The Role of Insurance Buyers' Skepticism on Price Sensitivity

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ABSTRACT
The purpose of this study is evaluation of buyers' skepticism include, social responsibility, resilience to negative information, equity, and word of mouth advertising on buyers' price sensitivity. A Sample of 411 people using cluster sampling from real clients of Razi insurance customers in Mazandaran province was selected and Data were collected using a questionnaire. The questionnaire was adopted of two surveys Skarmeas and Leonidou (2013) and Irani et al (2011) and hypotheses were tested by SEM via Smart PLS. Social responsibility Skepticism would effect on the level of price sensitivity when the hygiene factors are not observed in the organization but as long as the organization is in compliance will have little effect. While resilience to negative information, as well as equity and word of mouth advertising has a positive impact on price sensitivity. With attention to the fact that buyers' skepticism in the area of service marketing in Iran has not taken place, its results are for managers; especially insurance for reducing price sensitivity by reducing buyers' skepticism is beneficial.

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1. Introduction

Despite the widespread occurrence and importance of consumer skepticism toward firm actions, studies on the determinants and consequences of consumer skepticism toward CSR are lacking. This dearth of research is unfortunate for three main reasons. First, skepticism constitutes one of the most intriguing phenomena that manifest in a range of situations. Second, interest is rapidly increasing in negative consumer responses to corporate actions, such as boycott, outrage, suspicion, cynicism, distrust, perceptions of corporate social irresponsibility, and perceptions of corporate hypocrisy. Third, consumer skepticism toward business is on the rise as, despite companies’ heavy investment in publicizing their good works, reported incidents of irresponsible corporate behavior abound, and negative information is generally more diagnostic and weights more heavily than positive information (Skarmeas & Leonidou, 2013).

Marketers and retailers often seek to learn why people go shopping. Researchers have recently shown that the shopping experience provides consumers with a combination of utilitarian and hedonic shopping value. Utilitarian value is task-oriented and cognitive in nature, whereas hedonic value is tied to the emotional aspects of the shopping experience. In general, consumers perceive utilitarian value by acquiring the product that necessitated the shopping trip while simultaneously perceiving hedonic value associated with the enjoyment of the shopping experience itself (Irani et al, 2011). Based on the items above, the enjoyment of shopping is provided when the consumers and buyers are satisfied by the quality and price of the desired product or services, and the purchased product or service gains their trust. So, customer skepticism has a significant role in the purchase and choice of products or services.

One of the main activities of today's managers is creating a product pricing strategy. A lot of managers believe that consumers are price able, and will easily accept and surrender to provided prices. But this only happens when the customers and consumers trust the corporates that proved the product or services and are satisfied by the quality of the products.

Consumers evaluate firms more negatively if they attribute the firm’s business practices to firm-serving motivations rather than to motivations that serve the public good. Firm-serving attributions lower evaluation of the firm only when they are inconsistent with the firm’s expressed motive. As such, the negative effect of consumer skepticism regarding a firm’s motives can be inhibited by public acknowledgment of the strategic benefits to the firm (Forehand & Grier, 2003).
The main question of this research is if the customers' skepticism will have a significant effect on their price sensitivity?

In an environment where the trust for corporates and advertising has declined, affecting other people's beliefs about the corporates providing the products and services has significant gains. Since the influence and effects between people is effective on the evaluations and decisions of customer about purchasing a product or brand. Meanwhile, the price as one of the main pillars of marketing for customers and suppliers has a significant importance.

Research has shown that the method for providing the price can affect the customer's perception of the exchanged value (Darke & Chung, 2005), the added value (Krishna et al., 2002), and the gained exchange value (Chandrashekaran, 2004). In fact, customers can, for the information that the price gives them, make an inference about the quality and cost money required for purchasing the product. Also, one of the most important decisions of managers is the pricing and providing information to the consumers, which this subject can be effective in consumers' reaction to the price level, price sensitivity, and their decision (Goldsmith and Newell, 1997).

