"THE ROLE OF BEHAVIORAL INTENTIONS IN ONLINE INSURANCE SERVICE USAGE:AN EMPIRICAL ANALYSIS OF THE INDIAN INSURANCE INDUSTRY"

Dr. Randeep Kaur

Assistant Professor, University School of Financial Studies,
Guru nanak Dev University, Amritsar

Email: Randeepphd1993@gmail.com

ABSTRACT

The current study focuses on the factors that influence behavior and intention to use online services for insurance. The study uses a UTAUT2 framework to investigate technology adoption among insurance policyholders. A structured instrument was designed to collect data from online insurance service consumers using the purposive sampling method. The data was examined with AMOS 22.0 and the structural equation modeling approach. A multi-group analysis was used to investigate the moderating impact of gender. The findings demonstrated that all structural paths were significant, and that all factors accounted 63% of the variation in behavioral intention to use online insurance services. Gender had no effect on the association between any factor and behavior intention, with the exception of social influence. A unique aspect of this study is its extensive examination of how gender influences the use of online insurance services, uncovering previously unexplored findings. It suggests that insurance businesses should build interfaces for users that are not only consumer-friendly but also filled with usefulness and security in order to encourage and ease client involvement with online insurance services. This novel point of view contributes to the present body of knowledge by making practical recommendations for the insurance industry to improve its online offerings."

Keywords: SEM, Online insurance, UTAUT2, INSURTECH, Consumer Behavior.

1. INTRODUCTION

Online business refers to the interaction and exchange of services over communication channels, primarily the internet, in order to add value to the corporation and its clients (Nicoletti, 2021). E-commerce is a vital component of people's life because it allows them to purchase a variety of goods and services online(Gebert-persson et al., 2019). To remain competitive, an organization can implement e-commerce to enable them to be more dynamic and proficient (Chong et al., 2010). Further, e-commerce provides benefits such as less lead time, cost reduction, and customized offerings to users. As the digital transition progresses, goods and services grow increasingly diverse, making it more difficult for customers to completely understand the options. Thus, for example, Lu (2014) has claimed that expanding electronic commerce and more diverse offerings enhance the level

of complexity and inconsistency in the internet customer's decision-making process. Digital transformation is a process that significantly benefits the organization and its customers. Although insurance companies were slow to adopt digital models in their business practices, the impact of digitalization is significant. Insurance companies are actively using internet platforms for interaction and distribution to encourage the use of online insurance (Gerbert-Persson et al., 2019). Insurance businesses are improving their ability to use technology to provide a better online consumer experience. Alongside technological and market factors, digital customer experience is critical in influencing corporate evolution. The online presence of insurance companies enables the customer to compare the price of a product, and premium calculation and improve customer relationships through quick feedback options. The emergence of web aggregators significantly impacts customer acquisition over the internet. Web aggregator significantly contributes as they offer competitive prices, and provide thorough information on complex insurance products. Traditional business models suffer from various limitations such as complex procedures, and high premiums because of the high commissions involved in it. The Internet of things helps in the detection of fraud by keeping a record of undesirable behavior. Further availability of chatbots on insurer's websites helps an efficient and quick source of information and is useful in claim management. Regardless of the digital transformation, traditional channels continue to dominate distribution. The use of technological advances in communication and information enables the expansion of distribution channels, including online channels. Insurance businesses sell their products directly to their customers via phone, internet, and mail, allowing them to significantly reduce their expenses by eliminating commission costs and avoiding managerial costs through completely paperless procedures (Bates & Atkins, 2007). A large database exists that focuses on the adoption of online financial services specifically online banking. Online Insurance has not been given enough consideration even though online insurance services are gaining a lot of momentum post-2016.

The study answers to the underlying research issues.

RQ1: What factors influence consumers' behavior and inclination for using online insurance?

RQ2: Are there gender differences in factors influencing behavior intention to use digital insurance?

The current research investigation is organized as shown above: The introduction is followed by a discussion of relevant research constructs and study objectives. The approach for data collecting and measurement is also outlined. The discussion part includes the findings of the study. Further the implications, limitations, and future research directions were also discussed.

REVIEW OF LITERATURE

Performance Expectancy and Behavior Intention

Performance expectancy can be described as "the degree to which an individual believes that using a system will help him in job performance" (Venkatesh et al., 2003). Performance expectancy is regarded crucial and one of the most powerful indicators of behavior intention. Previous research examinations have indicated that performance expectancy has a major impact on behavior intention to adopt online insurance. The association between performance expectancy and behavior intention has also been supported (Tarhini et al., 2016; Dwivedi et al., 2019; Rahi et al., 2018; Alkhaldi & Kharma, 2019). Perceived usefulness (PE) has also been shown to have a direct impact on behavior intention (Chauhan et al., 2019).It is proposed that if individuals find the system advantageous in terms of saving energy and time, they are more likely to accept technology for insurance services.

Effort Expectancy and Behavior Intention

Effort expectation is described as "the degree of ease associated with the use of the system" by Venkatesh et al. (2003). Individuals prefer to use technology for services when it is simple to use and has fewer difficulties. Previous research has found that perceived ease of use (synonym for effort expectation) is a significant determinant of behavior intention (Jiang et al., 2019; Y. Lu & Hu, 2015; Oliveira et al., 2014; Rahi & Ngah, 2018). Few studies have found that effort expectancy has an insignificant effect on behavior intention (Imm et al., 2019; Sánchez-Torres et al., 2018; Tarhini et al., 2016). Effort expectation has been incorporated in previous models (TAM, TAM2, and IDT) using synonyms. Effort expectancy has a considerable impact on behavioral intention (Al-saedi et al., 2020).

Social Influence and Behavior Intention

According to Venkatesh et al. (2003), social influence refers to "the degree to which an individual perceives that important others believe he or she should use the new system". Social influence has been determined using social parameters and the image of the prior technological adoption model. Users can be impacted by their peers, friends, and family, as well as those close to them (Zuiderwijk et al., 2015). Previous studies indicated that social influence has a substantial effect on behavior intention to embrace online services (Alduais & Al-Smadi, 2022; Dwivedi et al., 2019; Lau, 2016; Zuiderwijk et al., 2015).

Facilitating Conditions and Behavior Intention

According to Venkatesh et al. (2003), facilitating conditions are "the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system". The presence of these support circumstances encourages end users to engage in a specific behavior, which is mostly influenced by one's socio-cultural and technical expertise (Shiferaw and Mehari, 2019). Facilitating conditions have a significant impact on the intention to use m-learning. Prior research

demonstrated that facilitating conditions had a major impact on behavior intention.
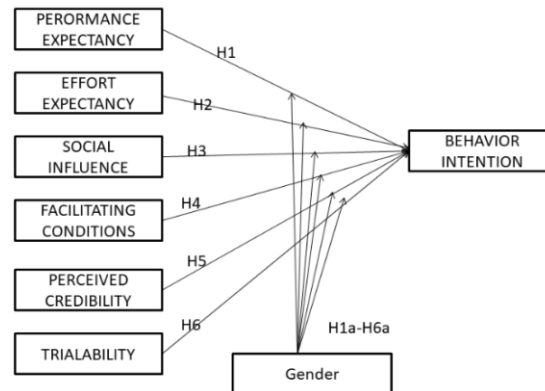

Figure 1 : The proposed model

Perceived Credibility and Behavior Intention

According to Mansour et al. (2016), perceived credibility is a significant predictor of customers' behavior and intention to use online insurance. Perceived credibility is defined as an individual's personal belief in the system's ability to carry out a transaction securely and maintain the privacy of personal information. Previous research has shown that confidentiality and safety play a significant role in explaining behavior intention because using a system involves the transfer of money and personal credentials. Tarhini et al. (2016) discovered that PCs have an important role in the acceptance of internet banking in Lebanon.. However, Yuen et al. (2020) in their research study advised that policymakers should give due consideration to privacy, trust, and security while implementing the online system. The current study has integrated PC into the UTAUT2 model to assess privacy and safety that affects the intention to adopt online insurance.

Trialability and Behavior Intention

Trialability is important for the acceptance of innovations (Pobee, 2022). Trialability is defined as the ability to evaluate an idea, process, system, or technology before making the decision to accept or reject it. In contrast, trialability refers to the regularity with which fintech applications are tested, which impacts their familiarity and eventual adoption (Essel, 2022). It is considered that allowing people to test an innovation makes them more comfortable using it and encourages its adoption.. Chung and Holdsworth (2012) revealed that trialability is an effective indicator of young people's intent regarding mobile commerce across cultures. In the current study, trialability is defined as consumers' ability to try out different online insurance services.

The Moderating role of Gender

Gender refers to the disparities in male and female attitudes regarding the adoption and usage of new technologies. Gender was investigated as a moderator for internet sport lottery adoption in Taiwan

(Chiu et al., 2012). Chawla and Joshi (2017) investigated demographic characteristics as a mediator of mobile banking uptake in India.(Chang et al., 2019) discovered that gender has a substantial impact on factors influencing online hotel booking sites. Pobee and Opoku (2018) investigated the moderating role of gender in the acceptance of e-commerce in Ghana. Alduais and Al-Smadi (2022) investigated the moderating influence of age and gender on UTAUT and desire to use e-payment in Yemen. Various studies are available on examining the moderating effect in diverse context . The current study contributes to the literature by looking into the gender disparities in performance expectancy, , social influence, effort expectancy, perceived credibility,facilitating conditions, and trialability when utilizing online insurance.

