Demand

Many factors influence a person’s decision to buy microinsurance. These range from personal characteristics and perceptions of the product and organization offering it, to ability to pay and use of other tools to manage risks. Even people who want to buy insurance may be prevented from doing so by behavioural factors. To increase scale, practitioners must first understand the factors influencing the decision to buy microinsurance, and then develop strategies to overcome barriers.

Source URL: http://www.impactinsurance.org/topic/clients/subtopic/demand