



STUDENTS INTENTION TO PURCHASE ONLINE GENERAL INSURANCE SERVICES: APPLYING THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY

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ABSTRACT

Understanding the factors influencing students' intention to purchase online general insurance is crucial in the digital age. This study applies the Unified Theory of Acceptance and Use of Technology (UTAUT) model to analyse data from 200 students, employing Regression Analysis. This study investigates factors influencing students' intention to purchase online general insurance using the UTAUT model. A regression analysis revealed significant relationships between performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), trust (T), perceived security (PS), privacy (P), and students' behavioural intention (BI) to buy online insurance.

The results indicate that students are more likely to consider purchasing if they believe it's easy to use (PE), trust the provider (T), and perceive the process protects their privacy (P) and perceived security (PS). Conversely, negative influences include social disapproval (SI), difficulty using the system (FC), and concerns about effort (EE). These findings highlight the importance of user-friendly interfaces, addressing security concerns, and building trust to encourage student adoption of online general insurance. In conclusion, Performance expectancy, Trust, Perceived security and Privacy significantly impacts students' intention to purchase online general insurance, while social influence, Effort Expectancy and, facilitating conditions do not demonstrate statistically significant relationships with Behavioural Intention in this context. These findings provide valuable insights for policymakers and insurance providers aiming to enhance online insurance adoption among students.

Keywords: Online, Insurance, Students, Trust, Security, UTAUT Model

1.1 INTRODUCTION

In recent years, the realm of insurance services has witnessed a significant shift towards online platforms, driven by advancements in technology and changing consumer preferences. Among various demographic segments, students represent a unique cohort whose behaviours and intentions towards purchasing online general insurance deserve particular attention. The intention of students to purchase online general insurance not only reflects their awareness of risk management but also underscores their engagement with digital platforms for financial transactions. Understanding the factors influencing students' intentions in this regard is crucial for insurers and policymakers alike.

The Unified Theory of Acceptance and Use of Technology (UTAUT) model has emerged as a robust framework for comprehensively analysing individuals' intentions and behaviours towards adopting and

utilizing technology-based services. Originally proposed by Venkatesh et al. (2003), the UTAUT model integrates several key constructs, including performance expectancy, effort expectancy, social influence, and facilitating conditions, to predict users' behavioural intentions towards adopting technology. Drawing upon the foundations laid by previous research in this domain, this study aims to explore students' intentions to purchase online general insurance using the UTAUT model as the theoretical lens. By synthesizing insights from similar research papers, this study seeks to provide a comprehensive understanding of the factors influencing students' intentions to engage with online insurance services. Specifically, the study will investigate how students' perceptions of the usefulness and ease of use of online insurance platforms, social influences, and facilitating conditions shape their intentions to purchase general insurance online.

This study addresses a significant gap in the literature by applying the UTAUT model to explore students' intentions to purchase online general insurance. By leveraging insights from similar research papers, this research aims to shed light on the complex interplay of factors influencing students' adoption of online insurance services.

1.3 REVIEW OF LITEARTURE

1. Yassine jadir et al, (2022) in their research paper tried to find out the factors that influence online trust and intention to buy on a website of Moroccan people. The data was collected from 414 residents. The study used Partial Least Squares Structural Equation Modelling (PLS-SEM) to analyse relationship between variables. The findings verified that the website's perceived size and reputation are significant markers of online trust in Morocco. The results show that e-commerce businesses targeting Moroccan customers should focus their marketing efforts on organizational variables, such as perceived size and reputation, as these qualities increase consumer trust and lower perceived risk. Customers' perceptions of online purchasing will improve as a result, and they will eventually be more inclined to make purchases there. The study also found that attitude and perceived risk act as mediators in the relationship between online trust and online purchasing intentions.