OBJECTIVE OF THE STUDY

The purpose of this study is to investigate the factors that influence behavior intention to purchase internet insurance in Punjab. The current study additionally looks at the moderating influence of gender. The UTAUT2 framework served as the theoretical base for the investigation.

THEORETICAL FRAMEWORK

The study employed a unified Theory of Acceptance and use of Technology (UTAUT2) model to investigate the factors influencing behavior intention to utilize online insurance services. Venkatesh et al.'s (2003) Unified Theory of Acceptance and Use of Technology (UTAUT) is a model that combines eight established theories in evaluating the probability of success of a new technology system, namely the TRA, IDT C-TPB-TAM , SCT, MM ,TPB , MPCU,TAM.

The UTAUT model addresses the variance better than earlier models. Except for facilitating conditions, the UTAUT model indicates that all dimensions have a considerable positive influence on behavior intention. Facilitating environments have a strong favorable effect on actual utilization. This model was created within the corporate context. In 2012, UTAUT2 was formally modified for consumer situations, with the addition of three constructs: price, habit, and hedonic incentive (Venkatesh et al.). In this utaut2 model, a direct relationship between facilitating conditions and behavior intention was constructed. The UTAUT model consists of four moderators: gender, age, experience, as well as voluntariness. Because no compulsion could be applied in the consumer environment, voluntariness as a moderator was removed from the utaut2 model The UTAUT framework incorporates perceived credibility and trialability into its major constructs of social influence,performance expectancy, effort expectancy, and facilitating conditions.

METHODOLOGY

The data was collected through a structured questionnaire from the respondents. Respondents were asked to complete a standardized questionnaire. Data were collected using a purposive sampling strategy. The poll was done in Punjab's two-tier cities with strong internet penetration: Amritsar,

Jalandhar, and Ludhiana, which represent Majha, Doaba, and Malwa, respectively. Prior to final gathering of data, a pilot survey was administered to ensure that respondents understood the survey instrument's assertions. Certain changes proposed in the pilot survey have been implemented into the questionnaire. The questionnaire was distributed to 600 respondents, and results from 441 of them were found to be useful.

Table 1: Demographic Data of the Respondents

Category	Percentage
Gender:	
male	60.3
female	39.7
Age:	
18-25	3.9
25-38 years	47.8
38-50 years	40.4
More than 50 years	7.9
Experience in using Internet systems:	
Less than 5 years	57.8
5-10years	42.2

Source: Computed using IBM SPSS

Common Method Variance

To determine common technique bias, the Harman single test was run in SPSS with all items from all constructs in the unrotated component. When the overall variation described by one variable was less than 50%, the issue of common method bias had no effect on the data obtained.

DATA ANALYSIS

Measurement model: Reliability and validity

Confirmatory factor analysis was applied to measure validity, reliability, and model fit. From the execution of the measurement model, it was found that model fit indices are adequately fit (Table IV).Internal consistency of the scale items was measured through Cronbach alpha α. The Cronbach alpha value of more than 0.7 is considered adequate for ensuring internal consistency (Hair et al., 2018).

Table II : Factor Loading, Composite Reliability Cronbach Alpha, Average Variance Extracted

Constructs and Items	Factor loading	CR	α	AVE	Sources
Performance Expectancy(PE) PE1: I save time while using online insurance.	.753	.898	.897	.638	Venkatesh et al., (2003) and Foon and Fah (2011).
PE2: Online insurance optimizes my financial operations	.772				
PE3: Online insurance allows me to make payments quicker	.830				
PE4: Online insurance decreases my productivity.	.815				
PE5: Online insurance decreases my productivity.	.839				
Effort Expectancy(EE) EE1: Using online services is easy for me.	.766	.885	.891	.657	Venkatesh et al., (2003)
EE2: My interaction with online services is understandable.	.720				
EE3: My interaction with online services is Clear.	.795				

EE4: I find that using online insurance is difficult	.783				
EE5: I am skillful in using online insurance services.	.753				
Social Influence(SI) SI1: Those people that influence my behavior think that I should use digital insurance.	.736	.910	.909	.669	Venkatesh et al. (2003) and Foon and Fah (2011).
SI2: Those people that are important to me think I should use online/digital insurance	.751				
SI3: Friends use digital insurance services	.747				
SI4: My working/studying environment support online/digital insurance service.	.799				
SI5: Using online digital insurance services indicate I have a higher status than those who don't.	.769				
Facilitating Conditions(FC) FC1: I have the resources necessary to use the service.	.761	.874	.874	.636	Venkatesh et al. (2003) and Foon and Fah (2011).
FC2: I have the necessary knowledge to use the service.	.834				
FC3: All the contents of the internet insurance service are easy to read.	.806				

FC4: All the contents of the internet insurance service are easy to understand.	.792				
Perceived Credibility(PC) PC1: I trust the technology an online insurance company is using.	.688	.915	.913	.642	Nasri and Charfeddine (2012)
PC2: I trust in the ability of online insurance to protect my privacy.	.712				
PC3: I trust an online insurance and insurance company.	.723				
PC4: I am not worried about the security of online insurance.	.746				
PC5: Matters of security do not influence using online insurance.	.776				
PC6: Using online insurance is financially insecure.	.715				
Trial ability(T) T1: Before deciding whether to use online insurance I can properly try it out.	.655	.865	.865	.616	Moore and Benbasat, (1991)
T2: Online insurance is unavailable for the trial.	.689				
T3: My insurance company website permits me to use online insurance on a trial basis long enough for all that I can do.	.744				

T4: I have plenty of opportunities to use online insurance services.	.729				
Behavioral Intention(BI) BI1: I intend to use online insurance services in the future as well.	.643	.897	.896	.635	Hanafizadeh et al. (2014) and Kim et al., (2009)
BI2: I use online insurance services for different kinds of insurance services.	.642				
BI3: I believe that adopting online insurance services is worth it for me.	.634				
BI4: I have the intention of making my mobile payments by using online insurance services.	.667				
BI5: I have the intention of claiming by online mode.	.616				

Source: Computed using IBM AMOS

Composite reliability evaluates construct reliability, and the recommended composite reliability value is equal to or greater than 0.6 (Fornell & Larcker, 1981).The results showed that the composite consistency of all constructs above the threshold level (Table II).

Table III Discriminant validity

	P.E.	E.E.	S.I.	T	B.I.	F.C.	P.C.
P.E.	**0.799**						
E.E.	0.285***	**0.811**					
S.I.	0.402***	0.479***	**0.818**				

T	0.380***	0.509***	0.544***	**0.785**			
B.I.	0.453***	0.558***	0.604***	0.648***	**0.797**		
F.C.	0.248***	0.400***	0.425***	0.408***	0.478***	**0.797**	
P.C.	0.332***	0.480***	0.506***	0.646***	0.673***	0.378***	**0.801**

Notes: PE-Performance Expectancy, EE- Effort Expectancy, SI-Social Influence, FC-Facilitating Conditions, T=Trialability, PC-Perceived Credibility

Source: Computed using IBM AMOS

Discriminant validity is examined by balancing the average variance extracted with correlation of each variable of every squared, ensuring that constructs are more related to their own statements than items from other constructs (Fornell & Larcker, 1981) (Table III).

Table IV Model fit indices

Model fit indices	Recommended value	Measurement Model
Chi-square	P<0.05	569.083
Df	–	474
TLI	>0.90	.988
AGFI	>0.80	.917
CFI	>0.90	.990
NFI	>0.90	.941
RMSR	<0.10	.025
RMSEA	<0.08	.021

Notes: TLI- Tucker Lewis Indices, AGFI- Adjusted Goodness of Fit Indices, CFI- Comparative Fit Indices, NFI-Normed Fit Indices, RMSR- Root Mean Square Residual, RMSEA- Root Mean Square. Error of Approximization and Computed using IBM AMOS

RMSEA- Root Mean Square. Error of Approximization and Computed using IBM AMOS

The above table IV shows that all the indices are according to the recommended value.

Table V Structural Paths

Hypothesis	Path	Beta coefficient	P value	Result
H1	Performance Expectancy→ Behavior Intention	.123	***	Supported
H2	Social Influence→ Behavior Intention	.151	.002	Supported
H3	Social Influence→ Behavior Intention	.150	***	Supported
H4	Facilitating Conditions→ Behavior Intention	.120	.005	Supported
H5	Perceived Credibility→ Behavior Intention	.296	.002	Supported
H6	Trialbility→ Behavior Intention	.152	***	Supported

Source: Computed using IBM AMOS

Structural Testing

As seen in the table, all structural correlations were significant, hence all hypotheses were supported. PE (α=.123, p<0.05), EE (α=.151, P<0.05), SI (α=.150, P<0.05), FC (α=.120, P<0.05), PC (α=.296, P<0.05), and T (α=.152, P<0.05) all had a substantial favorable impact on BI's use of online insurance. All constructs accounted for 63% of the variation in BI (Table V).

Testing the Moderating Effect of Gender

Using the gaskin software, a multi-group analysis was conducted to investigate the moderating influence of gender on determinants influencing behavior intention to use online insurance. 2012. Z score was calculated using critical ratios for differences among male and female demographics.

