Independent Study Title   EVALUATING WILLINGNESS-TO-PAY FOR PET INSURANCE PREMUIM IN BANGKOK

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ABSTRACT

This paper estimated willingness-to-pay for pet insurance premium in Bangkok. This study used the stated preference (SP) method in evaluating pet owners' response to bid prices with the coverage condition. The data were collected through the questionnaire survey. The CVM Logit model estimation method is used to estimate the willingness-to-pay for each attribute on the products. There are total eighteen possible combined plans with three variations. The three variations are pet age (young, mature, old), pet size (small, large), and plan types (economy, standard, first class). Key independent characteristic variables include regular spending amount on pet, illness existence on pet and age of the pet owners have a significant effect on the insurance purchase decision. The estimate willingness-to-pays ranged from 439.70 baht to 4,670.23 baht depending on the conditions on the insurance plans.

Keywords: Contingent Valuation Method (CVM), Willingness-To-Pay (WTP)