2. Karrar et al, (2020) in their research they tried to find out adoption of Mobile payment in Oman. The data was collected from 436 respondents and analysed using general Partial Least Squares-Structural Equation Modelling (PLS-SEM). As the best predictor, performance expectancy was found to be the most significant element influencing M-payment uptake in Oman, according to the study's key findings. The study also discovered that users' intentions to accept M-payment technologies were highly influenced by social influence. Users' adoption intentions were significantly influenced by the effort expectation, or ease of use and convenience, of M-payment systems. Users' inclination to embrace and use the technology was found to be significantly influenced by their level of trust in the M-payment system. Users' inclination to embrace and use the technology was found to be significantly influenced by their level of trust in the M-payment system. The study also discovered that perceived risk had a negligible detrimental effect on the behavioural intention to use M-payment system in Oman.

3. Jiang et al, (2019) in their research they tried to find out the intention of purchasing Life insurance of Chinese people using UTAUT model. The data was collected from 315 respondents and analysed using SEM model. The findings verified that the most significant influencing factor when buying insurance online is social influence. There is a positive correlation between behaviour intention and effort expectancy; the intention to buy life insurance online will rise as the amount of work needed to do so decreases. Customers' propensity to buy life insurance online is positively impacted by performance expectancy because they believe buying insurance online is a better and more efficient channel. The propensity to acquire life insurance online was positively impacted by both perceived risk and trust.

4. Wei et al, (2021) this research aims to examine the factors affecting young generations' behavioural intention and observed the adoption of mobile payment services in Taiwan. The data was collected from 307 respondents and analysed using PLS-SEM. The four main factors that determine behavioural intention and usage are performance expectancy, effort expectancy, social influence, and facilitating conditions, according to the UTAUT model. Age, Gender, Income, and Education The results of this study show that the young generation's actual use of mobile payments is driven by promotional activities and behavioural intention. Perceived dangers are found to have a negative influence, which reflects the young generation's preference for low risk.

5. Kholoud et al, (2023) in their research tried to find out the behavioural intention to adopt Fintech services using UTAUT model. The data was collected from 366 Fintech users through online survey and analysed using PLS-SEM model. The findings verified that there is a substantial positive correlation between users' behavioural intention towards FinTech services and performance expectancy, effort expectancy, enabling conditions, and privacy enablers. The findings also demonstrated a negative relationship between social influencers and privacy barriers and users' behavioural inclination to use FinTech services. Overall, the results indicated that since privacy enablers will help build client confidence, FinTech service providers should concentrate on providing these services.

6. Md Sharif et al, (2023) aim to bridge the existing gap in the scholarly discourse by shedding light on the factors that shape users to accept Fintech services. 350 survey responses are collected online for data analysis. The study utilizes partial least square structural equation modelling (PLS-SEM) to analyse the results. The study's findings demonstrated that behavioural intention to utilize fintech services is significantly positively impacted by EE, IQ, SQ, SEQ, and PR, with SQ having the most impact. Furthermore, BI has a very favourable impact on how fintech services are actually used. PE and SI, however, didn't demonstrate any effects. Compare the research results among the different demographic groups in Malaysia.

7. Chian et al, (2012) in this paper aims to find out factor affecting individuals to adopt mobile banking. The data was collected from 441 respondents and analysed using Partial least square (PLS) method. The study's empirical data suggests that the most significant element influencing people's intentions to utilize mobile banking is social influence. This study provides evidence that the actual behaviour was not influenced by perceived self-efficacy. Furthermore, the intention of an individual to use mobile banking was not significantly influenced by effort expectations. According to the comprehensive statistical data, individuals across all age groups found perceived credibility and performance expectancy to be critical considerations when determining their propensity to utilize mobile banking. Gender did not significantly moderate the effects of social influence, perceived credibility, or effort expectancy on behavioural intention; however, gender did significantly moderate the effects of performance expectancy and perceived financial cost on behavioural intention.

