YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF COMMERCE

MASTER OF INSURANCE PROGRAMME

PURCHASE INTENTION AND DECISION TOWARD MARINE CARGO INSURANCE PRODUCT IN EXCELLENT FORTUNE INSURANCE

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ABSTRACT

This study examines purchase intention and purchase decision toward marine cargo insurance at Excellent Fortune Insurance Myanmar. The study aims to identify factors influencing purchase intention and to analyze how purchase intention affects the purchase decision for marine cargo insurance. A quantitative research approach was adopted. Primary data were collected through structured questionnaires using five-point Likert scales from 80 marine cargo insurance clients in Yangon, selected through simple random sampling from a population of 100 clients. The study focuses on four independent variables attitude, price, corporate image, and brand image along with purchase intention and purchase decision. Descriptive statistics were used to analyze respondent profiles and perception levels, while reliability tests ensured internal consistency of the measurement items. Pearson correlation and multiple regression analyses were applied to examine relationships among the variables. The results indicate that price has the strongest effect on purchase intention, while brand image also significantly influences purchase intention. Purchase intention demonstrates a strong association with purchase decision, indicating its importance in the insurance decision-making process. The findings suggest that customer evaluations, pricing perceptions, and brand-related impressions collectively affect intention, which subsequently leads to actual purchase decisions. In addition, the study provides practical insights for insurance practitioners to better understand customer behavior and improve marketing and service strategies.