The Relationship between Attributes and Purchasing
Intention of Consumers in the Life Insurance Industry

By

Ms Panida Saelim

A Survey Research Report for
MS 7000 Research Project
Submitted in Partial Fulfillment of the Requirements for the Degree
of
Master of Science in Management

August 2008

Assumption University
COLLEGE OF INTERNET DISTANCE EDUCATION
School of Business Administration

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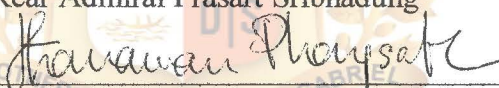**Master of Science in Management**

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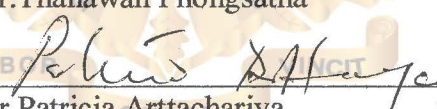
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August 2008

THE RELATIONSHIP BETWEEN ATTRIBUTES AND PURCHASING INTENTION OF CONSUMERS IN LIFE INSURANCE INDUSTRY

ABSTRACT

The objectives of this study were to study what are the attributes related to purchasing intention for life insurance.

This is a survey research. The population was people aged 25 years of age and above in Bangkok who are aware of life and health insurance products.. The samples were a person, aged 25 and over, in Bangkok using non-probability sampling. The Data collecting instruments were questionnaires. The Data were analyzed using Pearson correlation coefficient and ANOVA which used the Statistical Package for Social Science (SPSS) program in calculating Data from the questionnaire.

The findings were as follows:

1) On the research questions "What are the attributes related to consumers' purchasing intention for life insurance?", it was found that there is relattionship between consumers' health, consumers' needs, consumers' attitude toward product and sales agent, company brand image, sale agent's ability, consumers' decision making power and purchasing intention of consumers. But There is no difference among different marital status, gender, income,and age on purchasing intention of consumers.
2) Hypothesis 1- 7 use Pearson's product moment correlation coefficient test to determine whether there is relationship between attributes and consumers' purchasing intention or not. These hypotheses test results that the entire null hypotheses are rejected.
3) Hypothesis 8-11 use ANOVA to determine whether there is difference between attributes which are demographic characteristics on consumers' purchasing intention. These hypotheses test results that the entire null hypotheses are accepted.

Keywords: Life Insurance, Attributes, Purchasing Intention

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

1.1 Overview of the Insurance Industry

In financial economics, a "financial institution" acts as an agent that provides financial services for its clients or members. Financial institutions generally fall under and are controlled by the financial regulations from a government authority. Common types of financial institutions include banks, building societies, credit unions, stock brokerages, asset management firms, and similar businesses.

Nowadays, financial services have become a necessary part of almost everyone's life. Financial service companies advise consumers and businesses on savings, giving loans and managing invested money. Financial services are used regularly, and there would be difficulty in managing life without them.

A life insurance company is a kind of financial institution providing services traditionally designed to protect the financial well-being of consumers in case of unexpected loss. Life insurance companies offer a promise to remunerate consumers under certain circumstances. At the time of the financial crisis in 1997, the Thai government decided to develop and promote the insurance industry. The primary results have been that consumers have gained a wider variety of life insurance products with competitive benefits, and life insurance companies have increased in number and enjoyed continued growth, especially in major cities.

The modern Thai insurance industry is governed by three basic laws which are the Non-Life Insurance Act of 1992, the Life Insurance Act of 1992 and the Protection for Motor Vehicle Accident Victims Act of 1992 (The Department of Insurance. 2005: Online). These acts effectively divide the Thai insurance industry into two broad categories: life insurance (including health insurance), and accident insurance (including property and automobile insurance). This study focuses on the

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life insurance category. Table 1.1 presents the growth in the number of life insurance agents in Thailand:

TABLE 1.1 Number of Life Insurance Agents in Thailand 2002-2005

Year	2002	2003	2004	2005
Total Agent	31,254	31,863	33,817	35,571

Source: The Department of Insurance, Thailand. 2008: Online

(http://www.oic.or.th/stat_data/personal-data/personnel_insurance_5year.xls)

Demand for insurance products has continued to show positive growth as shown in form of total direct premium to companies in Table 1.2.

TABLE 1.2 Direct Premium of Thai Life Insurance Companies in 2003-2006

('000 units)	2003	2004	2005	2006
Total Direct premium	133,354,981	151,312,893	166,830,144	173,707,740

Source: The Department of Insurance, Thailand. 2008:

(http://www.oic.or.th/stat_data/eng-version/eStat_of_Life_Yearly.htm)

As the number of insurance demands and competition increased, insurance consumers were given a wider choice of insurance products. Thais have increasingly accepted insurance products and companies and these have become increasingly popular, especially among people living in cities.

1.2 Research Problem

As a staff member of Ayudhya Allianz C.P. Life Insurance Company, the researcher has found that there are some problems related to selling life insurance. Some salespersons have very little success and have low sales volumes while others are highly successful and their sales volumes are growing.

Because of the growth of the life insurance industry in Thailand, the increase in the number of competitive life insurance products and the growing number of

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insurance companies, there is a need to understand what attributes are behind the increase in consumers' purchasing intention and what attributes should be focused on for the company's success.

1.3 Research Question

As there is a need to understand what attributes are behind the increase in consumers' purchasing intention and what attributes should be focused on for the company's success.

This study therefore seeks to answer the research questions "What are the attributes related to consumers' purchasing intention for life insurance?"

1.4 Research Objectives and Scope

The marketing strategy of most insurance company is direct sales, which means that the company structure is based on sale agents who communicate directly to consumers. Consequently, to improve sale agents' performance, we should understand what the success factors to increase purchasing intention of life insurance products are.

The main research problem is to identify what attributes are related to purchasing intention on life insurance products. The implication of this study is what are the attributes consumers use when they are making decisions about buying life insurance.

This study's independent variables are consumers' health, consumers' needs, consumers' attitude toward product and sales agent, company brand image, sale agent's ability, consumers' decision making power, marital status, gender, income, and age. The dependent variable is consumers' purchasing intention.

The research scope and objectives which describe the breadth and depth of the study is to study what are the attributes related to purchasing intention for life insurance.

1.5 Limitations

The limitations in this research are as following.

1. As the number of population in this study is unknown, the sample size of 500 respondents may not be the accuracy representatives of population because it's too small number.

2. The places which are planned to conduct the survey are limited to office buildings which are crowned with office workers. It may not give the researcher enough information or group bias may be occurred due to similarity in occupation, education level and/or life styles.

1.6 Significance of the Research

We need to do this research to find what should be considered, when doing the marketing strategy. In other words, the findings of this study will be useful for salespersons to increase their sales volume by increasing positive factors and avoiding factors that inhibit purchase intention.

The findings of this study would be useful to marketers who wish to develop or improve their marketing strategies and to the government in promoting the insurance industry. It is necessary for marketers and the government to accurately understand the consumers' minds. With this information, marketers can better manage and develop their strategies in order to enhance market share and compete more effectively with their rivals. The government can use the findings of the study about consumers' views on life insurance companies as data for further governmental contributions to the life insurance industry in Thailand.

The findings of this study should also provide useful information and insights to consumers who are considering the purchase of life insurance products. Finally, the findings from this study add to the body of knowledge on life insurance industry in Thailand, and will, therefore, be of interest to researchers in many disciplines.

1.7 Definition of Terms

Brand refers to identifying mark, symbol, word(s), or combination of same that separate one company's product or services from another firm's. *Brand* is a comprehensive term that includes all brand names and trademarks.

(http://www.allbusiness.com/glossaries/brand/49626421.html)

Consumers' attitude refers to mental position or emotional feelings about products, services, companies, ideas, issues, or institutions. Attitudes are shaped by demographics, social values, and personality. In advertising, the desire is to generate favorable perceptions toward the thing being advertised, and to promote positive consumer attitudes. In this study, it refers to what consumers perceive about life insurance and life insurance salespersons.

(http://www.allbusiness.com/glossaries/attitudes/4948639-1.html)

Consumers' decision making power includes elements of personal power--that is, the power to accomplish one's own objectives. In fact, decision-making power, especially the ability to make decisions independently of one's partner.

(http://findarticles.com/p/articles/mi_m2372/is_4_39/ai_96621267/pg_9)

Consumers' health refers to a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

(http://www.who.int/about/definition/en/print.html)

Consumers' income refers to money received by a company or individual, money received from savings or investments or money generated by a business

(http://dictionary.bnet.com/definition/Income.html)

Consumers' need refers to the psychological feature that arouses an organism to action toward a desired goal; the reason for the action; that which gives purpose and direction to behavior.

(http://www. thefreedictionary.com/need)

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In this study, consumers' need includes Safety and Security needs which include personal security from crime, financial security, health and well-being, safety net against accidents/illness and adverse impacts.

(http://en.wikipedia.org/wiki/Maslow's_hierarchy_of_needs)

Salesperson's ability refers to ability to capture the interest of our prospective client/customer. Includes elements of liking, respect, and trust. Charisma, charm and the ability to captivate are really one in the same and can be practiced.

(http://www.helium.com/items/477627-how-to-become-a-good-sales-person)

CHAPTER 2

LITERATURE REVIEW

This chapter describes concepts and theories relevant to the conceptual framework of this research with an aim to study the factors related to consumers' purchasing intention for life insurance. Previous empirical researches, which will be used to review the similarities and/or differences with this research, are also described in this chapter. There are two sections in this chapter comprising the framework of concepts and theories and the previous studies related to the research.

2.1 Nature of Service Business

Taking into consideration life insurance is a business that falls under the umbrella of services, it is necessary to first understand the nature of the service business. It is recognized that economies have been dictated by services. As the demand for a better quality of life has been growing, the focus on manufacturing activities has turned into the era of service-related activities, which is at the heart of the economic revolution across the globe (Lovelock, Wirtz and Keh, 2002). To such extent, services can be either a minor or a major element of the company's business activities, ranging from pure products to pure services (Kotler, 1994).

Terms of services can be defined in many different ways. The following meanings were described by Lovelock, Wirtz and Keh (2002).

- *A service is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not usually result in ownership of any of the factors of production.*

- *A service is an economic activity that creates value and provides benefits for customers at a specific time and place, by bringing about a desired change in, or on behalf of, the recipient of the service.*

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Kotler (1994) argued that *"A service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not tied to a physical product."*

2.2 Consumer Behavior in the Service Industry

Consumer behavior refers to how an individual spends his or her available resources, such as time and money, on consumption-related items when making purchasing decisions (Schiffman and Kanuk, 2007). Cultural, social, personal, demographic and psychological characteristics influence consumer purchase decisions (Glowa, 2001). The consumer behavior theory widely states that consumers will largely engage in risk-reduction behavior by seeking information about the products or services when the perceived risk increases (Murray, 1991).

Generally, marketing and consumer behaviors illustrate the consumer purchase behavior from the stage of problem recognition, to information search, to evaluation of alternatives, to purchase decision and finally to post-purchase behavior (Zeithaml and Bitner, 2003). Figure 2.1 shows consumer behavior in relation to the sequence of purchase process for services.

| Need Recognition | → | Information Search | → | Evaluation of Alternatives | → | Purchase and Consumption | → | Postpurchase Evaluation |
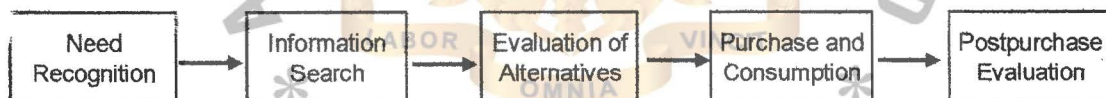
Figure 2.1: Stages in Consumer Decision Making and Evaluation of Services

Source: Zeithaml & Bitner (2003). Service Marketing Integrating Customer Focus Across the Firm (3rd ed.). New York: McGraw-Hill, pp. 37

The first step in Figure 2.1, when the process of buying a service has taken place, is related to the recognition of needs and expectations. Following this, the purchase is regular and low risk, consumers can make their purchase decision quickly. On the other hand, an intensive information search is employed for the first time for usage or high perceived risk. Based on the information on hand, consumers then evaluate alternative service suppliers by reviewing documentation such as

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brochures, websites, consulting with the other people such as friends and visiting potential service suppliers. In the stage of purchase and consumption, consumers' experience with specific service providers lead to the perceived effectiveness of service encounters. Finally, the consumers evaluate service quality and their (dis)satisfaction comparing with their service experiences and expectations. The outcome, therefore, affects brand loyalty and purchase decision whether to stay or switch (Lovelock, Wirtz & Keh, 2002).

2.3 How Insurance Began

Insurance as we know today can be traced to the Great Fire of London which, in 1666 AD, destroyed 13200 houses. In the aftermath of this disaster, Nicholas Barbon opened an office to insure buildings. In 1680, he established England's first fire insurance company, "The Fire Office", to insure brick and frame homes. Gradually the concept of insurance came to be understood as a contract that offered the purchaser protection against the financial loss due to specific incident. Since the risk of financial loss was to be spread amongst the large group of people, the extent of financial loss, in the event of mishap occurred, became less devastating to the individual.

Throughout history, mankind has not known what the future would bring and the unpredictability created a sense of vulnerability; we needed to find a way to help us to cope with such uncertainty in our lives. This need for protection against the possibility of catastrophic losses gave rise to the concept of insurance.

Gradually, the concept of insurance evolved and came to be understood as a contract that offered the purchaser protection against financial loss due to a specific incident. Since the risk of financial loss was to be spread among a large group of people, the extent of financial loss, in the event a mishap occurred, became less devastating to individuals. Unfortunately, history reveals that not everyone understood this basic principal. Consequently, policy purchasers had to be made to understand that the purpose of insurance was restoring the financial position of the insured in the event they incurred a loss, and having insurance was not to be considered a method of making a profit.

2.4 The Life Insurance Market

There are three main types of life insurance policies in actuarial literature (Black and Skipper, 2000) including (a) whole life insurance - which provides a death benefit for lifetime; (b) term life insurance - that provide a death benefit for a limited number of years and, (c) endowment life insurance -which is a term life insurance with a saving component. In general terms, life insurance is a way of dealing with risk and a saving medium for consumers. It also plays important psychological and social roles. As Kotler (1994) stated, 'the major function of life insurance is to protect against financial loss from loss of human life. Besides covering the risk of death, it also covers the risks of disability, critical illness, and superannuation'. Life insurance is therefore developed on the concept of human life value (Sayin, 2003).