One of the most important decisions marketing managers make involves pricing, and information on how consumers react to price levels or changes in price levels is needed to guide pricing decisions. For example, Cahill (1995) lists many questions that a typical firm’s management asks of market research and includes the question: “What is the price resilience of our product?” How to price a new product may be particularly difficult? Pricing strategy can influence not only the initial revenue so vital to the profitability of the firm, but also the long-run success of the new product. Thus, managers desire information describing consumer price sensitivity and how price might affect the new product’s acceptance. This concern is particularly important for the consumer innovators who play a crucial role in the diffusion of new products. They are the ones most likely to buy the new product when it first appears in the market, and their reaction is important not only for its own sake, but also because innovators typically influence later buyers through their capacity as opinion leaders (Goldsmith, 1997).

Researchers are familiar with the concept of price resilience, which describes changes in the quantity of demand for a product associated with changes in price of the product. If demand is elastic, changes in price level have a proportionally greater impact on demand. Inelastic demand describes the case where changes in price have little effect on demand. The concept
of price resilience describes the aggregate response of a market segment to price levels. Price sensitivity is an individual difference variable describing how individual consumers react to price levels and changes in price levels. A consumer high in price sensitivity will manifest much less demand as price goes up (or higher demand as price goes down), and consumers low in price sensitivity will not react as strongly to a price change (Irani et al., 2011).

Nagel and Holden (2002) show in their research that a lot of factors have an effect on price sensitivity. They describe 10 factors which have an effect on price sensitivity. They are as follows: Perceived substitutes effect, Unique value effect, Switching cost effect, Difficult comparison effect, Price quality effect, Expenditure effect, End-benefit effect, Shared-cost effect, Equity effect, Inventory effect.

In the current research, we will study another factor that could have an effect on price sensitivity, which is the customers' skepticism, and based on the conceptual model which is presented in this research, dimensions of skepticism which include four dimensions of skepticism toward social responsibility, equity, resilience, and word-of-mouth advertising are defined, and their effect on price sensitivity is studied.

2. Literature Review

2.1 Price Sensitivity

Price sensitivity is defined as an individual difference variable describing how individual consumers show their reactions to changes in price levels (Nagle, 1987). Price sensitivity is a vital and important activity for many companies for building a strategy to create, price, and evaluate a product, which is based on multiple factors including behavioral factors, from which one is the skepticism factor. Considering the few research performed about this subject, we can recall Skarmeas and Leonidou's research in 2013 with the subject of skepticism, we can consider dimensions for skepticism which will be mentioned below, and finally, the effect of each on the amount of price sensitivity is evaluated.

When purchasing a product, a set of attributes can affect the customer's desire to buy. These attributes are divided into the two categories of internal attributes and external attributes. Internal attributes are factors such as product design and performance and other variables related to the functional attributes of the product. While the external attributes include the appearance and symbolic attributes. One of the external attributes is the price of the product, which is considered as an attribute containing information for customer's evaluation of the product. Customers can from the information that the price gives them, reach an inference
about the quality and cost money required for buying the product. Customers will get involved in the process of evaluating the perceived quality and product price for deciding about it (Gamble, 2007). In this regard, the perceived value of the product by the customer is a highlighted discussion in pricing.

Sensitivity represents a valuable strategic tool in pricing, and price sensitivity on the individual adopter level appears to be equivalent to the concept of price consciousness for a potential buyer of any product. Price consciousness has been defined as the degree to which he or she is unwilling to pay a high price for a product and willing to refrain from buying a product whose price is unacceptably high (Munnukka, 2005). Price sensitivity is an individual difference variable describing how individual consumers react to price levels and changes in price levels (Irani et al. 2011).

### 2.2 Skepticism

Studies on skepticism extend across a range of disciplines, such as philosophy, politics, sociology, and psychology. In the business context, skepticism is the focus of considerable research as a potential consumer response to advertising, promotion, and public relations. Some writings on skepticism also surface in the context of corporate social marketing, environmental claims, cause-related claims, CSR communication during crises. Although some studies treat skepticism as a personality trait and an ongoing state of disbelief, most investigations focus on situational skepticism, which is a consumer state, induced independent of evaluator traits, that varies depending on the context and situation. A distinctive feature of skeptical people is that they can change their minds when presented with sufficient proof. Accordingly, while consumers’ doubting disposition may vary, skepticism is a cognitive response that can result from situational factors. Friestad and Wright’s (1994) work on the persuasion knowledge model posits that consumers learn to interpret and evaluate the persuasion agents’ goals and tactics and use this knowledge to cope with persuasion attempts. One way consumers develop persuasion knowledge to help themselves understand and deal with certain events is through attributional inferences. Attribution theory explains how people attribute causes to events and how this cognitive perception affects their subsequent attitudes and behavior. The theory maintains that causal analysis is inherent in people’s need to understand events and divides the way people attribute causes to events into two main types: internal and external. An internal attribution assigns the cause of the given event to the individual, while an external attribution attributes the cause of the given behavior to the surrounding environment Accordingly, consumers
attribute motives to companies’ actions, and these attributions affect their subsequent response to the company (Skarmeas & Leonidou, 2013).

