Micro-Insurance Products Market Acceptance in Urban and Semi-Urban Ethiopian Communities,

Tesfaye Assefa[1]**, Fasil Desta**[2]**, Zerihun Abayneh**[3,4]**, Getachew Bitwahet**[2,3]

[1] Mekelle University

[2] Debre Markos University

[3] Africa Centers for Disease Control and Prevention (Africa CDC), Addis Ababa

[4] Department of Cybersecurity, Debre Markos University

Author notes

Tesfaye Assefa is affiliated with Mekelle University and focuses on Computer Science research in Africa.
Fasil Desta is affiliated with Debre Markos University and focuses on Computer Science research in Africa.
Zerihun Abayneh is affiliated with Africa Centers for Disease Control and Prevention (Africa CDC), Addis Ababa and focuses on Computer Science research in Africa.
Getachew Bitwahet is affiliated with Africa Centers for Disease Control and Prevention (Africa CDC), Addis Ababa and focuses on Computer Science research in Africa.

Abstract

Micro-insurance products have been introduced in Ethiopia to address unmet insurance needs among urban and semi-urban communities. However, their market acceptance remains a subject of interest due to varying socio-economic conditions. A comprehensive search strategy was employed using databases such as PubMed, Web of Science, and Google Scholar. Studies published between and were included if they addressed micro-insurance acceptance in Ethiopia's urban and semi-urban areas. The review identified a significant proportion (75%) of communities preferring insurance products with low premiums and high coverage for healthcare, food security, and livestock protection. Factors such as education levels and income varied the level of interest. Micro-insurance acceptance varies by community type and socio-economic status, highlighting the need for tailored marketing strategies to enhance market penetration. Develop targeted insurance product offerings that align with local preferences and consider socio-economic differences. Tailor marketing campaigns to engage communities effectively. Model estimation used $\hat{\{\theta\}} = argmin\{\theta\} \, sumiell(yi, f\theta(\xi)) + \lambda lVert\theta rVert 2^2,$ with performance evaluated using out-of-sample error.

Keywords: *Geographic, Sub-Saharan, Microfinance, Urbanization, Rural-urban, Theory-testing, Contextualize*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ REQUEST FULL PAPER

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa

Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge