Challenges facing the uptake of M-insurance loyalty-based life insurance schemes: A case study of the yuCover micro-insurance scheme in Kenya

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ABSTRACT

This study seeks to establish the challenges facing the uptake of the yuCover micro-insurance scheme in Kenya. yuCover is a loyalty-based insurance scheme that rewards yuMobile subscribers with a life insurance scheme dependent on airtime usage. The operator introduced monthly life and disability coverage to its customers based on their expenditures on the network, but uptake still remains low. The study was guided by the general objective of determining the challenges facing the uptake of loyalty-based life insurance schemes. The research design that was adopted for this study is a descriptive survey. The population of the study was yuMobile subscribers, while the accessible population was made up of 2,000 yuMobile subscribers sampled from the entire yuMobile subscribers' population, which was further stratified according to the location of the relationship centres. A semi-structured questionnaire used to collect quantitative data, while qualitative data was collected through interviews. Data was analysed in a thematic content analysis format based on the themes identified in the research. The study found that trust, product design, literacy and awareness, and demography are major factors which can explain the current low micro-insurance uptake and penetration in Kenya. The study also found that it was unclear as to whether education contributes to the low insurance penetration and the culture of purchasing insurance policies. The study further found that the regulatory framework in existence could not be linked to the current low rates of micro-insurance as it was contributing positively to uptake of insurance services.

Keywords: distribution skills, market acceptance, yuCover, micro-insurance

INTRODUCTION

A unique facet of the ICT phenomenon has been the widespread proliferation of mobile money. Mobile money continues to deepen financial inclusion, particularly for the unbanked population. Mobile money platforms have evolved since their inception and have entered a new phase with the advent of products like bank-integrated mobile savings, mobile micro-insurance, mobile payments, and mobile commerce. Micro-insurance is insurance for individuals with low incomes, giving poor people the ability to manage risks in their lives (Churchill 2012). Insurance is easily accessible for those in the developed world, but not for the poor due to exorbitant transaction costs which do not decrease in proportion to the value of the insurance policy. Insurance companies cannot simply write policies with values below a certain floor without pricing them unrealistically. It is on this basis that the mobile platform, including mobile money, can be used as a tool to reduce the costs of micro-insurance.

A study by FinAccess conducted in 2009 revealed that the rate of insurance penetration is less than 3% of GDP, with only 7% of the Kenyan population having any form of insurance. It further revealed that the majority of the insured are drawn from the formal sector, which accounts for about 5% of the total population. This therefore means that the majority of Kenyans in the informal sector are not adequately provided for by conventional insurance. In contrast, as of June 2012, mobile penetration in Kenya stood at 75.4% (Communication Commission of Kenya 2012). Low-income households are vulnerable to risks and economic shocks. One way for the poor to protect themselves is through purchasing insurance (McCord 2011). By helping low income households manage risk, micro-insurance can help them to maintain a sense of financial confidence and stability even in the face of significant vulnerability. Churchill (2006) found that insurance is one of the tools that governments, donors, development agencies, and others should use for combating poverty. Many emerging markets are addressing the issue of widening the reach of insurance services to those segments of the population that have remained uninsured or underinsured. A central element in the promotion of inclusive financial systems is the development of micro-insurance—the protection of low-income people against specific perils in exchange for regular premium payments proportionate to the likelihood and cost of the risk involved—while continuing to foster a safe and sound financial system (Churchill 2007). A key aspect of the interest in micro-insurance is to explore ways of significantly increasing the number of poor households that have access to insurance while enhancing the benefits provided to insurance holders (McCord 2011). Makove (2011) argues that the growth and success of microfinance—which was originally seen as the provision of savings, transactions (including remittances), and credit services to low-income households and micro-enterprises before the inclusion of micro-insurance—has been responsible for creating a delivery channel to help regulated insurers target low-income segments of the population in an efficient manner. In some jurisdictions, new rules have motivated commercial insurers to move into the low-income market, or informal micro-insurers to formalize their operations. At the same time, insurers have also recognized the opportunity in this emerging market segment. The current insurance regulatory framework in Kenya is aimed at traditional insurance providers, with little recognition of cooperative/mutual and micro-insurance businesses as distinct from the mainstream insurance business (Makove 2011). According to Roth, et al. (2005), micro-insurance covers a variety of different risks including illnesses, accidental injuries, death, and property loss, and is designed to be affordable and accessibile to low-income households. Coverage can be offered as a single risk product or as a bundled risk product, and can also be provided on an individual or group basis. Organizations providing micro-insurance are hereafter referred to as micro-insurers, though they assume many different forms. Micro-insurance risk carriers include small, community based schemes, cooperatives, or joint stock companies, and they may be for profit or not for profit. Moreover, not all micro-insurers are regulated by the insurance law only. Roth, McCord and Liber (2007) found that some fall under the laws regulating cooperatives or health providers, while others may be unregulated practices. The risk carriers often form linkages with a range of players in order to reach out to the low-income population.

