

ABSTRACT

This thesis, entitled “A Comprehensive Study on User Adoption of Cyber Insurance,” investigates why cyber-insurance adoption remains persistently low among both individuals and organisations, despite rapid digitalisation and escalating cyber risks. While technology evolution has enabled a shift towards a digital-centric life, it has simultaneously exposed users to significant vulnerabilities in cyber systems. Cyber insurance is a risk-transfer instrument that shifts residual cyber risks to a third party, typically an insurer. It is intended to protect both businesses and individuals from the adverse consequences of cyber incidents. However, despite these advantages, its uptake remains meagre at both the individual and organizational levels. Addressing gaps identified in the extant literature, this research undertakes a two-part, multi-level investigation situated in the Indian context. Study 1 focuses on individual users and conducts a comprehensive assessment of the factors that influence individual cyber-insurance adoption. It examines the interrelationships among these individual-level factors and develops a validated measurement model tailored to the Indian context. The proposed contextualised model is informed by established theories and previously identified antecedents and is empirically tested using data from a large-scale survey of Indian citizens analysed through partial least squares structural equation modelling (PLS-SEM). In parallel, fuzzy-set qualitative comparative analysis (fsQCA) is employed to compare and contrast its configurational insights with the net effects identified by PLS-SEM. Study 2 shifts the focus to organisations and systematically identifies and empirically examines the key challenges confronting the current cyber-insurance market in India. Using Interpretive Structural Modelling (ISM), it constructs a hierarchical framework that explains the contextual interrelationships among these organisational-level drivers and inhibitors. Subsequently, Matrice d’Impacts Croisés Multiplication Appliquée à un Classement (MICMAC) analysis is applied to categorise and prioritise these challenges based on their driving and dependence powers. By integrating individual-level behavioural perspectives with organisational and ecosystem-level analyses, this thesis provides a nuanced explanation for the low adoption of cyber insurance in India. It offers a theoretically grounded basis for designing more effective interventions to foster wider and more meaningful uptake. The insights generated can inform the strategies of insurers, reinsurers, market intermediaries, information security managers, and government and regulatory bodies in strengthening the cyber-insurance ecosystem in India.

Keywords: Cyber Insurance, Cyber Risk, Mixed-Method, ISM, MICMAC.