About the Project

Project Name: Understanding commissions based advice: Evidence from Indian life insurance agents
Type of Facility Project: Research grantee
Country of Operation: India
Region: Asia and the Pacific
Sub Topics: Sales

Project Description

A critical question facing emerging markets with growing populations entering the formal financial system is how these new, typically low and middle income, clients will receive good information on how to make financial decisions. This study aims to understand the quality of advice provided by commission motivated agents and how consumers respond to this advice. Their results will contribute to the scientific evidence necessary to make optimal policy for retail financial products in emerging markets.

Source URL: http://www.impactinsurance.org/projects/research/understanding-commissions-based-advice-evidence

Links: