TALLINN UNIVERSITY OF TECHNOLOGY

School of Business and Governance

Department of Business Administration

Kenneth Kark

CONSUMER BEHAVIOUR OF THE METACOMPETENT CUSTOMER: A RELATIONSHIP STUDY BASED ON TRAVEL INSURANCE PURCHASE

Bachelor's thesis

Programme TVTB, specialisation Marketing

Supervisor: Sirje Ustav, PhD

Tallinn 2019

I hereby declare that I have compiled the paper independently
and all works, important standpoints and data by other authors
has been properly referenced and the same paper
has not been previously presented for grading.
The document length is 9980 words from the introduction to the end of conclusion.

Kenneth Kark ……………………………
                    (signature, date)
Student code: 164946TVTB
Student e-mail address: Kekark@taltech.ee

Supervisor: Sirje Ustav, PhD:
The paper conforms to requirements in force

……………………………………………
(signature, date)

Chairman of the Defence Committee:
Permitted to the defence
…………………………………
(name, signature, date)

TABLE OF CONTENTS

ABSTRACT

The aim of this bachelor thesis was to find out if meta-competency levels can predict consumer behaviour and to find out if consumers with higher metacompetency scores have different purchase decisions from lower-scored. Whereas, in order to understand better consumer behaviour the main research question stated if we can differentiate consumers based on metacompetencies.

In this given thesis the author used quantitative approach to consider consumer's behaviour that is not studied so far. The writer derived tripartite model from social psychology as base model to give insight of the consumer behaviour decision-making processes. For this study, the author chose ERGO Insurance SE intentionally because of their large customers base and great market share in the Estonian market. The convenience sample consists of 209 adults who purchased ERGO travel insurance.

Based on the results of this study, the author successfully divided consumers into two groups using IBM SPSS cluster analysis and there is evidence showing that consumers' competence levels are related to consumer behaviour when choosing travel insurance. The additional results of this study show that psychological, social and personal factors have effect on consumers when making purchase decisions.

Keywords: Consumer behaviour, purchase motivation, impulse purchase, emotional shopping, metacompetencies.

INTRODUCTION

This bachelor thesis approached to review consumer's behaviour in way that has not been previously studied before, the author will include tripartite model from psychology studies as base model to more specifically give insight of the consumer behaviour decision-making process and to find out if consumers' competence levels have relationship with consumer buying behaviour when choosing travel insurance. According to Holbrook (1982) a consumer's existence comprises of aspects of affect: emotions, moods and additionally, feelings.

Recent research has primarily focused on the effects of consumers' buyer behaviour and the purchase decision motives. On the other hand, environmental changes and employment patterns require new set of competencies like self-management, awareness of own strengths and weaknesses, conscious management of own beliefs and attitudes, emotions and autonomous motivation, defined also as metacompetencies (Ustav et al., 2018). It would be valuable for marketing field to understand, how these changes affect consumer behaviour and purchasing motivation. For instance, marketers who understand their customers and improve their products and create better products and services, develop marketing plans and strategies that support sustainable competitive advantages. This stance enables marketers to predict what motivates consumers to buy a certain product or service and to provide customers with goods and communication that responds to those motivations, successfully meeting and exceeding customers' expectations over time.

We study consumer behaviour for a variety of reasons and in a diversified context. One could argue a number of benefits of studying consumer behaviour. Studying consumer behaviour aids marketers to get in front of the race and to grow the market share. Another reason is improvement of business performance and efficiency, also helping consumers make better purchase decisions at the end.

According to Snow et al. (1996) they state that motivation appears to have an affect on volition. Emotions though remain a less-researched area (Cardon, 2012). That being said, because the actions of individuals are often based on emotions (ibid) and because such actions and decisions directly interact with emotions, recent research has recently started to take into account the complimentary "feelings" and "thoughts" of individuals (Mitchell, 2007).

Another study conducted by Seo (2004) shows that motivation associates with affection. On the other hand, as stated by Cardon (2009) motivation is associated with affection. The previous research states that affective processes will likely influence the variety of cognitions.

However, we do not know much about the interaction of these dynamic aspects on consumer emotional and motivational aspects in marketing field. Therefore, the main area of investigation in this research is to study if we can differentiate consumers' based on metacompetencies and to find out if individuals possessing a higher meta-competency level have opposing or different buying behaviour than lower metacompetency level individual.

There is a research gap in understanding whether higher self-awareness and self-regulation affects consumer behaviour. Recent studies have primarily focused on the influences of consumers' buyer behaviour and the purchase decision motives. It would be valuable for marketing field to understand, how these changes affect consumer behaviour and purchasing motivation. Hence, this paper takes a psychological perspective and adopts the tripartite constructs of personality and intelligence to gain new insights about motivation intentions when choosing travel insurance. This research paper uses theoretical model of metacompetencies used in entrepreneurship framework (Kyrö, 2011) as a base model because it gives insights how and in which situations cognition, affection and conation are expressed by consumer buyer behaviour and how they affect the decision making process.

To address this research gap, the purpose of this study is to find out if different meta-competency levels are related to consumer behaviour and to investigate how higher-scored consumers have effects on consumers' purchase decisions. This study departs from earlier works and aims to make the contribution by answering following research questions:

RQ1: Can we differentiate consumers based on metacompetencies?

RQ2: Does higher-scored individual have different consumer behaviour than lower-scored individual?

RQ3: Can we predict consumer behaviour based on meta-competencies model?

To answer these research questions, this research tries to find out consumers' reflections when purchasing a travel insurance. The author chose ERGO insurance brand for an example and conducted a self-administered questionnaire which was published on ERGO social media pages, e.g. Facebook and Instagram page. The quantitative research approach is chosen, more specifically, first we analyse metacompetency and customer behaviour related scores, and then personal and psychological factors such as age, gender and occupation. More closely, the author considers to investigate how different levels of metacompetent individuals make their buying decisions and how much effort they put in information search. Finally, the results are analysed and discussed in order to expose differences in consumers' motivation and habits.

1. LITERATURE REVIEW

The research for this thesis begins with the chapter giving a brief overview of literature explaining meta-competencies and consumer behaviour from prior research that has been made by other researchers. Then after that, this research will give an overview of ERGO Insurance SE company in the Estonian insurance industry.

Since there is limited research literature exploring the relationship between consumer's behaviour and meta-competency levels, the literature on consumer behaviour and entrepreneurial metacompetencies could provide useful insights to better explain this relationship between these claims.

1.1. Metacompetencies

Early in the literature reviewing process, the idea of the tripartite section of human mind was determined as a helpful heuristic consisting of cognition which include individual thoughts, conation which includes one's actions and affection which includes one's emotions (Hilgard, 1980). One of the first social writings could be traced back to the Ancient Greek academics and they have reasoned the trichotomy of feeling, acting and knowing as three facets of individual experience (Hilgard, 1980). The tripartite model began to play a central role in major treatments of attitude theory and attitude change (Snow, 1996).

To organize the understanding of cognition, conation, and affection we adopt the tripartite constructs of personality and intelligence originally introduced by Snow (1996), which were further applied to entrepreneurship research by Ruohotie (2000). Kurczewska (2017) defines cognition as a term for the process of acquiring awareness through where individuals recognize and obtain information. In another study, Snow (1996) have indicated that affective, conative, and cognitive forms are considered as most interactive parts in human being nature and intelligence. Cognition is how we know something, the conative factor is what motivates us to act and the affective aspects is related to emotions.

Kurczewska (2017) defines knowledge as "Cognition is a term for the process of acquiring awareness through which individuals recognize and obtain information." Whereas, Snow et al. (1996) makes a claim conation includes dual clear and distinguishable elements: motivation and volition. Ruohotie (2000) specify very well these pre-decisional desires and phenomenons which

supports the establishment of objectives, intentions, choices, and aims to behave or to indicate inspirational components, while in the procedures of execution, evidence show that volitional components are part of determination, setting clear goals and equivalent. As Ruohotie (2000) state, failure in one or each of those elements might misrepresent the intended behaviour.

Academics dispute that cognition has been split into two primary conceptions. These have initially been divided into knowledge and experience (Haynie, 2005), in parallel being defined as being declarative and procedural knowledge (Ruohotie, 2000). Kurczewska (2017) state that procedural and declarative knowledge possess remarkably distinctive portraits. Furthermore, when the description for declarative knowledge is personal, procedural knowledge is more about interacting with emotions, motivation, and volition (Kurczewska, 2017). The procedural knowledge associates understanding how we do something; for example, riding a bike. There is no indication to clarify how we do it. Declarative knowledge is more aware and it could be normally expressed, which means that it can be expressed in the form of words. Regardless of this confirmed problem with understanding of how different meta-competence personalities reflect their buying decision-making process, however, this research tries to apply the tripartite model in to the marketing education.

According to Seo et al. (2004) claim that if we do not take into consideration individual feelings then the understanding of motivation will not be correct. As Cardon (2009) state, this interchange has been also studied in regard to seek if inspiration influences desire. It is assumed that motivation appears to affect the volition (Snow, 1996). On the contrary, there is available a large range of different and socially accepted motivations in order to be approved and recognized, for instance like the motivation to evade hazards or motivation to have something achieved (Morsella, 2009). In other words, motivation guides us to involve in any specific act or task mainly due to the fact doing it makes us feel good.

Kurczewska et al. (2017) defines passion as "Affection relates to feeling, emotion, mood, and temperament. It is the emotional response to a certain object." As stated by Kurczewska et al. (2017) affection is split into two sub-groups temperament and emotion. Whereas, emotion might be connected only to a particular condition, on the other hand temper is perpetual and not reliant on personal circumstantial factors (ibid). Affection is an individual perception considering personal characteristics, these include dispositional affect which is temper which is more stable,

certain feeling which might be short-term and strong, and mood that could produce weak tension but stable, caused by incentives (Cardon, 2012). In addition, what these researchers suggest is that emotion and affection tend to be essentially identical.

A great deal of time in which Kurczewska (2017) studied to understand how human personality constructs, set up a statement that all three forms - affection, cognition, conation are displayed in the human intelligence and are likely to shift during their lifetime. Despite the tripartite model is accepted by textbook writers, the multicomponent belief appears not to have been used for practical purposes in the faculty of consumer behaviour marketing researcher.