Human life value approach focuses on the economic component of human life. Any event affecting an individual's earning capacity has an impact on the individual's human life value. This event may be premature death, incapacity, retirement or unemployment (Black and Skipper, 2000). The human life value concept provides the philosophical basis for the life insurance, which is a product designed to protect the individual against two distinct risks: premature death and superannuation (Browne and Kim, 1993). Thus, while death is not a risk, the time of death is. For most people, death at any age may be considered premature when one dies before adequate preparation has been made for future financial requirements of dependants. Life insurance thus becomes the mechanism for one to ensure a continuous stream of income to the beneficiaries (Black and Skipper, 2000). In this regard, life insurance may be regarded as a saving medium, financial investment, or a way of dealing with risks (Omar and Owusu-Frimpong, 2006).

2.5 Factors Related to Purchasing Life Insurance

Since the life insurance marketing strategy should be developed based on the full investigation of consumers' life insurance purchase behavior, which factors

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affect consumers' decision to purchase life insurance is one of the most fundamental issues in life insurance economics.

According to life insurance marketing theory, consumers' life insurance purchase behavior could be influenced by many factors. Tsai-Ching Liu and Chin-Shyan Chen (2002) analyzed the effects of personal characteristics, such as income, education, sex and occupation on the consumers' purchase intention and purchase premium of private health insurance. Levin (1995) and Rask (2000) studied the effects of the government programs of Medicare and Medicaid on the purchase of private insurance. Yranheikki (2000) analyzed the effect of risk factors on the purchase of private insurance. The above researches had made a great contribution to life insurance marketing theory.

Based on the previous researches, the key factors related to the intention of purchasing life insurance and the premium of purchasing life insurance will be analyzed in this section.

2.5.1 Consumers' Health

Health status, smoking, drinking, working condition, and adventure activities preference are considered as risk factors affecting insurance-accident occurrences by life insurance companies. But researchers have arrived at different conclusions as to whether these risk factors affect consumers' life insurance purchase behavior or not.

Levin (1995) and Yranheikki (2000) indicated that individuals with higher risk would purchase more insurance. Sapelli (2003) confirmed this viewpoint, he indicated that persons who voluntarily purchase health insurance had a higher health risk than the average, and consumed more health care services than the persons who were not insured. Nevertheless, some other researches indicated that risk factors did not have significant effects on the purchase decision. For example, Shi (2001) and Feldman (2004) concluded that health status had very small effect on insurance consumption. Bonet (2000); Wolthuis (1995) indicated that Drinking and Smoking had a great side effect on the health, but they did not have significant effect on the purchase of life insurance. The difference in findings come from research design

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problems including the purchase design measures, risk factors measures and the research samples.

Health status, Drinking, Smoking and Working are very common behaviors in daily life, beside which, there are some less common behaviors such as adventure activities(adventure activities including racing, surfing, etc.) which are more dangerous than daily life behaviors. Virtually all of the studies have relied on daily risk behaviors to measure risk classification, and adventure activities are ignored in previous researches. The questions about Risk Classification and purchase decision relations remain unanswered since empirical results vary substantially across studies. But researchers have assumed that a positive relationship exists between health factors and life insurance purchase decision.

2.5.2 Consumer Needs

If someone depends on a consumer financially, the likelihood is that he/she needs life insurance. Life insurance provides cash to a consumer's family after death. The money the beneficiary receives (the death benefit) can be an important financial resource. It can help cover daily living expenses, pay the mortgage and other outstanding loans, fund tuition, and ensure that the family is not burdened with debt. Having a life insurance policy could mean a spouse or children wouldn't have to sell assets to pay bills or taxes. Another advantage is that beneficiaries won't have to pay income taxes on the money they receive.

The motivating factors for people who do finally make the decision to purchase a life insurance policy usually coincide with the experience of a major life-altering event such as: getting married, starting a family, or purchasing a home. In fact, there are many other good reasons for purchasing a life insurance policy, and included among those reasons are enhancing sense of personal security. In fact, since their inception, life insurance companies have largely been about transferring risks, thus providing their policyholders with the ability withstand any unplanned personal- financial emergencies.

2.5.3 Reasons for Purchasing Life Insurance

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There are many reasons for purchasing life insurance, among which are the following:

- Insurance to provide financial protection and security for surviving family members upon the death of the insured person.

- Insurance to cover a particular need such as paying off a mortgage or other debt upon the insured's death.

- Business insurance to compensate a company on the death of a key employee or to provide a surviving partner the resources to buy out the deceased partner's share of the business.

- Insurance to provide funds to pay estate taxes or other final obligations necessary to settle a deceased person's estate.

- Insurance to provide the funds necessary for the deceased person's burial expenses

2.5.4 Consumers' Attitude toward Life Insurance

An attitude is defined as 'a predisposition to respond' by many theorists. Widespread view is that attitudes are complex systems made up of three components. These are; cognitive component referring to the person's thoughts, affective component referring to person's feelings, and the conative component referring to the person's behavioral tendencies (Ajzen and Fishbein, 1980). By defining attitudes as predispositions to respond, Ajzen and Fishbein, expected attitudes to predict and explain human behavior.

Insurance company surveys have found that many people have a negative attitude toward buying insurance. Cost/affordability is the primary reason why so many people did not have insurance. Additional factors related to employment and the economy was thought to exacerbate the effects of high life insurance costs.

Some people also believed that insurance companies held an exorbitant amount of power and control over the insurance market. This often made it difficult for individuals or small employers to purchase life insurance.

Other factors which created negative attitude toward life insurance included:

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- The basic cost of the insurance premium itself;
- The cost of the co-pay;
- The amount of the deductible; and
- The relative cost of the insurance in comparison with other necessities.

2.5.5 Sales Agents in the Insurance Industry

An insurance agent is a representative of an insurance company who sells insurance policies to third parties. They sell different types of insurance policies, for a single insurance company, in return for a commission. Depending on the type of work they perform they are paid a salary, a salary plus commission, or only commission. He/she is also called an insurance broker in some instances and may work with different companies depending on their area of expertise and coverage.

Sharyn and Mackay (2001) argued that good salespeople in insurance possessed certain characteristics that separated the good from the great:

1. **Belief** - Successful sales people believe in themselves. They have strong values and their conviction in what they do is obvious to the client. The client sees this belief, because the salesperson believes that the product or service that they sell will truly benefit and satisfy the need of their client.

2. **Enthusiasm** - This is an outer reflection of their inner belief. This enthusiasm is infectious and raises the emotion level between the sales person and the client. Rapport is being established and the client begins to like and trust the person they are dealing with. The client becomes enthusiastic; believing there is value in doing business with this person and sees real benefits associated with buying the product or service that is on offer.

3. **Commitment/Dedication** - Committed people are successful people. "Remember, if you want to be the best, if you want to beat the rest, dedication is what you need..."

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4. Voice/Tone/Smile/Presentation - People make up their minds during the first 30 seconds of meeting or conversation and if they don't like what they hear or see then it is highly unlikely that you will do business with that person.

5. Desire / Ego Drive - People with desire are winners. Powerful desires allow people to set realistic goals and they get used to achieving goals and success on a regular basis. Nothing will stand in their way, as their ego drive forces them through barriers & obstacles to achieve successes that most people simply dream about.

6. Empathy - The ability to understand, almost tune into someone's way of thinking. If you are able to put yourself in the client's shoes and try to understand what it is they are feeling, or what they are looking for, then you will strike a rapport with that client. This particular characteristic is essential and indeed rarely seen in the majority of salespeople, but certainly separates the best from the rest.

7. Loyalty - This is a powerful value and being recognized as a person with integrity with the best interests of the client in mind is important in order to build trust with the client. It's a fact people do business with people they like and trust.

8. Listening - Lots of salespeople talk, very few listen! Clients don't want to be sold anything, they want people to listen to their needs and supply them with products or services that add real value. Very often sales people are so focused on selling their company's product that they forget to listen to what the client is saying. They rarely ask the right type of questions and the client's need is never identified. The Presentation is made and the sale lost!

9. Persuasion - This characteristic is important during the negotiation stage. The great salesperson is able to persuade the client that the need for their product or service is indeed necessary and they are able to reassure the client of the value they will get from buying. The salesperson uses client testimonials that are real and creates pictures in the mind of the client. The client is then able to visualize the same benefits working for them in their business.

10. Attitude - This is listed as number ten because it's a complete compilation of the nine before it. It is all of the above and more. It is without doubt the key characteristic for success not just in selling but also in all walks of life. It separates the winners from the losers. It is the difference of being liked or disliked. It is the one single factor that sees some people achieving their goals and ambitions, whilst others falter. It is a characteristic that stands out in the very best politicians, leaders, sportspeople, and winners in general across the globe.

2.5.6 The Role of Sales Agents in Insurance Industry

Salespeople play an important role in fostering a relationship between buyers and sellers. When a consumer develops a close relationship with a salesperson, a friendship may result, which can transform a mere marketing encounter into a social encounter and motivate consumers to maintain relationships with these service providers (Jap 2000). As Doney and Cannon argue (1997), trust toward salespeople influences purchase decisions, which trust and comes from characteristics of the salespeople of conditions in the relation-between salesperson and consumer.

Jap (2000) argues that trust toward salespeople derives from how consistency in the performance of the salespeople, their competence, honesty, sense of justice, level of responsibility, and their unceasing cordiality. In Renold and Arnold's (2000) research that explored the key factors that generate repurchases (2000), loyalty toward salespeople was found to be more important coverage than loyalty toward the retail stores involved. This finding was confirmed by the study of Johnson, Barksdale and Boles (2001) that emphasized the strategic role of salespeople in customer relationship management. According to Renold and Arnold's (2000) the relationship between satisfaction toward salesperson and loyalty toward salespeople needs to be examined further. Their view of satisfaction is that it reflects feelings such as being pleased, joyful or being dejected and detesting something.

2.5.7 Brand Image of Insurance Company

A positive brand image is created by marketing that succeeds in creating strong links between favorable and distinct associations of the brand in the minds of

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consumers. Keller (1998) emphasized what consumers need and want in his study of case of brand awareness. In his study, Keller classified these associations into three major categories of increasing scope, those of attributes, benefits, and attitudes.

Attributes are those descriptive features that characterize a product or service (Keller 1998), these can either be product-related attributes or nonproduct-related attributes. Modifying or altering product-related attributes in various ways can change consumer attitudes toward the relevant product (Cherenev, 2001), which can, in turn, and change their actual behaviors. Wulf (2001), provides evidence about the perceived quality of non-product-related attributes that can indirectly lead to more positive attitude and greater loyalty on the part of consumers towards the relevant service. Benefits can also be further distinguished into three categories: functional benefits, symbolic benefits, and experiential benefits. Functional benefits are the more intrinsic advantages of product or service consumption and usually correspond to product-related attributes. Symbolic benefits relate to underlying needs for social approval or personal expression and outer-directed self-esteem. Experiential benefits relate to what it feels like to use the product or service and correspond to both product-related attributes and nonproduct-related attributes such as usage imagery. (Keller 1998).

Consumers' brand attitudes generally depend on specific considerations concerning the attributes and benefits of the brand. Chaudhuri and Holbrock's (2001) investigated the psychological condition of customer's brand attitudes, which they argued comprises brand trust and brand affect. Brand trust is the degree of reliance of customers on the quality of product or service provided by the brand. As Sirdeshmukh, Singh and Sabol (2002) argue, brand trust itself causes faith in the firm and in the salesperson; both of which come from competence, benevolence, and the ability to solve relevant problems on the part of the firm and the salesperson. The strength of brand trust on the part of consumers is reflected in the purchase intentions. Brand affect is a positive emotion derived from a particular brand that affects the extent of purchase intentions, which itself depends on the degree of delight of consumers with the particular product or service (Barone, Miniard & Romeo 2000; Chaudhuri and Holborck 2001 ; Chaudhuri 2002).

Past research shows that in different companies there are different things that influence brand trust and brand affect. In general, however they suggest that as regards gaining customer loyalty, brand trust is more important than brand effect. Once such loyalty is gained, then functional benefits and experiential benefits play the important roles in strengthening brand trust further. From a practical perspective, this suggests that when insurance companies design their marketing, they should appeal to-place emphasis on-the functional and experiential benefits of their products or services. In this way they can foster or encourage customer loyalty to their products and services.

However, whilst still observing this 'rule' different companies ought to design their own marketing programs based on the actual relationship of the company with their customers. Another concept that can be deployed to build attitude loyalty on the part of customers is brand affect. As is the case with developing brand trust, emphasizing the experiential benefits-from using the product or service-is an effective way of strengthening such attitude loyalty on the part of customers. Much marketing activity is directed at finding ways to encourage consumers to trial or repeat purchases of products or use of services. The strongest and potentially most effective way of doing this is to refer to, or draw attention to, the favorable or positive experiences associated with the repetition or the trialing of purchases or uses-of the products or services in question. One notable trend in marketing supported by the present result is the growing importance of after-marketing, that is, these marketing activities that occur after customer purchase or use.

2.5.8 Consumers' Decision Making

Here are five findings that research tells us can play a large role in individual financial decision-making.

- Premature death is both unpleasant to think about and a low probability, so people tend to assume it won't happen to them, even though the financial impact on their family could be great. This can be a reason not to make a decision to buy life insurance.

- Buying life insurance can be complicated. If the "cost" of getting information, in time and effort, is too high, people will put it off and not

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make a decision. Interestingly though, talking about it with friends and family seems to help reduce that "cost" and people will often copy another's decision to buy.

- Oddly, people hate to lose much more than they like to win. The pain of loss is more than twice as powerful psychologically as the pleasure of gain. People tend to think of insurance premiums as immediate "losses" and undervalue the possible future "gain" of a life insurance payment should they die prematurely. This can be another reason not to make the decision to buy life insurance.

- People are usually willing to spend only so much on insurance - their insurance "account," as it were. They may focus mainly on home, auto, and health and decide they "can't afford" more insurance and fail to adequately insure their life.

- The final decision to buy life insurance is partly emotional. Three key emotions involved in the decision are regret, fear, and love. Suppose you were diagnosed with a terminal illness. Would you be very sorry if you had not bought life insurance before getting sick? That's regret. How worried are you about the possibility of premature death? That's fear. Would purchasing life insurance express your strong feelings about your family? That's love. Any of these emotions may encourage people to buy life insurance.