8. Ali et al, (2016) in this research paper aims to understand the customers' acceptance and use of internet banking in Lebanon. The data was collected from 408 customers and Structural equation modelling was used to analyse the data. The primary antecedents of BI were found to be performance expectancy (PE), social influence, PC, and TTF. The results of the structural path analysis indicated that these factors accounted for a considerable portion of the variance in consumers' behavioural intention (BI) to use IB. Unlike the UTAUT, the effect of effort expectation on BI was minimal. Moreover, it was found that BI and enabling conditions both affected and substantially contributed to the actual usage behaviour.

9. Chen et al, (2021) in their research tried to find out the determinants of consumers purchase intention on fresh e-commerce platform using UTAUT model. The data was collected from 357 respondents and analysed using SEM model. The findings demonstrated that whilst perceived risk has a significantly negative impact on customers' purchase intentions utilizing new e-commerce platforms, performance expectancy and social influence both had a significantly favourable impact. Between social influence and purchase intention, perceived risk and purchase intention, and performance expectancy and purchase intention, perceived trust acts as a mediator. Furthermore, awareness of food safety acts as a moderator between purchase intention and perceived trust.

10. Celik et al, (2016) in their research tried to find out customer online shopping anxiety using UTAUT framework. The data was collected from 483 respondents and analysed using Partial least square (PLS) method. In addition to its direct impact on consumer intentions, the data also showed that anxiety had large negative effects on performance expectancy and effort expectancy. In every model this study investigated, performance expectancy and consumer intents were favourably correlated. The best predictor of behavioural intentions to use the shopping channel was determined to be social influence.

11. Samar et al, (2019) in their research tried to find out the integration of UTAUT model in internet banking adoption context and mainly focused on performance expectancy and effort expectancy. The data was collected from 398 respondents using convenience sampling and analysed using Partial least square and

Structural equation modelling (PLS-SEM) method. This study concludes that website design, customer service, reliability, assurance, performance expectancy, effort expectancy, social influence, and facilitating conditions explained R² of 80.2% variance in internet users' intention to adopt internet banking. It also found that the extension of the UTAUT model with e-service quality was theoretically and statistically valid and had a significant impact on users' intention to adopt internet banking. Conversely, customer service, website design, and effort expectancy predicted performance expectancy and explained an R² of 33.9% in user performance expectancy.

12. Kriti et al, (2019) in their study aims to find out factors influencing adoption of payments banks by Indian customers using Extending UTAUT model with perceived credibility. The data was collected from 660 respondents and analysed using Structural Equation Modelling (SEM) method. The findings demonstrated that the most significant factor influencing underbanked and unbanked clients' adoption of new services, like payments banks, is perceived credibility. Additionally, it is discovered to be strongly impacted by SI and PE, with SI having a larger magnitude than PE. It was also determined that effort expectancy significantly affected the behavioural intention to use payment banks' services. The results also show that behavioural intention to use payments bank services is significantly influenced by performance expectancy.

13. Puriwat et al, (2021) in their study aims to investigate elements affecting social media adoption for business purposes by using the unified theory of acceptance and use of technology (UTAUT) model. The data of 196 samples were collected and analysed using the structural equation modelling (SEM) technique. Research findings show that social influence, performance expectations, and effort expectations all have a substantial impact on behaviour prospects when it comes to using social media for business. The actual use behaviour was also influenced by the conditions that were made possible. The moderating impact of every demographic and behavioural component, including age, gender, amount of time spent on social media every day, and status as an entrepreneur, was also examined by the authors. The one-way analysis of variance (ANOVA) results demonstrates the significant age-related variations in the purpose and use of social media behaviour.

14. Onome et al, (2023) in their study aims to investigate the factors that influence the adoption of technology among healthcare professionals. The data from 304 responses were collected and analysed used PLS-SEM. The results showed that the behavioural intention (BI) of healthcare personnel to use DHT was not substantially predicted by the perceived ease of use (PEU). Research indicates that healthcare personnel' inclination to adopt digital technology is significantly influenced by its perceived utility. Healthcare professionals' BI to use technology was greatly influenced by their perceived physical state. In the current study, social impact was not significantly associated to behavioural intention, but perceived physical condition significantly influenced healthcare professionals' BI to use technology. Technical proficiency and BI were positively and strongly correlated.