Essar Telecom, Kenya's fourth-largest mobile cellular network launched in December 2008 under the brand "yuMobile," has a subscriber base of 2,659,647 as of June 2012 (CCK 2012). The services that they offer include voice, SMS, mobile data, mobile money transfer (yuCash), electronic mobile top up, and—the latest entrant—micro-insurance (yuCover).

yuMobile partnered with Jubilee Insurance Company and MicroEnsure to launch a loyalty based insurance scheme with a renewable monthly life and disability cover based on the amount of airtime they recharge each month. Jubilee is the underwriter of the coverage that underlies the growing convergence between mobile network operators (MNOs) and financial services companies, notably banks. The scheme allows clients to register through a USSD-enabled menu without the help of a sales agent. As a result, enrollment costs were reduced by 66%. However, this also resulted in higher costs in other areas, for example by requiring call centers to follow up with clients if their registration was not completed (Prashad et al. 2013).

Registered subscribers with yuMobile who spend at least US$1.20 per month receive insurance coverage for themselves in the event of natural death or permanent disability. The more the subscriber spends, the higher the insurance coverage they receive. In the event of natural death or permanent disability, the subscriber's family member registered on the insurance plan is required to report it along with the deceased's death certificate to redeem the policy. Traditionally, insurance has been provided exclusively for the elite. It remains to be seen whether yuCover can benefit the vast segment of the population that remains uninsured but has access to mobile phones.

The study employed a semi-structured questionnaire to collect quantitative data, while qualitative data was collected through interviews, focus groups and audio/visual recordings. The population consisted of 2,000 yuMobile subscribers throughout the forty-seven counties in Kenya, and some of the top regional management members of yuMobile. From the subscribers' respondent group, the study revealed that lack of trust, lack of product awareness, and lack of product variety played major roles in the slow uptake of micro-insurance, in addition to constrained distribution channels, poor customer service, poor product design, lack of an insurance culture, and the complicated nature of life insurance products. The uptake of the yuCover micro-insurance scheme is still low. Jubilee needs to redesign the product by offering product varieties that impact the target population—for example, funerals, crop failure, and education plans—so that the product becomes more attractive across all generations.

Statement of the Problem

The growth of micro-insurance requires effort and innovation by the service provider to reduce administrative costs for all parties, educate low-income populations so that they understand the value of insurance, build capacity among stakeholders, and expand and enhance the effectiveness of a broad array of delivery channels and risk carriers. It is on this basis that yuMobile partnered with Jubilee Insurance and MicroEnsure to launch a unique, loyalty-based insurance scheme that rewards yuMobile subscribers with monthly life and disability coverage based on their expenditures on the network. However, despite the service being free upon introduction, uptake has not attained the desired levels. The success of the loyalty-based scheme in other parts of Africa does not necessarily guarantee success in Kenya, just as the uptake of mobile money services in Ghana cannot be comparable to Kenya. This study therefore sought to document the challenges that this new service has encountered and recommend mechanisms to mitigate them.

Objectives of the Study

The general objective of the study was to examine the challenges facing the uptake of the yuCover micro-insurance scheme. The specific objectives were:

- To determine the effect of distribution skills on the uptake of the yuCover micro-insurance scheme.
- To determine the effect of market acceptance on the uptake of micro-insurance.
- To establish the effect of regulation on the uptake of micro-insurance.

- To check how income levels contribute to the low penetration of yuCover.
- To establish how education levels contribute to the low penetration of yuCover.
- To explore how demographic factors contribute to the low penetration of yuCover.

Research Questions

1) How does the relative ease with which a subscriber can access products affect the uptake of the yuCover micro insurance scheme?

