

PUBLIC PERCEPTION OF INSURANCE IN ROMANIA: A SURVEY OF INSURANCE CONSUMERS AND NON-CONSUMERS

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Abstract: *The current paper aims to emphasize the Romanian public perceives insurance companies and their products. To capture a real picture, we used an online questionnaire. We are focused mostly on the different impact of some relevant factors: knowledge, trust, income. Of the 150 respondents, 74% consider that the activity of insurance companies is essential. Moreover, 62% of individuals claimed to have a high trust level. In summary, we consider that insurers need to take some initiatives to boost the insured trust.*

Keywords: *insurance, perception, trust.*

Classification JEL: *G22*

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