15. Devadas et al, (2023) aims to examine the factors influencing users' acceptance and use of ChatGPT using the unified theory of acceptance and usage of technology (UTAUT) model. The data was collected from 32 respondents and analysed using six- phase approach in NVivo software. According to the study's findings, the overall aspects of performance expectancy, effort expectancy, social impact, enabling circumstances, and privacy concerns had the biggest effects on ChatGPT usage. The evidence establishes all five of the second-order concepts: job fit related to performance anticipation, perceived informativeness, sensation of accomplishment, task accomplishment, and outcome expectation. Moreover, perceived interactivity—a UTAUT theory extension—is found to be a significant determinant. Perceived human touch has been found by the researchers to be another extended component; nonetheless, there isn't much of a correlation between ChatGPT usage and this factor.

16. Valeska et al, () in their study aims to investigate factors that might influence the behaviour intention to use ADR. Total of 19 valid responses were collected and analysed using SEM method. According to the results that followed, most respondents said that ADR was generally helpful and that it could even aid in task completion. This was in relation to the effect of performance expectancy. In summary, this study provides firsthand information that sheds light on how LSP perceives ADR.

17. Rekha et al, (2023) aims to find out role of perceived quality the acceptance of online insurance services. The data was collected from 437 respondents and analysed using Structural equation modelling (SEM) method. The outcomes verified that performance expectancy played a substantial role in elucidating the intention to behave. The results showed a strong positive correlation between behaviour intention and effort anticipation. Additionally, statistically significant was social influence, demonstrating its beneficial effects on behaviour intention. Credibility and Behaviour Intention were significantly correlated. Actual Use Behaviour is greatly impacted by Facilitating Conditions. There is a strong positive correlation between intended behaviour and actual behaviour.

18. Wissan et al, (2021) in their study tried to Explain the linkage between antecedents' factors of adopting online classes and perceived learning outcome using extended UTAUT model. The data was collected from 531 respondents and analysed using PLS-SEM model. The findings verified that users' behavioural intention to use an online education system is positively and significantly impacted by performance expectancy. Positive effort anticipation influences the factors that propel online learning. The drivers of adapting online classes are positively influenced by social influence. The drivers of adapting to online classes are positively and significantly impacted by student technological efficiency. The drivers of adapting to online classes are positively influenced by price value. Adoption of online education systems is positively and significantly impacted by health conditions. The digital divide has a favourable impact on how well students adjust to online learning. Adoption of the online education system is positively and significantly impacted by student efficacy in these classes.

19. Igor et al, (2021) in their study aims to find out Effort expectancy and social influence factors as main determinants of performance expectancy using electronic banking. The data was collected from 454 respondents and analysed using Structural equation modelling (SEM). The findings verified Performance Expectancy The quality of bank services is not yet directly correlated with internet banking. Expected performance is strongly influenced by expected efforts. Positive and statistically significant coefficients indicate that the predicted effort component has an impact on the expected performance. Expected performance is greatly impacted by social influence. The social influence factor has a positive and statistically significant impact on the predicted performance component.

20. Nahida et al, (2023) in their study tried to find out the factors influencing adoption of fintech among graduates. The data was collected from 375 respondents and analysed using Structural equation modelling (SEM). The results of the study showed that the intention of students to utilize Fintech is highly influenced by performance expectancy, effort expectancy, and facilitating settings. On the other hand, users' behavioural goals and supporting conditions encourage them to use financial technology. Furthermore, their resolve to accept and use Fintech was unaffected by societal influence or their own level of innovation. Thus, the study's findings will be useful in examining undergraduates' expectations, preferences, and actual Fintech usage levels.

