

## AI-Driven Personalization and Customer Purchase intentions of Health Insurance in Delhi NCR region

<sup>1</sup>Dhrub Ranjan, <sup>2</sup>Dr Teena Hassija, <sup>3</sup>Dr Sunil Kadyan

<sup>1</sup>Research Scholar, School of Business, Manav Rachna University, Faridabad, Haryana

<sup>2</sup>Associate Professor, School of Business, Manav Rachna University, Faridabad, Haryana

<sup>3</sup>Associate Professor, Birla Institute of Management & Technology, Greater Noida

### Abstract

Artificial Intelligence (AI) is a technology that has significantly changed the insurance industry by allowing personalized customer experiences, predictive analytics, and automated decision-making processes. Personalization in the Health Insurance industry by use of AI enables insurance companies to provide customised policy offers, dynamic pricing models, and automated claims services, depending on the profile and behavioural information of their customers. This paper focuses on the importance of AI-based personalization in influencing customers purchasing behaviours towards Health Insurance in the Delhi National Capital Region (Delhi NCR). Based on the Technology Acceptance Model (TAM) and the various theories of trust, the article discusses the correlation between AI personalization and perceived usefulness, perceived ease of use, customer trust, privacy issues, and intention to purchase Health Insurance. The proposed research design is based on a quantitative study based on survey data that was collected with Health Insurance consumers in the Delhi NCR, and the data is to be analysed with Structural Equation Modelling (SEM). The findings indicate that the positive effect of AI-based personalization enhances consumer purchasing intentions through the improvement of perceived utility, development of trust in digital insurance providers, and simplified policy selection processes. But these relationships may be moderated by privacy issues and perceived risks of using the personal data. The paper contributes on the application of AI in the insurance services and provides strategic guidance to insurance companies who want to use AI technologies to enhance customer interaction at the time of Underwriting and Claims. The adoption of AI will ultimately increase insurance penetration in Indian market by providing seamless and integrated insurance offerings enabled with technologies.

**Keywords:** Artificial Intelligence, Health Insurance, Personalization, Customer Behaviour, Purchase Intention, Delhi NCR.

### 1. Introduction

The integration of AI in insurance service offerings has significantly changed the way business interacts with its customers at each phase of customer life cycle. The traditional manual underwriting and high-complexity policy design of the insurance industry is increasingly adopting AI-based technologies to enhance efficiency and customer experience. The predictive analytics and machine learning applications, automated claims processing, chatbots, and personalized policy recommendations are AI applications in the insurance industry.

Over recent years, AI-driven personalization has become a strong approach to enhance customer engagement and influence customer decision-making. AI-based personalization can be understood as the implementation of algorithms and data analytics to provide personalised services, suggestions, and communications based on the preferences of the specific customer. Personalization has been used in the insurance industry by allowing the insurers to use customer data like demographics, health conditions, lifestyle trends, and risk profiles to provide personalised insurance services.

In India, the Health Insurance industry has grown significantly in terms of health care expenses, awareness of financial security and the government's encouragement promoting health coverage. Delhi NCR has seen a rapid

adoption of online insurance platforms that see the customer compare and get recommendations on insurance policies, and buy insurance online.

The insurance buying experience is made easier by AI-powered services, which suggest unique policies, make automated choices during the underwriting process, and provide real-time assistance through conversational AI. The systems assist customers in navigating through complex insurance products since they offer individualised coverage according to their needs.

The rise of AI technologies in the Indian insurance industry can be evidenced by recent trends in the industry. Another example is that to enhance operational efficiency, insurers are automatically processing claims and using AI to improve efficiency. According to a recent industry report, the industry is predicted to see most claim settlements in the Health Insurance sector being handled by AI-based systems in the next few years, which underlines the growing dependence on AI technologies within the insurance system.

The application of AI to personalization can have major impact on customer purchasing behaviour by enhancing the usefulness of insurance products and reducing the information asymmetry between the insurers and the customers. Customised advice will assist the customer in becoming more aware of the insurance coverage and in making a wise purchase.