Table VI : The Moderating Effect of Gender

Hypothesis	Construct Relationship	Male		Female		Z score
		Estimate	P value	Estimate	P value	
H1a	Performance Expectancy→ Behavior Intention	0.11	0.008	0.15	0.012	.0612
H2a	Effort Expectancy → Behavior Intention	0.174	0.001	0.19	0.02	-0.107
H3a	Social Influence→ Behavior Intention	0.02	0.67	0.37	***	3.734***

H4a	Facilitating Conditions → Behavior Intention	0.10	0.047	0.11	0.091	0.122
H5a	Trialability → Behavior Intention	0.184	***	0.005	0.964	-0.1.509
H6a	Perceived Credibility→ Behavior Intention	0.302	***	0.302	***	0.001

Source: Computed from IBM AMOS

The data suggested that there is no significant difference between males and females in terms of all constructs and behavior intention to use online insurance services except for social influence and behavior intention. Thus, hypotheses H1a, H2a, H4a, H5a, and H6a were not supported. Gender has effect on the association of social influence with behavior intention to use online insurance. Thus, hypothesis H3a was supported (Table VI).

DISCUSSION AND IMPLICATIONS

The UTAUT model was employed in the study, which also included additional external factors such as perceived credibility and trialability. The study discovered that all of the structural associations in the proposed framework were of statistical significance in describing behavior intentions toward the usage of online insurance services. Performance expectancy was shown to be the most important variable in the model in the online banking context in Lebanon (Tarhini et al., 2016), and perceived usefulness has also been identified as a major predictor of behavior intention toward online banking in the Indian setting (Chauhan et al., 2019). It is considered that when users perceive the system to be useful, they are more likely to use online insurance services. Our research findings demonstrated that performance expectancy has a substantial impact on behavior intention to use online insurance services. This relationship was supported by (Umamaheshwari & Chandrasekaran, 2015) in their research studies on online channel usage by insurance agents in India. The policymakers should place a demo option on their insurance website/apps that describes the benefits of using the website.

The UTAUT model was employed in the study, which also included additional external factors such as perceived credibility and trialability. The study discovered that all of the structural associations in the proposed framework were of statistical significance in describing behavior intentions toward the usage of online insurance services. Performance expectancy was shown to be the most important variable in the model in the online banking context in Lebanon (Tarhini et al., 2016), and perceived usefulness has also been identified as a major predictor of behavior intention toward online banking in the Indian setting (Chauhan et al., 2019). It is considered that when users perceive the system to be useful, they are more likely to use online insurance services. Our research findings demonstrated that

performance expectancy has a substantial impact on behavior intention to use online insurance services. This relationship was supported by in their research studies on online channel usage by insurance agents in India. The policymakers should place a demo option on their insurance website/apps that describes the benefits of using the website.

The study also found that social influence was an important factor of behavioral intention to adopt the online insurance services. Individuals value the opinions of their peers, friends, and family, and if they believe he should utilize the system, the individual develops a positive intention to use technology to access the services. Previous research studies have validated the findings (Dissanayake et al., 2022; Gu et al., 2021; Johar & Suhartanto, 2019; Patil et al., 2023). It is recommended that insurance businesses leverage existing consumers to persuade their peers, friends, and others to use their website services.

Facilitating conditions encourage users to create positive intentions regarding the use of web-based insurance services. The current study discovered that facilitating conditions had a substantial positive relationship with the behavioral intention to use online insurance services. In the context of mobile wallets, Chawla and Joshi (2019) found FC to be an important predictor of behavior intention,whereas Chang et al., (2019) in their study of online hotel booking found FC as a variable that is statistically significant in explaining behavior intention. Our research study's findings were supported by previous literature. (Galhera & Gunawardena, 2022: Troy et al., (2013) The insurance companies should provide more facilities along with help desks, and training programs for their employees such as online customer service support.

Perceived credibility was also a strong determinant of behavioral intention toward employing online insurance services. Luarn and Lin (2005), as well as Merhi et al. (2019), discovered that users regard privacy and safety as a salient factor that helps in making positive intent to toward technology use for insurance. The results were supported by (Bhatiasevi, 2016; Lin et al., 2015) . The practitioners should focus on making websites and apps more secure so that users do not resist using online platforms for insurance services.

Trialability is an important indicator of behavior intention to use online insurance services (Jilani et al., 2022), as well as intention to use mobile health apps during the pandemic (Changchun et al., 2017). Numerous studies support our findings. To make technology more comfortable for customers, insurance companies could allow them to utilize the service for a trial period. Furthermore, the study found that gender moderates the association between social influence and behavior intention.

CONCLUSION

To summarize, constructs involving perceived credibility social influence, facilitating conditions, effort expectancy, trialability,and performance expectancy, all influence people's intentions to use

online insurance services. This implies that insurance companies should focus on bringing more useful system features such as privacy and security, customer help desks to enhance customer satisfaction . Social influence had significant impacts on females. This implies that females get easily influenced by their peers, friends and family's decision to use information system.

To summarize, constructs involving perceived credibility social influence, facilitating conditions, effort expectancy, trialability,and performance expectancy, all influence people's intentions to use online insurance services. This implies that insurance companies should focus on bringing more useful system features such as privacy and security, customer help desks to enhance customer satisfaction . Social influence had significant impacts on females. This implies that females get easily influenced by their peers, friends and family's decision to use information system.

LIMITATION AND FUTURE SCOPE

The study has certain drawbacks. First of all, the study was limited to the Punjab region, accordingly the findings could not be extrapolated to other places. Further, the moderating effect of only gender was examined; other demographics such as age, experience with internet technology, and occupation could be examined. Both quantitative and qualitative approaches could have been used to strengthen the research findings. Only two constructs were integrated into the UTAUT2 framework, and to improve the model's explanatory power, certain more variables could be added.

Ethical Statement: The study for the article in the journal followed ethical guidelines. All individuals provided informed consent before being included in the study. All personally identifiable information was kept private and secure, and only de-identified data was used for the analysis.

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Ajzen, I., and Fishbein, M. (1980). Understanding Attitudes and Predicting Social Behavior. Englewood Cliffs, NJ: Prentice-Hall.

Al-saedi, K., Al-emran, M., Ramayah, T., & Abusham, E. (2020). Technology in Society Developing a general extended UTAUT model for M-payment adoption. *Technology in Society, 62*(January), 101293. https://doi.org/10.1016/j.techsoc.2020.101293.

Alduais, F., & Al-Smadi, M. O. (2022). Intention to Use E-Payments from the Perspective of the Unified Theory of Acceptance and Use of Technology (UTAUT): Evidence from Yemen. *Economies, 10(*10). https://doi.org/10.3390/economies10100259

Alkhaldi, A. N., & Kharma, Q. M. (2019). Customer's Intention to Adopt Mobile Banking Services: The Moderating Influence of Demographic Factors. *International Journal of Innovation and Technology Management, 16(*5). https://doi.org/10.1142/S0219877019500378.

Bhatiasevi, V. (2016). An extended UTAUT model to explain the adoption of mobile banking. *Information Development, 32*(4), 799–814. https://doi.org/10.1177/0266666915570764.

Chang, C., Liu, L., Huang, H., & Hsieh, H. (2019). *Factors Influencing Online Hotel Booking : Extending UTAUT2 with Age , Gender , and Experience as Moderators.*

Changchun, G., Haider, M. J., & Akram, T. *(2017). Investigation of the Effects of Task Technology Fit , Attitude and Trust on Intention to Adopt Mobile Banking : Placing the Mediating Role of Trialability Investigation of the Effects of Task Technology Fit , Attitude and Trust on Intention to Adopt Mobil. March.* https://doi.org/10.5539/ibr.v10n4p77.

Chauhan, V., Yadav, R., & Choudhary, V. (2019). Analyzing the impact of consumer innovativeness and perceived risk in internet banking adoption: A study of Indian consumers. *International Journal of Bank Marketing, 37*(1), 323–339. https://doi.org/10.1108/IJBM-02-2018-0028.

Chawla, D., & Joshi, H. (2017). *Role of demographics as moderator in mobile banking adoption.* 1–10.

Chawla, D., & Joshi, H. (2019). *Consumer attitude and intention to adopt mobile wallet in India – An empirical study.* https://doi.org/10.1108/IJBM-09-2018-0.

Chemingui, H., & Lallouna, H. Ben. (2013). Resistance, motivations, trust and intention to use mobile financial services. *International Journal of Bank Marketing, 31*(7), 574–592. https://doi.org/10.1108/IJBM-12-2012-0124 .

Chiu, Y. T. H., Lee, W. I., Liu, C. C., & Liu, L. Y. (2012). Internet Lottery Commerce: An Integrated View of Online Sport Lottery Adoption. *Journal of Internet Commerce, 11*(1), 68–80. https://doi.org/10.1080/15332861.2012.650990.

Chong, A. Y. L., Ooi, K. B., Lin, B., & Tan, B. I. (2010). Online banking adoption: An empirical analysis. *International Journal of Bank Marketing,* 28(4), 267–287. https://doi.org/10.1108/02652321011054963.

Chung, K. C., & Holdsworth, D. K. (2012). Culture and behavioural intent to adopt mobile commerce among the Y Generation: Comparative analyses between Kazakhstan, Morocco and Singapore. *Young Consumers, 13*(3), 224–241. https://doi.org/10.1108/17473611211261629.