21. Pushp et al, (2020) in their study tried to understand consumer adoption of mobile payment in India. The data was collected from 491 respondents and analysed using Structural equation modelling (SEM). The findings demonstrated a significant positive correlation between the dependent variable attitude and its predictors, trust, personal innovativeness, performance expectancy, and effort expectancy. In the meantime, Indian customers' attitudes on mobile payment emerged as a substantial negative predictor when it came to the last predictor, worry. As a result, behaviour intention was significantly positively predicted by attitude, and so. Social influence and enabling settings were found to be major direct positive predictors of behavioural purpose in addition to attitude. Additionally, there was a strong positive correlation between effort expectancy and enabling conditions. Three major positive predictors, including performance expectancy, behavioural intention, and grievance redressal, were found to be positively correlated with the ultimate dependent variable, usage behaviour.

22. Ricardo et al, (2016) in their study aims to find out intention of adoption of mobile payment using UTUAT model. The data was collected from 605 respondents and analysed using Structural equation modelling (SEM). The findings verified that there is a noteworthy correlation between the intention to use mobile payment and performance expectations, effort expectations, social influence, and perceived risk. Furthermore, there is no statistically significant correlation between perceived cost and the propensity to use mobile payments.

1.3 Research Gap

While existing literature has extensively investigated consumer behavior and intentions in various online purchase contexts on topics “Online life insurance purchasing intention (Jiang et al, 2019) and “Behavioural intention to adopt FinTech services (Kholoud et al, 2023)” and “Adoption of Internet insurance in Taiwan (Chiang et al, 2023)”. So, there is a notable dearth of research specifically focusing on students' intention to purchase online general insurance. Despite students being a significant demographic with unique characteristics and needs, their behaviours, and motivations in the context of online insurance purchasing remain underexplored. Moreover, while the UTAUT model has been widely applied to understand technology adoption and usage across diverse domains, its application in the context of online insurance purchases among students is relatively limited. Therefore, there is a distinct research gap in comprehensively understanding the factors influencing students' intentions to purchase general insurance online through the lens of the UTAUT model.

2. RESEARCH METHODOLOGY AND OBJECTIVES

2.1 OBJECTIVES

- To investigate whether PE, EE, SI, FC, BI, T, PS, and P effects the student intention to purchase online general insurance.
- To detect nature and strength of relationship among these factors and clearly which factors are more important in effecting the decision to purchase online general insurance.
- To make appropriate recommendation to online general insurance companies for successful implementation of online general insurance services.

2.2 RESEARCH METHODOLOGY

To obtain the present study's aim, we developed seven hypotheses which to draw on previous studies for the measurement of UTAUT construct. For sampling purpose, we used the Convenience sampling of 200 respondents. This technique involves selecting participants based on their easy accessibility and availability. It involves reaching out to individuals who are readily accessible, such as those within the researcher's network or through online platforms. Developing a structured questionnaire based on the constructs of the UTAUT model is crucial for data collection. The questionnaire includes items to measure factors such as performance expectancy, effort expectancy, social influence, facilitating conditions, trust, perceived security, privacy, and consumer buying intention related to online general insurance. Careful attention has been paid to the wording and format of questionnaire items to ensure clarity and validity.

- **Research Design**

This study adopts a quantitative research approach to investigate students' intention to purchase online general insurance, utilizing the Unified Theory of Acceptance and Use of Technology (UTAUT) model as the theoretical framework.

- **Participants**

The participants for this study will consist of students enrolled in Private university of Punjab. The sample will be selected using convenience sampling technique.

2.3 HYPOTHESIS

- **Performance Expectancy**

Performance expectancy refers to students' perceptions of the usefulness of online general insurance services. Drawing on (Venkatesh et al, 2003) and (Kim et al, 2010), this study explores how students perceive the benefits of online insurance in terms of coverage, convenience, and value for money, influencing their intention to purchase.