Knowing how psychological factors may influence important financial decisions can help consumers, working with a trusted professional, make the best decision about their need for life insurance.

2.5.9 Demographic Factors and Insurance

When underwriting insurance policies, insurance companies base their premiums on a wide variety of factors that may affect the claims cost they observe among their customers. In most cases, a person needs life insurance only if someone depends on him/her for support. The following can be used as a guide to determine the need for life insurance:

- Single people normally do not need life insurance unless they are single parents or support someone such as an elderly parent.

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- Working couples without children or dependent parents usually do not need life insurance, particularly if the surviving spouse would make enough money to meet expenses and pay debts without exhausting savings.

- Families (including single-parent households) usually need life insurance because the children depend on the parent's income. The younger the children, the greater the need for life insurance.

- Older people whose children are grown and independent are less likely to need life insurance. A well-planned savings program should decrease the family's need for life insurance as wage earners approach retirement age.

- Life insurance is sometimes used to fund funeral arrangements. This need should be fully reviewed for the best funding source.

❖ Gender

Marketers notice an opportunity for gender segmentation. Gender influences consumer's thinking, values, attitude, behavior, wants and buying decision (Kotler, 1994). It means that males and females have different thinking, values, attitudes, behavior, wants in their purchase decisions. Women place more importance on personal gratification exemplified by such things as a comfortable life, pleasure, and happiness. Gender also underpins life insurance premiums. Females are less likely to die than males as a whole. It follows from this that, on average, women live longer. Women may be charged lower life assurance premiums than men of the same age therefore, although premiums will also take account of health, smoking habits and lifestyle.

❖ Age

Product needs often vary with consumer age. Many marketers have curved themselves a niche in the marketplace by concentrating on a specific age segment (Schiffman and Kanuk, 2007). Parrama (1995) also explained that age influences buying decision since age is one factor influencing consumer behavior and thinking. The younger people are when they buy life insurance, the cheaper it will usually be in the long run. Also, health examinations are usually less involved for people under age 30. As a person gets older, your risk of death from medical conditions such as diabetes or cancer increases and could impair their ability to get coverage at all.

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❖ Income

Income is a factor related to buying behavior. Consumers having different income can cause different buying behavior. The major problem with segmenting the market on the basis of income alone is that income simply indicates the ability (or inability) to pay for a product (Schiffman and Kanuk, 2007). Kotler (1994) stated that the customer forms a purchase intention based on such factors as expected family income, price and expected benefits from the products and services. In terms of insurance, consumers with higher income levels can purchase insurance for both themselves and their family members and can insure themselves for higher amounts than those with lower income levels.

2.6 Purchasing Intention

Once consumer has selected a product alternative, the next step in consumer decision-making model is to complete the purchase. The purchase part of the transaction is influenced by the buyer's intention and other special conditions that exist in the market place (Douglas and Dalrymply, 2000). Purchase intention, or willingness to buy, has been defined as the consumer's likelihood of purchasing the product (Dodd et al., 1991). Purchase intention has been widely used in the literature as a predictor of subsequent purchase (Nevin and Houston, 1980). Li, Daugherty and Biocca (2002) stated that purchase intention is a common effectiveness measure and often used to anticipate a response behavior. Dodds and Monroe (1985) suggest that willingness to buy or purchase intention is a behavioral tendency that the consumer will purchase the product. Consumer forms preferences among the brands in the choice set in the evaluation stage the consumers might also form an intention to buy the most preferred brand (Kotler, 2004).

2.7 Conation as Purchase Intention

Conation is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. According to some interceptions, the conative component may include the actual behavior itself. In marketing and consumer research, the conative component is frequently treated as an expression of the consumer's intention to buy. Buyer

intention scales are used to assess the likelihood of a consumer purchasing a product or behaving in a certain way (Schiffman and Kanuk, 2007). The behavioral component may take the form of overt behavior. Assael (1981) suggested that a consumer's rush to purchase and use the product after reading any article is a manifestation of the response to the positive feeling generated by the article, this is generally measured in terms of intention to buy. Measuring purchase intention is particularly important in developing marketing strategy. Marketing managers frequently test the components of marketing mix to determine what most effectively influences purchase behavior (Assael, 1981).

Researchers draw on the Fishbien's theories of attitude-behavior in order to explain the intention to purchase a product. Behavioral intention is a proposition connecting self and future action. Behavioral intention is created though a choice / decision process in which beliefs about two types of consequences – performing behaviors and social influence – are considered and integrated to evaluated behaviors and select among them (Peter and Olson, 2002).

There is a connection in between behavioral intention and attitudes as attitudes can predict a consumer's behavioral intention. According to Ajzen and Fishbein, attitude and behavioral phenomena comprise of fours elements: the action, the target of that action, the context within which the action occurs, and the time at which it takes place (Ajzen and Fishbein, 1980).

The Fishnbein and Ajzen's theory of reasoned action is based upon the frequently substantiated finding that an individual's behavior is predictable from his/ her beliefs about consequences of performing a particular behavior (in a given situation), the way in which he /she evaluated these consequences, social norms which describe correct behavior in that situation, and his/her (learned) motivation to exhibit correct behavior (Fishbein, 1980).

All of determinants of behavioral intention and behavior itself are situational modified; the relative importance of attitude toward the act and subjective norm in any particular behavior prediction is itself determined by the nature of the behavior in question, the contextual conditions specified for its performance and the personal characteristics of the individual (Fozall, 1996). The relevant past behavior can

account for a significant amount of variability in present behavior, which is not mediated by behavior intentions (Bentler and Speckart, 1981).

Figure 2.2: Schematic Representation of Fishbein's Intention Models
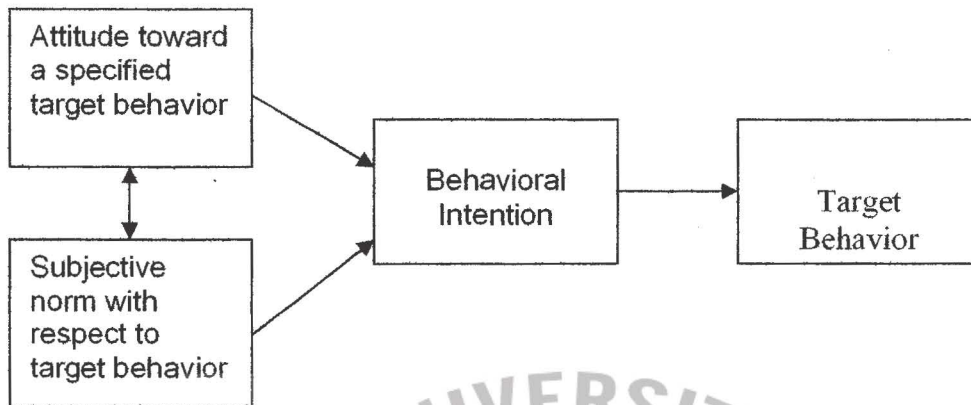
Source: Ajzen, I., and Fishbien, M. (1980). <u>Understanding Attitudes and Predicting Social Behavior.</u> Englewood Cliffs. New Jersey. Prentice-Hall

The model of behavior intention advanced by Ajzen and Fishbien represents one of the most sophisticated means of relating behavioral intentions to actual behavior. This model actually predicts behavior intentions rather than behavior, but the assumption is that under the right conditions these will approximate behavior. It arrives at its prediction of behavioral intention by summing two others measures:

- A measure of the respondent's attitude toward behaving in some stated way toward of an object, and

- A measure of the individual's subjective norm, i.e., his or her belief about other people's evaluation to comply with what they think (Foxall, 1996).

2.8 Previous Studies

Omar (2007) conducted a study to determine Nigerian consumers' attitudes towards buying life insurance and to understand their intention to purchase life insurance that may provide a useful framework in determining effective marketing communications strategies to reach the target market. The objectives were: (a) to provide insight into the possible reasons of non-consumption of life insurance; (b) to determine the ways to encourage more Nigerian consumers to consider buying a

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life insurance and, (c) to identify the relative importance of attitude within the context of the theory of reasoned action (TRA). The population of interest was people aged 25-54 years; belonging to high and middle social classes (A, B, and C), and who did not currently have life insurance cover. The inclusion in the sample was dependent on the person having responsibility for at least one other person, that is, they should have at least one dependent. Sampling area was defined as Abuja because it is the Federal capital territory and Nigerians from all tribes and social class backgrounds are represented in the capital. A structured questionnaire consisting of three distinctive but related sections was designed for this investigation. The results of this research showed that lack of trust and confidence in the insurance companies are the foremost reasons for not buying a life insurance policy in Nigeria. Relatively, less influential reasons for not buying a life insurance was lack of knowledge about insurance products. Thus, people who are more fearful of premature death are more likely to buy life insurance. Nearly one third of the respondents did not think they are exposed to the risks of death, disability, and critical illness in the near future. Almost 20 percent of non-policy holders put forward the negative word-of-mouth as a reason for not having life insurance. Insurance services providers will, therefore, have to introduce proactive strategies that are primarily aimed at educating consumers and encouraging greater usage of life insurance. Marketing communication objectives should be based on creating awareness, inform of the benefits inherent in life insurance and to reinforce the purchasing decision.

Der-jang (2007) integrated Aaker's Brand Equity (1996) and Keller's Brand Associations (1998) Models to develop an integrated branding model to explore influences on the role of sales agents in service industries. Information was collected by means of personal interviews with customers from major cities in Taiwan. Samples were drawn from insurance companies' customers of various ages, both male and female (N=368). The responses of samples were rejected when members-of the sample-failed to answer some items in the questionnaire (n=57). There are 311 respondents in the final useful sample. This research enhances our understanding of the role of sales agents in marketing branding strategies. Specifically, it was found that when customers perceive significant social and merit benefits to flow from the relevant product or service, they typically have more

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positive attitudes to the sales agents involved. Further, these positive attitudes appear to translate into greater loyalty on the part of customers.

Zhang, Zhang, and Bin Dan (2007) investigated factors affecting the intention and premium of purchasing life insurance in China. The sample in the survey consisted of customers who have purchased life insurance and the potential customers who have not purchased life insurance, all of the responses are city inhabitants. The survey was performed by interviewing on the street or on the internet. Overall, 538 persons took part in the survey. To test the hypotheses derived from the previous section, a questionnaire was designed to collect the necessary information. The results showed that the extent of worrying about future (ECWF), economical condition(EC), cognition about life insurance(CLI) and risk classification– adventure(RCA) have significant positive effects on the intention of purchasing life insurance(IPLI). Economical condition(EC) has significant positive effect on the premium of purchasing life insurance(PPLI); risk classification-health status(RCHS) has significant negative effect on the premium of purchasing life insurance(PPLI). Among these factors, cognition about life insurance has the biggest effect on the intention of purchasing life insurance and economical condition has the biggest effect on the premium of purchasing life insurance.

The authors concluded that life insurance market and their products should be designed based on consumers' demand. Life insurance firms should pay more attention to the problems of annuities, medical care and education tuition which indeed have significant effects on the intention of purchasing life insurance. Second, there are significant differences of life insurance purchase decision among different people, so Targeted Marketing is necessary to identify potential buyers. Finally, life insurance firms should focus on enhancing the cognition about life insurance by advertisement. What is more important, they must provide a better service for customers in order to build trust.

2.9 Conceptual Framework and Hypothesis

Conceptual Framework

Independent Variables

X_1

| Consumers' health status |

X_2

| Consumer Needs |

X_3

| Consumers' Attitude Toward Products |

X_4

| Consumers' Attitude Toward Salesperson |

X_5

| Brand of Insurance Company |

X_6

| Salesperson's Ability |

X_7

| Consumers' decision making power |

X_8

| Marital status |

X_9

| Gender |

X_{10}

| Income |

X_{11}

| Age |

Y   Dependent Variable

| Consumers' purchasing intention toward Life insurance |

Hypotheses

Ha1: there is a relationship between consumers' health status and purchasing intention toward life insurance

Ha2: there is a relationship between consumers' need and purchasing intention toward life insurance.

Ha3: there is a relationship between consumers' attitude toward product and the purchasing intention toward life insurance.

Ha4: there is a relationship between consumers' attitude toward salesperson and the purchasing intention toward life insurance.

Ha5: there is a relationship between brand of company and the purchasing intention toward life insurance.

Ha6: there is a relationship between salesperson's ability and the purchasing intention toward life insurance.

Ha7: there is a relationship between consumers' decision power and the purchasing intention toward life insurance.

Ha8: there is a difference between marital status on the purchasing intention toward life insurance.

Ha9: there is a difference between gender on the purchasing intention toward life insurance

Ha10: there is a difference between consumers' income on the purchasing intention toward life insurance.

Ha11: there is a difference between age on the purchasing intention toward life insurance.

CHAPTER 3

METHODOLOGY

This chapter contains a description of research design, methodology, sampling design, questionnaire design, data collection, and statistical treatment used to test hypotheses. The purpose of this chapter is to explain which method will be used for each process of the research.

3.1 Research Method

Descriptive research is used in this research, which is designed to describe the characteristics of a population. Descriptive research seeks to determine the answer to who, what, when, where, and how questions (Zikmund, 2003). Therefore, descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible. It provides the number of times something occurs or frequency, and lends itself to statistical calculations such as determining the average number of occurrences or central tendencies. The research technique used in this study is the survey method. The survey was conducted by using self-administered questionnaires to collect the data. This technique provides quick, inexpensive, efficient and accurate means of assessing information about a population (Zikmund, 2003).

3.2 Respondents and Sampling Procedures

3.2.1 Target Population

The target population of this study was people aged 25 years of age and above in Bangkok who are aware of life and health insurance products. The reasons why this criteria was used as the population is that the respondents of this age are or are in the process of becoming financial independent and able to afford life and/or health insurance products.

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3.2.2 Sampling Element

Sampling element is the individual member of a specific population (Zikmund, 2003). In this study, the sampling element is a person, aged 25 and over, in Bangkok.

3.2.3 Sampling Unit

Sampling unit is the place where the researcher can find the sampling element (Zikmund, 2003). In this study, the sampling unit is places where many members of the specified population can be found.