Skarmeas and Leonidou (2013) in their research titled “Role of Doubt in CSR” tested a model that explains both how consumer skepticism toward the CSR of grocery retailers develops and its influence on important consumer-related outcomes. The findings reveal that attributions of egoistic- and stakeholder-driven motives elicit consumer skepticism toward CSR, while values-driven attributions inhibit skepticism. The results also indicate that CSR skepticism hurts retailer equity, decreases resistance to negative information about the retailer, and stimulates unfavorable word of mouth.

Hussain Shah et al. (2011) for evaluation of advertising skepticism in India and china has studied the element of skepticism of consumer in advertising in the light of the economics of information (EOI). Based upon the results obtained, it can be interpreted that the economic, social, moral as well as personal usefulness and the regulatory aspects of advertising are taken into account, and will draw the attention of policy makers on consumers’ skeptic behavior in advertising.

Anuar and Mohamad (2012) with their research titled “Effects of skepticism on consumer response toward cause-related marketing in Malaysia” discovered that, in general, consumer skepticism toward CRM falls in the middle range. The results also showed that consumer skepticism significantly influences attitude toward CRM and CRM evaluation. Thus, some issues need to be taken into consideration by companies in order to reduce the level of consumer skepticism toward CRM.

Forehand and Grier (2003) by studying why is honesty the best policy? and reviewing the effect of stated company intent on consumer skepticism discovered that the consumer evaluation of the sponsoring firm was lowest in conditions when firm-serving benefits were salient and the firm outwardly stated purely public-serving motives. This experiment also revealed that the potential negative effects of skepticism were the most pronounced when individuals engaged in causal attribution prior to company evaluation. Finally, in this study they measured the different effects on attribution and evaluation of 2 distinct forms of skepticism: situational skepticism, which is a momentary state of distrust of an actor’s motivations, and dispositional skepticism, which is an individual’s on-going tendency to be suspicious of other people’s motives.

Feick and Gierl (1996) in their research titled as “Skepticism about advertising”, tested
predictions about skepticism toward advertising derived from the economics of information. In this article, they examined a sample of consumers from the former West Germany and compared them to a sample from the former East Germany. They discovered that based on their having lived for 45 years under Communism, the East Germans’ reaction to advertising were found to totally differ than the West German consumers.

Obermiller and Spangenberg (1998) with the goal of measuring consumer skepticism toward advertising developed a 9-item Likert-type scale, defined as the general tendency toward disbelief of advertising claims, was hypothesized to be a basic marketplace belief that vanes across individuals and is related to general belief.

Danes and Lindsey-Mullikin (2012) in their research titled as “Pricing strategy and practice” by presenting a model relating Nagle and Holden’s factors of price sensitivity to expected price and willingness to pay, and presents various perspectives on price resilience/sensitivity, empirically tests aspects of the influence of perception of the offer (product/service) on expected price, and illustrates how the pricing methods developed within provide quantitative precision to the practice of price setting by capturing perceptions important to consumers. From the ten qualitative factors that were studied, the results show four factors predict expected price for the target market, product and brand. The factors are perceived substitutes, quality, equity, and unique value.

Goldsmith and Newell (1997) in their research titled as “Innovativeness and price sensitivity”, sought to verify the negative relationship between product innovativeness and price sensitivity that underlies the marketing practice of skimming the market for a new product by charging a relatively high price, and also by adding information on price sensitivity to the profile of consumer innovators that describes them as knowledgeable heavy users and opinion leaders.

Munnukka (2005) by studying the dynamics of price sensitivity among mobile service customers aims to provide more accurate tools for mobile service provides to price their services more efficiently, discovered that mobile service customers differ significantly in their price sensitivity levels; customers with moderate usage of mobile services are least price sensitive, while intensive and low-end users are most sensitive to price changes. Important was also the notion that customers’ price perceptions and innovativeness levels were accurate indicators of their price sensitivity.