- **Effort Expectancy**

Effort expectancy reflects students' perceptions of the ease of using online insurance platforms. Building on prior research done by (Venkatesh et al, 2003), this study examines how students assess the simplicity, user-friendliness, and degree of ease associated in using online insurance interfaces, affecting their intention to purchase.

- **Social Influence**

Social influence encompasses the impact of peers, family, and social networks on students' decisions to purchase online insurance. In line with previous studies done by (Tarhini et al, 2016) and (Venkatesh et al, 2003), this research investigates how social recommendations and norms shape students' attitudes and intentions towards online insurance adoption.

- **Facilitating Conditions**

Facilitating conditions refer to the resources and support available to students for using online insurance services. Based on drawings in (Venkatesh et al, 2003) and (Kholoud et al, 2023), this study examines how factors such as internet accessibility, technical assistance, and institutional policies influence students' ability to engage with online insurance platforms.

- **Trust**

Trust denotes students' confidence in the reliability and credibility of online insurance providers. This research, informed by prior studies done by (Jiang et al, 2019), explores how trust in insurers' integrity, competence, and customer service influences students' willingness to purchase insurance online.

- **Perceived Security and Privacy**

Perceived security and privacy refer to students' beliefs regarding the protection of their personal and financial information when using online insurance services. Drawing on literature of previous study done by (Hanif et al, 2021) and (Khalilah et al, 2020), this study investigates how students' perceptions of security measures and data privacy practices influence their trust and intention to purchase insurance online.

H1: Performance expectancy will positively influence students' intention to purchase online general insurance.

H2: Effort expectancy will positively influence students' intention to purchase online general insurance.

H3: Social influence will positively influence students' intention to purchase online general insurance.

H4: Facilitating conditions will positively influence students' intention to purchase online general insurance.

H5: Security will positively influence students' intention to purchase online general insurance.

H6: Trust will positively influence students' intention to purchase online general insurance.

H7: Privacy will positively influence students' intention to purchase online general insurance.