2) What is the effect of market acceptance on the uptake of the yuCover micro-insurance scheme?

3) What is the effect of regulation on the uptake of the yuCover micro-insurance scheme?

LITERATURE REVIEW

This study looks at the challenges facing yuCover uptake by first looking at the general challenges facing micro-insurance. According to Cole et al. (2012), systematic reviews on the uptake and impact of index-based micro-insurance found that levels of financial literacy, liquidity, trust, marketing, and product design affect demand for index-based micro-insurance products. Panda, et al. (2013) categorize factors that enable or impede individuals from enrolling in insurance schemes under five broad headings: 1) households or individual characteristics; 2) scheme-related factors; 3) social capital; 4) supply-side factors; and 5) institutional factors. Many clients are skeptical about paying premiums for an intangible product with future benefits that may never be claimed, and often do not trust insurance companies. Due to a lack of information about the benefits of insurance, people are often wary of it and view it in a negative light. They prefer to rely on traditional arrangements or religious practices (Hardman 2012). Prahalad (2005) indicates that the target population is too brand conscious, which means that the products need to be tailored for the affected market. The Centre for Financial Regulation and Inclusion (Cenfri) established that in the Kenyan microfinance landscape there is a need to tailor products that accommodate the intermittent incomes of low-income earners to bolster insurance uptake. The inadequacy of distribution channels risk is inherent in all micro-insurance initiatives. Insurers are often constrained by lack of low-cost distribution channels that can reach their target market of low-income earners. This is a big hindrance since yuCover is a venture without agents. The product is incorporated as one of the applications offered by yuMobile. Low penetration of insurance services has been attributed to a lack of confidence in insurance services (Churchill 2007; Makove 2011), and is also caused by lack of demand for insurance products. There is a need to build the financial capabilities of low-income households so that they are more proactive money managers, understand their financial needs, and see the need for micro-insurance as one of several financial instruments helping to build their assets. The market of low-income people typically has little education, little experience with insurance, and little trust of companies or their agents. According to Morsink and Guerts (2011), an informal trust-building factor is the most important in explaining the uptake of micro-insurance. Regulation can be beneficial, but enforcing the laws of conventional insurance on micro-insurance hampers the growth of the sector (Churchill 2007). Makove (2011) points out that the inhibiting regulations in Kenya include minimum capital requirements, licensing, distribution channels, and investment regulations. The legal infrastructure safeguards the interests of clients and minimizes institutional risks (Churchill 2007). Regulations for micro-insurance typically specify the delivery channels, intermediary market, registration, and product approvals (McCord 2011). Insurance regulation aimed at large insurance companies could hinder the growth of micro-insurance. Barriers such as extensive compliance, which creates a draining administrative burden, can deter insurers from entering the sector and limit its growth. Governments need to use a focused approach towards micro-insurance and simplify regulation to encourage growth in the sector. A recent survey on potential insurance distribution channels by the Association of Kenya Insurers (AKI) recommended regulatory amendments to allow the use of alternative methods of selling insurance such as churches, supermarkets, travel agencies, and self-help groups to enhance uptake and lower operating costs.

Micro-insurers applying standardized methods find that operating costs are very high due to the different circumstances that they face in target markets, including trying to a reach a population spread out over a large area. Many large insurers do not have much experience selling to people with low incomes, which can be a barrier to entry. Also, although the claims process for micro-insurance is usually simpler than for other forms of insurance, it can be extremely difficult to tailor what essential paperwork is required to the understanding and education level of the target market (Hardman 2012).

RESEARCH METHODOLOGY

This study adopted a descriptive survey design. Bougie (2011) states that a descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variables of interest in a situation. The target population of this study was yuMobile subscribers. The accessible population was based in towns with yuMobile customer care centres. A sample of subscribers of yuMobile was interviewed by administering questionnaires. The sample was examined to generalize the results of the population. The accuracy of the results depended on the representativeness of the sample. Proportionate stratified sampling was done to have the strata of subscribers identified according to the number of call centres in different towns. The distribution of the study population into the various proportions per town was based on the census data as per the Kenya Population and Housing Census Data of 2009. A sample of 2,000 was selected since it’s adequate for making estimates at national and provincial levels. To ensure the reliability of the results, primary sources of evidence were used to obtain sufficient information. To collect data and information from the sampled respondents, a semi-structured questionnaire combined with Likert-scaled questions was used. These instruments are useful for measuring perception, attitude, values, and behaviour. Qualitative data was collected through 150 key informant interviews. Notebooks and audiovisual recording devices were distributed to the agencies in order to record the data collected. The respondents were identified using snowball sampling. They were asked to fill out questionnaires and upon completion were asked to contact fellow subscribers depending on the location. They were also asked to report to the nearest relationship centre or agency to fill out the questionnaire. Prior to this research, a pre-test of the questionnaire was conducted on a selected sample of 200 respondents. Pre-testing the questionnaire was important since comments and suggestions made by respondents were considered and incorporated. Reliability was tested by use of a few questionnaires piloted to randomly selected respondents who were not included in the final study sample. The questionnaires were then coded and entered into the SPSS quantitative analysis program for the purposes of running a Cronbach sample. A reliability coefficient of 0.7 is recommended for a newly developed questionnaire (Saunders 2007). The validity of the questionnaire was tested on some of the respondents at the relationship centres and their comments were incorporated to enhance its content validity.

FINDINGS AND DISCUSSION

Distribution channels

“Distribution channel” refers to the method through which a product or service is made available consumers. Distribution channels are essential in bringing micro-insurance closer to the uninsured poor population. The yuCover scheme is a direct sales venture and uses mobile technology as the only distribution channel. This leads to low levels of personal interaction between the insurer and clients. Through the MNOs, USSD-enabled clients can get information about insurance. This leaves the less literate and informal populations and those who do not own mobile phones excluded from the scheme. This distribution channel is limited to the yuMobile operator and the underwriter. AKI (2012) recommended that regulatory amendments be incorporated to allow the use of alternative methods of selling insurance such as churches, supermarkets, travel agencies, and self-help groups to enhance uptake and lower operating costs. 70% of yuMobile respondents confirmed that they were not familiar with the yuCover scheme even though the product is embedded in the operator's network. Reaching low-income earners and the less literate is not easy because of the language barrier as well as the lack of time and interest in navigating through their phones to learn about the products being offered. Though this distribution channel is the most appropriate, reaching the population without mobile phones and non-subscribers of yuMobile is a major problem. Even the literate segment of the population has little knowledge about the yuCover scheme as indicated in the tables below. There is a need to establish new distribution channels, partners, and friendly customer service standards. Alternative distribution points, such as NGOs, MFIs, and cooperatives and other MNOs should be established in order to gain trust and reach more people.

Table 1: Knowledge of yuCover

		# of respondents	Percent	Valid Percent	Cumulative Percent
Valid	Yes	381	19.0	19.0	19.0
	No	1619	81.0	81.0	100.0
	Total	2000	100.0	100.0	

Table 2: yuCover Uptake (Have you enrolled for yuCover?)

		# of respondents	Percent	Valid Percent	Cumulative Percent
Valid	Yes	202	10.0	19.0	19.0
	No	1798	90.0	81.0	100.0
	Total	2000	100.0	100.0	

Perception, attitude, resentment and insurance culture

There is lack of insurance culture in Kenya (AKI 2012). This is partly due to negative perceptions about insurance as a financial tool and negative attitudes towards insurers. Clients still perceive insurance as a luxury good for the elite and for motor vehicle owners. This perception is due to a lack of proper information on the importance of insurance, and lack of trust in insurance. Even people who are convinced about micro-insurance products do not take them up. 90% of the respondents did not see or understand the importance of insurance and even had no interest in it. For example, respondents said that the savings do not benefit the policyholders, but rather help beneficiaries in the eventuality of the policyholder's death. Also some of the respondents perceive insurance as a con-game, similar to gambling. A majority of the respondents felt that insurance is like calling for death or inviting bad luck since it uses language like “in case of death this is what happens.” Such statements scare people, and thus this calls for intervention measures that will ensure that people are informed about insurance and the benefits that come with it.

Table 3: Perception of Insurance (Do you consider insurance as a luxury good?)