Dissanayake, S. D. S. T., Dewasiri, N. J., Harmarathna, D. G. D., & Karunarathna, K. S. S. N. (2022). Health-related Behavior and Adoption of Mobile Payments in Life Insurance during the Pandemic: Evidence from Sri Lanka. *Asian Journal of Management Studies, 2*(1), 46.

https://doi.org/10.4038/ajms.v2i1.43.

Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2019). Re-examining the Unified Theory of Acceptance and Use of Technology (UTAUT): Towards a Revised Theoretical Model. *Information Systems Frontiers*, 21(3), 719–734. https://doi.org/10.1007/s10796-017-9774-y.

Essel, R. E. (2022). Assessing the Moderating Role of Trialability and Perceived Risk of E-Banking Adoption in an Emerging Economy. *Vision.* https://doi.org/10.1177/09722629221106260.

Foon, Y. S., Chan, B., & Fah, Y. (2011). I*nternet Banking Adoption in Kuala Lumpur : An Application of UTAUT Model. 6*(4), 161–167. https://doi.org/10.5539/ijbm.v6n4p161.

Fornell, C., & Larcker, D. F. (1981). Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and.pdf. *Journal of Marketing Research, XVIII*(February), 39–50.

Galhena, B. L., & Gunawardena, K. A. T. P. P. (2022). Drivers of Intention to Use Internet Banking: Unified Theory of Acceptance and Use of Technology Perspective. *Wayamba Journal of Management, 13*(1), 181. https://doi.org/10.4038/wjm.v13i1.7558.

Gebert-persson, S., Gidhagen, M., Sallis, J. E., Lundberg, H., Gebert-persson, S., Gidhagen, M., Sallis, J. E., Lundberg, H., Gebert-persson, S., Gidhagen, M., & Sallis, J. E. (2019). *Online insurance claims : when more than trust matters*. https://doi.org/10.1108/IJBM-02-2018-0024.

Gu, D., Khan, S., Khan, I. U., Khan, S. U., Xie, Y., Li, X., & Zhang, G. (2021). Assessing the Adoption of e-Health Technology in a Developing Country: An Extension of the UTAUT Model. SAGE Open, 11(3). https://doi.org/10.1177/21582440211027565.

Hanafizadeh, P., Behboudi, M., Abedini Koshksaray, A., & Jalilvand Shirkhani Tabar, M. (2014). Mobile-banking adoption by Iranian bank clients. *Telematics and Informatics, 31*(1), 62–78. https://doi.org/10.1016/j.tele.2012.11.001 https://www.investindia.gov.in/sector/bfsi-insurance.

Jiang, S. J., Liu, X., Liu, N., & Xiang, F. (2019). Online life insurance purchasing intention: Applying the unified theory of acceptance and use of technology. Social Behavior and Personality, 47(7).https://doi.org/10.2224/sbp.8141.

Jilani, M. M. A. K., Moniruzzaman, M., Dey, M., Alam, E., & Uddin, M. A. (2022). Strengthening the Trialability for the Intention to Use of mHealth Apps Amidst Pandemic: A Cross-Sectional Study. *International Journal of Environmental Research and Public Health, 19*(5). https://doi.org/10.3390/ijerph19052752.

Johar, R. S., & Suhartanto, D. (2019). The Adoption of Online Internet Banking in Islamic Banking Industry. IOP *Conference Series: Materials Science and Engineering, 662*(3). https://doi.org/10.1088/1757-899X/662/3/032032.

Kim, G., Shin, B., & Lee, H. G. (2009). Understanding dynamics between initial trust and usage intentions of mobile banking. *Information Systems Journal, 19*(3), 283–311. https://doi.org/10.1111/j.1365-2575.2007.00269.x .

Lin, F. T., Wu, H. Y., & Tran, T. N. N. (2015). Internet banking adoption in a developing country: an empirical study in Vietnam. *Information Systems and E-Business Management, 13*(2), 267–287. https://doi.org/10.1007/s10257-014-0268-x.

Low Pei Imm , Teoh Ai Ping *, R. M. (2019). DETERMINANTS OF INSURANCE AGENTS BEHAVIOURAL INTENTION TO USE MOBILE TECHNOLOGIES. *The European Proceedings of Social & Behavioural Sciences.*

Lu, J. (2014). Lu, J. (2014). Are Personal Innovativeness and Social Influence Critical to Continue with Mobile Commerce? Internet Research, 24(2). *Internet Research, 24*(June).

Lu, Y., & Hu, B. (2015). *UTAUT Theory based User Acceptance Model of the Internet Financial and Empirical Study. Lemcs*, 890–893.