Santonen (2007) in their article titled as “Price sensitivity as an indicator of customer
defection in retail banking” with the purpose to analyse how different dimensions of perceived service loyalty including price sensitivity explains the consumer defection in retail banking, found that service loyalty can be determined by following four dimensions: purchase intention; word-of-mouth communication; price sensitivity; and complaining behaviour. It was found that only the price sensitivity dimension – in which reliability and unidimensionality was strongly verified – was related to the likelihood of defection in the case of low-price and limited product range driven sales offers.

Irani et al (2011) in a research titled “The Effects of Variety-seeking Buying Tendency and Price Sensitivity on Utilitarian and Hedonic Value in Apparel Shopping Satisfaction” discovered that variety-seeking buying tendency was critical factor of shopping values for Manto and Shirt shoppers. On the contrary, there was a negative relationship between price sensitivity and hedonic value. However, there were no positive relationship between price sensitivity and utilitarian value. Moreover, the result of this study revealed that utilitarian and hedonic value positively influenced shopping satisfaction.

Gupta (2011) in their article titled “Extent of susceptibility to interpersonal influence and price sensitivity among Indian youth”, with the purpose of estimating price sensitivity prevalent among Indian youth, found that Indian youth showed high scores on their traditional consumer behavioral traits of susceptibility to interpersonal influence and price sensitivity. It was shown that susceptibility to interpersonal influence had a significant impact on the level of price sensitivity among Indian youth. Gender played a significant role in this relationship.

3. Hypothesis Development

The conceptual model used in this research related to the skepticism is based on Skarmeas and Leonidou (2013) conceptual model, and also about skepticism related to the conceptual model of Irani et al. (2011), and based on four key dimensions of skepticism described below.

3.1 Social Responsibility Skepticism and Price Sensitivity

The basic and legal issue about CSR focuses on using ethical standards in work, and calls out its social issues and consequences. The business instance for CSR, calls out benefits, reputation, and good-will, satisfaction and loyalty of employee and customer and best performance. So, CSR is no longer a side work done by a few companies, but a vital, very visible, and normal functionality (Skarmeas & Leonidou, 2013). So,

\[ H1: \text{social responsibility skepticism effects on price sensitivity} \]
3.2 Equity and Price Sensitivity

It is described as the equality of rights, such that customers in the same conditions because of positive and negative bias to a company, prefer that corporation to other corporations, and this requires keeping a solid set of beliefs and attitudes about the goals of the company in the people (Frey, 1986). Fairness in this research can be viewed as Equality too, and describe the second hypothesis that equity has a significant effect on the amount of price sensitivity of customers, such that customers when using the products and services of a specified corporate and not satisfied by it, between corporates with similar and equal services, they will still prefer that corporate.

\[ H2: \text{equity effects on price sensitivity} \]

3.3 Resilience to Negative Information and Price Sensitivity

Resilience has been defined from different perspectives. Luthar (1991) describes resilience as successfully coming to terms with the stressful conditions existing which gets meaning in two dimensions of emotional and behavioral. Conner and Davidson (2003) also consider resilience as the ability of individual to create a life-soul balance in dangerous conditions. The third hypothesis focuses on this subject that resilience to negative information has a significant effect on customers' price sensitivity amount.

\[ H3: \text{Resilience to negative information effects on price sensitivity} \]

3.4 Word-of-Mouth Advertising and Price Sensitivity

WOM is defined as the method of describing and explaining related to providing services to customers in different situations, which can create a strong and positive relation between the customer and the corporation (Yoo & Co, 2000). The other hypothesis of this research describes that word-of-mouth advertising has a significant effect on the price sensitivity of buyers.

\[ H4: \text{Word-of-mouth advertising effects on price sensitivity} \]

4. Methodology of Research

The main goal of this research is to study insurance customers' skepticism related to optional insurance and providing approaches based on increasing insurance sales. So, the statistical population includes the real customers of Razi Insurance in Mazandaran, Sample size of 411 patients was selected using cluster sampling. Then data were collected by means of questionnaire. This questionnaire was adopted from two research Skarmeas & Leonidou.
(2013) and Irani et al. (2011). Then Hypothesis was tested by means of structural equation modeling approach. 411 questionnaires were gathered that 367 were customers longer than 4 years, and 274 people were older than 30 years. Also 284 people were men, and 126 people were women. The questionnaire contained 23 questions, which is displayed in the table below individually. To determine the validity of the research tool, the validation factor analysis and convergence validity is used. To evaluate convergence validity, the significance of factor loadings (FL) is used (Baek & King, 2011), such that if the factor loadings is less than 0.3, is less than the desired threshold and removed. The factor loadings for the options are displayed in the table below, and also Cronbach's alpha for the components is described in the tabled below, which shows the high acceptability and durability of the questionnaire.

