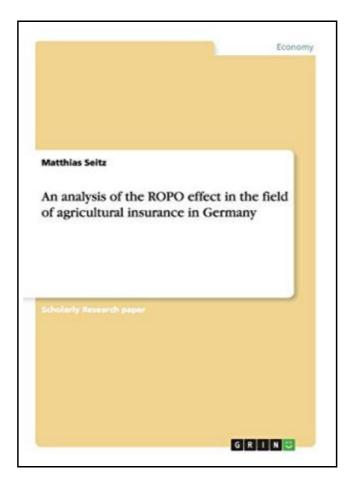
# An analysis of the ROPO effect in the field of agricultural insurance in Germany



Filesize: 3.66 MB

## Reviews

The most effective book i ever read through. It can be rally fascinating through looking at time period. Your lifestyle span will be enhance when you complete looking over this publication. (Maribel Kerluke)

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



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

### You May Also Like



The Kid Friendly ADHD and Autism Cookbook The Ultimate Guide to the Gluten Free Casein Free Diet by Pamela J Compart and Dana Laake 2006 Hardcover Book Condition: Brand New. Book Condition: Brand New.

Download eBook »



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

Destiny Image. Book Condition: New. 0768430593 BRAND NEW!! MULTIPLE COPIES AVAILABLE. NEW CONDITION!! 100% MONEY BACK GUARANTEE!! BUY WITH CONFIDENCE! WE SHIP DAILY!!EXPEDITED SHIPPING AVAILABLE. What's more fun than reading a book? Discussing it with...

Download eBook »



The Religious Drama: An Art of the Church (Beginning to 17th Century) (Christian Classics Revived: 5)

Christian World Imprints/B.R. Publishing Corporation, New Delhi, India, 2014. Hardcover. Book Condition: New. Dust Jacket Condition: New. Reprinted. This classical on ageless Christian Drama aims to present periods when actually dramatic performances or `Religious Drama'

Download eBook »



Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications.

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This historic book may have numerous typos and missing text. Purchasers can usually...

Download eBook »



Read Write Inc. Phonics: Blue Set 6 Non-Fiction 2 How to Make a Peach Treat Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 205 x 74 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books...

Download eBook »



#### How to Make a Free Website for Kids

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Table of Contents Preface Chapter # 1: Benefits of Having a Website Chapter

Read ePub »



#### Read Write Inc. Phonics: Blue Set 6 Storybook 3 Hairy Fairy

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 210 x 148 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Read ePub »



#### Read Write Inc. Phonics: Green Set 1 Storybook 3 Six Fish

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 197 x 78 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Read ePub »



#### Hitler's Exiles: Personal Stories of the Flight from Nazi Germany to America

New Press. Hardcover. Book Condition: New. 1565843940 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-

Read ePub »



#### Read Write Inc. Phonics: Pink Set 3 Storybook 6 Sanjay Stays in Bed

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 210 x 148 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Read ePub »