

Integrated Digital Marketing Channels and Direct Selling for Consumer Purchase Intention of Biotech Products

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ABSTRACT

Online stores are becoming one channel that could not be overlooked following the sustained growth in e-commerce market. For this reason, the question rises as to whether if consumers with different characteristics are affected when other shopping channels could meet consumer demand at the same time? Moreover, how do consumers make initial shopping decisions when faced with the strength and weakness of online and direct-sale channels for shopping? The study aims to analyze the factors that affect the purchase intention for health food in consumers through integrated digital marketing channels and direct-sale channels. The purpose of the study is to conduct in-depth analysis on the purchase motivations resulted from consumers purchasing health food through different marketing channels. Hence, the objectives of this study are outlined in the follows: 一、 To understand the viewpoints of digital marketing channel plan on the impact of health food industry. 二、 To understand the viewpoints of direct-sale channel on health food industries. 三、 To analyze the consumer acceptance to marketing channel. 四、 To provide reference and recommendations for domestic health food industries based on the study results.

Keywords : Marketing Channel、 Direct-Sale Channel、 Consumer Purchase Intention、 Health Food

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