CHALLENGES AND PANACEA TO THE GENERAL INSURANCE PENETRATION IN THE 21ST CENTURY: A STUDY OF LAGOS STATE

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Abstract

In Nigeria, very few individuals buy legitimate insurance plans. Many Nigerian drivers do not have valid insurance, thereby constituting a valid threat to the lives and property of other road users. Small business owners in Nigeria are unaware of the significance of real insurance coverage in spite of the myriad of risks lurking in the business environment such as the frequent fire catastrophes in a number of our markets and constant motor accident on the Nigeria road. The study looks at the difficulties in selling real insurance and suggests policies that might boost general insurance sales in Nigeria. A sample of n = 97. This study found that most prominent among the difficulties in selling genuine insurance in Nigeria are insurance companies' tardy payment of legitimate claims, the sheer number of clauses in insurance policies, absurd rate cuttings, limited access to insurance companies by rural residents', and poor understanding of the significance of buying legitimate insurance among potential insureds. According to the findings of this study, insurance companies should use grassroots marketing to educate Nigerians about the value of buying legitimate insurance plans. Products for microinsurance should be developed, Nigeria government should encourage it citizens to take up insurance policies while performing financial transactions, enrollment in schools, and the purchase of legitimate insurance by Nigerian motorists.

Keywords: Challenges, Panacea, Insurance Penetration General Insurance, Lagos.

1. Introduction

This century has witnessed a significant increase in insurance business, and this has brought about economic significance to the entire globe. This study emphasizes new insurance advances from the twenty-first century. In the 21st century, the insurance sector acts as the backbone of a nation's risk management system since it provides financial stability, is a crucial link in the financial intermediation chain, and provides an easy source of long-term finance for infrastructure projects (CGD-Bills-Digest, 2019). However, studies show that insurance is still one of the least popular financial products in Nigeria, with barely 10% of the country's population having any kind of insurance (Gudbrand, 2022). According to Gupta (2022), Nigeria's economic progress and the expansion of small and medium-sized businesses have both been hampered by the low use of insurance products.

An important source of long-term capital and a significant financial middleman, insurance promotes the expansion of the capital market (Gupta, 2022). The number of policies written each year indicates that the insurance sector has seen tremendous expansion on a global scale (Flannery, 2019). Insurance acts as a catalyst in Nigeria, reducing the amount of risk connected to loans and other financial activities (Kegode, 2022). This suggests that the purpose of insurance is to protect a customer who pledges their property as security to get a loan from a financial institution. Because of this, the financial institution is more confident in lending money to small-scale traders. Therefore, insurance is well suited to encourage the development of both large and small size industries since it offers stability by enabling them to operate with little chance of failure.

The insurance sector's contribution to Nigeria's Gross Domestic Product (GDP) increased from 0.5 million in 2010 to 1.5 million by 2021 (Kegode, 2022). Despite this expansion, the Nigerian insurance industry still has space for growth given Nigeria's large population as compared to other developed economies in the globe. No country can experience any significant progress without the presence of a strong insurance business, according to Kegode (2022), hence the significance of insurance in any nation's economy cannot be understated. According to Kegode (2022), the insurance sector is a vehicle for fostering economic expansion and advancement. It is essential to a contemporary economy's health and efficient operation. Additionally, according to Siringi and Obange (2022) analysis, insurance is a key indicator of the richness of a country's degree of development and is crucial for the mobilization of an economy's investible resources.
Examining the reasons behind Nigeria's low insurance penetration makes sense in the light of how insurance benefits people, small-business owners, and national growth and development. This essay will also include recommendations for ways to address the difficulties in selling general insurance in Nigeria.

In contrast to life insurance, general insurance is designed to protect the customer against financial loss. The purpose of general insurance is to defend the client in case of an accident, whereas the purpose of life insurance is to reimburse the insured's family in the event that the insured passes away while the life insurance policy is still in effect. In the majority of the time, general insurance is intended to improve the situation of the insured or customer. For instance, in the event of a fire catastrophe at an ancient structure with valid fire insurance coverage, the insurance provider will compensate the damage in accordance with the estimate of repairs that was compiled from the most recent available market values (John, & Weitz, 2019).

In this scenario, as opposed to the antiquated machinery that the insured used to create the insured structure, contemporary equipment would be employed to construct the said building. By taking such action, the insurance provider not only satisfied the necessary claim but also enhanced the insured's situation. Vehicle accidents are yet another case in point. If the car had a real insurance coverage, the customer would be compensated based on the going rate for car parts at the time. The parts that would be purchased at this time are brand-new ones rather than worn-out ones that were on the car prior to the loss. When submitting a claim, certain insureds who have vehicles without specific equipment frequently add such extras (John, & Weitz, 2019).

Insurance is stated to have improved the condition of the covered vehicle when the insurance company pays out on such a claim. Vehicle insurance, fire and special peril insurance, marine insurance, burglary insurance, homeowner insurance, public liability insurance, plant all risk and machinery breakdown insurance, cash in transit insurance, goods in transit insurance, bond insurance, group personal accident insurance, teen personal accident insurance, and others are all included in the general insurance. The large number of business closures as a result of fire catastrophe and frequent auto accidents is a symptom that the fundamental infrastructure to reduce risk and compensate people for losses to products, money, automobiles, or other types of accidents is woefully deficient. Recently, researchers have started examining strategies to increase insurance patronage in Nigeria (Hakkarainen, Kasanen, & Puttonen, 2020).

2. Statement of the Problem

The difficulties associated with selling general insurance in Nigeria has remain on the front burner of research. It is unfortunate that in the case of Nigeria, being a developing nation, the general public are yet to understand the importance of insurance cover on all their activities including financial transaction, children’s school insurance, fire insurance, burglary/theft insurance, goods and services insurance, motor vehicle insurance, among several general insurance policies.

Despite the efforts put in place by government to compel all motorist to hold insurance policies, many insurance policy holder like the drivers in Nigeria carries fictitious insurance certificates solely to show them to the Federal Road Safety Corps under the guise of observing the insurance Act of Nigeria. More than 12 million drivers in Nigeria use false insurance documents. There are 16–17 million automobiles on Nigerian highways, according to estimates. Only roughly 4.3 million of these automobiles at one time held valid insurance certificates (John, & Weitz, 2019). Autonomous registration on the Nigerian Insurance Industry Data base occurs for vehicles with valid insurance certificates. Some of the drivers who had once carried legitimate insurance had undoubtedly not renewed it since their policies had expired. This suggests that drivers who operate automobiles on Nigerian roads without valid insurance certificates are putting the lives of other road users at jeopardy.

In light of this, the following research issues are attempted to be addressed in this study: (1) What difficulties do general insurance salespeople in Nigeria face? (2) What elements may increase Nigerians' use of general insurance? It is crucial to note that this study will concentrate on general insurance, which covers things like car insurance, fire and special peril insurance, marine insurance, burglary insurance, homeowner insurance, public liability insurance, plant all risk and machinery breakdown insurance, cash in transit insurance, bond insurance, goods in transit insurance, group personal accident insurance, etc.

Objectives of the Study

This study aims to accomplish two goals:

i. Examine the difficulties associated with selling general insurance in Nigeria.
ii. Make recommendations on ways to address Nigeria's poor general insurance adoption.

Hypotheses

H_{01}: There are no specific difficulties associated with selling general insurance in Nigeria.

H_{02}: There are no definite ways to address Nigeria's poor general insurance adoption.

3. Literature Review

Insurance in Nigeria

Following Nigeria's independence in 1960, the country's insurance industry entered its third phase. Only four native insurance firms and twenty-one foreign firms existed in Nigeria when the country gained independence in 1960. In 1961, the Obadan Commission was established to investigate the reasons why Nigeria had so few indigenous insurance providers. The result inspired the 1961 Insurance Company Act. Over 65% of Nigeria's insurance businesses were local by 1976. A department of insurance was established in the Ministry of Trade as a result of the Obande committee in 1961; this department was later moved to the Ministry of Finance. During the military regime, the Nigerian Insurance decree of 1976 was passed to control insurance operations in the nation. The National Insurance Commission (NAICOM) is now in charge of overseeing Nigeria's insurance industry. This commission is in charge of formulating regulations that govern how the nation's insurance industry is run. Companies that violate the norms and regulations governing the operation of insurance in Nigeria are also fined or penalized (Klimzack, 2022).