3.2.4 Sample Size

The samples, as mentioned, are the people aged 25 years or more in Bangkok. These people are an unknown population. Hence, the number of samples needed for conducting this research is based on previous studies: Rowland, Parker, Monroe and Scott (2002) examined the consumer perceptions of the environmental impacts of different energy influencing the behavior intentions toward green products, 480 respondents answered the questionnaires. Another is Follows and Jobber's (2000) study whereby the authors researched the determinants of environmentally responsible purchase behavior in baby diaper product, with 334 sampled respondents. Similarly, Fin and Suh (2005) applied 200 respondents as the sample sizes for integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context.

Furthermore, Blank (1984) mentioned that the sample size must be large enough to represent the entire population in order to generate a valid result. Therefore, this study targeted 500 sample respondents to ensure a good outcome. For this study, it's decided that the sample would be 250 Thai men and 250 Thai women. This equal distribution eliminates the possibility of gender bias.

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3.2.5 Sampling Procedure

Zikmund (2003) stated that sampling is the process of using small number of items or parts of the whole population to make conclusions regarding the whole population. In this research, non-probability sampling will be used for selecting the respondents. In non-probability sampling the probability of any particular member of the population being selected is unknown (Zikmund, 2003). Also, since elements are chosen arbitrarily, there is no way to estimate the probability of anyone element being included in the sample.

3.3 Data Collection

The survey was conducted in the Maruey Knowledge & Resource Center at the Stock Exchange of Thailand, CRC Tower at All Seasons Place on Wireless Road, Sintorn Building on Wireless Road, Paholyothin Place Building on Paholyothin Road, and Tesco Lotus Sukumvit.

Further advantages of these locations are that individuals going to the Maruey Knowledge & Resource Center come largely from the Thai socio-economic groups most likely to hold insurance products and are aware of the life insurance firms providing the products, and the center is open and used until 11.00 p.m. daily and until mid-night on Fridays and Saturdays. The interviews were conducted in and around the Maruey Knowledge & Resource Center in the first week August, 2008

CRC Tower at All Seasons Place on Wireless Road, Sintorn Building on Wireless Road, Paholyothin Place Building on Paholyothin Road, were locations which had many office workers in the surrounding buildings. It could be ascertained that they had their own income and had financial independence and most likely be aware of life insurance products.

Tesco Lotus Sukhumvit was an interesting location as it near Onnuj BTS. There were many office workers who took the BTS from this station to their work place. It could thus be a potential location to conduct the interviews.

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3.4 Research Tool

A questionnaire was used as the research tool to guide oral interviews with respondents. To avoid language barriers, the questionnaire employed the Thai language. The questionnaire was divided into four parts.

Part 1: Screening Questions

This section assures that all respondents meet the selection criteria noted above: insurance products currently holding and awareness of insurance product.

Part 2: Questions about interviewees' heath and health care

This section contains questions to find out what the interviewee's life style is and how he/she takes care of his/her health. The result of this part will be linked to the purchasing intention.

Part 3: Questions about attitude toward life insurance product and sales agent

This section contains questions to measure attitude toward life insurance product and toward life insurance sales agent.

Part 4: Questions about other attributes

This part contains the questions of other attribute such as sales agent abilities, consumers' need, brand image of company and decision making power.

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Part 5: Personal Profile

This section contains of interviewees' profiles which are demographic information. It also assures that all respondents meet the selection criteria noted above: gender and age.

Responses to part 2-4 of the questionnaire indicate the level of relationship of each attribute and the strength of its association with the consumers' purchasing intention on life insurance product.

All data collected answered the research question: what is/are the attribute(s) related to purchasing intention for life insurance?

3.5 Statistical Treatment of Data

The researcher used the Statistical Package for Social Science (SPSS) program in calculating data from the questionnaire. Pearson correlation coefficient was used to measure the relationship between attributes and purchase intention of the respondents for life insurance.

The statistical treatments used in this research are as follows:

3.5.1 Descriptive Statistics

Descriptive statistics help to summarize the characteristics of large sets of data using only a few numbers (Wilson, 2003). Descriptive statistics involve transformation of raw data into a form that provides information to describe a set of factors in a situation (Sekaran, 2003). Normally the descriptive statistics measures the central tendency (mean, mode and median) and measures of variability (range, inter-quartile range and standard deviation).

The objective of the descriptive statistics is to develop sufficient knowledge to describe a body of data by showing the level for the measurements that the researcher wants to study. Descriptive statistics, frequency tables, and average mean will be used for analyzing the demographic profile of the respondents in terms of age, gender, and income as well as respondents' purchase intention for life

insurance products. The Arbitrary Level given below and Descriptive Rating will be used for grouping responses into levels:

Table 3.1 : The Arbitrary Level

Arbitrary Level	Weighted Score	Descriptive Rating
1.00 – 1.80	1 point	Strongly Disagree (SD)
1.81 – 2.60	2 points	Disagree (DA)
2.61 – 3.40	3 points	Indifference (I)
3.41 – 4.20	4 points	Agree (A)
4.21 – 5.00	5 points	Strongly Agree (SA)

3.5.2 Inferential Statistics

The primary purpose of inferential statistics is to make judgments about the population or the collection of all elements about which one seeks information (Zikmund, 2000). The sample is the subset or relatively small fraction of the total number of elements in the population. It is useful to distinguish between the data computed in the sample and the data or variables in the population. The term sample statistics designates variables in the sample or measures computed from the sample data and sample statistics are used to make inferences about population parameters; the variables or measured characteristics of the population. Thus, this type of statistics is used to make judgment or inference about the population on the basis of a sample or a small group drawn from the large group.

❖ **Pearson's product moment correlation coefficient**

Pearson Correlation Coefficient was used to find the relationships between Attributes and Purchase Intention for life insurance. Malhotra (2004) claimed that the product moment correlation, r, is the most widely used statistic, summarizing the strength of association between two metric (interval or ratio scaled) variables, say X and Y. It is an index used to determine whether a linear, or straight line,

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relationship exists between X and Y. It indicates the degree to which the variation in one variable, X, is related to the variation in another variable, Y.

Because it was originally proposed by Karl Pearson, it is also known as Pearson correlation coefficient. It is also referred to as simple correlation, bivariate correlation, or merely the correlation coefficient. From a sample of n observations, X and Y, the product moment correlation, r, can be calculated using the following formula:

$$r = \frac{\sum (X-\bar{X})(Y-\bar{Y})}{\sqrt{\sum (X-\bar{X})^2 (Y-\bar{Y})^2}}$$

The hypothesis to test Pearson correlation coefficient is as follows:

$H_0: \rho = 0$

$H_a: \rho \neq 0$

The null hypothesis (H_0) will be rejected when the P-value (significance of correlation) is less than the value of α, then (H_a) will be accepted.

To measure the level of correlation of each variable, a range of confidence level was set at 95 percent, and the interpretation of the correlation results will be as the Table 3.2 below:

Table 3.2 : *r*-value and measure the strength of association.

Correlation (r)	Interpret
1	Perfect positive linear association
0	No linear association
-1	Perfect negative linear association
0.90 to 0.99	Very high positive correlation
0.70 to 0.89	High positive correlation
0.4 to 0.69	Moderate positive correlation
0 to 0.39	Weak positive correlation
0 to -0.39	Weak negative correlation
-0.40 to -0.69	Moderate negative correlation
-0.70 to -0.89	High negative correlation
-0.90 to -0.99	Very high negative correlation

Source: Hussey (1997), "Business research: A practical guide for undergraduate and postgraduate students, page 227.

❖ **Analysis of variance (ANOVA)**

Cooper and Schindler (2003) identified that Analysis of Variance (ANOVA) is the statistical method for testing the null hypothesis that the means of several populations are equal. One-way analysis of variance will be adopted in this study. It uses a single factor, fixed-effects model to compare the effects of one factor on a continuous dependent variable. ANOVA uses squared deviations of the variance so computation of distances of the individual data points from their own mean or from the grand means can be summed. The total deviation of any particular data point may be partitioned in to between groups' variance and within-groups variance. The test statistic for ANOVA is the F ratio. It compares the variance from the last two sources:

$$SS_T = \sum x^2 - \frac{(\sum x_T)^2}{N}$$

$$SS_b = \sum \frac{(\sum x)^2}{n} - \frac{(\sum x_T)^2}{N}$$

$$SS_w = SS_T - SS_b$$

$$df_b = (\text{number of groups} - 1)$$

$$df_T = (\text{number of subjects} - 1)$$

$$df_w = df_T - df_b$$

$$MS_b = \frac{SS_b}{df_b}$$

$$MS_w = \frac{SS_w}{df_w}$$

$$F = \frac{MS_b}{MS_w}$$

Where: MS_b = Mean square between group

   SS_b = Sum of squares between group

   df_b = Degrees of freedom between group

   MS_w = Mean square within group

   SS_w = Sum of squares within group

   df_w = Degrees of freedom two group

If the null hypothesis is true, there should be no difference between the populations and the ratio should be close to 1. If the population means are not equal, the numerator should manifest this difference, and the F ratio should be greater than 1. The F distribution determines the size of ration necessary to reject the null hypothesis for a particular sample size and level of significance.

Table 3.3 : Statistical Treatments Summary

No	Null hypothesis	Statistics used
Ha1:	there is a relationship between consumers' health status and purchasing intention toward life insurance	Pearson Correlation Coefficient
Ha2:	There is a relationship between consumers' need and purchasing intention toward life insurance.	Pearson Correlation Coefficient
Ha3:	There is a relationship between consumers' attitude toward product and the purchasing intention toward life insurance.	Pearson Correlation Coefficient
Ha4:	There is a relationship between consumers' attitude toward salesperson and the purchasing intention toward life insurance.	Pearson Correlation Coefficient
Ha5:	There is a relationship between brand of company and the purchasing intention toward life insurance.	Pearson Correlation Coefficient
Ha6:	There is a relationship between salesperson's ability and the purchasing intention toward life insurance.	Pearson Correlation Coefficient
Ha7:	There is a relationship between consumers' decision power and the purchasing intention toward life insurance.	Pearson Correlation Coefficient
Ha8	There is a difference between consumers' marital status on the purchasing intention toward life insurance.	ANOVA.
Ha9	There is a difference between consumers' gender on the purchasing intention toward life insurance.	ANOVA.
Ha10	There is a difference between consumers' income on the purchasing intention toward life insurance.	ANOVA.
Ha11:	There is a difference between consumers' age on the purchasing intention toward life insurance.	ANOVA.

CHAPTER 4

DATA ANALYSIS AND RESULTS

This chapter contains the data analysis of the questionnaires collected from the samples. The researcher uses the Statistical Package for Social Science (SPSS) program for analyzing the data.

4.1 Tests for Reliability

In order to verify the workability of the questionnaire, the pretest was conducted by distributing 30 trial questionnaires to the consumers who met the respondents' criteria 1) 25 years old and above; 2) be aware of life insurance products. The pretest used SPSS to calculate for reliability by using Cronbach's alpha.

Normally, the appropriated Cronbach's alpha level should be equal to or more than 0.60 which mean the questionnaire is reliable. If it is less than 0.60, it can be corrected by adding more questions or cutting the questions which have the lowest of corrected item-total correlation value that will result in a higher level of reliability (Malhotra, 1993).

The following tables showed that all items tested by Cronbach's Alpha were greater than 0.60. Hence the questionnaire was deemed to have adequate reliability.

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Table 4.1: Reliability Analysis

Variables	No of items	No of cases	Cronbach's Alpha
Health status	4	30	0.636
Attitude toward product	8	30	0.886
Attitude toward sale agents	4	30	0.934
Sale agents' ability	5	30	0.949
Consumer's need	5	30	0.883
Brand image	4	30	0.790
Consumer's decision making power	3	30	0.748
Purchasing Intention	3	30	0.895

4.2 Data Analysis and Results

The data analysis is divided into two parts: descriptive analysis and hypothesis testing. The descriptive analysis has analysis of demographic characteristics and analysis of independent and dependent variables.

4.2.1 Descriptive Analysis

- **Descriptive Analysis of Demographic Characteristics**

Demographic characteristics of respondents which were related to purchasing intention in this study include marital status, gender, income, and age. The other was occupation and education level. The details were showed in the following tables which were interpreted from the highest frequency of respondents to the lowest frequency of respondents.

Table 4.2 Frequency Table of Marital Status of Respondents

Marital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	425	85.0	85.0	85.0
	Married	50	10.0	10.0	95.0
	Divorce	25	5.0	5.0	100.0
	Total	500	100.0	100.0	

Table 4.2 shows the classification of respondents by marital status which can be concluded that among the 500 respondents; most of them or 425 respondents were single representing 85% of the total respondents, 50 are married representing 10% of the total respondents and 25 are divorced representing 5% of the total respondents.

Table 4.3 Frequency Table of Gender of Respondents

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	250	50.0	50.0	50.0
	Male	250	50.0	50.0	100.0
	Total	500	100.0	100.0	

Table 4.3 shows that the respondents classified in gender group were 250 respondents representing 50% of the total respondents equally in each gender group. According to methodology in chapter, this equal distribution eliminated the possibility of gender bias.

Table 4.4 Frequency Table of Income of Respondents

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 5000	13	2.6	2.6	2.6
	5001 - 10000	187	37.4	37.4	40.0
	10001 - 20000	248	49.6	49.6	89.6
	20001 - 30000	31	6.2	6.2	95.8
	30001 - 40000	11	2.2	2.2	98.0
	more than 40000	10	2.0	2.0	100.0
	Total	500	100.0	100.0	

Table 4.4 shows the classification of income level of the respondents. The majority of respondents or 248 respondents were in group of 10,001 – 20,000 baht which is representing 49.6% of the total respondents. A total of 187 respondents were in 5,001-10,000 baht group representing 37.4% of the total respondents. 31 respondents were in 20,001-30,000 baht group representing of 6.2% of the total respondents. 13 respondents were in group of less than 5,000 baht representing 2.6% of the total respondents. 11 respondents were in group of 30,001-40,000 baht and 10 respondents were in group of more than 40,000 baht which represents 2.2% and 2%, respectively.

Table 4.5 Frequency Table of Age of Respondents

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-32 yrs	400	80.0	80.0	80.0
	33-40 yrs	75	15.0	15.0	95.0
	41-48 yrs	15	3.0	3.0	98.0
	49-56 yrs	5	1.0	1.0	99.0
	57-64 yrs	5	1.0	1.0	100.0
	Total	500	100.0	100.0	

Table 4.5 shows that most respondents were aged 25-32 years old which was 400 respondents representing 80% of the total respondents. 75 respondents were aged 33-49 years old or 15 % of the total respondents. The rest was 15 respondents aged 41-48 years old, 5 respondents aged 49-56 years old, and other 5 respondents aged 57-64 years old which represent 3%, 1%, and 1%, respectively.

