You are invited to take part in a research study of Disruption in Autoinsurance: Customer Likelihood to Adopt Technology Innovation with Usage Based Insurance Model and Telematics.

Please proceed to the survey if you already have a car insurance or are looking for one.

**What the study is about**: The study is about factors that affect consumer’s decision to adopt the innovative Usage Based Insurance model for auto insurance. A general concept of this model will be provided in the survey.

**What you will be asked to do**: The procedure involves filling an online survey that will take approximately 20 minutes. Your responses will be confidential and we do not collect identifying information such as your name, email address or IP address. The survey questions will be about your perspective on this insurance model. This might require your reflection on your experience with your current car insurance plan, and your vision on adopting this innovative model.

**Risks and benefits**: There are no anticipated risks to you if you participate in this study, beyond those encountered in everyday life.

Your participation in this survey greatly contributes to the study field of applying technology in the insurance industry. You will gain general understanding about the innovative Usage Base Insurance model and telematic devices. With insights from consumers, product development will be improved to create a more pleasant experience with your car insurance in the future.

**Taking part is voluntary**: Taking part in this study is completely voluntary. If you choose to be in the study you can withdraw at any time without consequences of any kind. Participating in this study does not mean that you are giving up any of your legal rights.

**Your answers will be confidential**: The records of this study will be kept private. All data is stored in a password protected electronic format. Any report of this research that is made available to the public will not include your name or any other individual information by which you could be identified.

**If you have questions or want a copy or summary of the study results**: Contact the researcher at the email address or phone number above. You will be given a copy of this form to keep for your records.

**Statement of Consent**: I have read the above information, and have received answers to any questions. I affirm that I am 18 years of age or older. I consent to take part in the research study of Disruption in Autoinsurance: Customer Likelihood to Adopt Technology Innovation with Usage Based Insurance Model and Telematics.

**SURVEY**

**Overview:**

Traditional US auto insurers calculate risks and determine premium rates based on a customer’s certain factors: driving history, age, gender, location, vehicle type, marital status, annual mileage, and credit score. Price is charged by a fixed amount, despite how much and how safe you actually drive.

Usage Based Insurance (UBI) is a personalized insurance model that determines the insurance costs based mostly on driver’s usage. This includes Pay-as-you-drive (PAYD), which calculates price based on the milage driven, and Pay-how-you-drive (PHYD), which estimates price based on driver’s driving behavior, including speed, acceleration, and hard braking. Overall, the less and safer you drive, the less you have to pay for your insurance premiums.

Insurers collect drivers’ information for the UBI model via in-vehicle telecommunication devices, also known as telematics. These devices are installed in the vehicle and directly record the drivers’ behavior and mileage as they drive. The elements measured include miles driven, places driven (GPS), trip length, speed, rapid acceleration, hard braking. Insurers will then use analytical tools to analyze drivers’ driving behavior patterns to determine the most personalized auto insurance plan and price for their customers.

**Questions:**

The following statements aim to explore participant’s perception with the UBI model. Participants were asked to rate their opinion with these statements on a 5-point scale (1 = Not at all and 5 = Completely).

|  |  |  |
| --- | --- | --- |
| Construct | Items | Source |
| Performance Expectancy | PE1 – I find UBI useful in my daily life | (Venkatesh et al 2012) |
|  | PE2 – I believe that UBI increases my driving performance |
|  | PE3 – I can achieve more things with UBI |
| Effort Expectancy | EE1 – Overall, I believe that the UBI model is easy to use |
|  | EE2 – I find it easy to operate UBI (tracking device, for example) |
|  | EE3 – I think UBI is easy to interact with |
| Social Influence | SI1 – People who influence my behavior think that I should adopt UBI |
|  | SI2 – People who are important to me think that I should use UBI |
|  | SI3 – People whose opinions I value recommend that I should use UBI |
| Facilitating Condition | FC1 – Given the resources, opportunities and knowledge it takes to use UBI, it would be easy for me to adopt UBI |
|  | FC2 – Using UBI model is compatible with other technologies I use |
|  | FC3 – Using UBI fits well into my current situation, for example, work style and driving habit |
|  | FC4 – I can get assistance from others when I have difficulties using UBI |
| Hedonic Motivation | HM1 – Using UBI is fun |
|  | HM2 – Using UBI is enjoyable |
|  | HM3 – Using UBI is entertaining |
| Price Value | PV1 – UBI is reasonably priced |
|  | PV2 – UBI offers a good value for the money |
|  | PV3 – At the current insurance price, UBI is a good value |
| Security and Privacy | SP1 – I feel secured using tracking device |  |
|  | SP2 – I don’t mind my driving behavior and itinerary being tracked by my insurance company |  |
|  | SP3 – I believe that my safety is improved with UBI |  |
| Search and Switch Cost | SS1 – I’m willing to look for more information about this UBI model |  |
|  | SS2 – I don’t mind switching my current insurer to insurer that offers model |  |
| Risk Aversion | RA1 – I believe that UBI insurers can cover my risk well |  |
|  | RA2 – I believe that UBI insurers can cover my risk better than the traditional ones. |  |
|  | RA2 – I feel safe being covered with an insurer that uses the UBI model |  |
|  | RA3 – I feel UBI gives insurer greater insights about my risks |  |
| Behavioral Intention | BI1 – I will plan to use UBI model |  |
|  | BI2 – I will try to adopt the UBI model |  |
|  | BI3 – I intend to try UBI in the future |  |

**Bottom of Form**

**Definition:**

PE: the degree to which an individual believes that using the system will help him or her to attain gains in performance.

EE: the degree of ease and with relatively little experience with the associated with the use of the system.

SI: the degree to which an individual perceives that important others believe he or she should use the system.

FC: the degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system.

HM: the fun or pleasure derived from using a technology, and it has been shown to play an important role in determining technology acceptance and use

PV: the cost and pricing structure may have a significant impact on consumers’ technology use

Experience and Habit: Since this technology is relatively new, I ommit this variable from the original model

SP: the degree of safety and privacy that drivers feel when adopting this technology

SS: the costs to consider when looking for new provider and switching provider

RA: prefer lower risk