

Consumer Attitude and Behavioural Intention towards Adoption of Online Insurance Services: An Empirical Analysis

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Abstract

This study focuses on the factors affecting attitudes and behavioural intentions to adopt online insurance services. The study integrated UTAUT2 constructs with external variables such as government support, perceived credibility, interactivity, and self-efficacy. A structured questionnaire was prepared to collect data through a purposive sampling technique from (420 respondents) online insurance service users, and a structural equation modelling technique was applied to analyse using Amos software version 22.0. The results revealed that performance expectancy, social influence, facilitating conditions, government support, perceived credibility, interactivity, and self-efficacy had significant positive impact on attitude and behavioural intention. Further, the study also proved that attitude has a significant impact on behavioural intention. Effort expectancy was not significantly associated with attitude or behavioural intention to use online insurance services. The mediation outcomes demonstrated that there was no evidence of an attitude-mediated relationship between government support, effort expectations, and behavioural intention. The key contribution is that attitude has been used as a mediator in the relationship between UTAUT2 constructs and behaviour intention. The integrated framework has been utilised in the adoption of online insurance services.

Keywords: Technology, Online Insurance, SEM, UTAUT

Introduction

Digital technology forms a significant foundation for the economic development of every nation (Maurya et al., 2017). There are many reasons to invest in Internet technology, but two distinct ones are restructuring work processes and offering their clients the best services possible (Moga et al., 2012). The growth in mobile users has been a major factor in achieving inclusivity in key industries, including healthcare, finance, and education (Maurya et al., 2017). Because of technological advancements, a wide range of additional features have been introduced to mobile phones, making them a vital part of our everyday lives for a variety of activities (Castanha et al., 2022). Customer experience has received significant attention in the financial services sector, particularly banking and insurance, during the last decade (Choudhury & Singh, 2021). Insurance firms play a key role in providing consumers with inexpensive insurance policies that match their needs (Shah & Pillai, 2022). The insurance industry has embraced the digital revolution and adopted new innovative business models that are similar to those increasingly seen in other industries to cope with the significant changes that have defined the competitive landscape over the past several years (Cappiello, 2020). Modern consumers are becoming accustomed to purchasing simple insurance through internet technology, and online shopping has grown in popularity (Wu et al., 2022). India has millions of mobile phone users and India's life insurance market ranks 10th and the non-life insurance

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market ranks 15th across the globe. The Indian insurance industry is improving its technology capabilities in every aspect of its business. Big data analytics, blockchain technology, and other technological breakthroughs enable insurance businesses to offer an improved customer experience. To provide a better customer experience, it is pertinent for insurance companies to understand customer behaviour. In the past, various studies were conducted on customer behaviour towards internet banking and other financial services. Studies on the acceptance of Internet technology for insurance services are scarce. Therefore, this study is an attempt to understand customer behaviour toward online insurance services. The study aims to evaluate how UTAUT2 determinants and external factors affect behavioural intentions toward the adoption of online insurance services; however, no study has attempted to integrate a model like UTAUT2 with other external variables such as self-efficacy, interaction, government assistance, and perceived credibility has been found. To facilitate this study, the following objectives were framed.

- To study the impact of UTAUT2 determinants and added constructs on the behavioural intention to use online insurance services.
- To study the impact of attitude on behavioural intention to use online insurance services.
- To study the mediating role of attitude in the relationship between UTAUT2 determinants and behavioural intention.

Literature Review and Hypothesis

The Unified Theory of Acceptance and Use of Technology (UTAUT) model was formulated by Venkatesh et al. (2003). This model combines eight previous models and theories, including the Technology Acceptance Model (TAM) (Ajzen & Fishbein, 1980), theory of reasoned action TRA (Ajzen & Fishbein, 1980), Innovation Diffusion Theory (IDT) (Rogers, 1961), Motivational Model (MM) (Davis et al., 1992), Model of PC Utilization (MPCU) (Thompson et al., 1991), Theory of Planned Behaviour (TPB) (Ajzen, 1991), C-TAM; Combined TAM-TPB (Taylor and Todd, 1995), and Social Cognitive Theory (SCT) (Bandura, 1986), which explain technology acceptance behaviour. This theory has its roots in social psychology and is found to provide maximum variance among all the technology acceptance models. The core

constructs of UTAUT model are performance expectancy, effort expectancy, social influence, facilitating conditions, behaviour intention, and actual use. Additionally, the model also includes gender, age, experience, and voluntariness as moderators within the framework. The UTAUT model is applicable in organizational settings.

Subsequently, Venkatesh et al. (2012) developed another model, UTAUT2, which includes habit, price, and hedonic motivation along with previous UTAUT core constructs. Here in this UTAUT2 model voluntariness as moderator was removed because this model is in consumer context and voluntariness cannot be applied. Therefore, UTAUT2 approach was employed to examine the consumer attitude and behaviour intention in online insurance context. Further UTAUT2 model was integrated four external variables naming perceived credibility, self-efficacy, interactivity, and government support. The following hypotheses were framed to achieve the stated objectives.

Performance Expectancy: The degree to which a person expects that using a system will enable him or her to improve job performance is known as performance expectancy (Venkatesh et al., 2003). Or, to put it another way, performance expectancy is the value or advantage users derive from using the technology. The most reliable indicator of intention is performance expectation (Venkatesh et al., 2003). Perceived usefulness, extrinsic motivation, job fit, relative advantage, and outcome expectation are constructs similar to the performance expectations included in various technology models. A significant portion of the variance in intention and use behaviour is attributed to performance expectancy. When adopting technology, it is expected that particular services have the potential to meet users' needs (Alkhalidi & Kharmah, 2019) according to demographic factors, is crucial in segmenting retail banking customers and making marketing decisions. Therefore, the effects of these factors should be examined to help IT providers enhance m-banking services. This study seeks to build a conceptual model that determines the moderating influence of demographic factors on the customer's intention to adopt m-banking. A questionnaire was distributed in Saudi Arabia and the responses were analyzed through a structural equation modeling (SEM). Numerous studies in the banking sector have demonstrated that performance expectancy has a significant influence on behavioural intention (Alkhalidi

& Kharma, 2019; Dwivedi et al., 2019; Foon et al., 2011; Jiang et al., 2019; Lau, 2016; Oliveira et al., 2014; Sánchez-Torres et al., 2018; Tarhini et al., 2016) according to demographic factors, is crucial in segmenting retail banking customers and making marketing decisions. Therefore, the effects of these factors should be examined to help IT providers enhance m-banking services. This study seeks to build a conceptual model that determines the moderating influence of demographic factors on the customer's intention to adopt m-banking. A questionnaire was distributed in Saudi Arabia and the responses were analyzed through a structural equation modeling (SEM). Performance expectancy also has a significant influence attitude (Dwivedi et al., 2019).

H1: Performance Expectancy will have a positive influence on behavioural intention to use E-insurance services.

H2: Performance Expectancy will have a positive influence on attitudes toward using E-insurance services.

Effort Expectancy: "Effort expectancy is defined as the level of ease associated with the use of the system" (Venkatesh et al., 2003). In other words, it is believed that users expect the system to be easy to use, and hence should not be complex. Perceived ease of use and complexity are additional dimensions that are equivalent to the effort expectancy of previous models. Various studies have found that effort expectancy has a significant positive impact on behavioural intention (Alkhaldi & Kharma, 2019; Dwivedi et al., 2019; Lau, 2016). However, some studies contradict these findings (Yaseen & El Qirem, 2018; Oliveira et al., 2014; Tarhini et al., 2016). Effort expectancy also has a significant impact on attitudes toward using insurance services (Dwivedi et al., 2019).

H3: Effort Expectancy will have a positive influence on behavioural intention to use E-insurance services.

H4: Effort Expectancy will have a positive influence on attitude to use E-insurance services.

Social Influence: "Social influence is defined as the extent to which an individual perceives that important others believe he or she should use the new system" (Venkatesh et al., 2003). Social influence refers to how users are perceived by their friends and family if they adopt technology. This phenomenon holds true in regions such

as in Punjab, where societal image plays a significant role in human behaviour. Users may feel chic and professional by using a new service technology (Galhena & Gunawardena, 2022; Oliveira et al., 2014). Social influence serves as a direct determinant of behavioural intention (Venkatesh et al., 2003). Moreover, it impacts attitudes (Bashir & Madhavaiah, 2014; Dwivedi et al., 2019; Rahi & Ngah, 2018) perceived risk, social influence and self-efficacy. The study collected a total of 155 usable responses through convenience sampling from university students aged between 18 and 36 years. Correlation and multiple regression analysis was employed to determine the underlying relationship between dependent variable and behavioural intention. This emerging relationship provides strong evidence that it has an impact on attitude. The rationale behind this could be that social norms and societal image influence users' attitudes toward using technology. Therefore, the proposed hypotheses are as follows:

H5: Social Influence will have a positive influence on behavioural intention to use E-insurance services.

H6: Social Influence has a positive influence on users' attitudes toward using E-insurance services.

Facilitating Conditions: "Facilitating conditions are defined as the extent to which an individual believes that an organizational and technical infrastructure exists to support the use of the system" (Venkatesh et al., 2003). In other words, users expect technical and organizational facilities to enhance their experience of using technology (Dwivedi et al., 2019; Troy et al., 2013). In this study, it was ensured that users had adequate resources and facilities to use the system.

H7: Facilitating conditions will have a positive influence on behavioural intention to use E-insurance services.

H8: Facilitating conditions will have a positive influence on users' attitudes toward using E-insurance services.

Self-Efficacy: Self-efficacy is defined as "judgments of how well one can execute courses of action required to deal with prospective situations" (Bandura, 1982). In other words, self-efficacy refers to individuals' beliefs about their potential to perform certain courses of action (Bandura, 1982). Self-efficacy is a significant predictor of behavioural intention (Bashir & Madhavaiah, 2014;

Nafaa, 2019). It is anticipated that if a person can handle technological tasks independently, there is a significant likelihood that they will use technology to access any service. Self-efficacy also has a significant positive impact on attitudes.

Therefore, our hypothesis is as follows:

H9: Self-efficacy will have a positive influence on behavioural intention to use E-insurance services.

H10: Self-efficacy has a positive influence on users' attitudes toward using E-insurance services.

Perceived Credibility: Perceived Credibility is an extremely significant determinant of behavioural intention, and its integration into the UTAUT model makes this model a better predictor of behavioural intention (Tarhini et al., 2016). It has been argued that security and privacy are of the utmost concern for an individual using an online system. People are hesitant to divulge sensitive information online or to conduct large-scale financial transactions. Thus, they attach more importance to credibility factors such as security and privacy, and the absence of these factors may result in a decline in technology usage. Numerous studies have found that credibility is a significant driver of behavioural intention to use technological services (Bhatiasavi, 2016; Hanafizadeh et al., 2014; Lin et al., 2015; Merhi et al., 2019) perceived usefulness, perceived ease of use, perceived credibility, perceived behavioral control, subjective norms, and attitude toward use. Perceived credibility also has a significant impact on users' attitudes toward E-insurance. Therefore, we propose the following hypotheses:

H11: Perceived Credibility will have a positive influence on behavioural intention to use E-insurance services.

H12: Perceived Credibility has a positive influence on users' attitudes toward using E-insurance services.

Government Support: The government's efforts to provide infrastructure and legal frameworks to positively influence internet banking (Dasgupta, 2017). The greater the level of government support perceived by an individual, the more likely he or she would be to adopt internet banking (Chi et al., 2015). Thus, support from the government regarding the authenticity of technology and infrastructure facilities helps users

of technology in behavioural intentions towards using technology. Government support has a positive influence on behavioural intention. Thus, our proposed hypothesis is:

H13: Government Support will have a positive influence on behavioural intention to use E-insurance services.

Government support also helps users form a positive attitude towards technology use.

H14: Government Support has a positive influence on users' attitudes toward using E-insurance services.

Interactivity: Interactivity is the process of communicating with humans and technological devices (Nafaa, 2019). Interactivity enhances communication with the individuals on the other side. In the case of online insurance websites, Robo advisors are available to interact and email, and other contact details ensure smooth interactivity between the insured and insurers. This user's positive attitude is shaped by interactivity which then has a significant impact on their intention to use internet services (Krishanan, Khin, et al., 2016; Krishanan, Low Lock Teng et al., 2016).

H16: Interactivity has a positive impact on attitudes toward online Internet insurance services.

H17: Interactivity will have a positive impact on behaviour intention to use online internet insurance services.

Attitude: Attitude refers to the "degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in the question" (Ajzen, 1991) 1985, 1987. Attitude may be influenced by the extent to which the technology found to be easy to use and thus lack complexities, and the extent to which the technology found to be useful (Dwivedi et al., 2019).

H17: Attitude will have a positive impact on behaviour intention toward using E-insurance services.

Behaviour Intention: Behavioural intention is defined as an individual's readiness to perform a certain behaviour, and it is assumed as an immediate antecedent of the actual Behaviour" (Ajzen, 1991).

Attitude as a mediator: Attitude plays a mediating role in the relationship between performance expectancy and behaviour intention, effort expectancy and behaviour

intention, social influence and behaviour intention, facilitating conditions and behaviour intention, credibility and behaviour intention, government support and behaviour intention, interactivity and behaviour intention, self-efficacy and behaviour intention.

H18: Attitude mediates the relationship between performance expectancy and behaviour intention.

H19: Attitude mediates the relationship between effort expectancy and behaviour intention.

H20: Attitude mediates the relationship between social influence and behaviour intention.

H21: Attitude mediates the relationship between facilitating conditions and behaviour intention.

H22: Attitude mediates the relationship between self-efficacy and behaviour intention.

H23: Attitude mediates the relationship between perceived credibility and behaviour intention.

H24: Attitude mediates the relationship between government support and behaviour intention.

H25: Attitude mediates the relationship between interactivity and behaviour intention.

