other risks due to their poor labour ability or less income. they are more willing to spend the old age in a form of government - supported pension to meet the physiological needs and security needs. In this place, the influence of social factors is not obvious, the residents' willingness to join the insurance as a psychological level, mainly affected by the individual and family factors.

Analysis on the Factors of the Behavior Orientation of Urban Residents Participating in Endowment Insurance in Sinkiang. Residents' binomial logistic regression analysis model is established as a dependent variable, the independent variables into the model by applying the method of backward condition, to establish the model of chi-square value is 9.198, the inspection of the P value is 0.010, less than 0.05, the explanatory variables linear relationship between the whole and logit (P), shows that model can be established, there are two variables in the model (family economic conditions, the degree of understanding of the system) through the test of regression coefficients (see chart 2). The regression model equation is established as follows:

$$\text{Logit (p)} = - 0.306 \times \text{family economic status} + 0.539 \times \text{understanding of the system} - 0.199$$

Table 2. Data Comparison

Variable	B	S.E.	Wals	df	Sig	Exp(B)
The awareness	0.541	0.225	5.776	1	0.017*	1.720
Degree (2)	-0.312	0.169	3.322	1	0.050*	0.740
Household income (2)	2.465	1.221	4.112	1	0.044	11.864
Model chi-square test	X ² =9.201 df=4 P=0.010					
Model goodness of fit	-2Loglikelihood=146.201 Nagelkerke R ² =0.110					
Prediction accuracy	65%					

Note: * means significant at.05 level, * * indicates significant at.001 level

Level of understanding (2) represents a high degree of understanding of the pension. In setting virtual variables, the degree of understanding is low for the reference class, and the level of understanding (1) is generally understood. Two logistic regression analysis of the influence factors on the behavior of urban residents. According to the data of the upper table, the wald statistics of the degree of understanding of the endowment insurance is larger, and it can be seen that the influence of urban residents on the degree of policy understanding is more significant. By the passing ratio of Exp (B), we can explain the influence of independent variables on the behavior orientation of insured: The behavior orientation of the residents with high degree of knowledge of the system is 1.72 times that of the residents with low level of knowledge. Households with good family economic status are 1.36 times the number of residents with poor family economic status. To the old-age insurance system with a high degree of understanding of the residents, the relevant system content understanding more, including the payment proportion, the standards and so on, which will deepen their trust in the system, to a certain extent, it will play a positive role in promoting the insurance.

The residents of families with good economic status are not the most profound in the degree of institutional cognition also not the strongest in the willingness to participate, but they have strong economic ability, can pay for the personal contributions of the old-age insurance, in exchange for a small price in exchange for a stable endowment insurance income, and the insured with a strong willing but the poor economic conditions, the residents are unable to join the insured because of financial constraints

Conclusion

Through the participation of urban residents, we must adhere to the policy as the guide and unswervingly implement the old-age insurance system for urban residents. According to the demand of urban residents, the existing pension insurance system is constantly adjusted. Increase publicity efforts to eliminate the doubts and concerns of urban residents. Open the fund supervision and management, improve the ability to maintain and increase value, and enhance the trust of urban residents. Through the above measures to promote the popularity of old-age insurance in Sinkiang region.

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