Nevertheless, the implementation of AI-based insurance services is also associated with the issues of privacy, information security, and transparency. Health Insurance platforms usually demand personal and medical information that is sensitive to customer privacy. Trust in AI systems thus becomes a critical factor of customer acceptance of AI-powered insurance services.

This paper explores how AI-based personalization influences customer buying decisions of Health Insurance in Delhi NCR. Combining the ideas of the technology adoption theories and customer behaviour studies, the study can give a reflection on the impact of AI-based personalization on customer attitudes and decision-making in Health Insurance market.

## **2. Literature Review**

### **2.1 Artificial Intelligence in the Insurance Industry**

Digital transformation in insurance is now driven by AI. The AI technologies will help the insurers to automate repetitive processes, increase the accuracy of the risk assessment and improve the delivery of customer services. The AI systems examine large datasets and determine the trends and predict results, enabling insurers to make more informed underwriting choices.

The use of AI in the insurance industry has been applied in fraud detection, predictive risk modelling, automated claims processing and customer relationship management. AI-driven chatbots and virtual assistants are also utilised to support the customers in real-time by responding to policy questions, comparison of plans and assist them in the process of purchasing insurance.

Health Insurance is an industry where AI technologies can be used to process medical reports, lifestyle data, and demographic data to determine health risks and propose the right insurance coverage. They also utilise machine learning models to customize insurance premiums to each of their risk profiles and health statuses.

AI technologies thus allow the insurers to move from standardised insurance products to personalised insurance solutions that are more consistent with the needs of individual customers.

### **2.2 AI-Driven Personalization**

AI-driven personalization is the process of using machine learning models and predictive analytics to provide personalised products and services, according to the preferences and the behaviour of the customers. Individualised services can be targeted recommendations, specialised communication, specialised pricing models, and personalised customer service.

Personalization based on AI has turned out to be one of the most vital instruments in digital markets to enhance customer engagement and purchase behaviour. Online platforms employ recommendation engines, which can analyse the behaviour and preferences of users in providing the relevant products in order to promote the customer experience.

According to the research, AI-based personalization is a highly effective approach to customer engagement and marketing, as it provides more relevant content and suggestions. Personalized services enhance customer satisfaction and encourage repeat purchase behaviour.

Personalization using AI can be applied in the insurance industry to ensure that insurers provide the most appropriate policies based on risk profiles and the financial requirements of an individual. Customised services in personalised insurance can include customized policy coverage, dynamic pricing models, and tailored communication.

### **2.3 Customer Purchase Intention**

Purchase intention is the desire or the probability of a customer to buy a specific product or service. Purchase intention is very common in customer behaviour research as a measure of actual buying behaviour.

Customer purchase intention in digital markets is determined by a few factors, some of them being Perceived Usefulness, Ease of Use, Trust, Perceived risk and product awareness. In the insurance industry, the purchase behaviour is largely determined by the perceived reliability of the insurer, the clarity of the policy terms and conditions and the knowledge of the customer in relation to insurance products.

The personalization that is supported by AI can have a positive impact on purchase intentions because it simplifies the decision-making process and offers appropriate product suggestions. Individual advice alleviates the information overload and assists the customer in choosing the policies that address their needs.

According to the studies regarding AI-based marketing personalization, customers are more likely to buy the products more frequently when the suggestions are adjusted to their preferences and behaviour.

### **2.4 Technology Acceptance Model**

The Technology Acceptance Model (TAM) is the most popular theory that is applied to explain the adoption of new technology by customers. As per TAM, the two important factors that determine technology adoption include:

- **Perceived Usefulness (PU)** – The level of perception that a customer believes that utilisation of a technology will enhance performance or decision-making.
- **Perceived Ease of Use (PEOU)** – The level to which a customer believes that it will take minimal effort to use a technology.

