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## Impact of long term orientation on purchase decisions

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**S**tatement of the problem is: Impact of long term orientation on purchase decisions. Humans are divided into six mind orientation types among which are the long term orientation and the short term orientation. The orientation include saving and materialism which are influenced by the culture. The methodology pursued in this project includes primary and secondary data collecting tools which were used to examine the influence of long term orientation on consumers purchasing processes of insurance policies. The primary data was based on a structured questionnaire which was distributed randomly on a sample of 100 individuals in Lebanon. Results show that individuals with long term orientation tend to have a stronger future determination than those with short term orientation and therefore are more likely to purchase insurance policies.

Based on the data collected, it was concluded that the people who have long term orientation are convinced by the importance of purchasing insurance policies, while people with short term orientation consider it not trust worthy at all. Moreover, the study shows that people with long term orientation are influenced by the types of mind orientation and the culture measures.

### Biography

Samar Ghanem is a Business Instructor that provide theoretical courses as well as following up the students in their field experience, she has provided workshops or training, prepared and designed training materials, agenda, tools, presentations, assignments and activities. And working on research methodology about crises economic management for the education industry in Lebanon.

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