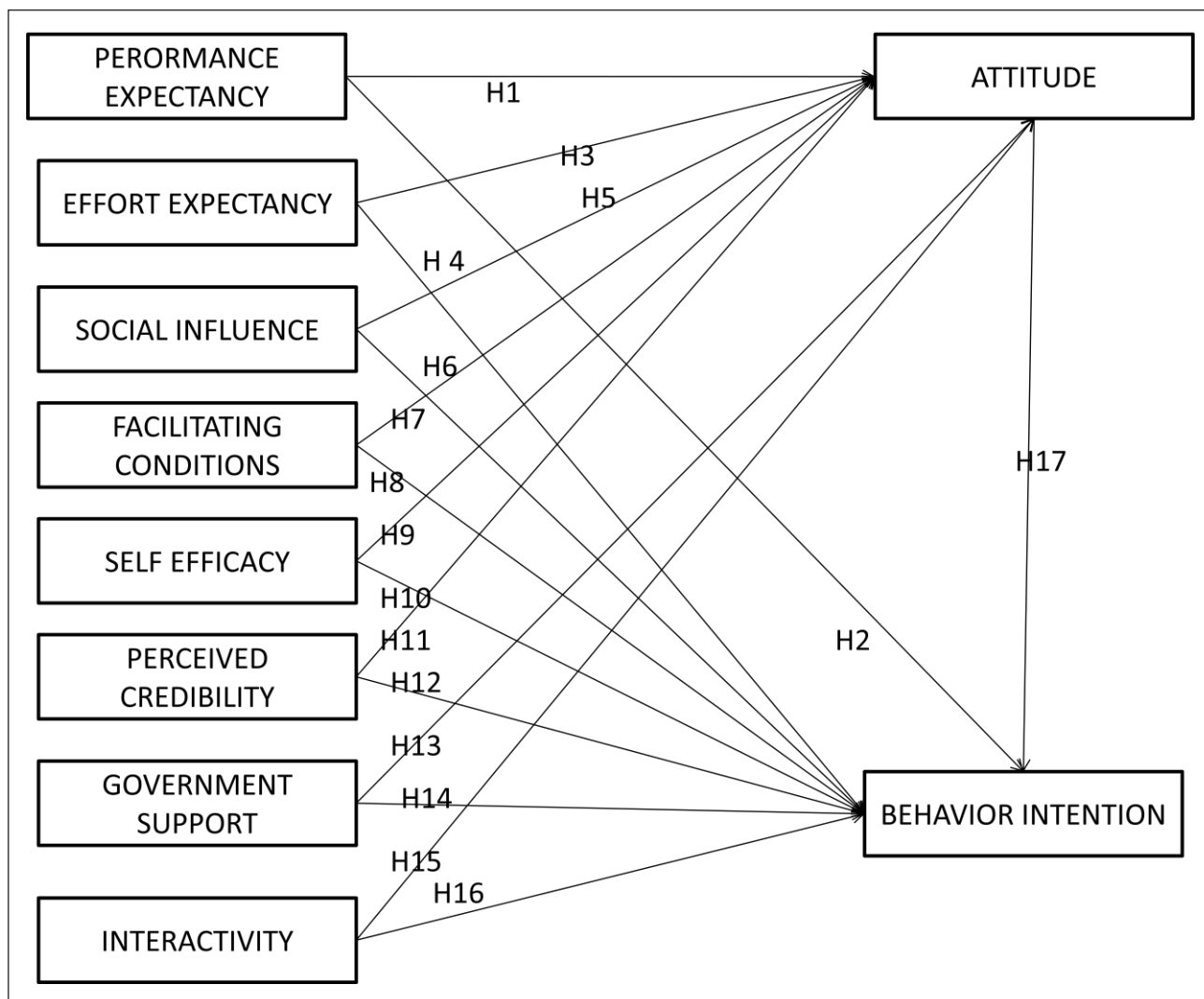


Fig. 1: The Proposed Theoretical Model

Methodology

This study employed a structured questionnaire to examine the users' behaviour and intention to use online insurance services. This questionnaire was specifically designed to evaluate the technological acceptance of online insurance services. It has at least three items for each construct and uses a five-point Likert scale. The following criterion was used to choose the target population: A respondent must first have had health or life insurance coverage within the past year. Second, he ought to have accessed any online insurance services through technology or the Internet. Pre-testing was conducted to identify inefficiencies in the survey instrument before undertaking the main study. The final data was collected through the purposive sampling method. The final data was collected from three cities in Punjab i.e. Amritsar, Jalandhar, and Ludhiana. In the other section of the same instrument demographic profile of the respondents was also assessed. A total of 600 questionnaires were given out to respondents, however only 420 were deemed suitable for further examination, and the remaining questionnaires were rejected because of inconsistent and illegible answers. The demographic profile of the respondents has been shown in Table 1.

Table 1: Demographic Profile

Category	Percentage
Gender:	
male	60.4
female	39.6
Experience in using computer systems:	
Less than 2 years	2.1
2-5 years	32.7
5-10years	42.8
More than 10 years	22.4
Experience in using Internet systems:	
Less than 2 years	4.6
2-5 years	52.6
5-10years	31.1
More than 10 years	11.7

Notes: Computed using SPSS.

Results

This study employed a CB-based SEM involving a two-step approach i.e. measurement model and structural model to test the proposed model using Amos 22.0 software. The measurement model assesses the reliability and validity of the survey instrument, whereas, in the second step, the structural model tests the research hypothesis framed and thus examines the structural relationship between the latent constructs.

Measurement Model

The measurement model involves assessing convergent validity and discriminant validity of the survey instrument. First confirmatory analysis was used to evaluate whether the model is fit or not and also examined the validity and reliability of the measurement model. The Model fit was assessed through the goodness of fit indices such as chi-square (1522.472) and degree of freedom (1179). Other indices of the goodness of fits such as CMIN /DF (1.291), CFI (.977), TLI (.975), NFI (.905) RMR (.028), and RMSEA (.026) were also examined as chi-square only does not state the model fit (Table 4). Convergent validity indicates the internal reliability of the scales used. In other words, it is explained as whether the said constructs are reflected by their indicators. There are two measures of convergent validity, namely Average Variance Extracted and Composite Reliability (Table 2). The Average Variance Extracted should be greater than the threshold limit of .5, while composite reliability should be greater than .7 (Hair et al., 2018) knowing the appropriate technique can be a challenge. For example, when considering structural equation modelling (SEM). Discriminant validity assesses the extent to which a construct is truly distinct from other constructs (Hair et al., 2018) knowing the appropriate technique can be a challenge. For example, when considering structural equation modelling (SEM (Table 3).

