

Abstract

Agriculture plays a vital and strategic role in the social and economic system. Today, the global economy is moving toward easing the direct government economic interference in births and increasing private-sector participation in birth and economic activities, and policy makers are seeking to attract and attract private investment in agricultural production. Accordingly, the main objective of the research is to investigate factors affecting the demand for agricultural insurance products in Guilan province using the Fuzzy Dematel technique. Current research is an applied and categorized, data collection component is a descriptive research. The experts in the statistical society are agricultural insurance insurers in the province of Guilan, which operate under the supervision of the Agricultural Bank and number 15. All Fuzzy Dematel analyzes are done on the Lite. In this study, a questionnaire was used to collect data. The result of the research hypothesis suggests the relationship between the factors affecting the acceptance of agricultural insurance and their significant effect on the components.

Key words: Demand for all agricultural products, Fuzzy Dematel Technique