

## The Insurance Purchase Decision - US - October 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The insurance industry is changing rapidly, due primarily to the need to continually introduce technology to meet growing customer expectations. Health insurers face the biggest challenge as implementation of the PPACA requires them to compete for individual customers, something most have never done."

– Robyn Kaiserman, Financial Services Analyst

This report looks at the following areas:

- How can the industry encourage consumers to purchase life insurance?
- How will healthcare reform affect who purchases health insurance?
- How will private health exchanges change the health insurance landscape?
- How can insurers attract the young customers they need?

The insurance industry has not historically been known for its innovations, whether in product development or marketing. In many ways, the industry is changing, however, as it figures out ways to meet the increased customer demand for transparency and electronic accessibility. In some ways it is staying the same, however, as insurance agents remain the single most popular way for consumers to learn about and purchase insurance products.

The Insurance Purchase Decision focuses on the factors consumers use as they go through the insurance purchasing decision: how they get information; the role of technology vs. agents; and how they purchase insurance now as compared to how they would like to purchase it in the future.

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