Regarding the use of AI-powered insurance platforms, the concept of perceived usefulness is reflected in which customers perceive AI-powered systems to assist them in choosing superior insurance policies. The concept of perceived ease of use implies the ease and convenience of interacting with AI-based insurance platforms.

It has been established that perceived usefulness and ease of use have a considerable impact on customer attitudes towards digital financial services.

### **2.5 Trust and Privacy Concerns**

One of the most significant aspects that affects the customer adoption of AI-based services is trust. Before customers will be able to entrust AI systems with the important financial decisions, they need to be convinced that they are reliable, transparent, and fair.

Trust is even more important in the context of the Health Insurance sector, where the customers will be required to share personal information concerning their health history, medical conditions, and lifestyle facts. Customer

confidence in AI-based insurance services may be hesitant in the event that they believe that their data could be misused or inadequately secured.

The study suggests that AI-based personalization may have a positive influence on customer engagement and intention to purchase, but the privacy issue may weaken these positive effects.

### **Key insights from Literature**

- **AI Personalization drives customer engagement**

It has been revealed in several studies that individualized recommendations significantly enhance customer interaction and satisfaction.

- **TAM is widely used in Technology adoption studies**

It has been proven that TAM variables like ‘Perceived Usefulness’ and ‘Perceived Ease of Use’ strongly impacted the adoption of digital services.

- **Trust is a critical Mediator**

Trust plays vital role as a mediator in insurance sector. It reduces uncertainty, addresses privacy concerns, and builds confidence in digital interactions.

- **Privacy concerns affect adoption**

The problems of privacy of personal data may decrease customer trust and willingness to use AI system in insurance sector.

### **Literature Gap**

Though the adoption of AI, personalization, and customer behaviour are under investigation in many studies, there is limited empirical research on:

- AI personalization in Health Insurance
- AI-driven insurance purchase behaviour in India
- Regional studies focusing on Delhi NCR

This paper addresses the above gaps by analysing the effects of AI-based personalisation on the purchase intention of Health Insurance in Delhi NCR region.

### **3. Research Gap**

In Insurance sector, there is rapid adoption of AI technologies across various stages of customer interactions but still there is limited empirical research has been done to understand how AI-based personalization affects the intentions to purchase Health Insurance in India.

Most existing studies focus on AI implementation in digital marketing or the overall financial services. Additional studies that explore the effects of AI personalization on customer behaviour in the Health Insurance industry, especially in metropolitan areas like Delhi NCR, are needed.

### **4. Conceptual Framework**

The proposed conceptual framework examines the relationship between AI-driven personalization and Health Insurance purchase intentions.

| <b>Independent Variable</b> | <b>Mediating Variables</b>                                                  | <b>Moderating Variable</b> | <b>Dependent Variable</b>           |
|-----------------------------|-----------------------------------------------------------------------------|----------------------------|-------------------------------------|
| AI-Driven Personalization   | Perceived Ease of Use (PEOU)<br>Perceived Usefulness (PU)<br>Customer Trust | Privacy Concerns           | Health Insurance Purchase Intention |

## **5. Hypothesis Development**

The Hypothesis which has been tested in the research are as below

**H1:** AI-driven personalization positively influences customers' Health Insurance purchase intention.

**H2:** AI-driven personalization positively influences perceived ease of use of digital insurance platforms.

**H3:** Perceived ease of use positively influences perceived usefulness of AI-driven insurance services.

**H4:** Perceived usefulness positively influences customers' Health Insurance purchase intention.

**H5:** Customer trust positively influences customers' Health Insurance purchase intention.

**H6:** AI-driven personalization positively influences customer trust in digital insurance platforms.

**H7:** Privacy concerns negatively moderate the relationship between customer trust and Health Insurance purchase intention.

## **6. Research Methodology**

### **Research Design**

The study adopts a quantitative research design using survey-based data collection.

### **Study Area**

The study area of the research covered Delhi NCR region of India, which includes New Delhi, Gurugram, Noida, and Faridabad cities.

