

**BEHAVIORAL AND MEDICAL CONDITION BASED  
PREMIUM ADJUSTMENT IN HEALTH INSURANCE:  
STUDY ON THE SRILANKAN CUSTOMER  
PERSPECTIVE**

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Degree of Master of Business Administration in Information Technology

Department of Computer Science and Engineering

University of Moratuwa

Sri Lanka

April 2021

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## DECLARATION

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## **ABSTRACT**

The fact that poor health perpetuates poverty is becoming more widely recognized. In recent times, Sri Lankan insurance companies have gradually implemented different models of health insurance to expand access to health care for disadvantaged households to avoid the harmful downward spiral of poverty and illness.

The knowledge gap between Sri Lankan consumers, the insurance industry and the wearable technology industry was evident. It was clear that not only the customer's characteristics but also other factors such as a lack of experience, trust towards the insurance provider, privacy factors, adoption of the new technologies also played a role. The lack of knowledge about wearable technology products in the local market has also been based on low consumer motivation.

By examining available approach, this study examines the inhibiting and contributing factors affecting the acceptance of wearable devices. To better understand these variables, quantitative data was gathered through a survey.

This study will lay the foundation for producers to understand how they can build on the medical insurance's opportunity by developing new technological products that cater to the Sri Lankan market.

**Keywords:** Wearable devices, Technology Acceptance Model (TAM), Medical Insurance, smart watch

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## **LIST OF ABBREVIATIONS**

SPSS	Statistical Package for the social sciences
PEU	Perceived Ease of Use
PU	Perceived Usefulness
ATT	Attitude towards using
SN	Subjective Norm
BI	Behavioural intention
GDP	Gross domestic product
IoT	Internet of Things
UBI	Usage Based Insurance
PAYL	Pay As You Live
TRA	Theory of Reasoned Action
TAM	Technology Acceptance Model
TAM 2	extended Technology Acceptance Model
UTAUT	Unified Theory of Acceptance and Use of Technology
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behaviour
PLS	Partial Least Squares