2.4 UTAUT MODEL

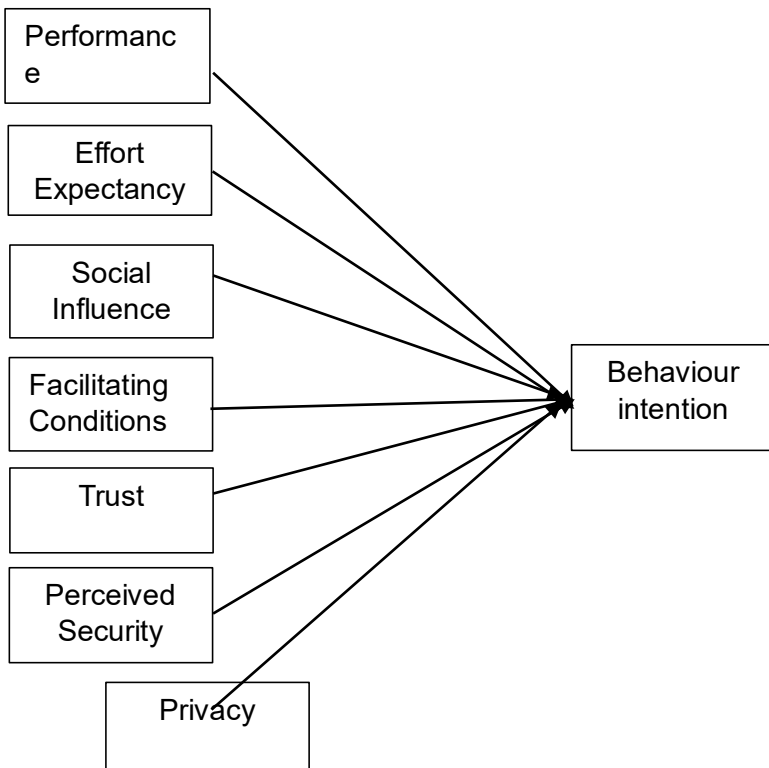


Figure.2.4.1

3. PURPOSE AND SIGNIFICANCE OF STUDY

3.1 Purpose of study

The purpose of the study is to investigate and understand the factors that influence students buying intention in the general insurance sector, utilizing the Unified Theory of Acceptance and Use of Technology (UTAUT) model as a theoretical framework. This research aims to contribute to the existing knowledge by providing insights into student's behaviour and preferences regarding online general insurance services, which can help insurance providers tailor their marketing strategies and enhance consumer engagement. Ultimately, the study seeks to contribute to the improvement of the online general insurance industry by identifying areas for enhancement and offering recommendations for industry stakeholders to better meet the needs and expectations of consumers.

3.2 Significance of study

This study contributes to a deeper understanding of student's behaviour in the online general insurance sector by examining the factors influencing buying intention. The findings of this research offer practical implications for insurance providers, policymakers, and other industry stakeholders. This study contributes to the academic literature on consumer behaviour and technology acceptance theories.

4. DATA ANALYSIS AND INTERPRETATION

4.1 RESULTS AND INTERPRETATION

Here, Performance expectancy is PE, Effort expectancy is EE, Social influence is SI, facilitating condition is FI, Behavioural intention is BI, Trust is T, perceived security is PS, and Privacy is P. Out of these, BI is dependent variable and rest PE, EE, SI, FC, T, PS, and P are independent variable. Also, PE5, EE5, SI5, FC5, PS4, T4, P5 are the means of Performance expectancy is PE, Effort expectancy, social influence, facilitating condition, Behavioural intention, Trust is perceived security and Privacy.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	P5, PS4, FC5, T4, PE5, EE5, SI5 ^b		Enter

- a. Dependent Variable: BI5
- b. All requested variables entered.

Table 4.1.1

Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics		Sig. F Change	
					F Change	df1		df2
1	.950 ^a	.902	.21037	.902	252.148	7	191	.000

- a. Predictors: (Constant), SI5, PE5, PS4, P5, EE5, T4, FC5
- b. Dependent Variable: BI5

Table 4.1.2

Here, R is 0.950, this indicates a strong positive relationship between the independent variables and the dependent variable. R Square is 0.902 which means that 90.2% of the variance in BI can be explained by the independent variables in the model. Adjusted R Square is 0.899, this is a more accurate estimate of R Square, adjusted for the number of independent variables in the model.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.374	7	7.911	29.096	.000 ^b
	Residual	38.335	141	.272		
	Total	93.710	148			

- a. Dependent Variable: BI5
- b. Predictors: (Constant), P5, PS4, FC5, T4, PE5, EE5, SI5

Table 4.1.3

In this analysis of variance Significant value i.e. Sig.: 0.000. The p-value of the F-statistic is less than 0.05, which means that we can conclude that there is a statistically significant relationship between the independent variables and BI.

Coefficients

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	-.410	.188		-2.180	.030
	PE5	.492	.057	.534	8.637	.000
	PS4	.531	.064	.605	8.246	.000
	P5	.688	.058	.736	11.864	.000
	T4	.787	.046	1.073	17.272	.000
	EE5	-.399	.094	-.243	-4.249	.000
	FC5	-.763	.076	-.987	-10.100	.000
	SI5	-.143	.048	-.155	-3.004	.003

a. Dependent Variable: BI5

Table 4.1.4

PE (Performance Expectancy) The coefficient for PE is 0.492, which indicates that there is a positive relationship between performance expectancy and BI. This means that students who believe online general insurance is easy to use are more likely to have a higher intention to purchase it. And the significance level for PE (Sig. = 0.000) is less than 0.05, which means that this relationship is statistically significant. So, we can definitively say that PE has a significant impact on BI.

EE (Effort Expectancy) The coefficient for EE is -0.399, which indicates that there is a negative relationship between effort expectancy and BI. This means that students who perceive using the online insurance system to be more difficult (higher effort expectancy) are less likely to intend to purchase online general insurance. The significance level for EE (Sig. = 0.000) is less than 0.05, so we can conclude that EE has a statistically significant effect on BI.

SI (Social influence) The coefficient for SI is -0.143, which indicates that there is a negative relationship between this social influence and BI. This means that students who feel social disapproval from friends and family are less likely to intend to purchase online general insurance. The significance level for S15 (Sig. = 0.003) is less than 0.05, which means that social influence has significant impact on students' behaviour intention to purchase online general insurance and this relationship is statistically significant.

FC (Facilitating conditions) The coefficient for FC5 is -0.763, which indicates that there is a negative relationship between this FC and BI. This is interpreted that students who find the process of buying online general insurance difficult are less likely to intend to purchase it. The significance level for FC5 (Sig. = 0.000) is less than 0.05, which means that facilitating conditions has significant impact on students' intention to purchase online general insurance services and therefore, this relationship is statistically significant.

T(Trust) The coefficient for T4 is 0.787, which suggests a positive relationship between trust and BI. This means that students who trust the online insurance provider are more likely to intend to purchase online general insurance. The significance level for T4 (Sig. = 0.000) is less than 0.05, which means that this relationship is statistically significant.

PS (Perceived security) The coefficient for PS4 is 0.531, which suggests a positive relationship between perceived security and BI. It means that students who perceive online general insurance to be secure are more likely to intend to purchase it. The significance level for PS4 (Sig. = 0.000) is less than 0.05, which means that this relationship is statistically significant.

P (Privacy) The coefficient for P5 is 0.688, which indicates that there is a positives relationship between privacy and BI. This means that that students who perceive that buying online protects their privacy are more likely to consider purchasing online general insurance. The significance level for P5 (Sig. = 0.000), which means that this relationship is statistically significant

S.NO.	Hypothesis	Result
1	H1: Performance expectancy will positively influence students' intention to purchase online general insurance.	Significant
2	H2: Effort expectancy will positively influence students' intention to purchase online general insurance.	Significant
3	H3: Social influence will positively influence students' intention to purchase online general insurance.	Significant
4	H4: Facilitating conditions will positively influence students' intention to purchase online general insurance.	Significant
5	H5: Security will positively influence students' intention to purchase online general insurance.	Significant
6	H6: Trust will positively influence students' intention to purchase online general insurance.	Significant
7	H7: Privacy will positively influence students' intention to purchase online general insurance.	Significant

Table 4.1.5

4.2 CONCLUSION

From above results we can conclude that Performance Expectancy (PE) as priorly proven in the research done on Internet insurance (Chiang et_al, 2023), Trust (T) is also proven in prior study done on online life insurance (Jiang et_al, 2019), Perceived Security (PS) this is also proven in the previous study done on E-commerce services (Jurnal et_al, 2023), and Privacy (P) this is also been proven in the previous study done on E-payment adoption (Khalilah et_al, 2020). All these four factors have statistically significant positive relationships with Behaviour intention of students to purchase online general insurance. Whereas Social Influence (S1) also proven in previous study done on Internet banking (Al-Qeisi et_al, 2014) and Facilitating Conditions (FC) and Effort Expectancy (EE) as proven in prior study done on use of Internet banking (Tarhini et_al, 2016). So, these three factors do not have positive relationships with Behaviour intention of students to purchase online general insurance.

4.3 LIMITATION

Firstly, this analysis is based on a specific sample of students. The results may not be generalizable to the entire student population. Secondly, the model does not account for all possible factors that might influence students' intention to purchase online general insurance.

4.4 FUTURE STUDY

The integration of the UTAUT model in other online domains, such e-commerce services and other online insurance domains, may be the subject of future research. There is much space for improvement in this study, even if it expanded the UTAUT to include trust, perceived security, and privacy in addition to other aspects influencing the actual use of online general insurance services. As this study was done on students' intention to purchase online general insurance similarly it can be applied to group of people with different demographics.

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