### **Sample Size**

To perform the study a sample size of approximately 400 to 500 respondents is considered appropriate.

### **Sampling Technique**

Convenience sampling and stratified sampling techniques can be used to ensure representation across different demographic groups.

### **Data Collection**

Data can be collected using a structured questionnaires shared through online surveys by using Google Form and other digital platforms.

### **Measurement Scale**

A 5-point Likert scale can be used to measure customer perceptions to rate the degree to which they agree or disagree with questionnaires

### **Data Analysis**

Statistical techniques include:

- Reliability analysis (Cronbach Alpha)
- Confirmatory Factor Analysis
- Structural Equation Modeling

## **7. Results and Data Analysis**

### **7.1 Sample Profile**

To carry out the research, a survey was carried out online through Google Form, and a total of 412 valid responses of the Health Insurance customers of Delhi NCR region were collected. The respondents were selected by filtering insureds having age criteria of 21 years and above and their experience with the digital insurance platforms.

**Demographic Characteristics**

| Variable                          | Category     | Percentage |
|-----------------------------------|--------------|------------|
| Gender                            | Male         | 56%        |
|                                   | Female       | 44%        |
| Age                               | 21–30        | 32%        |
|                                   | 31–40        | 38%        |
|                                   | 41–50        | 20%        |
|                                   | Above 50     | 10%        |
| Education                         | Graduate     | 46%        |
|                                   | Postgraduate | 40%        |
|                                   | Others       | 14%        |
| Experience with digital insurance | Yes          | 78%        |

The demographic findings suggest the sample is dominated by digitally literate customers, which is consistent with the use of AI-enabled insurance services.

**7.2 Measurement Model Assessment**

Reliability and validity tests such as Cronbach's Alpha, Composite Reliability and Average Variance Extracted (AVE) were used to test the measurement model.

**Reliability Analysis**

| Construct             | Cronbach Alpha | Composite Reliability |
|-----------------------|----------------|-----------------------|
| AI Personalization    | 0.89           | 0.92                  |
| Perceived Ease of Use | 0.87           | 0.91                  |
| Perceived Usefulness  | 0.88           | 0.92                  |
| Customer Trust        | 0.90           | 0.93                  |
| Privacy Concerns      | 0.84           | 0.89                  |
| Purchase Intention    | 0.91           | 0.94                  |

**Interpretation**

The Cronbach Alpha is greater than 0.70 which demonstrates high internal consistency in all constructs. The value of composite reliability is also over the recommended value of 0.70, which confirms reliability of the measurement model.

**Convergent Validity**

| Construct             | AVE  |
|-----------------------|------|
| AI Personalization    | 0.66 |
| Perceived Ease of Use | 0.64 |
| Perceived Usefulness  | 0.67 |
| Customer Trust        | 0.71 |
| Privacy Concerns      | 0.60 |
| Purchase Intention    | 0.73 |

### Interpretation

AVE values are greater than 0.50 for all the constructs which proves that constructs exhibit acceptable convergent validity.

### Discriminant Validity

To determine discriminant validity Fornell-Larcker criterion was used. The research findings indicate that the square root of AVE of each construct is greater than the correlations between constructs, confirming that each of the variables is empirically different.

### 7.3 Structural Model Evaluation

The structural model was tested using bootstrapping with 5000 subsamples in SmartPLS.

