

## **Investigating the Marketing of Micro-insurance Products in South Africa**

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**ABSTRACT** This study aimed to identify and investigate the marketing mix of the funeral Zimele-compliant micro-insurance product and its influence on business success of micro-insurance firms in South Africa. The influence of marketers' efforts to address the challenge of financial exclusion to the low-income households in South Africa with regards to microinsurance on business success were explored in the study. A convenience sample of 173 out of 200 employees completed the questionnaires at two biggest insurance companies namely; Old Mutual South Africa and Hollard Insurance, offering micro-insurance products and services in Port Elizabeth was used. The responses signified a satisfactory rate of 86.5%. The findings revealed the mean values for all independent variables generating business success unsatisfactory results (below 60%). The research is of value to insurers, micro-insurers, marketing managers, academics and researchers.