Table 2: Composite Reliability, Average Variance Extracted, Calculated using IBM AMOSS22

<i>Constructs</i>	<i>CR</i>	<i>AVE</i>
P.E.	0.898	0.638
E.E.	0.875	0.636
S.I.	0.910	0.669
S.E.	0.886	0.609
I	0.880	0.597
P.C.	0.915	0.642
G.S.	0.898	0.595
ATT	0.926	0.714
B.I.	0.897	0.636
F.C.	0.891	0.622

Notes: Computed using SPSS.

Table 3: Discriminant Validity Calculated using IBM AMOS 22

	<i>P.E.</i>	<i>E.E.</i>	<i>S.I.</i>	<i>S.E.</i>	<i>I</i>	<i>P.C.</i>	<i>G.S.</i>	<i>ATT</i>	<i>B.I.</i>	<i>F.C.</i>
P.E.	0.799									
E.E.	0.249***	0.797								
S.I.	0.402***	0.425***	0.818							
S.E.	0.326***	0.438***	0.523***	0.781						
I	0.354***	0.304***	0.483***	0.491***	0.773					
P.C.	0.333***	0.379***	0.506***	0.614***	0.561***	0.801				
G.S.	0.330***	0.351***	0.447***	0.483***	0.444***	0.499***	0.772			
ATT	0.443***	0.446***	0.560***	0.597***	0.558***	0.585***	0.500***	0.845		
B.I.	0.453***	0.478***	0.604***	0.660***	0.649***	0.672***	0.579***	0.685***	0.797	
F.C.	0.285***	0.403***	0.482***	0.550***	0.398***	0.479***	0.458***	0.457***	0.551***	0.789

Table 4: Goodness of Fit Indices

<i>Model Fit Indices</i>	<i>Recommended Value</i>	<i>Measurement Model</i>
Chi-square	P<0.05	1522.472
Df	-	1179
TLI	>0.90	.975
AGFI	>0.8	.872
CFI	>0.90	.977
NFI	>0.90	.905
RMSR	<0.10	.028
RMSEA	<0.08	.026

Notes: Calculated using IBM AMOS 22.

Structural Model

The structural model tested the hypotheses (Table 5) (Fig 1) and examined the structural relationship between latent constructs in the proposed model. The results indicate

that except for hypotheses H3, and H4, all hypotheses were found statistically significant. More specifically, H1 ($\beta = .071$, $p < .05$), and H2 ($\beta = .152$, $p < .05$) performance expectancy was found to have a significant impact on behavioural intention and attitude. H3 ($\beta = .075$, $p > .05$),

and H4 ($\beta=.007$, $P>.05$) indicate that effort expectancy does not have a positive influence on behaviour intention and attitude. H5 ($\beta=.077$, $P<.05$), and H6 ($\beta=.146$, $P<.05$) state that social influence has a significant positive impact on behaviour intention and attitude. H7 ($\beta=.078$, $P<.05$) was found a significant relationship with behaviour intention H8 ($\beta=.138$, $P<.05$) was found to have an insignificant relationship with attitude. Moreover, hypothesis H9 ($\beta=.131$, $P<.05$), and H10 ($\beta=.216$, $P<.05$) were found to have a statistically positive impact on behaviour intention and attitude to use online insurance.

Additionally, H11 ($\beta=.158$, $P<.05$), H12 ($\beta=.172$, $P<.05$). Perceived credibility was found to have a statistically positive relationship with behaviour intention and attitude. H13 ($\beta=.111$, $p<0.05$), and H14 ($\beta=.114$, $P<0.05$) were found to have a significant impact on behavioural intention and attitude respectively. H15 ($\beta=.198$, $P<0.05$), and H16($\beta=.204$, $P<.05$) both were significantly positive to behaviour intention and attitude. H17($\beta=.133$, $P<.05$) Attitude was found to have a significant impact on behaviour intention.

Table 5: Direct Effects

Hypothesis	Path	Beta Coefficient	P Value	Result
H1	PE→BI	.071	.029	Supported
H2	PE→ATT	.152	.000	Supported
H3	EE→BI	.075	.081	Not supported
H4	EE→ATT	.007	.903	Not supported
H5	SI→BI	.077	.049	Supported
H6	SI→ATT	.146	.006	Supported
H7	FC→BI	.078	.046	Supported
H8	FC→ATT	.138	.010	Supported
H9	SE→BI	.131	.006	Supported
H10	SE→ATT	.216	.000	Supported
H11	PC→BI	.158	.000	Supported
H12	PC→ATT	.172	.007	Supported
H13	GS→BI	.111	.008	Supported
H14	GS→ATT	.114	.047	Supported
H15	I→BI	.198	.000	Supported
H16	I→ATT	.204	.000	Supported
H17	ATT→BI	.133	.002	Supported

Mediation Effect

Table 6: Mediation Results

Hypothesis	Indirect paths	Estimate	SE	LLCI	ULI	Results
H18	PE→ATT→BI	.024	.018	.003	.062	Partial mediation
H19	EE→ATT→BI	.001	.012	-.017	.023	No mediation
H20	SI→ATT→BI	.023	.019	.002	.067	Partial mediation
H21	FC→ATT→BI	.019	.016	.002	.057	Partial mediation
H22	SE→ATT→BI	.032	.022	.006	.080	Partial mediation
H23	PC→ATT→BI	.025	.017	.005	.066	Partial mediation
H24	GS→ATT→BI	.016	.015	.000	.055	No mediation
H25	I→ATT→BI	.029	.022	.004	.078	Partial mediation

Mediation Effect

Baron and Kenny (1986) and Hayes's (2013) approach were used to test the mediation effect of attitude on the relationship between performance expectancy, effort expectancy, social influence, facilitating conditions, self-efficacy, perceived credibility, government support, and interactivity (PE, EE, SI, FC, SE, PC, GS, I) on behavioural intention (BI) (Table 6). Bootstrapping analysis was conducted to test the significant indirect effect of the independent variable on that of the dependent variable. Table 6 shows that PE ($E = .024$, $LLCI = .003$, $ULCI = .062$), SI ($E = .023$, $LLCI = .002$, $ULCI = .067$), FC ($E = .019$, $LLCI = .002$, $ULCI = .057$), SE ($E = .032$, $LLCI = .006$, $ULCI = .080$), PC ($E = .025$, $LLCI = .005$, $ULCI = .066$), and I ($E = .029$, $LLCI = .004$, $ULCI = .078$) were found to have a statistically significant indirect relationship with behavioural intention, as the confidence interval did not include zero. The direct effect of PE, FC, SI, SE, PC, and I on BI were also found to be significant, indicating that attitude partially mediates the relationship between performance expectancy, social influence, facilitating conditions, perceived credibility, self-efficacy, interactivity, and behavioural intention. Consequently, hypotheses H18, H20, H21, H22, H23, H25 were supported. On the contrary, H19, and H24 were not supported as EE ($E = .001$, $LLCI = -.017$, $ULCI = .023$) and GS ($E = .016$, $LLCI = .000$, $ULCI = .055$) confidence level of indirect effect included zero, which indicate that the indirect effect of EE and GS was not significant. Therefore, attitude does not mediate the relationship between effort expectancy, government support, and behavioural intention.

Discussion and Implication

This study contributes significantly by incorporating attitude as a mediator in the theoretical model. The findings highlighted that performance expectancy has a significant relationship with behavioural intention, with attitude was found to mediate performance expectancy and behavioural intention, suggesting that the usefulness of technology shapes people's attitudes and subsequently influences their intention to use it. People are more likely to adopt a system for insurance services if they offered benefits such as less effort, lead time, and increased output. For insurance businesses to benefit, they must focus