Meta is the personal consciousness level in which the first and third level of metacognitive capabilities are adequately represented, although the intended use of self is in the essence of meta. Haynie in his research (2005) formulates a statement which indicates the effects of metacognition toward the degree of acceptance on individuals while handling their changing and evolving conditions. Nevertheless, Ruohotie (2000) argue that metacognition is not sufficient consideration for self-control, for the reason that motivation and volition are confirmed to be significant and important component of particular behaviour and of operating collectively as opinion shapers. Since, this is the place where (Ruohotie, 200) tripartite model stepped in, taking this schematic structure of metacompetencies (Ustav, 2018). As stated before, no there is no previous literature understanding how different metacompetence level affects consumer behaviour.

According to Watts (1998) meta-affection is the intentional understanding of conscious, controlling, adjusting, and additionally the assessment of how interpersonal and individual mood functions. This includes two possible paths, one which is related to moods such as state of affairs of feelings and emotions, second path associates with affective conditions and is formed upon more mental and consistent temperament. However, Efklides (2009) emphasizes the relevance of sensed task value, while being identical or found besides a concern in which individuals form sentiments to a specific topic or assignment. Also, it is highlighted that a recognition of both alternatives positive and negative influences are essential in the terms of individual decision-making processes and personality development (Efklides, al 2009).

Krueger (2011) have stressed that we must recognize the profound opinions that tie and figure meta-level understanding frameworks which, for its part, have effect on individual awareness expertise. Ruohotie (2003) makes a claim and has favorably shown the connection of meta-

processes between cognitive and conative development. According to Kurczewska (2017) the meta-cognitive aspect of self-discipline involves one's perception of personal information of structures and phenomenon's, whereas cognitive and affective sets out, and these two considered together promote the necessity for individual development. Limón-Lugue (2003) who has set the wording for "meta-motivation" and "meta-emotion" in order to refer to a particular arrangement and knowledge of one's motivations and feelings.

Ustav (2018) thoroughly studied the concept of metacompetencies in previous work which provided an assessment of between international students and entrepreneurs. Evidence demonstrate that individuals can be differentiated based on metacomeptence model. In order to study consumer behaviour process, there is limited research examined how different level of self-aware individuals make purchase decisions when choosing travel insurance. Prior research has only mainly been studying meta-competencies in management and entrepreneurial education and have not been considered to understand better consumer behaviour processes.

Therefore, in order to study marketing decision-making process, there is an apparent gap for this study in understanding how consumers metacompetencies are reflected in practice. Since, thinking is referred to analyzing and preparing an understanding of how the fundamental aspects of these three constructs, it has been studied in numerous publications in various different fields, but not in the field of consumer behaviour. Therefore, the three meta-constructs are sufficient enough to consider consumers purchase decision motivations and to study if high-level meta-competence person have different consumer behaviour than compared to low-level individual. Correspondingly, this bachelor thesis tries to reflect and understand the metacompetency aspects of consumer behaviour nature with each of the constructs in the field of marketing management and to analyse consumer's personal perception during buying decision-making processes.

1.4. Consumer Behaviour Related To High Involvement Product

According to MacInnis (2010) consumer behaviour has now remained as one of the primary concerns for social marketing researchers. In the past few generations, the literature on consumer behaviour has grown significantly and diversified as in society and economics influences the way consumers react or behave. There is available a wide variety of complex research models that have been suggested for consumer buying behaviour (Ajzen 1975). What these theories suggest is that customers' deeply look for information in order to execute aware decisions. In this regard, these models are helpful for marketers to find out and analyse understandings of consumer behaviour by studying the factors how, when and why consumers choose a particular good or service over another. According to Falko (2014) problem occurs with Ajzen's (1975) theory of planned behaviour because the number of statements are clearly misleading.

There is available proof showing that the factors of age, state of mind, social and economic status, and physical wellness and our surroundings estimate without prejudices measures corporal action while the theory of planned behaviour indicators are restrained (Sniehotta, 2013). As stated by Solomon (2006), the involvement of customer' purchase choice can be set upon a particular line of rules, whereas characteristics are dependent variables. Therefore, purchaser decision-making may differ from clear to complicated. Within usual cases, clients try to look for the most convenient way for a shortcut in the procedure of selecting products or services, while another case could occur when there is needed additional effort and consideration when making a decision, for instance, this research paper studied travel insurance, which is considered a high involvement product (Kotler, 1989).

Karam (2015) state the case in which consumer are pleased with the company's product features, then customers' show more faithfulness in favor of the company and they could still choose the same product in their decision-making procedures, because there is no matter what is the cost of the product, since if this good meets customers' needs they show consistent curiosity to the initial purchase careless of what is the product price.

According to Anojan (2015) study, whose purpose was to analyse the consumer's favours and purchase motives of non-alcoholic beverages whose thesis consisted the sample of 300 consumers. The study was conducted in Sri Lanka. In addition to decision-making the author also included consumer behaviour aspects like personal factors, culture, psychological factors and culture. What

these authors found out was that consumers' preferences such as place, price, product and promotion influence the buying behaviour on soft drinks. In other words, these authors suppose that customers prefer certain brands, in the case when the company is capable of delivering products that satisfy customers' requirements without having consumers to postpone their purchases.

In this bachelor thesis author focuses on travel insurance which is considered as a high-involvement product. These products are not purchased very often. According to Clarke (1978) study, involvement with the product in order to make a purchase leads individual toward seeking for supplementary knowledge and they assume that there is needed to put in extra work to find the proper product to match their desires and needs.

Smallman (2010) in his study argue that vacation trip or other leisure activities could be defined with increased rate of dangers and consequently in this sense individuals take more time to consider or to seek for information and estimate of alternatives. Additionally, it is necessary to realize and study the traveler decision making processes from substitute conceptual standpoints (Smallman, 2010). The conclusive finding of these researchers was that the features of naturalistic decision-making are clearly a part of the complex process approach

The components influencing the buying decision process may also change from time to time. For this reason, it may be interesting to find out and investigate how individual causes will have effect on the buying manners of their consumers with the purpose to adjust to the changing environment (Rani, 2014). On top of everything, it is crucial for the company, to have a profound understanding of their customers and while improving these discrepancies is going add great value to increase sales. The concept of formation of attitudes based on behavioural, cognitive and affective aspects has come up in various discussions when it comes to attitudes, namely in relation to marketing (Eagly, 1993). Beliefs relate to the cognitive side of this concept, while attitudes relate to effectiveness and intentions to behaviour - all together, the three form the basis for alternative evaluation and the stages of decision process for external or environmental influences (Darley, 2010).

Motivation is the underlying basis of all behaviour and it is the driving force that inspires or incites us to act. This concept is based on the possibility of a subject demonstrating a certain behaviour relative to a certain aspect of attitude (Schiffman, 2004). Aradhna et al (1991) stated that when it

comes to decision-making, the behaviour of consumers as well as their affective and cognitive processes is steered and directed by an emotional state, namely involvement. For instance, it would be interest to see what types of individuals reflect when choosing travel insurance and to consider whether motivated and less motivated individuals have relationship in purchase decision making.

It has been said in the marketing management textbooks that customers' spend additional time to search online for various travel insurance company's and to become more interacted to seek knowledge to analyse various products before reaching an ultimatum (Kotler, 1989). Similarly, the level of which an organization is able to meet the expectations of an individual directs that person's commitment level to the organization (Babakus, 1996).

Bagozzi in his study (1978) makes a claim that "The conation dimension is said to depict the action tendencies one has to approach or avoid an object or perform some response". What his study reveals is that conation includes behavioural intentions or willingness to act. This indicates, people with lower motivation are less likely to purchase content with an underperforming firm, whereas individuals who have high motivation are more likely to buy content with an underperforming firm. Since then, if consumer feels confident with existing knowledge or feels low involvement with the choice, then they tend have low motivation in order to engage in a comprehensive search for information. Therefore, how the buyer is influenced by his or her awareness of the situation makes a motivated customer ready for the purchase.

As stated by Schiffman (2004), the primary aspect of attitude, the cognitive aspect, consists of views and available information that are both a result of the experiences of the person with the object of attitude in question and additionally, information that has accumulated from various other sources. To bring an example, a study conducted by Peddibhotla (2013) revealed that people with an above-average level of self-perceived competence tended to share information on subjects with fewer present contributions. In addition, such attitude is a combination of the beliefs, views and awareness that likely have been developed from the past memories as well as personal experiences. What is more, the creation of cognitive factors and, by relation, the formation of beliefs, happens when information is gained regarding the object of attitude in question (Eagly, 1993). As mentioned before, taking into consideration that some characteristics of cognition involve awareness of thinking processes, other aspects are often automatic, such as the decisions made by

customers often take into account their own past events or beliefs. Therefore, marketers often try to boost consumers' focus on specific products or services to engage them to make a purchase.

In the consumer buying decision making, emotional confirmation plays a crucial role. Affective factors are based on personal preferences or emotional experiences (Eagly, 1993). Such affective responses can vary from extremely negative to extremely positive (ibid). Effects of positive, such as happiness, and negative, such as anger, emotions may arise from contact with the aspects of a given service or product (Derbaix, 1991). Since, affective reactions are learned, they can differ across various cultures, subcultures, or other social groups. Effects of positive, such as happiness, and negative, such as anger, emotions may arise from contact with the aspects of a given service or product (Derbaix, 1991). As affection can be cited to clients' feeling about stimuli and events, such as if they dislike or like a particular service or product. For example, those who experience affective reactions of negative nature are at higher odds of evaluating the attitude object in question unfavorably and, in contrast, those who experience affective reactions of positive nature are at higher odds of evaluating the attitude object in a positive manner (Eagly, 1993). Additionally, it has been found that cognition related to low involvement and low relevance objects and products is shadowed by emotions as well as affection (Adaval, 2001).

Nowadays, it is also worth to mention that our personality differentiates one person from another by personal traits. According to Kotler (1989) these personal characteristics could be mentioned as versatility, sociability and control. How we see ourselves and the world around us as well as how different people see us sets our personality. According to Wright (2006) our personality changes throughout life when a person matures and shifts it surroundings. Personality demonstrates personal choices for different products or brands and it displays our beliefs and attitudes. Therefore, marketers try to develop an image and personality that corresponds with consumers' values and traits. For the most part, personality could be linked with those factors in which can be distinguish a person from an individual human being.