**Table 1**
Validity (CFA) and Reliability Results

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Item</th>
<th>Factor loadings</th>
<th>pc (&gt; 0.6)</th>
<th>AVE (&gt; 0.5)</th>
<th>Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>social responsibility</td>
<td>Question 1</td>
<td>0.789</td>
<td>0.981</td>
<td>0.508</td>
<td>0.859</td>
</tr>
<tr>
<td></td>
<td>Question 2</td>
<td>0.811</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td>Question 3</td>
<td>0.724</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Question 4</td>
<td>0.746</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Question 5</td>
<td>0.637</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Question 6</td>
<td>0.739</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Question 7</td>
<td>0.623</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Question 8</td>
<td>0.695</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity</td>
<td>Question 9</td>
<td>0.876</td>
<td>0.908</td>
<td>0.767</td>
<td>0.849</td>
</tr>
<tr>
<td></td>
<td>Question 10</td>
<td>0.860</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Question 11</td>
<td>0.892</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Resilience to negative information</td>
<td>Question 12</td>
<td>0.799</td>
<td>0.901</td>
<td>0.753</td>
<td>0.834</td>
</tr>
<tr>
<td></td>
<td>Question 13</td>
<td>0.909</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>Question 14</td>
<td>0.891</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word-of-mouth advertising</td>
<td>Question 15</td>
<td>0.814</td>
<td>0.884</td>
<td>0.719</td>
<td>0.805</td>
</tr>
<tr>
<td></td>
<td>Question 16</td>
<td>0.877</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Question 17</td>
<td>0.853</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price sensitivity</td>
<td>Question 18</td>
<td>0.812</td>
<td>0.854</td>
<td>0.509</td>
<td>0.794</td>
</tr>
<tr>
<td></td>
<td>Question 19</td>
<td>0.837</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Question 20</td>
<td>0.596</td>
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<td></td>
<td>Question 21</td>
<td>0.755</td>
<td></td>
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<td></td>
<td>Question 22</td>
<td>0.807</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Question 23</td>
<td>0.345</td>
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</tbody>
</table>
5. Results

For testing the research's conceptual model, Smart PLS which is a path modeling variance-oriented technic, and can review theories and measurements simultaneously, is used.

For testing the hypotheses, first of all, the external model should be evaluated. For evaluating the external model of the hypotheses, a two-factor p Dillon-Goldstein CR and AVE is used, which is summarized along with the factor loadings of the items.

![Tested research model (path coefficients and factor loadings)](image)

**Figure 1**

Tested research model (path coefficients and factor loadings)

The numbers in each circle show the R2 for a model which its predictive variables are entered into it by an arrow. For evaluating the significance of the path coefficient, its necessary to display the t value of each path, which is specified in the graph below.

<table>
<thead>
<tr>
<th>Total</th>
<th>SSO</th>
<th>SSE</th>
<th>(Q)-SSE/SSO1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price sensitivity</td>
<td>2460.000000</td>
<td>1864.620153</td>
<td>0.242024</td>
</tr>
</tbody>
</table>
Based on the table above, since the Q2 coefficients are positive, we can conclude that the structural model has enough quality, and shows the powerful prediction of the model related to the internal structure (dependent), and the good fit of the research's structural model.