After being recapitalized in 2007, the Nigerian insurance sector has the highest level of underwriting capital in all of Africa (Berinato, 2022). The Federal Government imposed mandatory recapitalization for the industry in 2005 and mandated that enterprises increase their capital bases by November 2007 in order to continue operating. The original capital bases of the life, non-life, and composite enterprises were $150 million, $200 million, and $350 million, respectively. These firms were requested to increase their capital to $2 billion, $3 billion, and $5 billion, respectively. The request to recapitalize four reinsurance companies ranged from ₦350,000,000 to ₦10 Billion. The rule aimed to increase their capacity to take on more risks and to boost their reputation among the people who purchase insurance. While some businesses turned to the stock market to generate the necessary funds, many businesses embraced the merger and acquisition choices (Mu, 2021).

Out of the 104 insurance businesses that were involved in the exercise, 7 firms were liquidated, leaving 49 insurance firms and 2 reinsurance companies. After a few years, a few of the composite underwriting companies divided their business into life and non-life insurance, bringing the total number of insurance companies in Nigeria to 58 at the moment. The 58 insurance firms that are now operating in Nigeria are divided into 15 life insurance firms, 29 non-life insurance firms, 12 composite firms, and 2 re-insurance firms. 577 insurance brokers, 54 loss adjusters, 1900 licensed insurance agents, and a large number of unregistered insurance agents are all now present in Nigeria (Berinato, 2022).

Insurance Challenges

The frequent fire outbreaks in Nigeria pose a severe problem for the Nigerian population as well as small, medium, and large-scale corporate companies. In Nigeria, reports of fire disasters at markets, homes, and religious institutions are frequent. Nigeria presently ranks first internationally for fire fatalities, according to the World Life Expectancy Study (Berinato, 2022). Eighty persons lost their lives in 1,898 fire incidents in Lagos State in 2015. (Wanyande, 2020). On January 1, 2016, the Lagos State Fire Service reported an astonishing 64 emergency responses to fire incidents (Sharpe, 2019). Alarmingly, fire has damaged items valued at billions of dollars in marketplaces in Lagos State, Kaduna, Ibadan, Sapele, Benin, Kano, Sokoto, Minna, Yola, Nsarawa, Onitsha, and Ado-Ekiti stateand even churches such as the Christ Embassy's Oregun, IkejaLagos state headquarters that was completely burnt down in January 2016. In Nigeria, the majority of the burned-out structures lacked proper insurance coverage. It is obvious that those who do not have real insurance coverage but whose property was destroyed by fire disaster may experience more severe poverty given the harsh economic reality in Nigeria caused by the decline in global oil prices and the persistent inflation in the country. Therefore, it is pitiful that the majority of small business owners do not take the necessary precautions to lessen the impact of unanticipated events like a fire tragedy. The few Nigerians who do have legitimate insurance policies might not report the tragedy and submit a claim because they are unaware of the procedure. The optimal time to make a risk decision is when you clearly comprehend the cost and benefit implications (Sharpe, 2019).

According to Okumu (2021), only a small number of businesses and individuals abide by this Act, and the government's refusal to uphold the legislation has a disastrous effect on Nigeria's ability to provide general insurance:

1. In Nigeria, there is still a lack of knowledge regarding the need of real insurance. For instance, in Nigeria's rural areas, it is quite difficult to find a place to get real insurance coverage. As a result, the majority of motorists and small-scale business owners would be forced to rely on certificates they may buy from shady brokers. Numerous motorists in Nigeria took advantage of the lack of nearby legitimate insurance offices to get bogus insurance certificates from unregistered businesses.
2. Since the practice of insurance is so widespread, it is now challenging to persuade other drivers that the insurance certificate they are carrying is a fake. In Nigeria, it is sometimes challenging to tell the difference between a real insurance certificate and a fraudulent one since the majority of false insurance certificates are made to resemble real insurance certificates. Only the insurance policy number could be used to distinguish between the differences. The National Insurance Industry Database's (NIID) website will not contain the insurance policy number on a false insurance certificate. On the Nigeria Insurance Industry Desk, the insured information may be found as soon as a policy or insurance certificate is bought (NIID). A barrier to the product's sales in Nigeria is the populace's inadequate or nonexistent knowledge on how to verify legitimate insurance (Nassiuma, 2004).
3. The majority of Nigerians reject insurance. This is due to the fact that the poor marketability of insurance goods has become a problem that affects Nigeria's economic development in addition to the insurance business (Pandey, 2005). Nigerians' disbelief in insurance is mostly due to poverty. Nigerians do not consider insurance to be essential since it is an intangible good. They would rather live without it.
4. Another issue with selling general insurance in Nigeria is the delay in paying out on legitimate claims. Few insurance companies are able to settle claims within five working days. Genuine insurance claims take months to be paid, which is intolerable for the insured because they depend on the facility for daily income. Taking a driver who uses his car for business as an example. He relies on the car to make a living. The driver would expect that in the event of an accident, the loss car would be compensated as soon as possible, allowing him to go about his regular business. However, a delay in his claim's settlement may make him anxious for years or even months. His confidence in the Nigerian insurance sector will be diminished by this (Sekaran, 2003).
5. There are too many insurance middlemen in Nigeria. In addition to the 58 insurance firms in Nigeria, there are a large number of unregistered insurance agents and brokers as well as 577 registered insurance brokers, 1900 registered insurance agents, 54 registered loss adjusters, and many others (Wanyande, 2020). In the expectation that the insured would not file a claim during the one-year period that his policy will be in effect, some insurance brokers postpone payment of premium to insurance companies. Some brokers even held the opinion that the insured would not report an accident-related claim, therefore they might not have paid the insured's premium to the insurance company. As a result, insurance firms refuse to pay claims for which they did not collect the

premium at the time of filing. This might lead to mistrust between the insured, the broker, and the insurance provider (Wanyande, 2020).

6. Unlawful commissions and rebates between and among participants in the insurance industry. Insurance brokers continue to collect ORC and PR due to the intense business competitiveness. Insurance firms who do not pay insurance brokers and agents ORC and PR risk losing out on insurance transactions, which poses a severe threat to the industry's existence and growth (Shapira, 2019).
7. Although it is common knowledge that insurance firms take risks, they really stay away from significant risks that may result in claims. They may decline insurance transactions by raising the rate for transactions, discouraging the client from paying owing to the high cost. Insurance firms may also attain the volume or upper limit of a desired particle risk. As a result, they can decide to raise the transactional fee in an effort to deter customers from making that specific transaction.
8. According to Gupta (2022), the delay in sending commission to insurance brokers and personnel in Nigeria is another problem with selling general insurance. Retail insurance agents are paid in commission, which is how they were intended to be paid. However, there is a delay in their payment of commission, which might demoralize the Nigerian retail insurance marketers.
9. Absurd rate reductions brought on by unhealthy rivalry between insurance agents, insurance firms, and brokers. Insurance firms would lower the premium and raise the excess in an effort to close an insurance deal. To persuade the client that insurance is not expensive, they lower the premium, and then they raise the excess in the policy. Excess clause refers to the owner's liability and duty to maintain the covered property. The insurance provider subtracts excess when a claim is handled before paying the client the final amount. Most customers do not read their insurance policies at the beginning of the transaction, so when insurance firms deduct excess, they get upset (Siringi, & Obange, 2022). This frequently causes the insured to complain and develop mistrust against the insurance firms.
10. At the beginning of the business relationship, the client and the insurance firms failed to disclose a fact. The purpose of insurance companies is to assume the risk of the insured. There are restrictions on how much of a certain loss may be claimed. This might not be disclosed to the insured at the beginning of the insurance transaction, which could cause mistrust and conflict time to pay out claims.

Methods to Increase the Sale of General Insurance in Nigeria

Offering exclusive microinsurance services. The number of people who avoid purchasing real insurance coverage might be decreased with the use of microinsurance services. Low income individuals are protected under the microinsurance program. Insurance firms should adapt their micro insurance plans to account for small-scale traders that operate lock-up shops on the street and at neighborhood markets in light of Nigeria's recurrent fire outbreaks (CGD-Bills-Digest. 2019). Through capacity building and improved microinsurance knowledge in Nigeria, people need to be educated on the significance of acquiring legitimate insurance plans. The economic well-being of Nigerians would increase and poverty would be reduced as a result.

According to Gudbrand, (2022), insurance providers must provide products that are user-friendly. The majority of Nigerians believe that having real insurance coverage is expensive. Since the informal sector in Nigeria, which made up more than 80% of the population, has not found the insurance sector appealing, the country's distribution system for selling insurance has to be reorganized (Klimzack, 2022). Given the foregoing, the researcher is in favor of house-to-house marketing and believes that small-scale retail dealers should receive special attention. The insurance company has to focus more on the unorganized part of society.

According to Kegode (2022), the Nigerian Federal Government should require the possession of a valid insurance certificate as a condition of opening a bank account, paying school fees, and constructing a building in the country. Nigerians would be convinced to buy legitimate insurance plans as a result. Insurance firms should revamp their marketing tactics and approach the insured with greater initiative and sincerity at the beginning of the insurance transaction. This would increase trust between the parties. Asking for references from individuals is one of the finest strategies to sell insurance in Nigeria. Those who have obtained legitimate insurance might recommend it to those who genuinely require it. This is so that financial companies may provide loans to their customers, which requires insurance coverage (Gupta, 2022).

4. Theoretical Review: The Social System Theory and Trust Theory

The social system theory and trust theory serve as the foundation for this study. One party (the trustor) is ready to rely on the acts of another party (the trustee), and the situation is oriented toward the future. In addition, the trustor gives up oversight over the trustee's operations. The trustor can only form and assess expectations since he is unsure of how the other's actions will turn out. If the trustee behaves inappropriately, there is a danger of failure or injury to the trustor.

Many academic fields, including sociology, psychology, computers, etc., apply the trust theory. In the 1950s, the trust hypothesis was first used in sociology. Relationships between individuals are a factor in trust. Humans may be shown to have a natural tendency to trust and evaluate someone's credibility. The notion that trust improves business performance gives birth to trust between businesses and customers. Relationships inside and between social groupings are another factor that contributes to trust (history, families, friends, communities, organizations, companies, nations etc.). Framing the dynamics of intergroup and intragroup interactions in terms of trust is a common strategy (Hussein, Hassan, & Faris, 2022).

National economic competitiveness is linked, according to Henri and Peter (2020), to trust as a social capital and a cultural norm at the society level. From both an individual and systemic standpoint, trust may be examined by sociologists. Trust is the belief in the trustee that one has that the trustee will uphold that belief at a later time. Sociologists define trust as the degree of confidence in another person's honesty and fairness. Henri and Peter (2020) sociological viewpoint on relational trust focuses on interpersonal trust and makes the case that it is far more difficult to trust organizations and large-scale institutions like the government because of the degree of information needed to do so. The foundational principle of the trust theory is that before entrusting their property to the trustee, the trustor must have faith in their honesty. Many Nigerians lack confidence in the country's insurance sector. They do not have faith in the integrity of Nigerian insurance firms.

5. Methods

This study used an exploratory research design. The purpose of using exploratory research design is to collect detailed and factual information that describes the research topic. The population for this study comprised all insurance companies that deals with non-life business in Lagos State with about One Hundred and Thirty (130) staff strength.

A purposive sampling technique was used to select the entire 16 non-life insurance companies. primary data was used. The research instrument used was a structured questionnaire backed up with interviews.

Staff of the marketing and underwriting departments of the selected insurance companies made up the respondents for the study.. Using Krejcie and Morgan sample size determination, A total of 97 respondents were determined, and copies of questionnaire were distributed to the 97 respondents of different insurance firms which were filled and returned and are valid for this study.

Reliability and Validity Test: The research instrument that was employed for this study was subjected to both reliability and validity tests. Reliability test was carried out using Cronbach's Alpha. Both case processing analysis and reliability test was conducted in the course of the study.

Table 1 shows that the research instrument can be relied on to have the ability to rightly represent the opinion of the respondents up to 99%. Table 2 shows that 39 items (questions) was processed for test, and on the average, the content of the questionnaire can be said to be well understood by respondents.

Table 1 Reliability Statistics

Cronbach's Alpha	No of Items
.988	39

Source: SPSS Version 23 Output

Validity Testing

Factor analysis (KMO) was employed to the validate the research instrument in other to ensure the adequacy of the sample size.