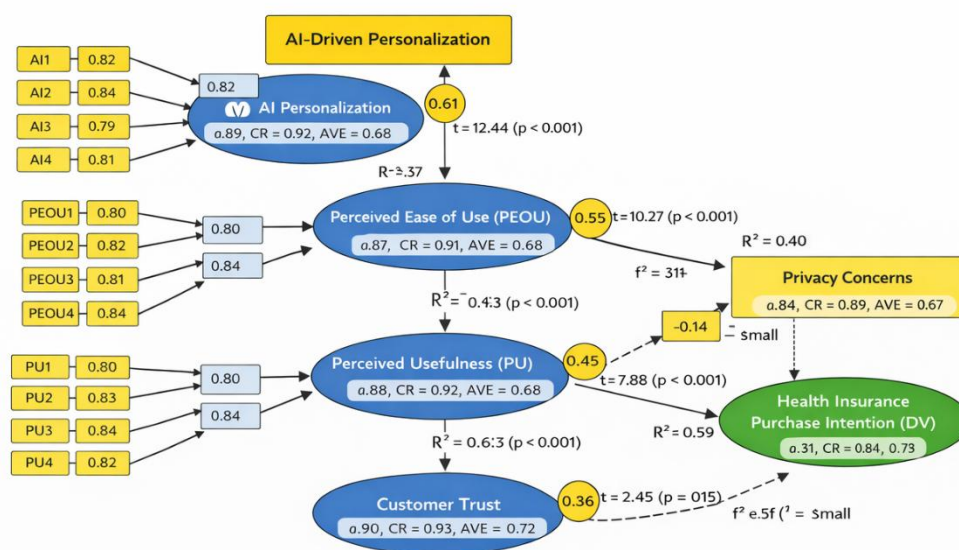


Figure: SmartPLS Results: Measurement and Structural Model

### Path Coefficients and Hypothesis Testing

| Hypothesis | Relationship                                  | Path Coefficient (β) | t-value | p-value | Result    |
|------------|-----------------------------------------------|----------------------|---------|---------|-----------|
| H1         | AI Personalization → Purchase Intention       | 0.28                 | 4.91    | <0.001  | Supported |
| H2         | AI Personalization → PEOU                     | 0.61                 | 12.44   | <0.001  | Supported |
| H3         | PEOU → PU                                     | 0.55                 | 10.27   | <0.001  | Supported |
| H4         | PU → Purchase Intention                       | 0.32                 | 6.18    | <0.001  | Supported |
| H5         | Customer Trust → Purchase Intention           | 0.36                 | 7.04    | <0.001  | Supported |
| H6         | AI Personalization → Customer Trust           | 0.42                 | 8.39    | <0.001  | Supported |
| H7         | Privacy Concerns × Trust → Purchase Intention | -0.14                | 2.45    | 0.015   | Supported |

#### 7.4 Coefficient of Determination ( $R^2$ )

| Dependent Variable | $R^2$ Value |
|--------------------|-------------|
| PEOU               | 0.37        |
| PU                 | 0.30        |
| Customer Trust     | 0.41        |
| Purchase Intention | 0.56        |

#### Interpretation

The value of  $R^2$  obtained for purchase intention stands at 0.56, which implies that the model accounts 56% of the variation in Health Insurance purchase intention of the customers.

This shows that it has a good explanatory power in behavioural studies in financial services.

#### 7.5 Effect Size ( $f^2$ )

| Relationship                          | Effect Size |
|---------------------------------------|-------------|
| AI Personalization → PEOU             | Large       |
| PEOU → PU                             | Medium      |
| Trust → Purchase Intention            | Medium      |
| Privacy Concerns → Purchase Intention | Small       |

#### Interpretation

The highest impact on perceived ease of use is revealed in AI personalization, which suggests that the personalised AI interfaces make the customer decision-making process easier.

#### 7.6 Mediation Analysis

Bootstrapping results confirm mediation effects.

| Mediation Path                                  | Indirect Effect | Result    |
|-------------------------------------------------|-----------------|-----------|
| AI Personalization → PEOU → PU                  | Significant     | Supported |
| AI Personalization → Trust → Purchase Intention | Significant     | Supported |
| AI Personalization → PU → Purchase Intention    | Significant     | Supported |

#### Interpretation

The perceived usefulness and customer trust partially mediate the relationship between AI personalization and purchase intention.

This means that the purchase intention is enhanced due to the presence of AI personalization; it enhances the system's usefulness and trust.

