

Perceived Risk Factors Affecting Consumers' Online Insurance Policy Purchase Behaviour

R.A.U.I. Weerasiri¹ and H.L.D.J. Chathurika²

Department of Finance, University of Kelaniya, Sri Lanka^{1,2}

udanimalka96@gmail.com¹, jayanic@kln.ac.lk²

ABSTRACT

Introduction: This paper examines the relationship between four factors of consumers' perceived risk and consumers' online life insurance policy purchase intentions.

Design/Methodology/Approach: A questionnaire was used to collect data, and regression analysis was used to test the hypotheses. A total of 110 respondents have contributed to the survey, and data were quantitatively analysed via IBM SPSS Statistics 23.

Findings: The findings suggest that consumers perceived risks when purchasing a life insurance policy online. All the four perceived risk factors have a significant negative influence on consumer online life insurance policy purchase intention.

Conclusion: This research gives useful information to insurance companies in online activities and hopes that the findings of this study can help insurance companies to formulate strategies to reduce risks in online purchasing. The development of online shopping has led to some challenges. This issue appears because many insurance companies who do online activities do not understand the main factors contributing to consumers' perceived risk. Studies on consumers' perceived risks toward online life insurance policy purchase intentions are still inconclusive. Thus, this paper fills the gap in the research area.

Keywords: *Online purchasing, Security, life insurance policy, Online consumer behaviour*