Perception of insurance		# of respondents	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	118	5.9	5.9
	Disagree	118	5.9	11.8
	Neutral	352	17.6	29.4
	Agree	588	29.4	58.8
	Strongly Agree	824	41.2	100.0
	Total		100.0	
Total		2000		

Regulatory framework

The Insurance Act, Laws of Kenya, Chapter 487 is the statute that regulates the Kenyan insurance industry. AKI self-regulates insurers while the Insurance Regulatory Authority (IRA) is mandated by the government to supervise and regulate the insurance industry. The professional body of the industry is the Insurance Institute of Kenya (IIK), which deals mainly with training and professional education. The IRA and AKI have worked very hard to support micro-insurance in Kenya by establishing bylaws that encourage the formation, uptake, and best practices of micro-insurance. The regulatory framework has clear rules and regulations, thus creating good conditions for yuCover market penetration. The rules have facilitated the creation of numerous micro-insurance schemes in Kenya, including yuCover.

Lack of trust

Lack of trust in insurance by mobile subscribers, which gives latent demand for insurance, plays a major role in the slow uptake of yuCover. This is characterized by nonpayment of claims or tiresome processes and time taken before a claim is paid. There is misleading information that circulates among friends and relatives on the negative side of insurance, which discourages subscription and thus impacts negatively the uptake and penetration of micro-insurance products. Subscribers perceived the length of time that it takes to compensate a claim and the procedures involved to be unwarranted, and thus they felt duped and called it a scam because of the presumptions that they had about insurance. For instance, one respondent who worked in a tea factory and was injured followed his claim for over ten years and was never paid. Thus, he argued that insurance is a sure way of insurers getting free money from the population. He further added that it is God who protects His people from future misfortunes and not insurance. This anecdote clearly demonstrates that lack of trust is coupled with misconception and negativity in the uptake of insurance in general. Clients are not confident that policies will pay out when they file claims due to low premiums and the poor perception of insurance in general. To regain trust and confidence, insurance education and literacy campaigns are crucial.

Marketing

84% of the respondents felt that the marketing strategies employed by insurance companies were not satisfactory. For example, they said that they had never seen the product on posters, heard about it in TV and radio advertisements, nor was it included on yuMobile's official website. Marketing will help in overcoming the misperceptions of poor clients concerning insurance in general, the risks that they face, and eventually lead to understanding of the benefits of insurance. Good marketing strategies will make poor households knowledgeable ,and aware which in turn will create trust, encouraging them to enroll in yuCover. yuCover’s marketing strategies are not clear and have not reached the target poor households. yuCover should consider adopting B2C marketing; its focus should be on the benefits of the product since consumers' decisions are more emotional and they demand a variety of distribution channels for convenience. Consumers don't want to understand the benefits, but rather they want them to be clearly pointed out. Therefore the most effective marketing strategy will focus on the results and benefits that yuCover will bring to them personally. To increase awareness, Jubilee should consider advertising this product on the local vernacular radio stations and local TV stations, and take awareness campaigns to schools and local markets through road shows. Based on the survey, even university students and lecturers have had little knowledge of this product. Jubilee should consider including yuCover as one of its services on its website.

Insurance Premium and Pricing

70% of the respondents perceived the premium rates to be exorbitant and have not adopted the culture of insurance. In an industry where premium rates average US$250 annually and for a population whose majority survive on less that US$1 per day, the rates are far above the reach of many. Due to this perception, they don't seek insurance even if it is offered for free. Regardless of yuCover being loyalty-based, prospective subscribers still think and feel that insurance premiums are expensive. No matter the pricing, the target population has not built up a culture of purchasing insurance in general. The pricing is fair according to the respondents, but they are not sure why they have not subscribed and are not willing to purchase it.

Awareness and Insurance Education

90% of the respondents—including the literate—don't understand and are not aware of the yuCover product. 78% of the respondents had no prior experience with formal insurance products and weren't aware of their true exposure to risk, how the products can protect them, how solvent and trustworthy the insurance companies are, or how claims are handled. 80% of the respondents working for Jubilee and 84% working for yuMobile had little knowledge of the product and had not subscribed to the scheme themselves. The MNO has little direct contact with clients, hence challenging the insurer to make sure that clients understand the product. The MNO has a USSD-enabled menu that provides clients with information about insurance, but worse still 81% of clients did not fully understand nor comprehend the product.

