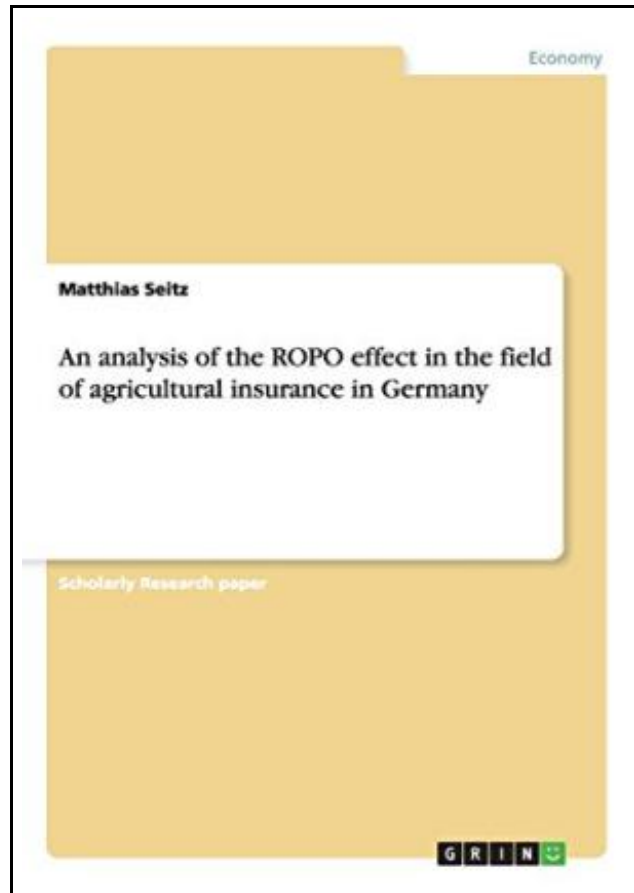


An analysis of the ROPO effect in the field of agricultural insurance in Germany



Filesize: 1.48 MB

Reviews

An extremely wonderful publication with lucid and perfect reasons. It typically will not expense too much. You are going to like the way the blogger compose this publication.

(Prof. Maya Hand)

AN ANALYSIS OF THE ROPO EFFECT IN THE FIELD OF AGRICULTURAL INSURANCE IN GERMANY



To read **An analysis of the ROPO effect in the field of agricultural insurance in Germany** PDF, remember to click the button listed below and save the file or have accessibility to additional information that are in conjunction with AN ANALYSIS OF THE ROPO EFFECT IN THE FIELD OF AGRICULTURAL INSURANCE IN GERMANY ebook.

GRIN Verlag GmbH Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 213x149x4 mm. Neuware - Scholarly Research paper from the year 2014 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, , language: English, abstract: Since the digital transformation of our society, the Internet has proven to be the central factor influencing a purchase decision. This work has set itself the goal of analyzing the ROPO effect (research online, purchase offline) in the process of purchasing agricultural insurance products in Germany. The ROPO effect comes into play when customers check on the Internet before they make the purchase offline. The research includes the specifics of the product called 'insurance' and the age structure of German farmers. Market studies of the ROPO effect in private insurances from 2012 have been analysed in order to obtain an up-to-date overview of the extent of the ROPO effect. The work is based on a quantitative analysis which is carried out by means of a telephone interview with 140 operations managers of German farms. It involves particular research of the buying behaviour and age of the farmers. The ROPO rate of German farmers amounts to 47.1%. The process of purchasing an insurance product can be considered as being related to the age of those seeking to purchase insurance. In comparison with older farmers, younger farmers increasingly search for information online in the preliminary stage prior to concluding a transaction of insurance. Overall, the results obtained lead to the conclusion that the Internet has a great influence on the decisions to purchase agricultural, insurances, and that this tendency will increase as agriculture passes from older to younger generations of farmers. 24 pp. Englisch.



[Read An analysis of the ROPO effect in the field of agricultural insurance in Germany Online](#)



[Download PDF An analysis of the ROPO effect in the field of agricultural insurance in Germany](#)

Relevant eBooks



[PDF] Psychologisches Testverfahren

Access the link beneath to get "Psychologisches Testverfahren" file.

[Save Document »](#)



[PDF] Programming in D

Access the link beneath to get "Programming in D" file.

[Save Document »](#)



[PDF] Silverlight 5 in Action

Access the link beneath to get "Silverlight 5 in Action" file.

[Save Document »](#)



[PDF] Unbored Adventure: 70 Seriously Fun Activities for Kids and Their Families

Access the link beneath to get "Unbored Adventure: 70 Seriously Fun Activities for Kids and Their Families" file.

[Save Document »](#)



[PDF] Scala in Depth

Access the link beneath to get "Scala in Depth" file.

[Save Document »](#)



[PDF] Reflections From the Powder Room on the Love Dare: A Topical Discussion by Women from Different Walks of Life

Access the link beneath to get "Reflections From the Powder Room on the Love Dare: A Topical Discussion by Women from Different Walks of Life" file.

[Save Document »](#)