As a result, marketers consistently establish strategies to form positive affect for their products, services and brands to increase consumers chances that will make them buy. What it means is that each type of affection can result in positive or negative response. Lastly, one of the primary motivator for emotional issues may be such as bad feeling of inferiority or low self-esteem. Motivations and emotions are linked in a various ways, for example, because consumers often feel

positive emotions when motivations are fulfilled and negative emotions when emotions are not satisfied. Therefore, emotions focuses more on attention on emotional objects, motivations focuses attention on goal-relevant objects. In other words, customer behaviour is not only important but also beneficial for the future sustainability of the company, because it helps to identify interested buyers and to serve consumer needs better. Since, there is lack of research literature exploring the relationship between consumer's behaviour based on meta-competency levels and the literature review reveals a research gap. Consequently, it is adequate to bring in meta-competency model to the field of consumer behaviour to study whether there is a difference in reflections of self-awareness when carrying out comparisons against consumers on choosing persistent insurance broker.

2. ERGO INSURANCE IN THE ESTONIAN MARKET

The author chose ERGO Insurance SE on purpose because of their large clients' base and since they have positively show reliability and loyalty throughout after long years' operating in the Estonian insurance market. ERGO is one of the leading insurance companies in Estonia, which offers wide variety of an extensive collection of property and life insurance solutions. According to Estonian Financial Supervision Authority 2018 4th quarter report, ERGO insurance SE has a market share of 32 percent in the Estonian market, while ERGO's main insurance competitors, If P&C Insurance holds 29 percent of market share, Swedbank P&C Insurance has 11 percent, Seesam Insurance has 13%, 4 percent has Salva Insurance, somewhat only 2 percent has Inges Insurance and KredEx has below of one percent of market share (see Figure 1)(Finantsinspektsioon, 2019).

ERGO has been trusted by more than 120,000 customers who trust their services, understanding and experience. Currently, there are 285 people in Estonia and the company has been active in the Estonian market since 1990. In addition, the brand ERGO was adopted in 2001 (ERGO, 2019).
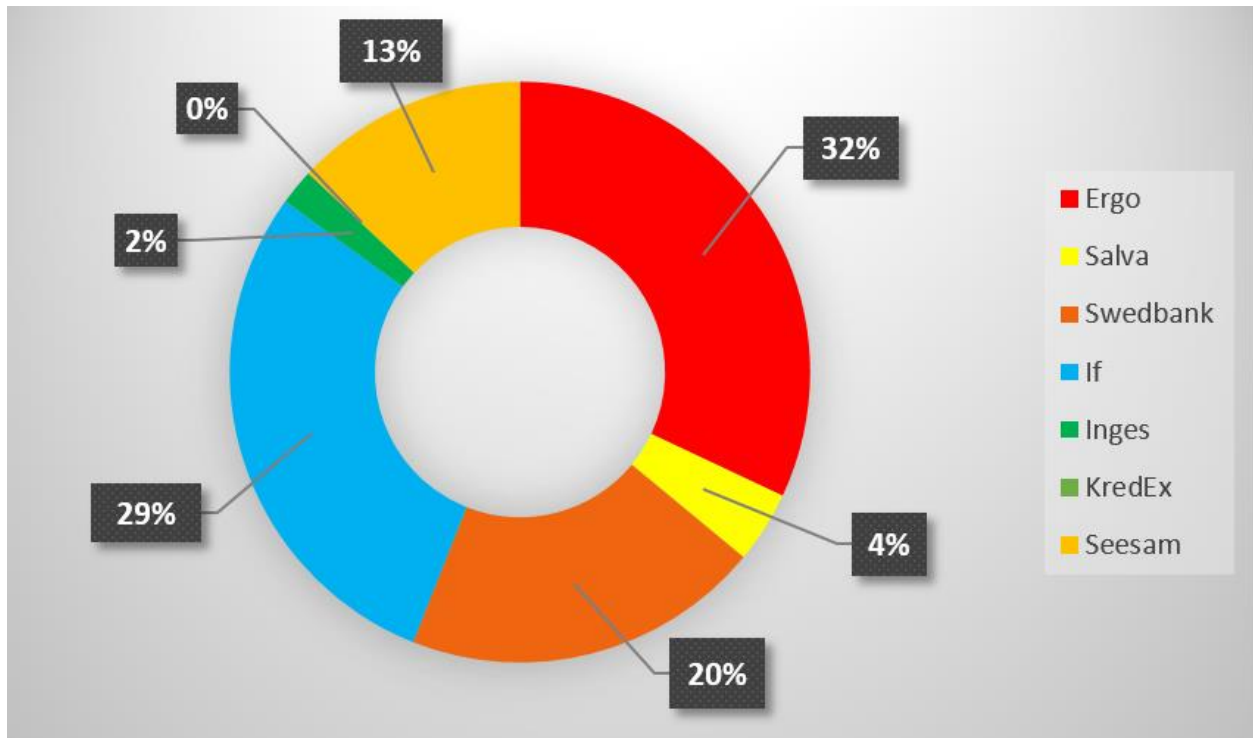
Figure 1. Estonian insurance companies market shares by gross premiums as of 31.12.2018
Source: Estonian Financial Supervision Authority 2018 4th quarter report

ERGO's travel insurance has many benefits for its customers. It involves the coverage for unexpected heath expenses, coverage for trip cancellation or interruption, stolen or delayed luggage at the time of travel and harm created to a third party with illegal activities (ERGO, 2019). Also, when the author compared insurance brokers and their prices, the cost of ERGO's travel insurance was represented in the fifth position on the internet which means it is not the cheapest on the market. Regardless of the higher price, this might also explain why some customers are willing to pay more. Therefore, it can be assumed that ERGO's price to quality ratio is considered good and worth of the price.

3. METHODOLOGY

In this given part, this bachelor thesis aims to focus on metacompetency levels and helps to gain insights of these influences on the decision-making process. To gain a deeper understanding if an individual with higher level of meta-competency has opposing buying behaviour than low-level person the author takes qualitative research approach. Based on the perceived need for research in this field, the proposed model is therefore comprehensive enough to enable marketers to predict what motivates consumers to buy a travel insurance and to provide consumers with goods that responds to their motivations, beliefs and intentions. Quantitative research is generally still one of the most popular preference for decision makers in marketing area. Sample size is important aspect to consider because the question lies between the aim of study and the expense of this research.

The empirical study is based on quantitative data received from consumer's answers through a survey. The questionnaire was originally designed in English and was translated into Estonian language to get more responses from the Estonian insurance industry. The outcomes of this bachelor thesis were analysed with statistical program SPSS Statistics. Measuring statistically helps to find correlations between variables. For the purposes to evaluate and examine correlations, the writer selected Cronbach and Pearson tests. Moreover, if a correlation is found, it will prove the fact the theory supports the findings. Based on the perceived need for research in this field, a study on consumer's buying behaviour based on meta-competency model and using already existing survey tools, was undertaken.

3.1. SAMPLE

As reported by Õunapuu (2014), population as a whole from which we select a smaller part to define the goals of study is called sample. The sample used in the study comprised ERGO clients, not for just convenience, but also because this target group will play a crucial role in developing travel insurance conscious population and studying consumers' decision-making processes is important aspect for this research. Target audience used in this research were aimed to be Estonian population in the age group between 18 to 75 and who are using internet at least once a week. It was published on ERGOs' Instagram and Facebook page, after which available end users' responses are then analysed by the author. The Google Forms online-survey was conducted on 24th of April to 28th of April 2019.

The sample size is a random selection of customers of ERGO insurance brand. In this given bachelor thesis, the applied author used non-probability sampling to survey consumers of ERGO brand, whom are later divided into different groups, such as income, occupation and gender. The author chose convenience sampling method to create an appropriate sample size. Convenience or grab sampling is used to attract samples from the population who are willing to participate in the survey. The information can be compiled from respondents who are available and ready to be involved with questionnaire. According to Powell (1997) the results in convenience sampling method are indistinguishable and it is considered as the least reliable sampling technique. The Likert-type scale have been used to show just how many of the answerers correspond with the claims (Vogt 2007). The evaluation of ordinal scales was analysed on scale from 1-5, while five indicates strong agreement and one strong disagreement. One benefit of Likert scale is that respondents who answer the questionnaire do not need to write anything and the answer choices are available for the respondents and therefore it is not going to leave a room for diverse comments that would influence results and data.

In order to post a survey invitation letter, the author contacted ERGO's administration to request their permission to post a survey invitation. Also, the author used visual picture of himself and a brief description about the goals of this study to engage consumers to participate in the online-questionnaire. The conducted questionnaire to study respondents' consumer behaviour was based on confidentiality and anonymity, because it is supposed that anonymousness shows a positive

role in the readiness of the respondents to participate in the survey and favorably influence the reliability of presented information.