Table 4.6 Frequency Table of Occupation of Respondents

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business owner	51	10.2	10.2	10.2
	Private company	427	85.4	85.4	95.6
	Government	8	1.6	1.6	97.2
	Private enterprise	4	.8	.8	98.0
	Unemployed/Housewife	10	2.0	2.0	100.0
	Total	500	100.0	100.0	

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Table 4.6 shows that among 500 respondents, most respondents were private company officers which is 427 respondents representing 85.4% of the total respondents. 51 respondents were business owners or 10.2 % of the total respondents. The rest were 10 respondents who were unemployed/housewives, 8 respondents were government officers, and 4 respondents were private enterprise officers which were representing 2%, 1.6% and 0.8%, respectively.

Table 4.7 Frequency Table of Education of Respondents

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below high school	20	4.0	4.0	4.0
	High school	31	6.2	6.2	10.2
	Diploma	26	5.2	5.2	15.4
	Bechelor	367	73.4	73.4	88.8
	Master	56	11.2	11.2	100.0
	Total	500	100.0	100.0	

Table 4.7 shows the classification of respondents by education level. The below high school level consisted of 20 respondents representing 4% of the total respondents. The high school level consisted of 31 respondents representing 6.2% of the total respondents. The diploma level consisted of 26 respondents representing 5.2% of the total respondents. The bachelor degree level consisted of 367 respondents representing 73.4% of the total respondents. The master degree or higher level consisted of 56 respondents representing 11.2% of the total respondents.

- **Descriptive analysis of independent and dependent variables**

Table 4.8 Descriptive Statistic of Health Status

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. You were a healthy person.	500	1	5	3.84	.896
2. Your occupation is risky.	500	1	5	2.96	1.035
3. You always have healthy meals	500	2	5	3.59	.787
4. You always do work outs.	500	1	5	3.09	.922
Valid N (list wise)	500				

Table 4.8 shows that the mean score of "you were a healthy person" was 3.84. "Your occupation is risky" had a mean score of 2.96; "you always have healthy meals" had a mean score of 3.59. "You always do work outs" had a mean score of 3.09.

Table 4.9 Descriptive Statistic of Attitude toward Product

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
5. Life Insurance makes assurance of financial security for oneself and family.	500	1	5	3.83	.847
6. It can assure that there will be the money for sickness treatment.	500	1	5	4.05	.794
7. It is a preparation for funeral expenses.	500	1	5	3.87	.876
8. It is a preparation for descendents.	500	1	5	4.01	.881
9. It makes for security in old age.	500	1	5	3.87	.993
10. It is one saving type which fetches dividend and interest.	500	1	5	3.67	.929
11. It assures that no one will be in trouble in case of serious sickness, handicap or death.	500	1	5	4.09	.807
12. It reduces financial, business, health risks	500	1	5	3.85	.903
Valid N (list wise)	500				

Table 4.9 shows that the mean score of "Life Insurance makes assurance of financial security for oneself and family" was 3.83. "It can assure that there will be the money for sickness treatment" had a mean score of 4.05. "It is a preparation for funeral expenses" had a mean score of 3.87. "It is a preparation for descendents" had a mean score of 4.01. "It makes for security in old age" had a mean score of 3.87. "It is one saving type which fetches dividend and interest" had a mean score of 3.67. "It assures that no one will be in trouble in case of serious sickness, handicap or death" had a mean score of 4.09. "It reduces financial, business, health risks" had a mean score of 3.85.

Table 4.10 Descriptive Statistic of Attitude toward Sale Agents

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
13. Is able to explain clearly and to the point	500	1	5	3.91	.944
14. Offers appropriate policy to customers.	500	1	5	3.97	.982
15. Gives full explanation	500	1	5	4.11	.959
16. Co-ordinates claims.	500	1	5	4.07	1.039
Valid N (listwise)	500				

Table 4.10 shows that "Is able to explain clearly and to the point" had a mean score of 3.91. "Offers appropriate policy to customers" had a mean score of 3.97. "Gives full explanation" had a mean score of 4.11. "Co-ordinates claims" had a mean score of 4.07.

Table 4.11 Descriptive Statistic of Sale Agent Ability

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
17. Regularly visits or calls.	500	1	5	3.76	.990
18. Consistently takes care of customers.	500	1	5	3.90	1.019
19. Is a good consultant	500	1	5	3.90	.971
20. Not just concerned with incentives	500	1	5	3.82	1.154
21. Assists in emergency situations.	500	1	5	4.01	1.027
Valid N (listwise)	500				

Table 4.11 shows that "Regularly visits or a call" had a mean score of 3.76. "Consistently takes care of customers" had a mean score of 3.90. "Is a good consultant" had a mean score of 3.90. "Not just concerned with incentives" had a man score of 3.82. "Assists in emergency situations" had a mean score of 4.01.

Table 4.12 Descriptive Statistic of Consumers' Needs

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
22. Financial security	500	1	5	4.04	.895
23. Old age security	500	1	5	4.11	.839
24. Returns on investment	500	1	5	3.78	.917
25. Financial security for the descendents	500	1	5	4.19	.849
26. Assurance in case of serious sickness or handicap that there will be money for treatment	500	1	5	4.22	.829
Valid N (list wise)	500				

Table 4.12 shows that "Financial security" had a mean score of 4.04. "Old age security" had a mean score of 4.11. "Returns on investment" had a mean score of 3.78. "Financial security for the descendents" had a mean score of 4.19. "Assurance in case of serious sickness or handicap that there will be money for treatment" had a mean score of 4.22.

Table 4.13 Descriptive Statistic of Company Brand Image

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
27. There is no difference in policy of each company	500	1	5	2.89	1.156
28. Only trustworthy companies will be selected.	500	1	5	4.09	.848
29. Only well known companies will be selected	500	1	5	3.53	.925
30. You will buy insurance policy only from known sales agent and don't care what company they were in.	500	1	5	3.08	1.074
Valid N (listwise)	500				

Table 4.13 shows that "There is no difference in policy of each company" had a mean score of 2.89. "Only trustworthy companies will be selected" had a mean score of 4.09. "Only well known companies will be selected" had a mean score of 3.53. "You will buy insurance policy only from known sales agent and don't care what company they were in" had a mean score of 3.08.

Table 4.14 Descriptive Statistic of Consumers' Decision Making Power

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
31. You have financial independence.	500	1	5	3.91	.970
32. You have enough money to buy life insurance.	500	1	5	3.29	1.069
33. You can make your own decision on buying insurance policy.	500	1	5	3.36	1.202
Valid N (listwise)	500				

Table 4.14 shows that "You have financial independence" had a mean score of 3.91. "You have enough money to buy life insurance" had a mean score of 3.29. "You can make your own decision on buying insurance policy" had a mean score of 3.36.

Table 4.15 Descriptive Statistic of Purchasing Intention

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
34. You will use recommendation from other people to buy life insurance.	500	1	5	3.31	1.015
35. You will buy life insurance for all members of your family.	500	1	5	3.39	1.016
36. If you have higher income, you will buy more life insurance policy.	500	1	5	3.91	.948
Valid N (list wise)	500				

Table 4.15 shows that "You will use recommendation from other people to buy life insurance" had a mean score of 3.31. "You will buy life insurance for all members of your family" had a mean score of 3.39. "If you have higher income, you will buy more life insurance policy" had a mean score of 3.91.

4.3 Hypotheses Testing

The following tables were the data output of hypothesis testing where H1-H7 were tested by using two-tail Pearson Correlation Coefficient to test the relationship between each variable and consumers' purchasing intention. These will be showed in table 4.16 – 4.22.

For H8-H11, they were tested by using One-way ANOVA to test the difference in the means of consumers' purchasing intention of several populations which were marital status, gender, income and age. These will be showed in table 4.23 – 4.26.

Hypothesis 1

Ho1: there is no relationship between consumers' health status and purchasing intention toward life insurance

Ha1: there is relationship between consumers' health status and purchasing intention toward life insurance

Table 4.16 Correlation Data Output- Consumers' Health Status

Correlations : Consumers' health cwere

		Intention	Health
Intention	Pearson Correlation	1	.143(**)
	Sig. (2-tailed)	.	.001
	N	500	500
Health	Pearson Correlation	.143(**)	1
	Sig. (2-tailed)	.001	.
	N	500	500

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.16 shows the result which indicated that hypothesis related to relationship between consumers' health status and consumers' purchasing intention showed significance at .001, which was less than 0.05; therefore the null hypothesis was rejected. It could be concluded that there was a relationship between consumers' health status and purchasing intention toward life insurance which implied that there was weak positive relationship of 0.143 between these two variables.

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Hypothesis 2

Ho2: there is no relationship between consumers' need and purchasing intention toward life insurance.

Ha2: there is relationship between consumers' need and purchasing intention toward life insurance.

Table 4.17: Correlation Data Output- Consumers' Needs

Correlations : Consumers' needs

		Intention	Need
Intention	Pearson Correlation	1	.545(**)
	Sig. (2-tailed)	.	.000
	N	500	500
Need	Pearson Correlation	.545(**)	1
	Sig. (2-tailed)	.000	.
	N	500	500

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.17 shows the result which indicated that hypothesis related to relationship between consumers' needs and consumers' purchasing intention showed significance at .000, which was less than 0.05; therefore the null hypothesis was rejected. It could be concluded that there was a relationship between consumers' needs and purchasing intention toward life insurance which implied that there was a moderate positive relationship of 0.545 between these two variables.

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Hypothesis 3

Ho3: there is no relationship between consumers' attitude toward product and the purchasing intention toward life insurance.

Ha3: there is relationship between consumers' attitude toward product and the purchasing intention toward life insurance.

Table 4.18 Correlation Data Output- Attitude Toward the Product

Correlations : Attitude toward the products

		Intention	Product
Intention	Pearson Correlation	1	.477(**)
	Sig. (2-tailed)	.	.000
	N	500	500
Product	Pearson Correlation	.477(**)	1
	Sig. (2-tailed)	.000	.
	N	500	500

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.18 shows the result which indicated that hypothesis related to relationship between consumers' attitude toward product and consumers' purchasing intention showed significance at .000, which was less than 0.05, therefore the null hypothesis was rejected. It could be concluded that there was a relationship between consumers' attitude toward product and purchasing intention toward life insurance which implied that there was a moderate positive relationship of 0.477 between these two variables.

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Hypothesis 4

Ho4: there is no relationship between consumers' attitude toward salesperson and the purchasing intention toward life insurance.

Ha4: there is relationship between consumers' attitude toward salesperson and the purchasing intention toward life insurance.

Table 4.19 Correlation Data Output- Attitude Toward Sale Agents

Correlations : Attitude toward sales agents

		Intention	Agent
Intention	Pearson Correlation	1	.445(**)
	Sig. (2-tailed)	.	.000
	N	500	500
Agent	Pearson Correlation	.445(**)	1
	Sig. (2-tailed)	.000	.
	N	500	500

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.19 shows the result which indicated that hypothesis related to relationship between consumers' attitude toward sales agents and consumers' purchasing intention showed significance at .000, which was less than 0.05, therefore the null hypothesis was rejected. It could be concluded that there was a relationship between consumers' attitude toward sales agents and purchasing intention toward life insurance which implied that there was a moderate positive relationship of 0.445 between these two variables.

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Hypothesis 5

Ho5: there is no relationship between brand of company and the purchasing intention toward life insurance.

Ha5: there is relationship between brand of company and the purchasing intention toward life insurance.

Table 4.20Correlation Data Output- Company's Brand Image

Correlations : Company's brand image

		Intention	Brand
Intention	Pearson Correlation	1	.376(**)
	Sig. (2-tailed)	.	.000
	N	500	500
Brand	Pearson Correlation	.376(**)	1
	Sig. (2-tailed)	.000	.
	N	500	500

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.20 shows the result which indicated that hypothesis related to relationship between company's brand image and consumers' purchasing intention showed significance at .000, which was less than 0.05, therefore the null hypothesis was rejected. It could be concluded that there was relationship between company's brand image and purchasing intention toward life insurance which implied that there was weak positive relationship of 0.376 between these two variables.

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Hypothesis 6

Ho6: there is no relationship between salesperson's ability and the purchasing intention toward life insurance.

Ha6: there is relationship between salesperson's ability and the purchasing intention toward life insurance.

Table 4.21 Correlation Data Output- Salespersons' Ability

Correlations : Sales persons' ability

		Intention	Ability
Intention	Pearson Correlation	1	.442(**)
	Sig. (2-tailed)	.	.000
	N	500	500
Ability	Pearson Correlation	.442(**)	1
	Sig. (2-tailed)	.000	.
	N	500	500

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.21 shows the result which indicated that hypothesis related to relationship between sale agents' ability and consumers' purchasing intention showed significance at .000, which was less than 0.05, therefore the null hypothesis was rejected. It could be concluded that there was a relationship between salespersons' ability and purchasing intention toward life insurance which implied that there was a moderate positive relationship of 0.442 between these two variables.

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Hypothesis 7

Ho7: there is no relationship between consumers' decision power and the purchasing intention toward life insurance.

Ha7: there is relationship between consumers' decision power and the purchasing intention toward life insurance.

Table 4.22 Correlation Data Output- Consumers' Decision Making Power

Correlations : Consumers' decision making power

		Intention	Power
Intention	Pearson Correlation	1	.447(**)
	Sig. (2-tailed)	.	.000
	N	500	500
Power	Pearson Correlation	.447(**)	1
	Sig. (2-tailed)	.000	.
	N	500	500

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.22 shows the result which indicated that hypothesis related to relationship between consumers' decision making power and consumers' purchasing intention showed significance at .000, which was less than 0.05, therefore the null hypothesis was rejected. It could be concluded that there was a relationship between consumers' decision making power and purchasing intention toward life insurance which implied that there was moderate positive relationship of 0.447 between these two variables.

Hypothesis 8

Ho8: there is no difference between marital statuses on the purchasing intention toward life insurance.

Ha8: there is difference between marital statuses on the purchasing intention toward life insurance.

