

STATISTICAL CORRELATION BETWEEN CONSUMER TENDENCY AND HEALTH INSURANCE PERFORMANCE IN UAE

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ABSTRACT

The purpose of this paper is to investigate the factors that influence consumer buying intention towards health insurance in the United Arab Emirates (UAE). Data was collected from 100 consumers who buy health insurance cards across UAE. The self-administered questionnaire is used to measure different factors of consumer buying intentions and analyzed. The conceptual model is tested using SPSS and Partial Least Square (PLS) package. The results confirmed the importance of the factors such as price, quality and convenience in health insurance in UAE. This paper analyzes the consumer buying intention under the survey on health insurance in UAE only. Academics and practitioners have shown great interest in understanding consumer purchasing intention as a significant intentional marketing strategy. Studying consumer buying intention towards health insurance cards is crucial, particularly in the context of UAE insurance sector. In this study, the price has been proved to be the predominant factor among other investigated factors of consumer buying intention. The paper adds to the literature on UAE consumers by examining important factors toward health insurance in UAE. It is a big puzzle for any medical insurance provider in UAE to understand the important factors influencing consumer's purchasing intentions responsible for selecting a health insurance due to lack of research publications in UAE.

KEYWORDS: Health Insurance, Consumer Tendency, Correlation, UAE Community, Insurance Indicators