For answering the survey, it was published between 24.04.2019 from 12.00 in the morning to 27.04.19 and it was closed at 23:59, 1 minute before midnight. In total, there were 209 respondents who took part in the online survey and it is enough for this thesis paper to make statistical analysis and drawing the conclusion. Majority of the respondents were women which show 77% and men represent only 22 percent of the sample. This might be because women are more engaged with social media than men or in travel preparations. Among interviewees the most popular age group was between 29 to 49 who made 54% of the total sample. In the second place there is age group of 50-year-old and older which demonstrates 25% of respondents. At the same time, the least depicted age group was youthful people from age 18 to 28 which shows 21 percent of the sample. Thus, this means that ERGO insurance SE average client is middle-aged and in most instances' female. The number of respondents divided by their gender, age and income level is provided in Figure 2.
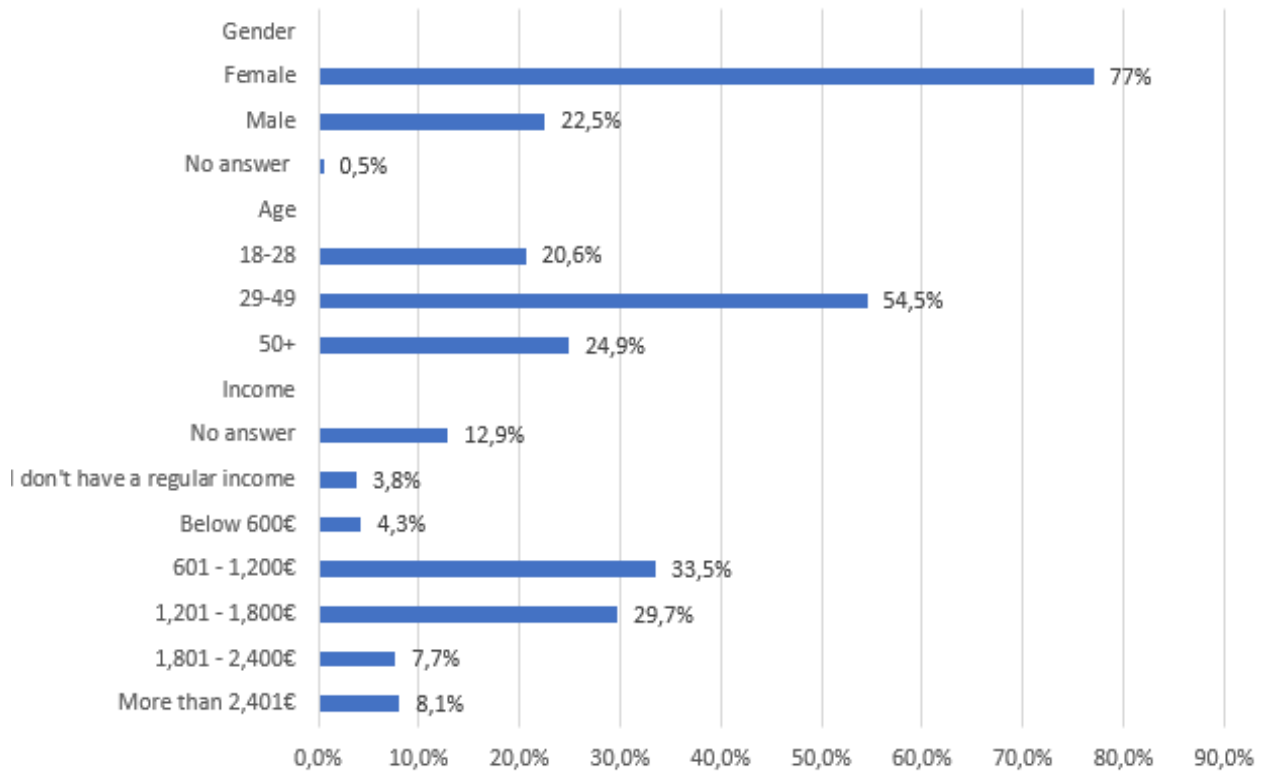

Figure 2. A final number of respondents, who participated in the online-questionnaire, divided by gender, age and net income. Source: author's calculations

By level of income the highest number of 70 respondents were represented in the low-income class who makes Estonian average salary from 601€ to 1,200€ and it showed 33.5 percent. 62 people or 29.7 percent of the sample make between 1,201€ to 1,800€ which represents Estonian middle-class income level. 16 people or 7.7% said they make 1,801€ to 2,400€ per month which is relevant to upper-middle income level in Estonia. 17 People stated that they earn more than 2,401€ which is 8.1% of the total sample. In addition, 27 people or 12.9% did not want to indicate their income level as it was not compulsory to do. The least favorable answer was "I don't have a regular income" which was said by 8 people (3.8%). 9 people stated they make less than 600€ per month which represents 4.3% of total 209 responses. These results contribute to the expectation that majority of the consumers were in working life. This expectation was validated with the question concerning occupation. The majority or 151 people (72.2%) said that they are employees, 30 people (14.3 percent) stated to be entrepreneurs, while 11 people are students and five are pensioners.

Four people were both students and employees, additionally four individuals were both entrepreneurs and employees and there were two individuals on a childbirth leave, one public official and one who was seeking for a job at the time. An overview of the online-questionnaire outcomes is available in the chapter 4.

3.2. SURVEY

As stated before, the usage of formative items was intentional, as it allowed us to identify the specific behavioural control factors, perceived consequences, and subjective norms factors that drove intentions and the act. The research begins with theory from which research questions are generated.

The author collected results via Internet and used Google forms as for gathering and storing data. The writer created a self-administered questionnaire. The online-survey was divided into two main groups: the first group included questions about consumers purchase decisions and motivations, the second group contained questions about beliefs, habits and demographics. Before publishing the form, it was tested. A link to the survey was made public on ERGO's Facebook and Instagram page that diminishes randomness of the sample. Clients were kindly asked to participate and to share among other clients. The researcher limited variables to age, gender and occupation because

there is a large number of variables that can be examined at once. On another note, there are questions related to decision-making processes such as information search. The metacompetency questions in the survey drawn from the paper of Ustav and Venesaar (2018) and consumer behaviour statements of decision-making process were taken from Tanja (2015). The questionnaire consisted mainly multiple-choice questions that were easily answered and did not take much effort. Survey was designed so that interviewee could choose a numerical response that describes best their attitudes or opinions. It used a modified 1-5 point Likert-type scale to determine respondents' attitude towards their buying behaviour. The writer questioned the consumers to mark on the scale 1-5 (where 1 - never, and 5 - always). The questionnaire can be seen inside of the appendix.

4. RESULTS

Below is the review of results of consumers' responses during their online survey. The total number of respondents are divided by their psychological factors such as a gender, age group and occupation. The final number of respondents by their corresponding groups are provided in the Figure 2 (see Figure 2). In accordance with the logic of the questions, some questions are outlined by the total number of obtained responses, while others require comparing either a gender, age group or income. The questionnaire was divided into two parts: first part focused on consumer travel insurance preferences and the second part was concentrated on beliefs, habits and personal factors.

4.1 Overview of results of questionnaire

In total, 209 consumers took part in the online questionnaire. The results of the questionnaire are separated into two parts and the outcomes are available in each subchapter. The author gives insights of metacompetencies in the results. In this subchapter the author is going to present findings about how consumers plan to make their purchase decisions when choosing a travel insurance. In order not to confuse the reader the author show findings with a colored scheme chart.

The first question in the first part of the survey was set towards consumers to find out what type of travel packages they most likely are willing to choose. These findings can be seen below (see Figure 3).

16,3%

36,4%

27,3%

20,1%
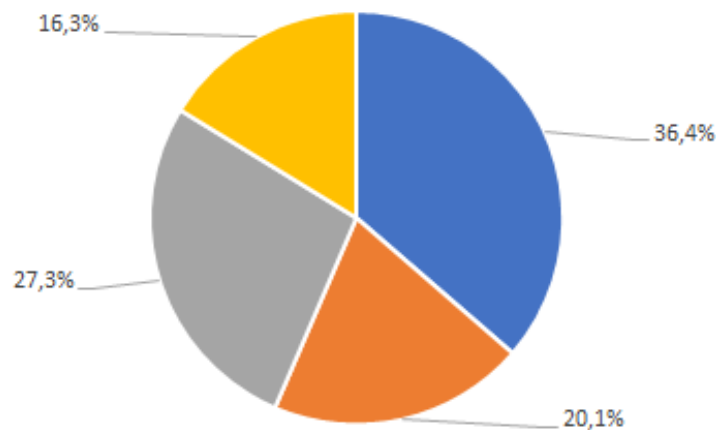
- Package based on trip destination (e.g. business trip, ski trip, sunbathing, backpacking etc.)
- Fixed package (minimum, center) and a full package that is easy to choose and that covers my needs)
- I would like to put together a package
- Travel insurance is covered by a bank card

Figure 3. What type of travel package consumers like to choose. Source: author's calculations

To understand what the most important travel insurance package consumers is are willing to buy, the respondents were asked to indicate what type of package they prefer. In the first place there is package based trip destination which represents 36,4 percent of the sample. The second most frequently answered indicates that consumers would like to put together a package themselves. Fixed packages that is easy to choose and what covers all consumers needs specify 20.1 percent of the sample. While the least common answer show consumers have their travel insurance covered by a bank card. In addition, solely older individuals can have their credit card travel insurance covered by a bank card. What the author concludes from these results is that depending on the reason for flight may it be business related or just a leisure holiday trip, younger consumers would enjoy to put together their own travel insurance package and older people don't care much about the price of the policy they demand for a full package that is easy to choose and what is going to cover all their needs regardless of the price.

The second question in the in the first part was aimed for the sample to gain insights of which channels customers primarily take advantage when searching for a travel insurance. Figure 4 demonstrates the outcomes of this question (see Figure 4).
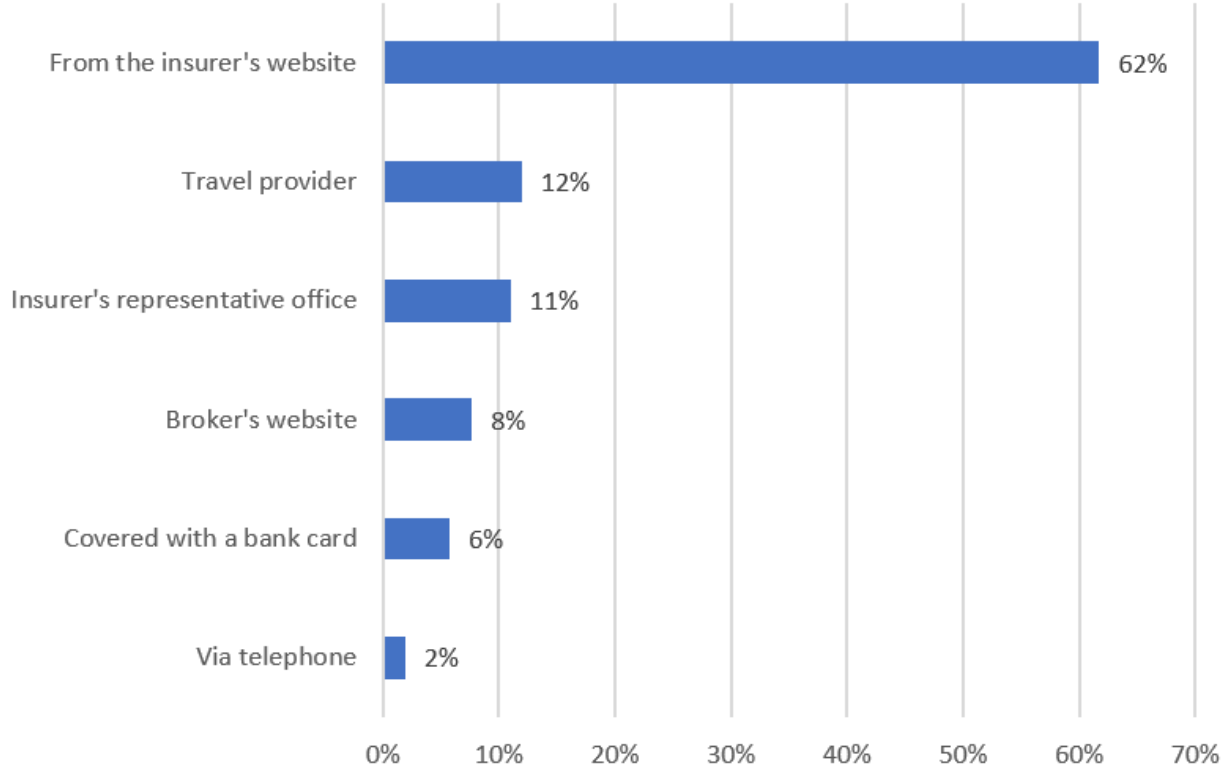