Table 4.23 One-way ANOVA Data Output- Marital Status

ANOVA: Marital status

Intention

	Sum of Squweres	df	Mean Squwere	F	Sig.
Between Groups	.222	2	.111	.201	.818
Within Groups	273.709	497	.551		
Total	273.931	499			

Table 4.23 shows the result which indicated that hypothesis related to difference between consumers' marital status and consumers' purchasing intention showed significance at .818, which was greater than 0.05, therefore the null hypothesis was accepted. It could be concluded that there was no difference between marital statuses and purchasing intention toward life insurance.

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Hypothesis 9

Ho9: there is no difference between genders on the purchasing intention toward life insurance

Ha9: there is difference between genders on the purchasing intention toward life insurance

Table 4.24 One-way ANOVA Data Output- Gender

ANOVA : Gender

Intention

	Sum of Squweres	df	Mean Squwere	F	Sig.
Between Groups	.998	1	.998	1.820	.178
Within Groups	272.934	498	.548		
Total	273.931	499			

Table 4.24 shows the result which indicated that hypothesis related to difference between consumers' genders and consumers' purchasing intention showed significance at .178, which was greater than 0.05, therefore the null hypothesis was accepted. It could be conclude that there was no difference between gender and purchasing intention toward life insurance.

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Hypothesis 10

Ho10: there is no difference between consumers' income and the purchasing intention toward life insurance.

Ha10: there is difference between consumers' income and the purchasing intention toward life insurance.

Table 4.25 One-way ANOVA Data Output- Income

ANOVA: Income

Intention

	Sum of Squweres	df	Mean Squwere	F	Sig.
Between Groups	.476	5	.095	.172	.973
Within Groups	273.456	494	.554		
Total	273.931	499			

Table 4.25 shows the result which indicated that hypothesis related to difference between consumers' income and consumers' purchasing intention showed significance at .973, which was greater than 0.05, therefore the null hypothesis was accepted. It could be concluded that there was no difference between consumers' income and purchasing intention toward life insurance.

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Hypothesis 11

Ho11: there is no difference between age and the purchasing intention toward life insurance.

Ha11: there is difference between age and the purchasing intention toward life insurance.

Table 4.26 One-way ANOVA Data Output- Age

ANOVA: Age

Intention

	Sum of Squweres	df	Mean Squwere	F	Sig.
Between Groups	.262	4	.065	.118	.976
Within Groups	273.670	495	.553		
Total	273.931	499			

Table 4.26 shows the result which indicated that hypothesis related to difference between consumers' age and consumers' purchasing intention showed significance at .976, which was greater than 0.05, therefore the null hypothesis was accepted. It could be concluded that there was no difference between consumers' age and purchasing intention toward life insurance.

CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

According to the research problem and objectives in chapter 1, the main research problem and objective is to identify what attributes are related to purchasing intention for life insurance products.

There was a need to understand what attributes are behind the increase in consumers' purchasing intention and what attributes should be focused on for the company's success. This study therefore sought to answer the research questions "What are the attributes related to consumers' purchasing intention for life insurance?"

To find the answers, questionnaires were used as the research tool for data collection. The surveys were conducted in many places to collect the data from 500 respondents.

This chapter consists of a summary of findings and hypothesis testing, conclusion of the study, and recommendation and suggestions for further study.

5.1 Summary of Finding

This research was aimed at finding out the relationship between the attributes and purchasing intention of life insurance product, the attributes of which were consumers' health, consumers' needs, consumers' attitude towards product and sales agent, company brand image, sale agent's ability, consumers' decision making power, marital status, gender, income, and age.

5.1.1 Summary of Descriptive statistic

For the demographic characteristics, it could be concluded that the most respondents were in single status which was 425 respondents or 85% of total respondents, aged between 25-32 years which was 400 respondents representing 80% of the total respondents, got income level in 10,001 – 20,000 baht group which was 248 respondents representing 49.6% of the total respondents, worked in private company which is 427 respondents representing 85.4% of the total respondents and had education level in bachelor degree which consisted of 367 respondents and representing 73.4% of the total respondents.

According to the descriptive analysis of independent and dependent variables, the mean of each item could be explained referring to the arbitrary level in table 3.2 in chapter 3 and the table of summary was shown in table 5.1. For health status, "you were a healthy person" was in agree level; "Your occupation is risky" was in indifference level; "you always have healthy meals" was in agree level; "You always do work outs" was in indifference level. For Attitude towards the products, attitude towards sale agents and sale agents ability; all items were in agreeing level. For consumers' need, all items were in agreeing level except "Assurance in case of serious sickness or handicap that there will be money for treatment" was in strongly agree level.

For company's brand image, "There is no difference in policy of each company" was in indifference level; "Only trustworthy companies will be selected" was in agree level; "Only well known companies will be selected" was in agree level; "You will buy insurance policy only from known sales agent and don't care what company they were in" was in indifference level. For consumers' decision making power, "You have financial independence" was in agree level; "You have enough money to buy life insurance" was in indifference level; "You can make your own decision on buying insurance policy" was in indifference level.

For purchasing intention, "You will use recommendation from other people to buy life insurance" was in indifference level; "You will buy life insurance for all members of your family" was in agree level; "If you have higher income, you will buy more life insurance policy" was in agree level.

Table 5.1 Descriptive Summary of Independent and Dependent variables

Items	Mean
1. You were a healthy person.	3.84
2. Your occupation is risky.	2.96
3. You always have healthy meals	3.59
4. You always do work outs.	3.09
5. Life Insurance makes assurance of financial security for oneself and family.	3.83
6. It can assure that there will be the money for sickness treatment.	4.05
7. It is a preparation for funeral expenses.	3.87
8. It is a preparation for descendents.	4.01
9. It makes for security in old age.	3.87
10. It is one saving type which fetches dividend and interest.	3.67
11. It assures that no one will be in trouble in case of serious sickness, handicap or death.	4.09
12. It reduces financial, business, health risks	3.85
13. Is able to explain clearly and to the point	3.91
14. Offers appropriate policy to customers.	3.97
15. Gives full explanation	4.11
16. Co-ordinates claims.	4.07
17. Regularly visits or calls.	3.76
18. Consistently takes care of customers.	3.90
19. Is a good consultant	3.90
20. Not just concerned with incentives	3.82
21. Assists in emergency situations.	4.01
22. Financial security	4.04
23. Old age security	4.11
24. Returns on investment	3.78
25. Financial security for the descendents	4.19
26. Assurance in case of serious sickness or handicap that there will be money for treatment	4.22
27. There is no difference in policy of each company	2.89
28. Only trustworthy companies will be selected.	4.09
29. Only well known companies will be selected	3.53
30. You will buy insurance policy only from known sales agent and don't care what company they were in.	3.08
31. You have financial independence.	3.91
32. You have enough money to buy life insurance.	3.29
33. You can make your own decision on buying insurance policy.	3.36
34. You will use recommendation from other people to buy life insurance.	3.31
35. You will buy life insurance for all members of your family.	3.39
36. If you have higher income, you will buy more life insurance policy.	3.91

5.1.2   Summary of hypothesis testing

Hypothesis 1- 7 used Pearson's product moment correlation coefficient test to determine whether there is relationship between attributes and consumers' purchasing intention or not. These hypotheses test results that the entire null hypotheses are rejected.

The result of the H1 has indicated that there was weak but positive relationship between consumers' health status and purchasing intention towards life insurance.

The result of H2 has indicated that there was a moderate positive relationship between consumers' needs and purchasing intention towards life insurance.

The result of H3 has indicated that there was a moderate positive relationship between consumers' attitude towards product and purchasing intention towards life insurance.

The result of the H4 has indicated that there was a moderate positive relationship between consumers' attitude towards sales agents and purchasing intention towards life insurance.

The result of the H5 has indicated that there was a weak positive relationship between company's brand image and purchasing intention towards life insurance.

The result of the H6 has indicated that there was moderate positive relationship between sales agents' ability and purchasing intention towards life insurance.

The result of the H7 has indicated that there was moderate positive relationship between consumers' decision making power and purchasing intention towards life insurance.

Hypothesis 8-11 used ANOVA to determine whether there was difference between attributes which were demographic characteristics on consumers' purchasing

intention. These hypotheses test resulted that the entire null hypotheses were accepted.

The result of the H8 has indicated that there was no difference between marital status and their purchasing intention towards life insurance.

The result of the H9 has indicated that there was no difference between gender and their purchasing intention towards life insurance.

The result of the H10 has indicated that there was no difference between consumers' income and their purchasing intention towards life insurance.

The result of the H11 has indicated that there was no difference between consumers' age and their purchasing intention towards life insurance.

The hypothesis testing summary is shown in table 5.1 as following.

Table 5.2 The Hypothesis Testing Summary

Hypothesis	Statistics used	Level of significance	Correlation coefficient	Result
Ha1: There is a relationship between consumers' health status and purchasing intention towards life insurance	Pearson Correlation Coefficient	0.001	0.143	Reject Ho
Ha2: There is a relationship between consumers' need and purchasing intention towards life insurance.	Pearson Correlation Coefficient	0.000	0.545	Reject Ho
Ha3: There is a relationship between consumers' attitude towards product and the purchasing intention towards life insurance.	Pearson Correlation Coefficient	0.000	0.477	Reject Ho
Ha4: There is a relationship between consumers' attitude towards salesperson and the purchasing intention towards life insurance.	Pearson Correlation Coefficient	0.000	0.445	Reject Ho
Ha5: There is a relationship between brand of company and the purchasing intention towards life insurance.	Pearson Correlation Coefficient	0.000	0.376	Reject Ho
Ha6: There is a relationship between salesperson's ability and the purchasing intention towards life insurance.	Pearson Correlation Coefficient	0.000	0.442	Reject Ho
Ha7: There is a relationship between consumers' decision power and the purchasing intention towards life	Pearson Correlation Coefficient	0.000	0.447	Reject Ho

insurance.

Hypothesis	Statistics used	Level of significance	Result
Ha8: There is a difference between consumers' marital status on the purchasing intention towards life insurance	ANOVA.	0.818	Fail to reject Ho
Ha9: There is a difference between consumers' gender on the purchasing intention towards life insurance	ANOVA.	0.178	Fail to reject Ho
Ha10: There is a difference between consumers' income on the purchasing intention towards life insurance	ANOVA.	0.973	Fail to reject Ho
Ha11: There is a difference between consumers' age on the purchasing intention towards life insurance.	ANOVA.	0.976	Fail to reject Ho

5.2 Conclusion

From H1, which has indicated that there was relationship between consumers' health status and purchasing intention towards life insurance, it was implied that there was weak positive relationship between these two variables. It was similar to the study of Shi (2001) and Feldman (2004) who concluded that health status had very small effect on insurance consumption. Bonet (2000) and Wolthuis (1995) indicated that drinking and smoking had a great side effect on the health, but they did not have significant effect on the purchase of life insurance. However, there were some other research studies which have indicated differently.

H2 has indicated that there was relationship between consumers' needs and purchasing intention towards life insurance, it was implied that there was moderate positive relationship between these two variables. As Life insurance provide cash to a consumer's family after death, the money the beneficiary received (the death benefit) could be an important financial resource. It could help cover daily living expenses, pay the mortgage and other outstanding loans, fund tuition, and ensure that the family was not burdened with debt.

The result of the H3 and H4 have indicated that there is relationship between consumers' attitude towards product and sales agents and purchasing intention towards life insurance which implied that there was moderate positive relationship between these variables. This coincided with the theory of attitude of Ajzen and Fishbein (1980) which said that an attitude is defined as 'a predisposition to respond'. Ajzen and Fishbein expected attitudes to predict and explain human behavior. The findings also agreed with the study of Der-jang (2007) integrated Aaker's Brand Equity (1996) and Keller's Brand Associations (1998) Models which found that when customers perceive significant social and merit benefits to flow from the relevant product or service, they typically have more positive attitudes to the sales agents involved. Further, these positive attitudes appear to translate into greater loyalty on the part of customers.

H5 has indicated that there was relationship between company's brand image and purchasing intention towards life insurance which implied that there was weak positive relationship between these two variables. It was similar to Keller's study

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which said that a positive brand image is created by marketing that succeeds in creating strong links between favorable and distinct associations of the brand in the minds of consumers. The findings also agreed with Singh and Sabol (2002) who also indicated that brand trust itself causes faith in the firm and in the salesperson; both of which come from competence, benevolence, and the ability to solve relevant problems on the part of the firm and the salesperson. It could be concluded that the strength of brand trust on the part of consumers is reflected in the purchase intentions. The study of Omar (2007) also confirmed this result that lack of trust and confidence in the insurance companies are the foremost reasons for not buying a life insurance policy in Nigeria.

The tests for H4 and H6 has indicated that there is relationship between attitude towards sale agents, sales agents' ability and purchasing intention towards life insurance which implied that there was moderate positive relationship between these variables. This agreed with Doney and Cannon argue (1997) who argued that trust towards salespeople influenced purchase decisions, and that trust comes from characteristics of the salespeople in terms of conditions in the relation-between salesperson and consumer. Jap (2000) has argued that trust towards salespeople derives from consistency in the performance of the salespeople, their competence, honesty, sense of justice, level of responsibility, and their unceasing cordiality. In Renold and Arnold's (2000) research that explored the key factors that generate repurchases (2000), loyalty towards salespeople was found to be more important coverage than loyalty towards the retail stores involved. This finding was confirmed by the study of Johnson, Barksdale and Boles (2001) that emphasized the strategic role of salespeople in customer relationship management.

H7 has indicated that there was relationship between consumers' decision making power and purchasing intention towards life insurance which implied that there is moderate positive relationship between these two variables. It could be said that the more financial decision making power consumer has, the more purchasing intention will occur. People were usually willing to spend only so much on insurance - their insurance "account," as it were. They may focus mainly on home, auto, and health and decide they "can't afford" more insurance and fail to adequately insure their life.

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H8-11 has indicated that there was no difference between marital status, genders, income, and age on the purchasing intention towards life insurance. These results were not correlated with previous studies on demographic characteristics and consumer behaviors which indicated that different demographic characteristics indicated differences in buying behavior. For example, gender influences consumer's thinking, values, attitude, behavior, wants and buying decision (Kotler, 1994), Parrama (1995) also explained that age influences buying decision since age is one factor influencing consumer behavior and thinking. Income is a factor related to buying behavior. Consumers having different income can have different buying behavior (Schiffman and Kanuk, 2007). This non-correlation may because Thai consumers did not understand much about life insurance products and it lead to not accuracy analysis on these attributes.

