

The Role of Digital Marketing on Consumer Preferences in Purchase of Frozen Food Startup Products

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Abstract

The purpose of this study was to determine the role of digital marketing on consumer preferences and the purchase of frozen food startup products. This research uses a qualitative single case study on the startup Oba-chan. There were three research informants and data collection using in-depth semi-structured interviews. Data analysis technique using NVIVO 12 Plus with data triangulation. The results show that consumer preferences in purchasing frozen food products to meet family consumption needs were influenced by digital marketing. Frozen food products' consumer preferences were products with practical instant characters, namely frozen food products that can be used directly at home by families to meet daily family consumption needs. Packaging also affects consumer preferences due to storage durability, hygiene, and speed in serving food.

Keywords

consumer preferences, digital marketing, frozen food, purchase, startup.

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