Figure 4. What channels consumers mostly use when searching for a travel insurance. Source: author's calculations

Next question of the first part of the survey were focused on preferences from where purchaser likes to buy travel insurance, because nowadays in the modern world there are various channels to choose travel insurance from. The Majority or 62% respondents indicate they make purchase from the insurer's website, while the second most answered question show 12 percent make a purchase from travel provider. Not much less 11 percent of consumers show they buy from insurer's representative office, 8% of the sample acquire from broker's website, 6 percent got their travel insurance covered with a bank card, while 6% respondents prefer to buy via telephone and additionally only 2 percent of the sample intend to use other source as it was option to choose in the survey.
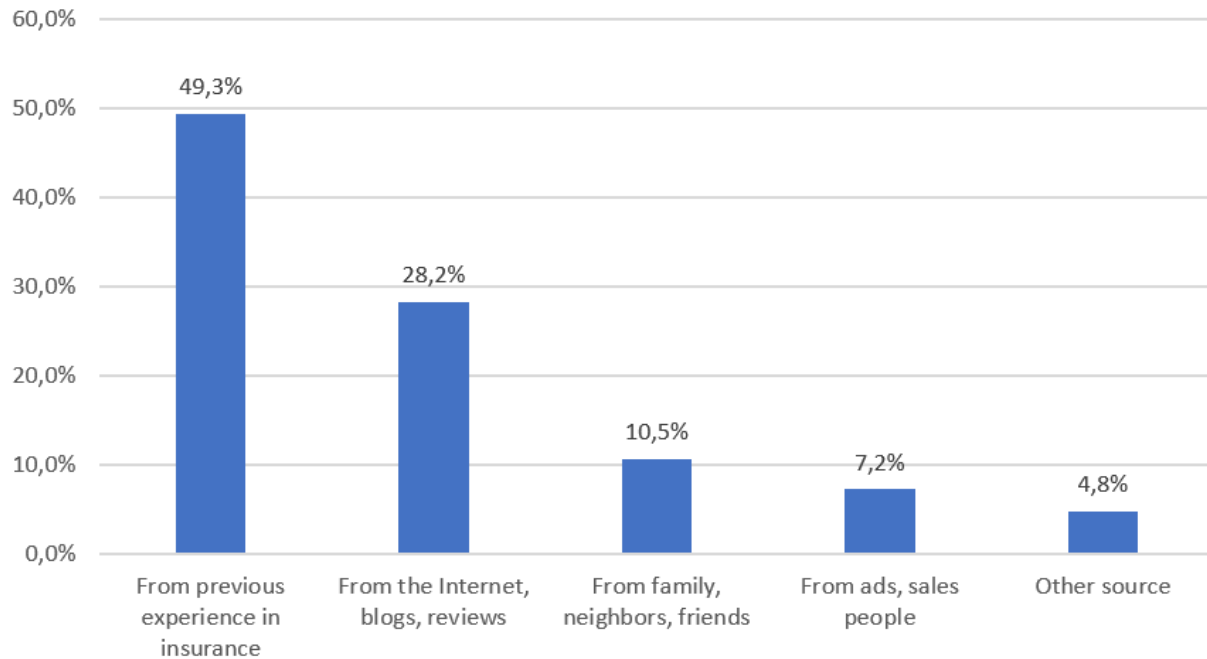
Figure 5. Sources of information about insurance companies. Source: author's calculations

To gain a better insight about information search this thesis focused on the preferences from where consumers get information about insurance companies (see Figure 5). Besides, it is considered as one of the key aspects when choosing travel insurance. 49,3 percent or 103 respondents show they have an earlier experience, 28,2 percent of consumers get their information from internet, ratings on web or blogs, while 10,5 percent receive knowledge about travel insurance companies from family, friends and neighbors, 7.2 percent gain information from ads, packages and salespeople. Only 10 people or 4,8% choose other methods as it was an option to consider. It may be captivating to consider that consumers expect little knowledge in favor of internet and blogs reviews whereas today social media is so widely used. Therefore, these results demonstrate psychological factors attitudes and opinions influence consumers in the decision-making process.
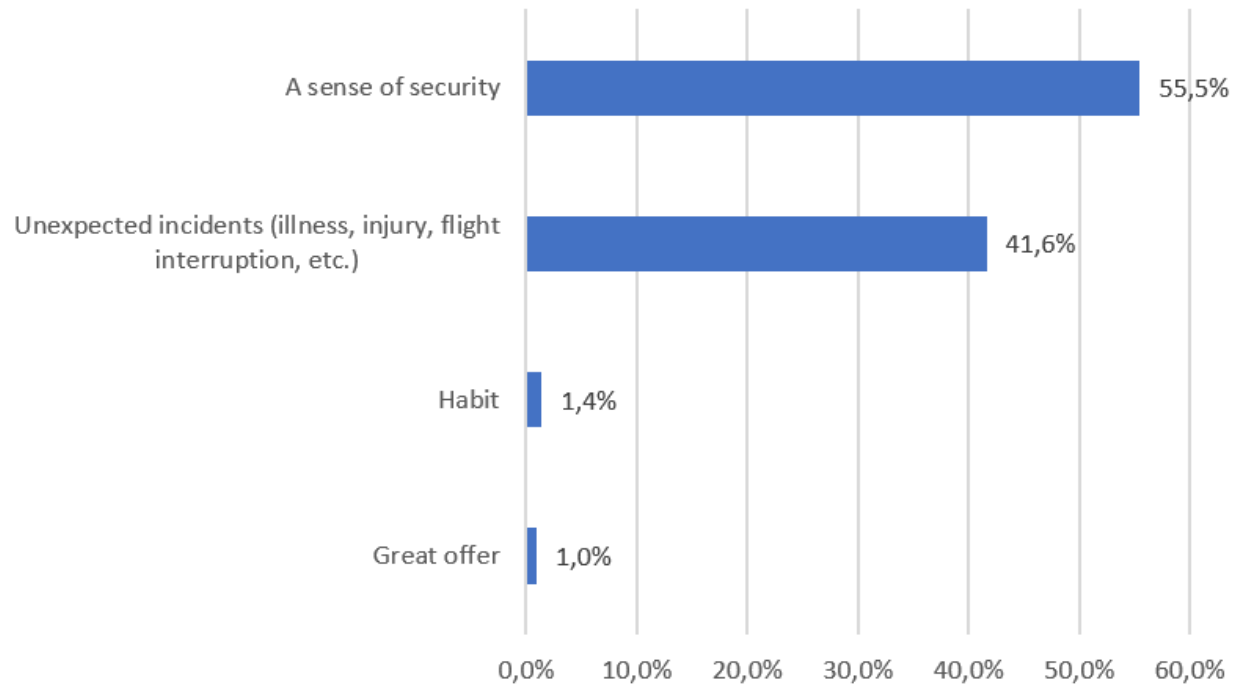
Figure 6. The main reason why customers buy travel insurance. Source: author's calculations

In order to gain knowledge about the motivation for travel insurance the author asked consumers the reason why they buy travel insurance. The majority of the sample 116 responses or 55.5 percent stated they choose travel insurance because of a sense of security and 41,6% or 87 people show they choose it for unexpected incidents for example illnesses, injuries, flight interruptions etc. Only 1,4 percent indicate they pick travel insurance because of habit and even fewer individuals 1 percent or 2 people select in case of great offer. What to conclude from these results is that the consumers are motivated to choose travel insurance because it gives them a sense of security and additionally gives them assurance when medical assistance is needed, because the medical costs might be tremendous when abroad. Therefore, when consumers security needs and safety measures are met, then they can have a stress-free vacation and be ensured to have a stream of income and medical assistance when injury or accident occurs.

The last statements in the first part of the questionnaire were set to gain knowledge about consumers purchasing decision making processes, five different claims were set. These claims were measured with Likert-scale to determine respondents' attitudes toward their buying behaviour and the respondents had the option to choose from one to five. Whereas 1 showed never and 5 which indicated always. The outcomes are presented below in the Figure 7 (see Figure 7).
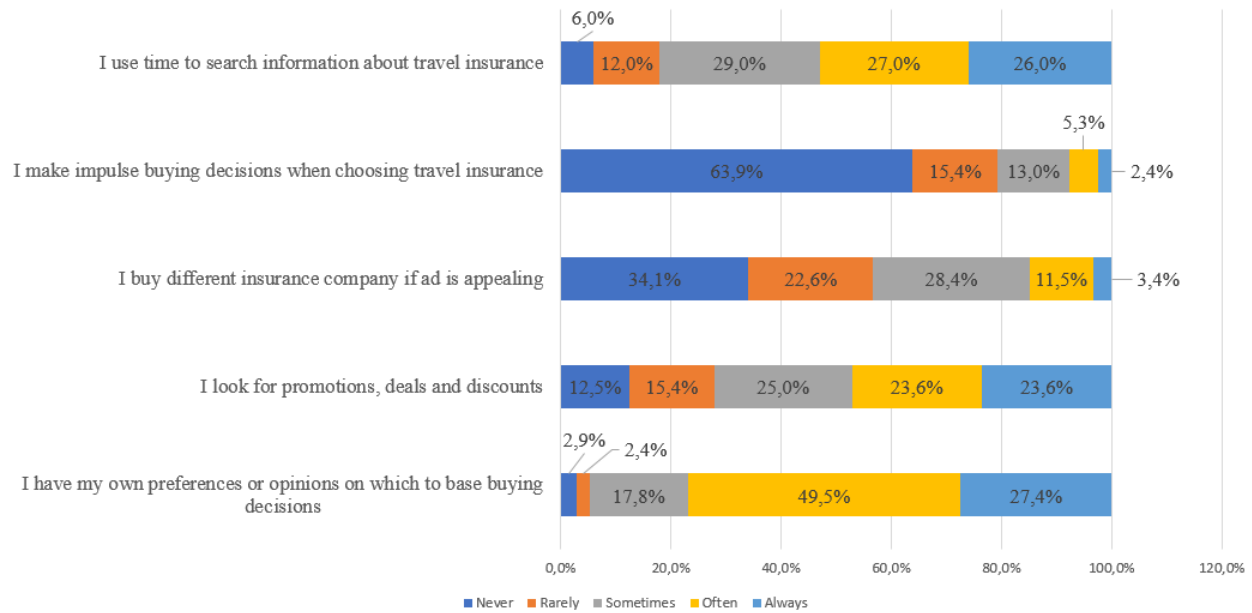
Figure 7. Findings about the consumer behaviour statements. Source: author's calculations

The first statement was set to gain knowledge about consumers information search process, because insurance companies in most cases have different insurance policies the author asked if the customers have time to search information about travel insurance. These results show that only 6 percent of the respondents never use time to search additional information about travel insurance. However, 26 percent stated they always have time and 27 percent indicate they often have time to search information about products. Although, it can be said that the product which was used in this particular study was meaningful and when consumers are engaged with high involvement products they have time to look for additional details. Therefore, what to conclude from this outcome it is that when consumers do not involve with information search they make habitual purchasing decisions.