5.3 Recommendations

According to data analysis and results on studying correlation between the variables and consumers' purchasing intention, the variables of which were consumers' health care, attitude towards the product and sale agents, sale agents' ability, consumers' needs, company brand image, and consumers' decision making power, it could be concluded that all the above attributes were related to consumers' purchasing intention. The highest correlated attribute was consumers' needs. The next levels were attitude towards the product, decision making power, attitude towards the sale agents, and sale agents' ability. They all showed a positive relationship with purchasing intention while the other two attributes which were brand image and consumers' health care and status which showed a low positive relationship with purchasing intention.

As there was a need to understand what attributes were behind the increase in consumers' purchasing intention and what attributes should be focused on for the company's success, the sales agents could make the strategies to build up the need for life insurance in consumers' minds as it was the most related to purchasing intention. Then, they also built up good attitude towards product and sales agents. Finally, they should try to develop more skills of selling to increase the purchasing intention of consumers.

For the demographic attributes which were marital status, gender, income, and age, there was no difference in purchasing intentions. Therefore, companies could use the same strategies for different consumers.

The following are the recommendations for further studies:

1. The sample of respondents should be more widely dispersive to other groups of occupation, education and age in order to avoid group bias and generate more accuracy results. Moreover, the marketer could make different strategies targeted to each different demographic group.

2. According to chapter 4 in the part of reliability testing, even its reliability of the questionnaire is in workable level; for further study, there needs to be more questions in order to increase validity and reliability as the current reliability level is not quite high.

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Appendices
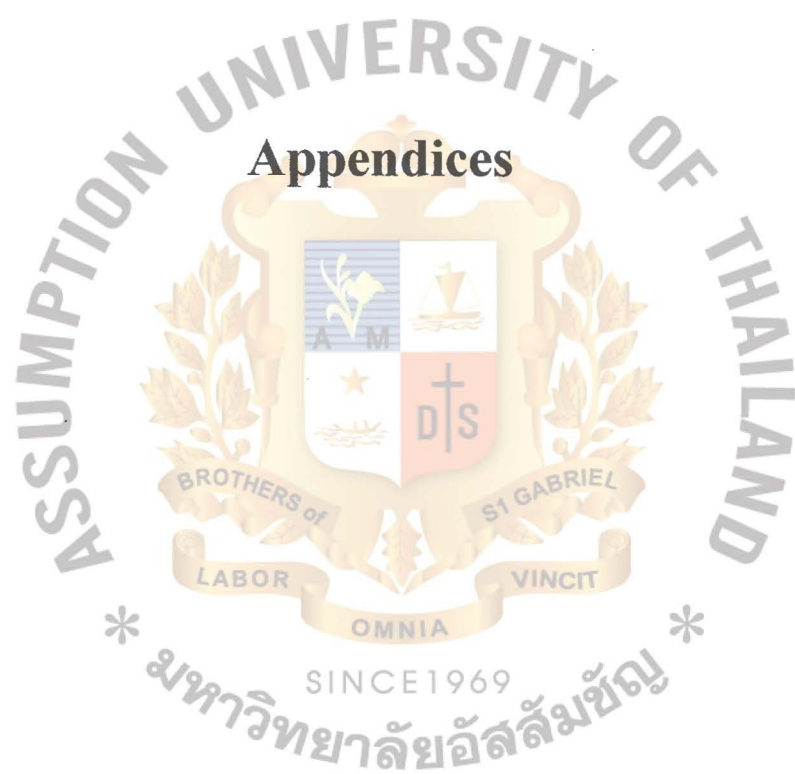
Appendix A: Questionnaire

Questionnaire

The following questionnaire is designed to study the relationship between the attributes and purchasing intention for life insurance. It is an important part of a project for accomplishment of a Master in Science in Management, Assumption University, Thailand.

This research will serve as a reference and for educational purpose only. The researcher seeks your cooperation by responding to the questions asked in the questionnaire. All your responses will be kept completely confidential

Part 1 Screening Questions

1. Are you 25 years old or above?
   ☐ Yes   ☐ No

2. Are you aware of life and health insurance products?
   ☐ Yes   ☐ No
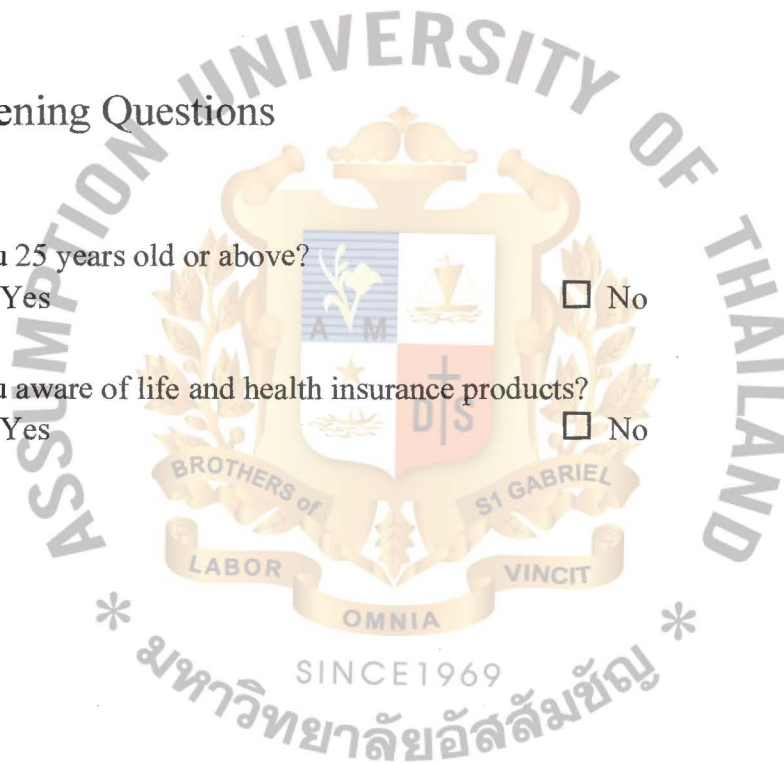
The following questions will be based on a 5-point Likert Scale. Please circle the number that represents the degree to which you agree with the following questions. The scale will be as follows:

1=Strongly Disagree 2=Disagree, 3=Neutral, 4= Agree and 5=Strongly Agree
Please circle the rating that best describes you.

Part 2 Interviewee's heath care

Statement	Strongly agree	agree	Neutral	Disagree	Strongly disagree
These statements describe Your Health Status.					
1. You are a healthy person.	5	4	3	2	1
2. Your occupation is risky.	5	4	3	2	1
3. You always have healthy meals	5	4	3	2	1
4. You always do work outs.	5	4	3	2	1

Part3 Attitude toward life insurance product and sales agent

Statement	Strongly agree	agree	Neutral	Disagree	Strongly disagree
These statements described life insurance products.					
5. Life Insurance makes assurance of financial security for oneself and family.	5	4	3	2	1
6. It can assured that there will be the money for sickness treatment.	5	4	3	2	1
7. It is a preparation for funeral expenses.	5	4	3	2	1
8. It is a preparation for descendents.	5	4	3	2	1
9. It makes for security in old age.	5	4	3	2	1
10. It is one saving type which fetches dividend and interest.	5	4	3	2	1
11. It assures that no one will be in trouble in case of serious sickness, handicap or death.	5	4	3	2	1
12. It reduces financial, business, health risks	5	4	3	2	1
Sales Agent's Characteristics					
13. Is able to explain clearly and to the point	5	4	3	2	1
14. Regularly visits or calls.	5	4	3	2	1
15. Consistently takes care of customers.	5	4	3	2	1
16. Is a good consultant	5	4	3	2	1
17. Not just concerned with incentives	5	4	3	2	1
18. Offers appropriate policy to customers.	5	4	3	2	1
19. Gives full explanation	5	4	3	2	1
20. Co-ordinates claims.	5	4	3	2	1
21. Assists in emergency situations.	5	4	3	2	1

Part4 Questions about other attributes

These following statements are related to purchasing intention. Do you agree or not?

Customers' need					
22. Financial security	5	4	3	2	1
23. Old age security	5	4	3	2	1
24. Returns on investment	5	4	3	2	1
25. Financial security for the descendents	5	4	3	2	1
26. Assurance in case of serious sickness or handicap that there will be money for treatment	5	4	3	2	1
Brand Image of company					
27. There is no difference in policy of each company	5	4	3	2	1
28. Only trustworthy companies will be selected.	5	4	3	2	1
29. Only well known companies will be selected	5	4	3	2	1
30. You will buy insurance policy only from known sales agent and don't care what company they are in.	5	4	3	2	1
Decision making power					
31. You have financial independence.	5	4	3	2	1
32. You have enough money to buy life insurance.	5	4	3	2	1
33. You can make your own decision on buying insurance policy.	5	4	3	2	1
Purchasing intention in the future					
34. You will use recommendation from other people to buy life insurance.	5	4	3	2	1
35. You will buy life insurance for all members of your family.	5	4	3	2	1
36. If you have higher income, you will buy more life insurance policy.	5	4	3	2	1

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Part 5 Interviewee's profiles

1. Name_____

2. Age
   - ☐ 25-32 years
   - ☐ 33-40 years
   - ☐ 41-48 years
   - ☐ 49-56 years
   - ☐ 57-64 years

3. Sex
   - ☐ Female
   - ☐ Male

4. Marital Status
   - ☐ Single
   - ☐ Married
   - ☐ Divorced
   - ☐ Widowed

5. Occupation
   - ☐ Business owner
   - ☐ Private Company Officer
   - ☐ Government
   - ☐ Government Enterprise
   - ☐ House-wife/Retired
   - ☐ Others (please identify.............................)

6. Income
   - ☐ less than or equal 5000 baht
   - ☐ 5,001-10,000
   - ☐ 10,001-20,000
   - ☐ 20,001-30,000
   - ☐ 30,001-40,000
   - ☐ more than 40,000

7. Education Level
   - ☐ Below high school
   - ☐ High school
   - ☐ Diploma
   - ☐ Bachelor's degree
   - ☐ Higher than Bachelor's degree

แบบสอบถาม

แบบสอบถามต่อไปนี้ได้จัดทำขึ้นเพื่อศึกษาความสัมพันธ์ระหว่างปัจจัยและการตัดสินใจซื้อประกัน

ชีวิต   ซึ่งการทำวิจัยนี้เป็นส่วนสำคัญของหลักสูตรวิทยาศาสตร์มหาบัณฑิต สาขาวิชาการจัดการ

มหาวิทยาลัยอัสสัมชัญ ประเทศไทย แบบสอบถามนี้ใช้เป็นข้อมูลอ้างอิงเพื่อการศึกษาเท่านั้น และข้อมูลทั้งหมด

จะไม่ถูกนำออกมาเผยแพร่

ส่วนที่ 1 คำถาม Screening

1. ท่านมีอายุเท่ากับหรือมากกว่า 25 ปี?
   ☐ ใช่
   ☐ ไม่ใช่
2. ท่านมีความรู้ความเข้าใจเกี่ยวกับประกันชีวิต?
   ☐ ใช่
   ☐ ไม่ใช่

คำถามต่อไปนี้เป็นคำถามมีลักษณะเป็น **5-point Likert scale** กรุณาวงกลมหมายเลขแสดงความคิดเห็นต่อ
ข้อความต่างๆ ตั้งแต่ 1 คือ เห็นด้วยน้อยที่สุดจนถึง 5 คือ เห็นด้วยมากที่สุด

ส่วนที่2 คำถามเกี่ยวกับสุขภาพและการดูแลตนเอง

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
คำพูดต่อไปนี้บรรยายถึงการใช้ชีวิตของท่านได้ดีที่สุด					
1. คุณเป็นคนมีสุขภาพดี	5	4	3	2	1
2. อาชีพของคุณมีความเสี่ยง	5	4	3	2	1
3. คุณรับประทานอาหารที่ดีต่อสุขภาพสม่ำเสมอ	5	4	3	2	1
4. คุณออกกำลังกายสม่ำเสมอ	5	4	3	2	1

ส่วนที่ 3 คำถามเกี่ยวกับทัศนคติเกี่ยวกับการทำประกันชีวิตและตัวแทนขาย

ข้อความ	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
คำพูดเหล่านี้บรรยายถึงการทำประกันชีวิต					
5. เป็นการสร้างความมั่นคงทางการเงินให้กับตนเองและครอบครัว	5	4	3	2	1
6. เป็นการสร้างความมั่นใจว่า ยามเจ็บป่วยมีเงินรักษา	5	4	3	2	1
7. เป็นการเตรียมพร้อมสำหรับความใช้จ่ายครั้งสุดท้ายของชีวิต	5	4	3	2	1
8. เป็นการเตรียมพร้อมในชีวิต ยามที่เราจากไปไว้ให้คนที่ยังมีชีวิตอยู่	5	4	3	2	1
9. เป็นการสร้างหลักประกันว่ายามแก่เฒราจะไม่ลำบาก	5	4	3	2	1
10. เป็นการสะสมทรัพย์วิธีหนึ่ง โดยมีเงินปันผลและดอกเบี้ยเป็นตัวชี้ชวน	5	4	3	2	1
11. เป็นการสร้างความมั่นใจว่า ถ้าหากเจ็บป่วยหนัก พิการ หรือได้รับอุบัติเหตุที่ไม่ถึงชีวิต คนรอบข้างจะไม่เดือดร้อน	5	4	3	2	1
12. เป็นการลดความเสี่ยง บรรเทาความเดือดร้อนที่เกิดขึ้น ไม่ว่าจะเป็นด้านการเงิน ธุรกิจ หรือสุขภาพ	5	4	3	2	1
ลักษณะของผู้ขายประกันชีวิต					
13. อธิบายให้ตรงคำถาม	5	4	3	2	1
14. หมั่นดูแลเยี่ยมเยียน หรือโทรมาหาบ้าง.	5	4	3	2	1
15. ทำตัวเสมอต้นเสมอปลาย ไม่ทอดทิ้งกัน	5	4	3	2	1
16. เป็นที่ปรึกษาคอยช่วยเหลือดูแล	5	4	3	2	1
17. ไม่เห็นแก่ค่าตอบแทนหรือรางวัลเป็นหลัก	5	4	3	2	1
18. เสนอแบบที่เหมาะสมกับกำลังการส่งเบี้ยของลูกค้า	5	4	3	2	1
19. ชี้แจงแบบประกันได้กระจ่างชัดเจนและเข้าใจ	5	4	3	2	1
20. ติดตามเดินเรื่องให้ในยามเจ็บป่วย.	5	4	3	2	1
21. มาดูแลให้บริการในเวลาคับขัน.	5	4	3	2	1

ส่วนที่ 5 คำถามเกี่ยวกับปัจจัยอื่นๆที่มีผลต่อการตัดสินใจซื้อประกันชีวิต

ข้อความต่อไปนี้เหล่านี้ มีผลให้ท่านตัดสินใจซื้อประกันชีวิต เห็นหรือไม่?