Age and Gender

Gender plays a role in the slow uptake of yuCover; male respondents tend to purchase insurance more than their female counterparts. Also, out of the persons who have embraced yuCover, uptake among individuals above 35 years of age was slightly higher than those between the ages of 18 to 27 years (see Table 4 below). This latter age group is largely considered to constitute the "youthful age" as defined by the National Youth Council Act of 2009 and is characterized by having several mobile numbers and constantly switching between several providers to look for attractive internet bundles, cheap calling rates, and SMS. This group showed little or no interest at all in insurance-related products. Practitioners should understand the demand side and design products that attract and include all people. They should identify the important demand determinants and design specific products, promotions, and distribution strategies.

Table 4: Age bracket of respondents

		# of respondents	Percent	Valid Percent	Cumulative Percent
Valid	18 - 22 years	91	4.8	4.8	4.8
	23 - 27 years	362	19.0	19.0	23.8
	28 - 34 years	634	33.3	33.3	57.1
	35 years and older	817	42.9	42.9	100.0
	Total	1904	100.0	100.0	

(NB. 96 respondents chose not to reveal their age when asked about it).

Product Design and Diversity

71% of yuCover subscribers thought that lack of a variety of products has contributed to the low uptake rate. They approved of the option of bundling and diversifying products related to events that affect them more often, such as burial, sickness, and crop failure. They thought that yuCover compels customers to join or subscribe for services that they don't ever intend to utilize. The design of yuCover is not clear to the intended clients. yuMobile needs to design products that are financially and actuarially sound, and that will provide value for their customers. yuCover targets low-income households who are poor and face financial exclusion. This segment of the population lives in different areas, have different levels of morbidity, and have different financial and risk management needs. The design should capture these differences in order to include everybody. The product needs be useful, simple, and understandable for clients while at the same time being affordable. Simplicity of the product can be achieved by embedding it on the yuMobile SIM card instead of being offered as a USSD service. When customers see or think a product may work for them, they are more likely to purchase it. The product needs be engineered in such a way to attract and capture the attention of the entire population by emphasizing gender and age issues in order to include everyone. The product is not properly designed since all you have to do is to dial *555# to learn about yuCover, register, access policy details, and make a claim, meaning that anyone who is unaware of this number—regardless of whether or not he or she is a yuMobile customer—will be excluded from this service. This in fact is the root cause of low uptake and penetration rates since if the product was embedded on the SIM card like yuCash it would be helpful and popular. For the less literate population, it is more difficult to engage with yuCover since ther service is entirely in English and they have to move back and forth between English and their native languages to register and make claims. We suggest that the user interface of the product be translated to Kiswahili, one of Kenya’s national languages that is spoken by nearly 97% of Kenyan population.

Low Demand

Due to societal norms, the respondents felt that enrolling in yuCover was akin to projecting their eventual deaths and cursing themselves to encounter disability. The disability coverage caused the most confusion, and yuMobile has considered excluding this coverage (Prashad et al. 2013). Lack of diversity, trust, awareness, and poor perception have contributed to low demand for the yuCover scheme. These issues among other factors have suppressed the consumers' need for yuCover and micro-insurance products in general.

Illiteracy/Low Education Levels

Since the target population is less literate, reading and understanding the information on the USSD-enabled menu remains a major challenge. Due to this, there is need for recruitment of agents who could assist in explaining and enrolling clients who cannot read and write.

CONCLUSION

It can be concluded that the uptake of the yuCover scheme is still low (see Table 2 above). This is the result of a lack of knowledge and awareness of the product, low levels of literacy and education about micro-insurance in general, poor product design, and constrained distribution channels. Since the product is agent-less, reaching the target population is not an easy task as it involves deployment of a central monitoring system managed in a remote manner, thus inhibiting product access by the consumer. Alternative distribution channels need to be explored and new product varieties developed that impact the target population since the product has thus far failed to benefit the affected population. Different MNOs should come up with ways to offer micro-insurance schemes to tap the target population in order to cultivate a culture of insurance. The government—in partnership with MicroEnsure, MNOs, and insurance companies—should stage and promote education and literacy campaigns on the importance of micro-insurance in order to achieve its Vision 2030 policy objectives of transforming Kenya into an industrialized, globally competitive nation with a high qulaity of life by 2030. The product should be redesigned by adding more functionality in order to reach the population in question. yuCover micro-insurance products should be like a buffet with lots of dishes to choose from. Trust is the major challenge when it comes to general insurance uptake. To regain trust, education, insurance literacy campaigns, and sound marketing strategies should be employed. These efforts will change people's perceptions, resentments, and attitudes.

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