Applying a mixed logit model approach to analyze China’s travel insurance decision-making behavior

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Abstract

This research explored the relationship between risk perception and consumption decision of traveling to China, and applied mixed logit model to distinguish active and passive participants from all respondents. A total of 397 valid questionnaires were collected through this survey, and traveling to China with higher inclination was used as the sample. The results revealed that less supportive to active travel insurance was induced by risk perception, willingness to pay premium, medium length of stay and higher monthly income. Conversely, more supportive to active travel insurance was induced by higher education backgrounds including bachelor and above.

Keywords: Traveling to China; Risk Perception; Travel Insurance; Mixed Logit model.

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