on their websites and apps. This can be accomplished by reducing page loading times and broken link issues. Previous studies (Chuchuen, 2016; Essel, 2022; Huang et al., 2019; Johar & Suhartanto, 2019; Lau, 2016; Pham et al., 2022; Pobee, 2022; Cappiello, 2020; Dwivedi et al., 2019; Oliveira et al., 2014; Sánchez-Torres et al., 2018; Tarhini et al., 2016) support this claim. In addition, the study discovered that there is no relationship between effort expectancy and behavioural intention or attitude. Previous studies (Al Ali, Musaed S. et al., 2019; Alalwan et al., 2016; Alduais & Al-Smadi, 2022; Bhatiasavi, 2016; Chan et al., 2020; Lau, 2016; Merhi et al., 2019; Pham et al., 2022; Sánchez-Torres et al., 2018; Tarhini et al., 2016; Troy et al., 2013; Zuiderwijk et al., 2015) have supported these findings. Users may attach less weight to this construct if they have the necessary expertise and find an insurance website or app user-friendly (Venkatesh et al., 2003). Few studies have also produced outcomes that conflicted with one another (Dwivedi et al., 2019; Oliveira et al., 2014). Insurance companies should place greater emphasis on advantages than on making systems simple to use, as system simplicity is more important when a technology is new (Venkatesh et al., 2003). The relationship between social influence, attitude, and behavioural intention has become more apparent, and the conclusions are compatible with some research investigations (Dwivedi et al., 2019; Jiang et al., 2019; Rahi & Ngah, 2018; Tarhini et al., 2016). When using financial services online, it was found that most users' decisions were influenced by their friends and family (Balakrishnan et al., 2022; Dissanayake et al., 2022; Essel, 2022; Gu et al., 2021; Imm & Ping, 2019; Toukabri & Ettis, 2021; Patil et al., 2023; Pobee, 2022). Consequently, insurance providers should increase their marketing efforts to persuade more people to use online platforms. In line with earlier research, this study also discovered that facilitating conditions had a statistically significant association with attitude and behavioural intention (Dwivedi et al., 2019; Imm et al., 2019; Rahi & Ngah, 2018; Yu et al., 2021). This may be due to services such as help desks that assist consumers in developing favourable attitudes toward technology (Chawla, 2020; Chawla & Joshi, 2019; Lau, 2016; Moya et al., n.d.; Troy et al., 2013; Yu et al., 2021; Dwivedi et al., 2019). It is anticipated that tools such as chatbots, which answer questions, could prove useful in fostering favourable attitudes toward the usage of online insurance

services. Insurance companies should also concentrate on improving their websites to offer more services and respond promptly to customer inquiries. The study also found that government support in the form of Internet infrastructure, a digital push, and an increase in the FDI limit in the insurance industry support people to develop a favourable intent to utilize the Internet as a platform for obtaining online insurance services. However, this evidence does not support this theory (Dasgupta, 2017; Chong et al., 2010). Insurance businesses should take full use of government measures, such as raising the FDI limit in the insurance industry and the government's digital drive, to increase insurance penetration and the number of digital users. The result found that government support has a significant impact on attitude and behaviour intention. The results were supported by previous research studies (Andreas L. Tobing S. I. P. & Benyamino L. Tobing M. M, 2020; Chi et al., 2015). Those with confidence in their technological aptitude frequently experiment with new gadgets. Self-efficacy was found to be a strong driver of behavioural intention and attitude toward using online insurance services, as is clear from our results (Al-Saedi et al., 2020; Kumar et al., 2020).

Those with technology skills and the confidence to use them to access online services have a more favourable outlook and intention to use online insurance services. This theory is supported by Bashir and Madhavaiah (2014), and Dasgupta (2017). For sophisticated services, insurance companies must offer demo features on their websites and mobile applications. By doing so, users' confidence in using insurance websites significantly increases. Additionally, this study discovered a substantial link between attitude, conduct intention, and perceived credibility. The idea is that if someone believes that a specific technology is secure, meaning that there are no privacy or security concerns, then they will have a favourable attitude toward using online insurance services through Internet technology, which is also supported by numerous studies (Bhatiasevi, 2016; Lin et al., 2015; Merhi et al., 2019; Tarhini et al., 2016). Because security and privacy are of the greatest importance when utilizing website services, businesses should place more emphasis on security and privacy features and fraud disclaimers. The findings indicate that interaction is important in predicting whether users will use online platforms for insurance services (Krishanan et al., 2016; Krishanan et al., 2016; Nafaa, 2019). By using customer

portals, insurance businesses can offer prompt assistance and enhance company and client involvement through various social media networking sites.

Limitations and Future Directions for Research

This study also has several limitations. First, it was based on a quantitative approach, and the results could have been improved using both qualitative and quantitative approaches. The second limitation is that the research study was confined to only three cities in Punjab: Amritsar, Jalandhar, and Ludhiana; consequently, the results may or may not be generalized to other geographical settings. This study used the UTAUT model and integrated external variables. Future studies could incorporate more constructs that were not considered in this study, such as trialability and trust. Further, the researcher may use other technology models, such as the TAM and IDT.

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