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
ความต้องการของลูกค้า					
22.ความมั่นคงทางด้านการเงินเพื่อตนเองและครอบครัว	5	4	3	2	1
23.หลักประกันให้แก่ตอนเองยามชรา	5	4	3	2	1
24.ผลตอบแทนจากการลงทุน	5	4	3	2	1
25.หลักประกันแก่ครอบครัวเมื่อตนเองเสียชีวิต	5	4	3	2	1
26.ความมั่นใจ หากเจ็บป่วยหนัก พิการ มีเงินรักษาและ ดูแลตนเองได้	5	4	3	2	1
ภาพลักษณ์ของแบรนด์ของบริษัท					
27.ท่านคิดว่าแบบประกันชีวิตของแต่ละบริษัท ไม่แตกต่าง กัน	5	4	3	2	1
28.ท่านจะเลือกซื้อประกันชีวิตกับบริษัทที่น่าเชื่อถือเท่านั้น	5	4	3	2	1
29.ท่านจะเลือกซื้อประกันชีวิตกับบริษัทที่เป็นที่รู้จักกัน ทั่วไป	5	4	3	2	1
30.ท่านจะเลือกซื้อประกันชีวิตกับตัวแทนที่รู้จักเท่านั้น ไม่ ว่าจะเป็นของบริษัทใดก็ตาม	5	4	3	2	1
อำนาจการตัดสินใจ					
31.ท่านมีอิสระในเงินของตนเอง.	5	4	3	2	1
32.คุณมีรายได้มากพอที่จะซื้อประกันชีวิต	5	4	3	2	1
33.ในการซื้อประกันชีวิต ท่านสามารถตัดสินใจเพียงคน เดียวได้	5	4	3	2	1
แนวโน้มการซื้อประกันชีวิตในอนาคต					
34.คุณจะใช้คำแนะนำจากผู้อื่นในการซื้อประกันชีวิต.	5	4	3	2	1
35.คุณจะซื้อประกันชีวิตให้ทุกคนในครอบครัว	5	4	3	2	1
36.หากท่านมีรายได้เพิ่มขึ้นในอนาคต ท่านจะซื้อประกัน ชีวิตเพิ่มอย่างแน่นอน	5	4	3	2	1

ส่วนที่5 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. ชื่อ _____

2. อายุ

☐ 25-32 ปี   ☐ 49-56 ปี

☐ 33-40 ปี   ☐ 57-64 ปี

☐ 41-48 ปี

3. เพศ

☐ หญิง   ☐ ชาย

4. สถานภาพสมรส

☐ โสด   ☐ หย่า

☐ สมรส   ☐ คู่สมรสเสียชีวิต

5. อาชีพ

☐ ประกอบธุรกิจส่วนตัว

☐ พนักงานบริษัทเอกชน

☐ ข้าราชการ

☐ รัฐวิสาหกิจ

☐ ว่างงาน/แม่บ้าน/เกษียณอายุ

☐ อื่นๆ(โปรดระบุ...)

6. รายได้

☐ ต่ำกว่าหรือเท่ากับ 5,000 บาท   ☐ 20,001-30,000 บาท

☐ 5,001-10,000 บาท   ☐ 30,001-40,000 บาท

☐ 10,001-20,000 บาท   ☐ มากกว่า 40,000 บาท

7. การศึกษา

☐ ต่ำกว่ามัธยมปลาย

☐ มัธยมปลาย/ปวช.

☐ อนุปริญญา/ปวส.

☐ ปริญญาตรี

☐ สูงกว่าปริญญาตรี

Appendix B: SPSS Data Output

Reliability : Consumers' health status

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.636	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1	9.60	4.317	.457	.540
Q2	10.80	5.545	.041	.816
Q3	10.07	3.720	.590	.434
Q4	10.33	3.402	.699	.341

Reliability: Attitude toward product

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.886	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q5	29.73	17.444	.667	.871
Q6	29.47	18.740	.696	.871
Q7	29.57	16.668	.666	.873
Q8	29.30	17.734	.762	.863
Q9	29.57	17.289	.608	.879
Q10	29.70	17.872	.619	.876
Q11	29.27	18.823	.615	.877
Q12	29.30	18.010	.712	.868

Reliability: Attitude toward Sale agent

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.934	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q13	12.60	5.559	.757	.940
Q18	12.53	5.223	.841	.915
Q19	12.67	4.782	.886	.900
Q20	12.60	4.800	.899	.895

Reliability: Sale agent's ability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.949	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q14	16.23	12.323	.856	.939
Q15	16.10	11.334	.950	.922
Q16	16.00	12.759	.934	.926
Q17	16.20	13.959	.706	.962
Q21	16.00	13.034	.881	.935

Reliability: Consumers' needs

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.883	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q22	17.43	6.047	.796	.838
Q23	17.33	6.437	.846	.832
Q24	17.87	5.982	.601	.903
Q25	17.10	7.197	.671	.871
Q26	17.20	6.579	.785	.845

Reliability: Brand image

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.790	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q27	11.80	5.200	.660	.709
Q28	11.83	4.420	.757	.649
Q29	11.97	6.516	.286	.881
Q30	11.60	4.938	.752	.663

Reliability: Consumers' decision making power

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.748	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q31	7.90	3.059	.422	.818
Q32	8.30	2.148	.658	.561
Q33	8.13	2.051	.671	.543

Reliability: Purchasing intention

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.895	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q34	8.33	2.230	.834	.816
Q35	8.47	1.982	.858	.794
Q36	8.40	2.524	.701	.925

Correlations

Correlations

		Intention	Health
Intention	Pearson Correlation	1	.143**
	Sig. (2-tailed)	.	.001
	N	500	500
Health	Pearson Correlation	.143**	1
	Sig. (2-tailed)	.001	.
	N	500	500

**. Correlation is significant at the 0.01 level

Correlations: Attitude toward product

Correlations

		Intention	Product
Intention	Pearson Correlation	1	.477**
	Sig. (2-tailed)	.	.000
	N	500	500
Product	Pearson Correlation	.477**	1
	Sig. (2-tailed)	.000	.
	N	500	500

**. Correlation is significant at the 0.01 level

Correlations: Attitude toward Sale agents

Correlations

		Intention	Agent
Intention	Pearson Correlation	1	.445**
	Sig. (2-tailed)	.	.000
	N	500	500
Agent	Pearson Correlation	.445**	1
	Sig. (2-tailed)	.000	.
	N	500	500

**. Correlation is significant at the 0.01 level

Correlations: Sale agents' Ability

Correlations

		Intention	Ability
Intention	Pearson Correlation	1	.442**
	Sig. (2-tailed)	.	.000
	N	500	500
Ability	Pearson Correlation	.442**	1
	Sig. (2-tailed)	.000	.
	N	500	500

**. Correlation is significant at the 0.01 level

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Correlations: Consumers' Needs

Correlations

		Intention	Need
Intention	Pearson Correlation	1	.545**
	Sig. (2-tailed)	.	.000
	N	500	500
Need	Pearson Correlation	.545**	1
	Sig. (2-tailed)	.000	.
	N	500	500

**. Correlation is significant at the 0.01 level

Correlations: Company's Brand Image

Correlations

		Intention	Brand
Intention	Pearson Correlation	1	.376**
	Sig. (2-tailed)	.	.000
	N	500	500
Brand	Pearson Correlation	.376**	1
	Sig. (2-tailed)	.000	.
	N	500	500

**. Correlation is significant at the 0.01 level

Correlations: Consumers' Decision making power

Correlations

		Intention	Power
Intention	Pearson Correlation	1	.447**
	Sig. (2-tailed)	.	.000
	N	500	500
Power	Pearson Correlation	.447**	1
	Sig. (2-tailed)	.000	.
	N	500	500

**. Correlation is significant at the 0.01 level

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Oneway

Descriptives

Intention

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Single	425	3.5412	.74038	.03591	3.4706	3.6118	1.33	5.00
Married	50	3.4733	.73182	.10349	3.2654	3.6813	1.33	5.00
Divorce	25	3.5600	.79186	.15837	3.2331	3.8869	2.00	5.00
Total	500	3.5353	.74092	.03313	3.4702	3.6004	1.33	5.00

ANOVA

Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.222	2	.111	.201	.818
Within Groups	273.709	497	.551		
Total	273.931	499			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Intention

Scheffe

(I) Marital	(J) Marital	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Married	.06784	.11095	.830	-.2046	.3402
	Divorce	-.01882	.15272	.992	-.3938	.3561
Married	Single	-.06784	.11095	.830	-.3402	.2046
	Divorce	-.08667	.18178	.893	-.5330	.3596
Divorce	Single	.01882	.15272	.992	-.3561	.3938
	Married	.08667	.18178	.893	-.3596	.5330

Homogeneous Subsets

Intention

Scheffe[a,b]

Marital	N	Subset for alpha = .05
		1
Married	50	3.4733
Single	425	3.5412
Divorce	25	3.5600
Sig.		.849

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 48.113.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Oneway

Descriptives

Intention

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Female	250	3.4907	.78822	.04985	3.3925	3.5889	1.33	5.00
Male	250	3.5800	.68908	.04358	3.4942	3.6658	1.33	5.00
Total	500	3.5353	.74092	.03313	3.4702	3.6004	1.33	5.00

ANOVA

Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.998	1	.998	1.820	.178
Within Groups	272.934	498	.548		
Total	273.931	499			

Oneway

Descriptives

Intention

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
less than 5000	13	3.5897	.72206	.20026	3.1534	4.0261	3.00	5.00
5001 - 10000	187	3.5526	.74379	.05439	3.4453	3.6599	1.33	5.00
10001 - 20000	248	3.5108	.74679	.04742	3.4174	3.6042	1.33	5.00
20001 - 30000	31	3.5376	.72866	.13087	3.2704	3.8049	2.00	5.00
30001 - 40000	11	3.6667	.64979	.19592	3.2301	4.1032	2.00	4.33
more than 40000	10	3.6000	.84327	.26667	2.9968	4.2032	3.00	5.00
Total	500	3.5353	.74092	.03313	3.4702	3.6004	1.33	5.00

ANOVA

Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.476	5	.095	.172	.973
Within Groups	273.456	494	.554		
Total	273.931	499			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Intention

Scheffe

(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
less than 5000	5001 - 10000	.03716	.21340	1.000	-.6758	.7501
	10001 - 20000	.07899	.21169	1.000	-.6282	.7862
	20001 - 30000	.05211	.24584	1.000	-.7692	.8734
	30001 - 40000	-.07692	.30480	1.000	-1.0952	.9414
	more than 40000	-.01026	.31295	1.000	-1.0558	1.0353
5001 - 10000	less than 5000	-.03716	.21340	1.000	-.7501	.6758
	10001 - 20000	.04183	.07206	.997	-.1989	.2826
	20001 - 30000	.01495	.14428	1.000	-.4671	.4970
	30001 - 40000	-.11408	.23083	.999	-.8853	.6571
	more than 40000	-.04742	.24149	1.000	-.8542	.7594
10001 - 20000	less than 5000	-.07899	.21169	1.000	-.7862	.6282
	5001 - 10000	-.04183	.07206	.997	-.2826	.1989
	20001 - 30000	-.02688	.14173	1.000	-.5004	.4466
	30001 - 40000	-.15591	.22925	.993	-.9218	.6100
	more than 40000	-.08925	.23997	1.000	-.8910	.7125
20001 - 30000	less than 5000	-.05211	.24584	1.000	-.8734	.7692
	5001 - 10000	-.01495	.14428	1.000	-.4970	.4671
	10001 - 20000	.02688	.14173	1.000	-.4466	.5004
	30001 - 40000	-.12903	.26111	.999	-1.0014	.7433
	more than 40000	-.06237	.27058	1.000	-.9663	.8416
30001 - 40000	less than 5000	.07692	.30480	1.000	-.9414	1.0952
	5001 - 10000	.11408	.23083	.999	-.6571	.8853
	10001 - 20000	.15591	.22925	.993	-.6100	.9218
	20001 - 30000	.12903	.26111	.999	-.7433	1.0014
	more than 40000	.06667	.32508	1.000	-1.0194	1.1527
more than 40000	less than 5000	.01026	.31295	1.000	-1.0353	1.0558
	5001 - 10000	.04742	.24149	1.000	-.7594	.8542
	10001 - 20000	.08925	.23997	1.000	-.7125	.8910
	20001 - 30000	.06237	.27058	1.000	-.8416	.9663

Homogeneous Subsets

Intention

Scheffe[a,b]

Income	N	Subset for alpha = .05
		1
10001 - 20000	248	3.5108
20001 - 30000	31	3.5376
5001 - 10000	187	3.5526
less than 5000	13	3.5897
more than 40000	10	3.6000
30001 - 40000	11	3.6667
Sig.		.995

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.388.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Oneway

Descriptives

Intention

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
25-32 yrs	400	3.5300	.74941	.03747	3.4563	3.6037	1.33	5.00
33-40 yrs	75	3.5556	.68518	.07912	3.3979	3.7132	1.33	5.00
41-48 yrs	15	3.5333	.78478	.20263	3.0987	3.9679	2.00	4.33
49-56 yrs	5	3.7333	.89443	.40000	2.6228	4.8439	3.00	5.00
57-64 yrs	5	3.4667	.86923	.38873	2.3874	4.5460	3.00	5.00
Total	500	3.5353	.74092	.03313	3.4702	3.6004	1.33	5.00

ANOVA

Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.262	4	.065	.118	.976
Within Groups	273.670	495	.553		
Total	273.931	499			