

Midocean Univesity

Master of Financial Technology

Department: Business - Insurance



Customer Perception of Motor Insurance Aggregators in Bahrain

Prepared By

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Supervised by

Professor Name

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Introduction:

The rapid digital transformation across the financial services sector has reshaped how customers access and purchase insurance products. One of the most significant innovations in this shift is the emergence of motor insurance aggregator platforms, which allow customers to compare multiple insurance quotations for the premiums and covers rather instantly and conveniently. These platforms aim to simplify decision-making, enhance transparency, and offer a seamless purchasing experience.

In Bahrain, motor insurance aggregators have gained popularity as consumers increasingly seek digital alternatives to traditional in-person transactions. Despite this growth, there remains a gap between customers who use aggregator platforms to compare quotations and those who actually purchase their policies through them. Understanding what influences consumers' purchase intention is essential for improving platform adoption and strengthening digital insurance services in the region.

This research explores the factors that influence customer purchase intention when using motor insurance aggregator platforms in Bahrain. By examining usability, information transparency, perceived value, and trust, this study aims to identify what drives or prevents customers from completing their insurance purchase online.

Problem Statement:

Motor insurance aggregators provide convenience but purchase intention remains low.

Although motor insurance aggregators offer fast, transparent, and convenient access to multiple insurance quotes, many customers in Bahrain continue to finalize purchases offline or directly with insurers. This indicates a gap between platform usage and actual purchase intention.

Key issues may include:

- Uncertainty about the value or reliability of platform offerings
- Poor usability or complex navigation of aggregator portals
- Concerns regarding transparency of information
- Lack of trust in online payment transactions to a mediator.

Despite the growing presence of insurance aggregators in Bahrain, there is a lack of academic research that examines the determinants of customer purchase intention in this specific market.

Therefore, the study seeks to answer - What factors influence customer purchase intention toward motor insurance aggregator platforms in Bahrain?

Significance of Study:

This study contributes theoretically and practically as below;

Theoretical Importance

- Enhances academic understanding of digital purchase behavior within the insurance sector.
- Contributes to limited Gulf-region research on technology acceptance in financial services.
- Integrates globally recognized theories (TAM, Trust Theory) into Bahrain's insurance context.

Practical Importance

- Helps insurance aggregators identify features needed to increase conversion rates.
- Guides insurers in improving digital channels and enhancing customer experience.
- Supports regulators and policymakers in strengthening digital insurance adoption.
- Provides actionable insights for improving Bahrain's digital insurance ecosystem.

Objectives:

1. To identify the main factors influencing customer purchase intention toward motor insurance aggregator platforms in Bahrain.
2. To examine the impact of platform usability on customer purchase intention.
3. To evaluate how information transparency affects customer trust and purchase intention.
4. To assess the effect of perceived value on purchase intention.
5. To analyze the role of customer trust as a mediator between platform characteristics and purchase intention.

Research Questions:

1. What factors influence customer purchase intention toward motor insurance aggregator platforms in Bahrain?
2. How does platform usability affect customer purchase intention?
3. Does information transparency enhance customer trust and purchase intention?
4. To what extent does perceived value contribute to purchase intention?
5. Does customers' trust mediate the relationship between platform characteristics and purchase intention?

Research Hypotheses:

H1: Platform usability has a significant positive effect on customer purchase intention.

H2: Information transparency positively influences customer trust.

H3: Customer trust has a significant positive effect on purchase intention.

H4: Perceived value has a significant positive effect on purchase intention.

H5: Customer trust mediates the relationship between platform characteristics (usability and transparency) and purchase intention.

Previous Studies:

Prior research highlights that digital platforms in insurance enhance convenience, reduce time spent comparing quotations, and increase access to policy information. Studies emphasize that usability is a key driver of online purchasing behavior and that trust significantly increases users' willingness to engage in online financial transactions.

Research in GCC markets indicates that customers value transparency in pricing and policy details. There were also findings that suggested that while aggregators speed up comparison processes, concerns about data security and unclear policy terms can reduce purchase intention.

However, no study has specifically examined motor insurance aggregator purchase intention in Bahrain, demonstrating a clear research gap that this study aims to address.

Theoretical Framework:

This study draws upon the following theories:

- TECHNOLOGY ACCEPTANCE MODEL (TAM)
 - Perceived ease of use/ platform usability
 - Perceived value
- TRUST THEORY
 - Trust reduces perceived risk and increases likelihood of online purchasing.
- INFORMATION TRANSPARENCY THEORY
 - Clear and complete information increases trust and reduces uncertainty.
- CONCEPTUAL MODEL
 - Independent Variables (IVs):
 - Platform Usability
 - Information Transparency
 - Perceived Value
- Mediator:
 - Customer Trust
- Dependent Variable (DV):
 - Purchase Intention

Research Methodology:

Research Approach:

- Quantitative research using a structured questionnaire.

Research Design:

- Descriptive and analytical, consistent with administrative sciences research methods.

Population of the Study:

- Motor insurance customers residing in Bahrain.

Sample Size:

- Approximately 150–250 respondents (convenience sampling).

Data Collection Method:

- Online questionnaire via Google Forms or shared link.

Data Analysis Tools:

- SPSS software
- Descriptive statistics
- Reliability analysis (Cronbach's Alpha)
- Correlation analysis
- Regression analysis

Research Tools:

The study will use a structured questionnaire consisting of:

- Section A: Demographics
- Section B: Platform Usability
- Section C: Information Transparency
- Section D: Perceived Value
- Section E: Customer Trust
- Section F: Purchase Intention

All items will be measured using a 5-point scale (1 = Strongly Disagree to 5 = Strongly Agree).

Research Limitations:

- Convenience sampling may limit generalizability.
- Self-reported data can cause response bias.
- Limited to motor insurance customers in Bahrain.
- Time constraints of the academic term.

References:

(Initial list — will expand in the final thesis.)

Central Bank of Bahrain (CBB). (2023). Insurance Market Regulatory Report - Regulatory context for Bahrain

Alalwan, A. A. (2020). Mobile banking adoption: A literature review. *International Journal of Information Management*, 54, 102167.

Ernst & Young (2020). Global Insurance Consumer Survey: Digital transformation of the insurance customer journey.

Al-Hajri, S., & Al-Ali, M. (2021). Customer adoption of fintech services in GCC countries. *Journal of Financial Innovation*, 7(2), 45–59.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51–90.

MIDOCEAN UNIVERSITY

RESEARCH ON

Customer Perception of Motor Insurance Aggregators in Bahrain

QUESTIONNAIRE BOOKLET

Masters Candidate

Yasmeen Mutalib

2025

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Dear Respondent,

I am a Master's candidate (Management) at Midocean University, currently conducting a study titled:

“Customer Perception of Motor Insurance Aggregators in Bahrain and Their Impact on Purchase Intention.”

The purpose of this research is to examine the factors that influence customers' decisions to purchase motor insurance through online aggregator platforms. Your responses will provide valuable insights into improving digital insurance services in Bahrain.

I kindly request your cooperation in completing this questionnaire. All information collected will remain strictly confidential and will be used exclusively for academic purposes. There are no right or wrong answers — your honest opinion is highly appreciated.

Thank you in advance for your participation.

If you have any questions regarding this study, please feel free to contact my supervisor, Associate Professor Dr. _____, or myself, Yasmeen Mutalib Amir (Master's Candidate).

Your cooperation is sincerely appreciated.

Supervisor
Associate Professor
Faculty of
[@gmail.com](#)
Phone :

.....
Master Candidate
Faculty of
University Name
[@gmail.com](#)
Phone #

Section A:

A: Demographic Characteristics

Please tick (✓) the appropriate choice

1- **Gender:** Male ☐ Female ☐

2- **Age:** 20 - 30 years old ☐ 31 - 39 years old ☐
40 - 49 years old ☐ 50 years old and over ☐

3- **Years of Driving Experience:**

☐ 11-20 years ☐ 5 years ☐ 5 years & less
21 years & above

Section B:

Please indicate your degree of agreement or disagreement with the following statements, so please sign (✓) for the choice that reflects your opinion by choosing one of the five alternatives.

The following set of statements measures the customer perception that affects customer purchase decision. Please mark according to your level of agreement.						
Section A: Quality of Service						
Item No	I.	1 Strongly Disagree	2 Disagree	3 Natural	4 Agree	5 Strongly Agree
1.1	The platform is easy to navigate.					
1.2	It is easy to compare insurance quotes across different insurers and covers					
1.3	The website loads quickly.					
		1	2	3	4	5

II. Information Transparency		Strongly Disagree	Disagree	Natural	Agree	Strongly Agree
2.1	The platform provides clear policy details.					
2.2	Prices displayed are transparent.					
2.3	Terms and conditions are easy to understand.					
III. Perceived Value		1 Strongly Disagree	2 Disagree	3 Natural	4 Agree	5 Strongly Agree
3.1	The platform offers valuable comparisons.					
3.2	I save time using the aggregator.					
3.3	The platform helps me find better prices					
!V. Trust		1 Strongly Disagree	2 Disagree	3 Natural	4 Agree	5 Strongly Agree
4.1	I trust the platform to protect my data.					
4.2	I feel safe making a purchase through the platform.					
4.3	The platform appears reliable.					
4.4	My payment details are secure when making a purchase					
V. Purchase Intention		1 Strongly Disagree	2 Disagree	3 Natural	4 Agree	5 Strongly Agree
4.1	I intend to buy motor insurance through the platform.					
4.2	I prefer online purchase through aggregators.					
4.3	I am likely to renew via the platform.					

SECTION C: OPEN-ENDED QUESTIONS

C1) Please provide ANY other comments on how you wish to improve the motor insurance aggregators in Bahrain.

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C2) Please provide any comments regarding any aspect that appears to be LACKING in this study.

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Gratitude:

We appreciate you sparing your time to fill out the survey. Your involvement means a lot to us and we highly value it. The information you shared is significant to our analysis and will enable us to make improvements in our motor insurance aggregators' performance.

Once again, we are very grateful for your contribution.

Sincerely,

Yasmeen Mutalib Amir
Master Candidate
Midocean University
Contact #