The second claim associated to the same questions and the author asked about impulsive buying decisions. The results demonstrate that majority or 64 percent of respondents never make an impulsive purchase decision. These outcomes show just a little under of two thirds of the sample and what we can conclude from this is that people do not make unplanned buying decisions. Also, it is wise to say that the product used in this study is not very often purchased product.

Another claim relating the same question involved advertising appeals, because marketing professionals use influencers in advertisements to grab awareness of their customers.

Results demonstrate that 34% of respondents are never going to buy a different insurance company if the advertisement of another company is appealing. Exclusively, only 3 percent of the total sample always look for a different insurance company if the ad is appealing. In other words, the decision making process of the consumer will not be affected if advert appealed to people because they were credible. In other words, the buying decision making process of the consumer is not going to be affected if the advertisement appears to use credible influencers.

To gain information if customers look for discounts, promotions and deals the author set another claim related to the same question. It can be seen from these results that majority of people look for promotions and discounts. Both 24 percent always and often look for discounts, deals and discounts. Therefore, we can conclude that when consumers choose travel insurance they are trying to get the best offer which covers their needs. Additionally, consumers use their time to search information about travel insurances to find the right policy because different travel insurance companies have distinctive coverage and for instance when going abroad the medical bills are tremendous and to feel safe and secure customers in most cases try to search information about travel insurance policies.

The last statement related the same question requested if customers have their own preferences or opinions in which they base their buying decisions. The majority or 50 percent of respondents often base their buying decisions on their preferences or opinions. This result can be approved with Figure 5 (see Figure 5), whereas most consumers make their buying decision on their previous experience with insurance companies. However, 27 percent of respondents always base their buying decision on their own preferences or opinions. Only three percent said they never have their own preferences and even only two percent of the population rarely base their buying decisions on their own preferences or beliefs.

This was the end of first part of online-survey regarding travel insurance preferences, motivation and decision-making processes.

The second part of the survey was regarded to beliefs, habits and personal factors. Question six was set to gain insight about the customers' individual personality. Eight different questions about metacompetence claims were set to study if customers' tend to have higher self-awareness or not. It consisted of three metacognition, three metaconation and two meta-affective claims. These statements were questioned so that respondents could mark responses 1 to 5 in the Likert-scale

(where 1 – completely disagree, and 5 – totally agree). The author used these claims from the results of Ustav (2018) to answer the research questions, analysed metacompetence claims with consumers behaviour statements and the results can be seen in Table 1 (see Table 1).

The last set of questions 7-10 in the second part of the survey studied consumers' personal factors regarding consumer behaviour. These questions concerned gender, age, income and occupation, and the demographic analysis (Figure 2).

Table 1. Shows the correlation between metacognition, metaconation and meta-affective claims

Correlations			Metacognition	Metaconation	Meta-affective
Spearman's rho	metacognition	Correlation Coefficient	1.000	,471**	.068
		Sig. (2-tailed)		.000	.332
		N	207	207	207
	metaconation	Correlation Coefficient	,471**	1.000	,142*
		Sig. (2-tailed)	.000		.041
		N	207	207	207
	meta-affective	Correlation Coefficient	.068	,142*	1.000
		Sig. (2-tailed)	.332	.041	
		N	207	207	207

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: author's calculations

According to various researchers in the field of social sciences Cronbach's Alpha reliability is still one of the most widely used measures of reliability. What can be seen from this study is that, metacognition and metaconation is positively correlated and significant (0,471).

The correlation between metaconation and meta-affective is (0,142) which indicates significant correlation but not very strong one. On the other hand, between meta-affective and metacognition is (0,068) and to conclude from the table, meta-affection is not statistically relevant. It might be assumed that the consumers' followed the positive line, because one meta-affective statement was reversed, while if we leave out the one meta-affective argument which were reversed, then the correlation is remarkably higher.

In order to classify consumers into two groups The Cronbach's Alpha statistical test was conducted. According to Osula (2015), Cronbach Alpha value over 0,7 is considered as strong internal validity, but Alpha's value over 0,3 is considered to be sufficient but not strong.

Reliability of statistical analysis show Cronbach's Alpha = (0,603) which indicates that the metacompetence internal validity is sufficient enough which supports the objectives within this study. On the other hand, the reliability statistics for analyzing consumer behaviour indicates the Cronbach's Alpha = (0,286) what shows a sufficient but not very strong internal validity. In this sense, in both cases it measures what we want to measure and is since sufficient.

Table 2. Shows final cluster means

Final Cluster Centers		
	Cluster	
	Lower-scored	Higher-scored
I think what I really need to accomplish before beginning the task	3.6	4.2
I stop and go back looking over information that is not clear	4.1	4.4
I often define goals for myself	2.9	4.1
I like new challenges and finding solutions to problems	2.8	4.1
I enjoy finding new solutions	3.1	4.5
I feel proud of myself when following deadlines	4.1	4.5
In my case, it can be said that "beginning is always difficult"	2.8	2.5
I am doing my tasks not so interesting ones consciously just to avoid inconveniences	2.8	3.7

Source: author's calculations

While the total number of respondents was only 209, the author chose to separate consumers into two distinctive groups with using IBM SPSS statistical program and the author made it with a cluster analysis. In the first group, there are group of individuals who have lower self-awareness with consisting of 39 people of the total sample. The second cluster consisted of individuals who have scored higher self-awareness and this group consisted of 170 consumers.

As stated before, travel insurance is a high involvement product and based on these results we can conclude that people who belong to the second group are also more loyal and they base their purchase decisions on beliefs, they do not make impulse buying decisions and we might assume that higher scored consumers do not put much effort in searching for addition information because they know what they look for and since then do not waste any time.

The last set of questions in the second part of the survey had questions seven to ten which studied consumers' personal factors regarding. These questions concerned gender, age, income and occupation, and the demographic analysis is demonstrated in Figure 2 (see Figure 2).

4.2. Additional Results

The author of this study decided not to compare occupation with consumer behaviour claims because 73 percent of respondents were employees and because of that these results would not add any value to the study. Additional findings can be found below.
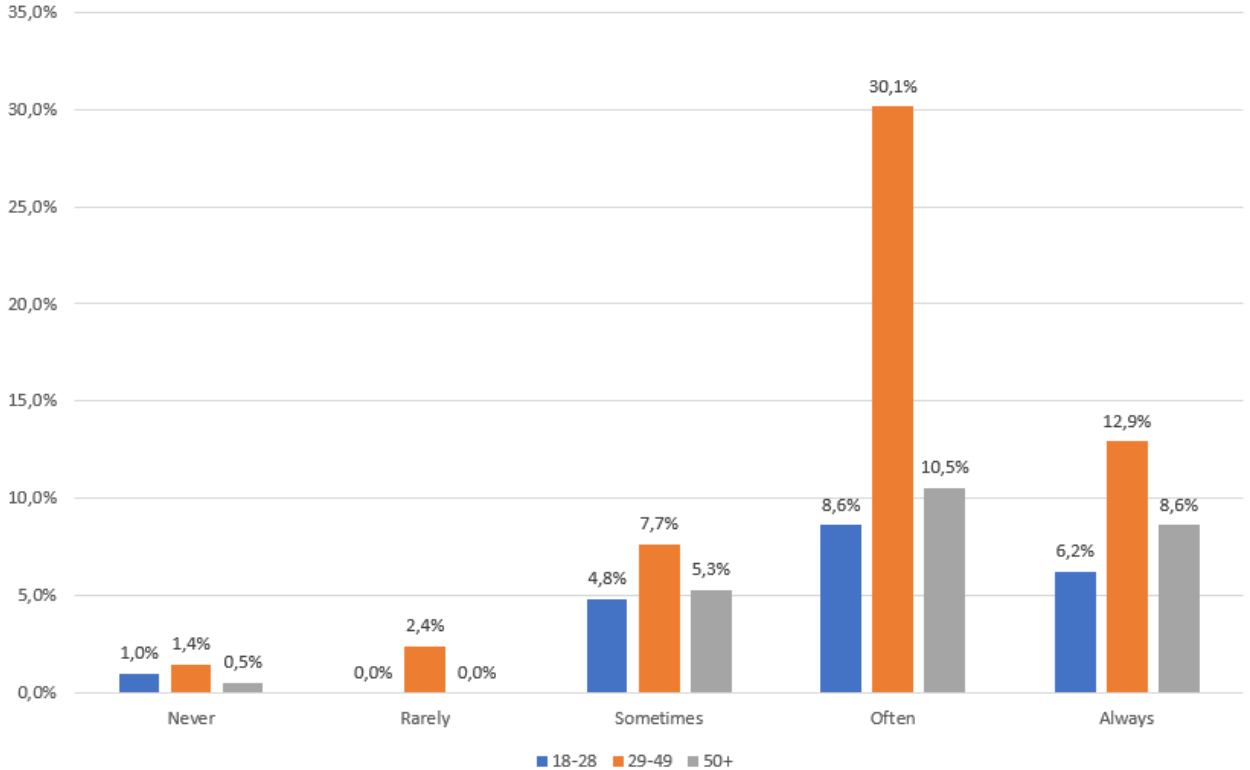

Figure 8. Age groups vs preferences or opinions on which to base buying decisions. Source: author's calculations

To find out if one of psychological factors affect consumer behaviour decision making the author compared different age groups and the outcomes can be seen in Figure 8 (see Figure 8). 30,1% of consumer in the age group of 29-49 state they often base their purchase decision on their preferences. This claim shows psychological factors beliefs and opinions affect older consumer their decision making. This can be approved by Figure 5, whereas almost half of the respondents make their buying based on their previous experience which they have occurred with insurance companies (see Figure 5). Nevertheless, 8.6% of young customers in the age group of 18-28 show that they receive information from the internet, blogs or ratings on webs. Hence, the internet today plays such an important role, it is interesting to conclude that when customers are involved with choosing travel insurance they do not search the internet for blog posts and reviews that have been made by other consumers. From these results we can conclude that consumers starting from age of 29 have traveled more and thus have more experiences and beliefs on to base their purchase decisions.