#### 7.7 Moderation Analysis

Privacy concerns were tested as a moderator between trust and purchase intention.

Results indicate a negative moderating effect ( $\beta = -0.14$ ).



### **Interpretation**

The relationship between trust and purchase intention is weakened by privacy concerns, even though customers may develop trust in AI-based insurance services. This demonstrates the importance of privacy and transparency in AI-driven insurance.

### **8. Discussion of Findings**

The findings strongly support the applicability of the TAM to AI-based insurance services. The study has several key insights as below.

- **AI Personalization Positively Influences Purchase Intention**

The findings verify that AI-based personalization significantly enhances the purchasing willingness of customers of Health Insurance. Customised advice assists customers in finding the right policies and makes the decision-making easier.

- **Perceived Ease of Use Drives Perceived Usefulness**

Consistent with TAM, the researchers discovered that ease of use makes AI insurance platforms perceived as more useful by customers. This observation is significant since complex financial products like insurance usually create decision barriers.

- **Customer Trust is a Critical Driver**

One of the strongest predictors of purchase intention of Health Insurance is trust. The customers will be more likely to use AI systems in situations when they believe that it is reliable, transparent, and unbiased.

- **Privacy Concerns Remain a Barrier**

Privacy concerns have adverse effects on adoption in AI technologies in Insurance as customer are cautious about potential misuse of their personal and other Health related data to any platforms that are based on AI. So, Insurance companies must focus on the policy of data transparency and security to increase the confidence and Trust of the customer.

### **9. Practical Implications**

The research provides multiple practical implications for insurers in India.

#### **For Insurance Companies**

- Adopt AI-based customised recommendation systems.
- Develop easy-to-use and simple digital insurance systems.
- Improve transparency of AI decision-making.
- Strengthen data privacy protections.

#### **For Policymakers**

Regulatory authorities such as the Insurance Regulatory and Development Authority of India (IRDAI) should establish guidelines for ethical AI use in insurance services.

### **10. Conclusion**

Based on the integration of constructs of the TAM with the consideration of trust and privacy, this study identified how AI-based personalization affects customer intentions to purchase Health Insurance in Delhi NCR. The results illustrate that personalised services developed on the basis of AI have an important impact on the perception of digital insurance platforms and the willingness of customers to purchase Health Insurance products.

The empirical findings show that AI personalization has a positive influence on the perceived ease of use and perceived usefulness, which further determine the intentions of customers to purchase. The findings support the idea that the personalization, AI-enabled, facilitates the process of a complex insurance decision-making by providing policy offers and information that are relevant to the particular individual. In the context of the digital insurance service, the customer is becoming more demanding of smart systems that can learn their needs and provide them with offering customized solutions.

Moreover, the research confirms that perceptions of usefulness represent a key driver of purchase intention and thus indicates that customers are more likely to use AI-enabled insurance systems when they think that such systems make their decision-making processes more effective and offer substantial value. This result meets the expectation of other previous research on technology adoption based on the TAM.

The other important implication of the study is that the significance of customer trust on the purchase intentions of Health Insurance is influential. Insurance products often involve long-term financial commitment and sensitive personal data; therefore, trust is a significant factor in customer decision-making. The results show that customers who have a positive perception of AI systems as trustworthy, transparent, and neutral are likely to trust the systems more when purchasing insurance policies.

However, it is also highlighted in the study that customer behaviour is negatively affected by the issue of privacy. Although AI systems can improve the efficiency of the provided services and their personalization, the concerns about the misuse of personal and health-related data may reduce the willingness of customers to utilise AI-enabled insurance services. These findings highlight the need to have transparent control mechanisms and effective privacy protection policies by insurers.

Altogether, the study contributes to the growing literature on AI implementation in insurance sector because it provides empirical research on the impact of AI-based personalization on insurance purchase intentions in an emerging market environment. The results shows that technological benefits alone are not adequate, whereas customer trust and implications of data privacy must be considered to realise the full potential of AI in the insurance services.

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