

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 relationship 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