To understand better the relationship between age groups concerning deals, discounts and offers, the author in this thesis compared the decision-making processes between different age groups. The outcomes show that 0,5% of young customers never look for discounts and promotions. While still, compared with 8,6 percent of the age group between 29 to 49 never look for promotions and discounts. We might assume that consumers in the age group of 29-49 have their travel insurance covered with a bank card and this may answer why they never look for discounts. Moreover, young consumers are more price sensitive and for this reason they spend more time to find the right product.

To find out which gender is more influenced if the advertising is appealing the author of this study compares this claim furthermore with men and women. The results of this study indicate 24,5% of female consumers sometimes consider buying different insurance brand if the advertisement is appealing, while 7,7% of male consumers demonstrate they are never affected by the advertisement. Based on these results, we can assume men have often sufficiently funds and they do not care about advertisements so much, they just want the right travel insurance policy which is going to cover all of their needs.

Additionally, the writer found out that metacompetency statements are not related with demographics, for instance age, gender and income. When comparing net income with consumer

behavior statement "I look for promotions, deals and discounts" the author found out that only 12,5 percent of consumers who have income up to 1,200€ indicate as always looking for promotions, offers and discounts, while compared to the 3 percent of respondents who earn income above 1,801€ demonstrate to always to look for promotions. In addition, 12,3% of consumers who earn up to 1,200€ say that they are always looking for additional information when choosing travel insurance. 17,3 percent of customers who earn between 1,201€ to 1,800€ state they often make a purchase decision based on my previous experience. There is a reason to believe that consumers who earn higher income, have enough money and they therefore do not look for promotions and discounts, while those who earn less are more price sensitive.

5. DISCUSSION

In this given bachelor thesis, the author studied the psychological factors in the field of marketing, specially trying to understand consumer behavior on the individual metacompetency level when selecting a travel insurance. When analyzing the data, we can see a significant difference in consumer behavior decision-making, for example, young people from age group 18-28 would like to make their own travel insurance package, while older people from 29-50 and older, prefer to choose to have a business-related package or small vacation package that will cover their needs. This assumption also may come from the fact that younger consumers tend to be more adventurous and socially oriented and older people tend to be more conservative and family oriented. In this given sense, it is confirmed that older people are more brand loyal in their choices and they do not put any effort to evaluate different insurance company.

Additionally, consumers almost never make impulsive buying decisions when choosing travel insurance. This is important to know, because travel insurance is not very often bought, and it assumes consumers to consider substantial amount of variables and features before eventually making a purchase decision. On many occasions, high involvement product such as travel insurance involves not only one but multiple buyers, for instance going on a holiday vacation with a family. Based on the results of this study indicating that 77% of respondents were women, we can assume that in most cases females make the purchase of travel insurance. Additionally, we believe that women might be more interactive when answering online surveys.

The majority or 62% of respondents indicate that they make purchase from the insurer's website. This is a considerable finding, because it helps marketers to know what channels consumers mostly use when conducting an information search about insurance policies. In addition to that, 49,3 percent show they use their previous experience to get information about insurance companies. 28,2% demonstrate they get information from internet and ratings on web. To conclude, these findings show psychological factors attitudes and opinions have effects on the process of decision making.

55,5 % of respondents buy insurance because sense of security. Although, 1,4 percent indicate they choose travel insurance because of habit and only 1 percent decide to buy insurance when there is a great offer. Therefore, we believe the main motivation for consumers to have insurance is to feel safe and to have a stress-free vacation or a trip, because the medical costs can be enormous when abroad.

When comparing gender with the advertising appeal the results show 24,5 percent of women sometimes consider buying different insurance brand if the advertisement is appealing. While, 7,7 percent of male customers indicate they are never affected by ads. To summarize, we can expect that men have money sufficiently and they do not care about the advertisements and they just want the best product what covers their needs.

Furthermore, when comparing income 12,5% of consumers who earn income up to 1,200€ demonstrate to always look for promotions. In addition, 12,3% of consumers who earn up to 1,200€ say that they are always looking for additional information when considering the purchase of travel insurance. Based on these results, we believe that consumers who earn higher income have enough money and they do not look for offers, whereas those who earn less are more price sensitive and use more time to seek for the best product available in the market.

While the additional results of this research show effects on psychological, social and personal factors about the decision-making process when consumers choose travel insurance. The results show that these factors have effect on consumers when regarding decision making purchase. Consequently, the outcomes of this study reveal that previous experience with insurance companies is the most important factor that will have effect on the decision making when selecting travel insurance.

6. CONCLUSION

The aim of this study was to find out if a consumer who have scored higher self-awareness reflects different decision-making processes from individual who have scored lower self-awareness and to study if can we differentiate consumers based on metacompetencies. The first part included theoretical section with literature review which gave an overview of metacompetence and consumer behaviour factors and made a clear understanding of research gap in this field. A self-administered was created in order to study these issues.

In this given thesis the author used qualitative approach to review consumer's behaviour in way that is not been studied before. The writer used tripartite model from psychology of Ustav (2018) as base model to give insight of the consumer behaviour decision-making processes and the results show that consumers' competence levels have relationship with consumer behaviour when choosing travel insurance.

In order to answer the first research question, the author made a cluster analysis in the IBM SPSS software and calculated the means of each of the outcomes for the purpose to divide consumers into two groups. The purpose to have two groups was intentional, because the researcher wanted to see if we can place consumers into two clusters: lower-scored and higher-scored. The writer successfully separated two clearly distinctive groups of consumers. The first group had 39 lower-scored and the second group consisted of 170 higher-scored consumers. Based on the results of cluster analysis higher-scored consumers think what they really need to accomplish before and define goals what really matter to them before conducting a purchase.

In accordance with the study there is reason to believe that higher-scored individuals do not look for promotions and discounts, they are not influenced by advertisement appeals, they are more brand loyal, they have their own preferences or beliefs on which to base decisions and they do not make impulse purchases. This gives an answer to the second research question. However, it is worth to mention travel insurance is a high involvement product which assumes that customers consider different variables before making a final purchase decision and this might be the why majority of respondents are represented as higher-scored consumers.

To answer the third research question, the main findings of this study indicate that there is a positive and significant but not very strong correlation between metacompetency statements. From

these results it can be assumed that consumers followed the positive line, for instance if we would leave out one meta-affective claim which were reversed then the correlation would be significantly higher. In addition, the reliability of statistical analysis demonstrates Cronbach's Alpha = (0,603) which proves that the metacompetency instruments internal validity is sufficient enough to support the objectives of this study. Furthermore, the reliability statistics to analyse consumer behaviour claims display Cronbach's Alpha = (0,286). This is sufficient but not very strong internal validity. To sum up, in both cases these claims measure what we want to measure and therefore is sufficient.

We can conclude that this bachelor thesis successfully predicted the consumer behaviour based on metacompetency model. Hence, this study used the theoretical model of metacompetencies from Kyrö (2011) and successfully applied it to the field of marketing to understand better the relationship of consumer behaviour decision processes. Thus, the three meta-constructs are acceptable to study the relationship between consumer purchase making decisions and to predict consumer behaviour.

6.1. RESEARCH LIMITATIONS

This particular bachelor thesis focused at one category of the insurance industry - travel insurance. For the future research, other studies could contribute to apply the results of this study to other types of insurances; for example, car, house or life insurance. It would be interesting to find out relationships with different correlation tests. Also, metacompetency and consumer behaviour statements can be applied to different fields not only in the insurance industry market. In addition to that, further studies can be made concerning low involvement products what is purchased more often and is less expensive, so these results should have distinct outcomes.

It is worth to mention that, metacompetency model has not been used in the field of marketing before and therefore it can be studied in different areas of marketing research not only consumer behaviour but can be applied to see if metacompetencies have relationships with geographical segmentations.

The author believes this study of work provides marketing researchers with new insight on how consumers make their purchase decisions while also providing pathways for future research.

REFERENCES

Adaval, Rashmi (2001). *Sometimes It Just Feels Right: The Differential Weighting of Affect-Consistent and Affect-Inconsistent Product Information.* Journal of Consumer Research, 28 (June), 1-17.

Anojan, V. Subaskaran, T. (2015). *Consumer's Preference and Consumer's Buying behaviour on Soft Drinks: A Case Study in Northern Province of Sri Lanka.* Global Journal of Management and Business Research: E Marketing, 15, 2, 11-33.

Aradhna Krishna (1991).*Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay*". Journal of Marketing Research, November 1991, pp. 441–51.

Ajzen. I. 1985. *From intentions to actions: A theory of planned behavior.* In Action.control: From Cognition to behavior, eds. J. Kuhl and J. Beckmann, 11-39. Heidelberg: Springer.

Babakus, Emin, David W. Cravens, Mark Johnston and William C. Moncrief (1996). *Examining the Role of Organizational Variables in The Salesperson Job Satisfaction Model.* Journal of Personal Selling & Sales Management, 16 (3), 33-46.

Bagozzi, R. P. (1978). *The construct validity of the affective, behavioural, and cognitive components of attitude by analysis of covariance structures.* Multivariate behavioural Research, 13, 9-31.

Cardon, M.S., Foo, M.D., Shepherd, D. and Wiklund, J. (2012). *Exploring the heart: entrepreneurial emotion is a hot topic*. Entrepreneurship in Theory Practice, Vol. 36 No. 1, pp. 1-10.

Cardon, M.S., Wincent, J., Sing, J. and Drnovsek, M. (2009). *The nature and experience of entrepreneurial passion*. Academy of Management Review, Vol. 34 No. 3, pp. 511-532.

Clarke, Keith and Russell W. Belk (1978). *The Effects of Product Involvement and Task Definition On Anticipated Consumer Effort.* in Advances In Consumer Research, Vol. 5, ed. H. Keith Hunt, Ann Arbor, MI: Association for Consumer Research

Cronbach, L. J. (1951). *Coefficient alpha and the interval structure of tests*. Psychometrika, 16, 297–334.