Table 2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.957
Bartlett's Test of Sphericity	Approx. Chi-Square	26148.587
	Df	38
	Sig.	.000

Source: SPSS Version 23 Output

Validity testing was carried out using Kaiser-Mayer-Olkin (KMO) and Bartlet's Test of Sphericity. These two tests establish the adequacy of the sample size whether they are sufficient enough to provide response upon which conclusion can be drawn. Table 2 revealed that Kaiser-Mayer-Olkin (KMO) represents about 96%, this implies that the sample size can be said to be adequate up to 96% to generalize for the entire population. The number is found to be highly significant at 5% significant level as shown in table 3 (sig. = 0.000). Hence, the research instrument and the sample size are adequate enough for this study.

6. Data Analysis

Descriptive method of data analysis was adopted using mean, standard deviation, minimum and maximum. Kendall's W – Test (Dependent means Ranks) was used to test rate lack of knowledge regarding the need of real insurance; poor marketability of insurance goods; and delay in paying out on legitimate claims.. This model is considered appropriate because it has the ability to rank the opinion of the respondents and establish the highest ranked opinion. Statistical Packages for Social Sciences (SPSS) version 25 was employed for the analysis.

Test of Hypotheses

Hypothesis One

H_{01}: There are no specific difficulties associated with selling general insurance in Nigeria.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Lack of knowledge regarding the need of real insurance.	94	3.7347	.95253	0.00	4.00
Poor marketability of insurance goods.	94	3.8776	.85714	0.00	4.00
Delay in paying out on legitimate claims.	94	3.3469	.77865	0.00	4.00

The mean value implies that opinion of the respondents ranges from 3.347 – 3.878 which is between "Agrees" (3) and "Strongly Agrees" (4).

Test Statistics

N	94
Kendall's W[a]	.119
Chi-Square	11.652
Df	2
Asymp. Sig.	.003

a. Kendall's Coefficient of Concordance

The Test Statistics show that the extent of significance of the test, the result reveals that the Asymp. Sig. is 0.003, which is less than 0.05 level of significant, this implies that the opinion of the respondents is closely related and hence unanimously agrees that there are specific challenges that faces insurance industry such as: lack of knowledge regarding the need of real insurance; poor marketability of insurance goods; and delay in paying out on legitimate claims.

Hypothesis Two

H_{02}: There are no definite ways to address Nigeria's poor general insurance adoption.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Offering exclusive microinsurance services.	94	3.6939	1.15838	0.00	4.00
Capacity building and improved microinsurance knowledge.	94	3.7551	1.18199	0.00	4.00
Insurance providers must provide products that are user-friendly.	94	3.8592	.73482	0.00	4.00

The mean value implies that opinion of the respondents ranges from 3.69 – 3.86 which is between “agree” (3) and “strongly agrees” (4). This implies that opinion of the respondents ranges between “agree” and “strongly agree”.

Test Statistics

N	40
Kendall's W[a]	.120
Chi-Square	12.310
Df	2
Asymp.. Sig.	.008

a. Kendall's Coefficient of Concordance

The Kendall’s result reveals that the Asymp. Sig. is 0.008, which is lower than 0.05 level of significant, this implies that the opinion of the respondents is closely related and hence unanimously agrees that specific ways out of the challenges that faces insurance companies include: offering exclusive microinsurance services; capacity building and improved microinsurance knowledge; and insurance providers must provide products that are user-friendly.

6. Findings of this study

This study revealed that there are specific challenges that faces insurance industry such as: lack of knowledge regarding the need of real insurance; poor marketability of insurance goods; and delay in paying out on legitimate claims.

This study further revealed some specific way out of the challenges that faces insurance companies which include: offering of exclusive microinsurance services; capacity building and improved microinsurance knowledge; and insurance providers must provide products that are user-friendly.

7. Conclusion

Amidst the frequent fire disaster and vehicle crashes in the country, Nigerians need to be educated on the importance of genuine insurance cover. This can be done through aggressive door to door marketing by insurance marketers, the use of social media, bill board, and referrals. The regulatory agency of insurance in Nigeria has to partner with the federal government of Nigeria to make insurance compulsory to all Nigerians. Genuine insurance should be made as one of the compulsory documents needed for every bank transaction, enrolment of students in all level of education and motorist should be educated on how to confirm the authenticity of their vehicle insurance through the National Insurance Industry Desk (NIID) website.

8. Recommendations

Arisen from the findings of this study, the study recommended that:

1. Exclusive microinsurance services should be developed.
2. There is need for capacity building and improved microinsurance knowledge
3. Insurance providers must provide products that are user-friendly

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