

Abstract

The purpose of this thesis is to identify the link factors to risk coping mechanisms that cause vulnerability in different dimensions to low-income society, affecting the demand, supply and outreach of microinsurance in the Dominican Republic. This assessment adopts qualitative techniques for the analysis of the primary data, based on interviews to 114 working, low-income people and other 14 potential stakeholders related to this topic. For the empirical analysis, the statistics software Kiwiksurvey and MsExcel were used. The Empirical investigation shows relevant determinants of microinsurance demand and supply that, on one hand can be the causes of vulnerability (as socio-cultural issues, perception of risks, knowledge, etc), but on another hand are decisive arguments for the introduction of microinsurance (e.g. willingness to get protection, ability to manage other processes that can be linked to microinsurance such as savings, credits, mobiles, etc). However, the empirical study also shows challenging factors influencing the acceptance in general (trust, access, promotion, control, among other) and consequently the outreach of microinsurance. Roughly, microinsurance can reduce vulnerability by overcoming barriers such as lack of regulation and risk awareness as well as socio-cultural issues. Adding an influential marketing promotion can increase acceptance scales in a society and a possible universal outreach of microinsurance. The author's recommendations are addressed, to consumers and supplier's education, quick access and responses to customers, to create products towards vulnerability reduction, to fill the microinsurance gap in the country, and to produce the right impact on a society.