Darley, W.K.; Blankson, C.; Luethge, D.J. *Toward an integrated framework for online consumer behaviour and decision making process: A review.* Psychol. Mark. 2010, 27, 94–116

Derbaix, C. and Pham, M.T. (1991). *Affective reactions to consumption situations: a pilot investigation.* Journal of Economic Psychology, Vol. 12, pp. 325-55.

Du Plessis, P. J., Rousseau, G. G., and Blem, N. H. (1991). *Consumer behaviour: A South African perspective*. Pretoria, Sigma.

Eagly, A. H., and Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich.

Efklides, A. (2009). *The role of metacognitive experiences in the learning process*. Psicothema, 21(1):76–82.

ERGO Insurance SE. (2019). *ERGO in Estonia.* Accessible: https://www.ergo.ee/ergo-en/ergo-in-estonia, 14 May 2019

Falko F. Sniehotta, Justin Presseau & Vera Araújo-Soares (2014). *Time to retire the theory of planned behaviour*. Health Psychology Review, 8:1, 1-7, DOI: 10.1080/17437199.2013.869710

Finantsinspektsioon. *Kahjukindlustuse sektori IV kvartali 2018 ülevaade*. Accessible: https://www.fi.ee/et/publikatsioonid/kahjukindlustuse-sektori-iv-kvartali-2018-ulevaade, 16 May 2019

HILGARD, E. R. 1980. *The trilogy of mind: Cognition, affection, and conation.* Journal of the History of the behavioural Sciences, 16.

Holbrook Morris B, Hirschman Elizabeth C. *The experiential aspects of consumption: consumer fantasies, feelings, and fun.* J Consum Res 1982;9(2):132 – 40.

Karam, A. A.; Saydam, S. (2015). *An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants).* International Journal of Business and Social Science, v. 6, n. 1, p. 66-80.

Kotler, P., & Armstrong, G. 1989. *Principles of marketing.* Englewood Cliffs, NJ: Prentice Hall.

Krueger, N., Hansen, D.J., Michl, T. and Welsh, D.H. (2011). *Thinking 'sustainably': the role of intentions, cognitions, and emotions in understanding new domains of entrepreneurship.* Lumpkin, G.T. and Katz, J.A. (Eds). *Social and Sustainable Entrepreneurship*. Advances in Entrepreneurship. Firm Emergence and Growth series, Vol. 13. Emerald Group.

Kurczewska, A., Kyrö, P., Lagus, K., Kohonen, O. and Lindh-Knuutila, T. (2017). *The interplay between cognitive, conative, and affective constructs along the entrepreneurial learning process.* Education þ Training.

MacInnis, D. J., & Folkes, V. S. (2010). *The disciplinary status of consumer behaviour: A sociology of science perspective on key controversies*. Journal of Consumer Research, 36, 899-914

Mitchell, R.K., Busenitz, L.W., Bird, B., Gaglio, C.M., Mc Mullen, J.S., Morse, E.A. and Snow, R.E., Corno, L. & Jackson, D. (1996). *Individual differences in affective and conative functions* In D.C. Berliner & R.C. Calfee, eds. Handbook of Educational Psychology. New York: Simon & Schuster Macmillan, 243 – 310.

Morsella, E., Bargh, J. A., & Gollwitzer, P. M. (2009). *Oxford handbook of human action*. New York, NY: Oxford University Press.

Osula, K. (2015). *Tunnuste grupeerimine*. Tlu.ee. Accessible at: http://www.tlu.ee/~kairio/mm/2%20klasteranalyys/2_grupeerimine_klaster_slaidid.pdf?fbclid=IwAR1AJ0GyI8sLrOQb8mQzYZEGyduBkRgPauHuZ2ChCWAymSPHsXBzEU6sTD8, 16 May 2019.

Õunapuu, L. (2014). *Kvalitatiivne ja kvantitatiivne uurimisviis sotsiaalteaduses*. Tartu Ülikool.

Peddibhotla, N. (2013). *How individuals choose topics to contribute at an online context?* Electronic Markets 23(3): 241–250.

Presseau, J., Tait, R. I., Johnston, D. W., Francis, J. J., & Sniehotta, F. F. (2013). *Goal conflict and goal facilitation as predictors of daily accelerometer-assessed physical activity.* Health Psychology, 32, 1179–1187. doi:10.1037/a0029430.

Rosenberg, M. J., & Hovland, C. 1. (1960). *Cognitive, affective, and behavioural components of attitude.* In M. J. Rosenberg, C. I. Hovland, W. J. McGuire, R. P. Abelson, & J. W. Brehm

(Eds.), Attitude organization and change. An analysis of consistency among attitude components (pp. 1-14).

Ruohotie, P. (2000). Conative Constructs in Learning, in P.R. Pintrich, & P. Ruohotie, eds. *Conative Constructs and Self-regulated Learning*. Hämeenlinna, Finland: RCVE.

Schiffman, L. and L.L. Kanuk, 2004. *Consumer behaviour*. 8th Edn., Prentice Hall, Upper Saddle

Seo, M.G., Barrett, L.F. and Bartunek, J.M. (2004). *The role of affective experience in work motivation.* Academy of Management Learning and Education, Vol. 29 No. 3, pp. 423-439.

SMALLMAN, C., and MOOR, K. (2010). *Process Studies of Tourists' Decision-Making*. Annals of Tourism Research, 37 (2), 397-422.

Ustav, S. (2018). *Exploring the Gaps of Metacompetencies Between Entrepreneurs and Students.* Journal of Enterprising Behaviour. Vol. 26, Nr.2 pp. 155–183. DOI: 10.1142/S0218495818500061.

APPENDICES

APPENDIX 1. Online-questionnaire

Tarbijakäitumise küsimustik

Tere!

Olen Tallinna Tehnikaülikooli majandusteaduskonna bakalaureuseõppe tudeng. Teen enda lõputööd teemal "Tarbijakäitumise seosed metakompetentsi alusel". Töö eesmärgiks on uurida metakompetentside seost tarbija ostuotsustega reisikindlustustoote näitel.

Palun Teie abi lühikesele küsimustikule vastamisel. Esimene osa keskendub reisikindlustuse ostueelistustele ning teine osa Teie tõekspidamistele ja harjumustele.

Vastamiseks kulub umbes 5 - 7 minutit. Kinnitan, et Teie vastused on anonüümsed.

Tänan kõiki, kes leiavad aega vastamiseks!

Heade soovidega
Kenneth Kark
kennethkark@gmail.com

* Required

Reisikindlustusteks soovin valida: *

☐ Reisi eesmärgist lähtuvat paketti (nt tööreis, suusareis, päikesepuhkus, seljakotireis jms)

☐ Fikseeritud paketti (miinimum-, kesk ja täispakett, mida on lihtne valida ja mis katab mu vajadused)

☐ Tahaksin ise paketi kokku panna

☐ Reisikindlustus on pangakaardiga kaetud

Peamine põhjus miks ostan reisikindlustuse: *

◯ Turvatunne

◯ Harjumus

◯ Hea pakkumine

◯ Reisides ikka juhtub ootamatusi (haigused, vigastused, lennu katkestamine, jms)

Reisikindlustust eelistan osta: *

◯ Reisipakkuja käest

◯ Kindlustusandja kodulehelt

◯ Kindlustusandja esindusest

◯ Maakleri kodulehelt

◯ Telefoni teel

Informatsiooni kindlustusseltside kohta saan: *

◯ Perekonna, naabrite, sõprade käest

◯ Reklaamidest, müügiinimestelt, otsepostitusest

◯ Oma varasemast kogemusest kindlustusseltsidega

◯ Internetist, blogidest, hinnangutest mida teised inimesed on jätnud

Otsin täiendavat informatsiooni reisikindlustusest *

	1	2	3	4	5	
Mitte kunagi	○	○	○	○	○	Alati

Reisikindlustuse valin planeerimatult, võtan esimese ettejuhtuva *

	1	2	3	4	5	
Mitte kunagi	○	○	○	○	○	Alati

Valin kindlustuspakkuja, kelle reklaam on silma jäänud *

	1	2	3	4	5	
Mitte kunagi	○	○	○	○	○	Alati

Otsin soodustusi, allahindlusi ja kampaaniaid *

	1	2	3	4	5	
Mitte kunagi	○	○	○	○	○	Alati

Reisile minnes valin alati sama kindlustusfirma *

	1	2	3	4	5	
Mitte kunagi	○	○	○	○	○	Alati

Enne tööga alustamist mõtlen läbi, mida soovin saavutada

	1	2	3	4	5	
Pole üldse minu moodi	○	○	○	○	○	Täesti minu moodi

Vaatan üle informatsiooni, millest täielikult aru ei saanud

	1	2	3	4	5	
Pole üldse minu moodi	○	○	○	○	○	Täesti minu moodi

Sean sageli endale eesmärke *

	1	2	3	4	5	
Pole üldse minu moodi	○	○	○	○	○	Täesti minu moodi

Probleemide lahendamine ja uued väljakutsed on mulle meeltmööda *

	1	2	3	4	5	
Pole üldse minu moodi	○	○	○	○	○	Täesti minu moodi

Uute lahenduste leidmine pakub mulle rahuldust *

	1	2	3	4	5	
Pole üldse minu moodi	○	○	○	○	○	Täesti minu moodi

Tunnen uhkust, et suudan tähtaegadest kinni pidada *

	1	2	3	4	5	
Pole üldse minu moodi	○	○	○	○	○	Täesti minu moodi

Minu puhul kehtib ütlus „Iga algus on raske" *

	1	2	3	4	5	
Pole üldse minu moodi	○	○	○	○	○	Täesti minu moodi

Ebameeldivuste vältimiseks teen teadlikult ka neid ülesandeid, mis mulle väga huvi ei paku *

	1	2	3	4	5	
Pole üldse minu moodi	○	○	○	○	○	Täesti minu moodi

Olen täna: *

○ Õpilane

○ Palgatöötaja

○ Ettevõtja

○ Pensionär

Minu kuu (neto)sissetulek *

○ Mul ei ole regulaarset sissetulekut

○ Kuni 1,200€

○ 1,021-1800€

○ Rohkem kui 2,401€

○ Ei soovi öelda

vanus: *

○ 18-18

○ 29-49

○ 50+

Sugu *

○ Naine

○ Mees

○ Ei soovi avaldada