Luarn, P., & Lin, H. (2005). *Toward an understanding of the behavioral intention to use mobile banking.* 21, 873–891. https://doi.org/10.1016/j.chb.2004.03.003.

Mansour, I. H. F., Eljelly, A. M. A., & Abdullah, A. M. A. (2016). Consumers' attitude towards e-banking services in Islamic banks: the case of Sudan. *Review of International Business and Strategy, 26*(2), 244–260. https://doi.org/10.1108/RIBS-02-2014-0024.

Merhi, M., Hone, K., & Tarhini, A. (2019). Technology in Society A cross-cultural study of the intention to use mobile banking between Lebanese and British consumers : Extending UTAUT2 with security , privacy and trust. *Technology in Society, 59*(June), 101151. https://doi.org/10.1016/j.techsoc.2019.101151.

Moore, G. C., & Benbasat, I. (1991). Moore and Benbasat.pdf. In *Information Systems Research* (Vol. 2, pp. 192–222).

nafaa, eliana. (2019). *Testing the Main Drivers of Intention to Use E-Insurance: An Empirical Study from the Jordanian Clients' Perspective.*

Nasri, W., & Charfeddine, L. (2012). Factors affecting the adoption of Internet banking in Tunisia: An integration theory of acceptance model and theory of planned behavior. *Journal of High Technology Management Research, 23*(1), 1–14. https://doi.org/10.1016/j.hitech.2012.03.001

Nicoletti, B. (2021). *Benefits and Challenges of Digital Transformation.*

Oliveira, T., Faria, M., Thomas, M. A., & Popovič, A. (2014). Extending the understanding of mobile banking adoption: When UTAUT meets TTF and ITM. *International Journal of Information Management, 34*(5), 689–703. https://doi.org/10.1016/j.ijinfomgt.2014.06.004.

Patil, P., Tamilmani, K., & Np, R. (2023). *Understanding consumer adoption of mobile payment in India : Extending Meta-UTAUT model with personal innovativeness , anxiety , trust , and grievance   redressal.*

Pobee, F. (2022). Non-Probabilistic Approach to e-Banking Adoption: The Moderating Impact of Trialability. *Management and Labour Studies, 47(2), 183–198.* https://doi.org/10.1177/0258042X211054248.

Pobee, F., & Opoku, D. (2018). *The Moderating Effects of Gender on E-Commerce Systems Adoption Factors. October.* https://doi.org/10.4018/IJSDS.2018100106.

Rahi, S., & Ngah, A. H. (2018). *Management Science Letters.* 8, 173–186. https://doi.org/10.5267/j.msl.2018.1.00.

Sánchez-Torres, J. A., Canada, F. J. A., Sandoval, A. V., & Alzate, J. A. S. (2018). E-banking in Colombia: factors favouring its acceptance, online trust and government support. *International Journal of Bank Marketing, 36*(1), 170–183. https://doi.org/10.1108/IJBM-10-2016-0145.

Shiferaw, K. B., & Mehari, E. A. (2019). *Internet use and eHealth literacy among health-care professionals in a resource limited setting : a cross-sectional survey.*

Tarhini, A., El-Masri, M., Ali, M., & Serrano, A. (2016). Extending the utaut model to understand the customers' acceptance and use of internet banking in lebanon a structural equation modeling approach. *Information Technology and People, 29*(4), 830–849. https://doi.org/10.1108/ITP-02- 2014-0034.

Troy, T. D., Lenandlar, S., & Kemual, G. (2013). The utility of the UTAUT model in explaining mobile learning adoption in higher education in Guyana. I*nternational Journal of Education and Development Using Information and Communication Technology, 9*(3), 71–85.

Umamaheswari, V., & Chandrasekaran, U. (2015). *ONLINE CHANNEL USAGE INTENT BY INSURANCE AGENTS IN AN EMERGING MARKET CONTEXT.* February, 13–19.

Viswanath Venkatesh,thong,Jammes Y.L. ;XU, X. (2012). Management Information Systems Research Center, University of Minnesota. *MIS Quarter, 34*(3), 567–594. www.prophet.com/2016/04/the-six-stages-of-digital-transformation/. Accessed 29 February 2020.

Yuen, K. F., Cai, L., Qi, G., & Wang, X. (2020). Technology Analysis & Strategic Management Factors influencing autonomous vehicle adoption : an application of the technology

acceptance model and innovation diffusion theory. *Technology Analysis & Strategic Management, 0*(0), 1–15. https://doi.org/10.1080/09537325.2020.1826423.

Zuiderwijk, A., Janssen, M., & Dwivedi, Y. K. (2015). Acceptance and use predictors of open data technologies: Drawing upon the unified theory of acceptance and use of technology. *Government Information Quarterly, 32*(4), 429–440. https://doi.org/10.1016/j.giq.2015.09.005