

Abstract

The purpose of this study is to provide the significant factors such as the relationship between the seller and buyer, the profile of the insurance company or original insured company that affect the performance of the commercialization stage of new service development of Thailand insurance industry called “Product Liability Insurance Policy”.

The research describes and examines the original insured and the commercialization stage of new service development in Insurance Industry. The dependent variable is the performance of commercialization stage of new service development. And independent variables are included limit of liability, coverage of insurance policy, deductible of insurance policy, reputation, knowledge of insurance company, service of staff, contract between original insured and partner, attitude of original insured to insurance industry, relationship between original insured and insurance company and reference group of insurance company. In the study, the questionnaire was distributed to 400 target populations on the study. 98 completed questionnaires were used in the analysis of data by SPSS.

The results of this study are self-explanation as below:

The insurance policy has relation between the insurance policy with the performance of the commercialization stage of the new service development in terms of limit of liability and the coverage of insurance policy. Company profile in terms of brand image or reputation of insurance company, knowledge and service of staff of insurance company has relationship with the performance of commercialization stage of the new service development. The relationship between the insurance company and the original insured has relation to the performance of the commercialization stage of the new service development including the reference of insurance company to the original insured also has affect to the performance of commercialization stage of the new service development.

The study implies that an efficient marketing strategy targeting insurance policy should differentiate each of characteristics of original insured according to the segment but also their activities, size of company, and the trading in their business. This research presents an analysis about the new service development of commercialization stage of insurance industry: a very particular and important target for insurance company in Thailand and should encourage similar studies about the other insurance policy and the other factor which has effect to the decision making of the original insured.