**Figure 2**
Tested research model (t value of each path)

**Table 3**
Results of hypothesis testing

<table>
<thead>
<tr>
<th>Path</th>
<th>Path coefficient</th>
<th>t statistic</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>social responsibility → Price sensitivity</td>
<td>-0.006</td>
<td>0.167</td>
<td>Not accept</td>
</tr>
<tr>
<td>Equity → Price sensitivity</td>
<td>0.147</td>
<td>2.786</td>
<td>Accept</td>
</tr>
<tr>
<td>Resilience → Price sensitivity</td>
<td>0.414</td>
<td>7.727</td>
<td>Accept</td>
</tr>
<tr>
<td>Word-of-mouth → Price sensitivity</td>
<td>0.245</td>
<td>6.332</td>
<td>Accept</td>
</tr>
</tbody>
</table>
6. Discussion and Conclusion

Below, we refer to some of the research that is performed related to the subject of this article, and compared with the results of this research.

Skarmeas and Leonidou (2013) stated in their research that consumers consider the firm-serving motivations negatively and motivations that serve the public good positively, which causes customers' trust to the corporate and so decreases the price sensitivity. Also Anuar and Mohamad (2012) note that consumers pay attention to patterns such as protecting the environment, reputation, good-will, and best performance from corporation. (unlike the current research). But in the current research, the first hypothesis is reject, and it's necessary to explain that also having CSR isn't effective on the consumers' price sensitivity, but the variable is part of corporate's do-s, and considered as one of the health factors which Hersberg has mentioned, but its lack in the corporation is definitely effective in the eye of the customer.

Skarmeas and Leonidou (2013) concluded in their research that equity and equality is effective in the behavior of the consumer (similar to the result of the above research in hypothesis two). So, when corporations offer and provide in similar and equal conditions to the consumers, what a customer knows about the corporation can affect their overall evaluate and view related to the products regardless of the price. Also Danes and Lindsey-Mullikin (2012) also consider equity as one of the factors effective on price sensitivity (similar to this research).

Forehand and Grier (2003) discovered that consumer skepticism is the result of positional variables that captures the attention of the consumer to the motivations of the marketers (similar to the hypothesis three of the current research), and also Skarmeas and Leonidou (2013) in their research (similar to the current research) note that when a company is doing good, the consumers don't allow gaining negative information about the company. So, resilience to negative information has an effect on price sensitivity.

Oral and word-of-mouth advertising in the research performed by Skarmeas and Leonidou (2013) can be both positive and negative. Positive word-of-mouth advertising happens when the consumer is satisfied by the company or corporation and experiences a positive feeling, and in case of dis-satisfaction, negative advertising will definitely have happened by the consumer, and this will have an effect on their decision-making and price sensitivity (similar to the fourth hypothesis of the current research).
In this section, based on the hypotheses and findings of the research, some suggestions will be presented to the executives and employers of Razi Insurance – Mazandaran West Branch so that they can using these suggestions create the required conditions for decreasing price sensitivity and as a result increase positive behavior reactions and decrease customer skepticism for Insurance.

According to the first hypotheses, the relation between social responsibility and price sensitivity, we can conclude that social responsibility of Insurance Company has turned into a standard and should exist in the company, although it will not result in satisfaction of the customers, but lack of it or decreasing it will create complaints in the customers. Based on these findings, the branches should select employees which have acceptable competency, i.e. should have attributes such as enough knowledge of the types of services provided in the related insurance, providing better services, identifying the needs of the customers and good-will. Lack of these attributes will result in dis-satisfaction, and so, less positive word-of-mouth advertising and more negative word-of-mouth advertising.

Based on hypotheses two and three and four, when the company acts responsibly and honestly about its tasks, creates a trust in the consumers and customers which leads to the consumer priorities the company compared to other companies, and has less price sensitivity to the prices announced by the company, and also ignores negative advertising spread about the company, and based on the belief created in them, shows resilience, and the insurance customer will do positive word-of-mouth advertising about the Insurance company, which in all mentioned cases will result in less price sensitivity for the customers.

Based on all the items mentioned here, it's necessary to refer to the subjects and areas which look good for related research in future, in the eye of the researcher: Perform this research in other corporations and other service corporations and even non-service corporations in order to compare the results of those researches with the current research, Studying the effect of the dimensions of the current study on other variables related to the behavioral reactions such as desire to repurchase, loyalty, complaint, inertia, desire to pay more, Identify promoting health factors from the view of customers in service corporations, especially in the insurance industry, Study the effect of skepticism on their price sensitivity for purchasing mandatory insurance, Study and identify factors effective in price sensitivity for purchasing mandatory insurance other than skepticism, Rank the insurance customers’ price sensitivity based on type of insurance with multi-variable decision-making techniques.
References


