

Introduction

A Study on Consumer Willingness to Use Marketing Strategies for AI Vending Machines: A Case Study of High School Students in Taoyuan City



Research process

Product development and introduction

- Origin:** evolved from traditional vending machines, originally serving only basic sales functions.
- Development:** Integrating AI and data technology to transform vending machines into intelligent service systems.
- Trends:** Moving towards unmanned, smart retail, and integrated digital marketing.



Research Process and Results

	Data analysis	Survey results
Product	<ul style="list-style-type: none">Diverseintelligent features	AI vending machines have generally enjoyed good acceptance and have a certain level of market recognition
Price	<ul style="list-style-type: none">Reasonable rangediversified paymentsvalue enhancement	Pricing recognition is yet to be established, and it is recommended to enhance acceptance through value-oriented promotion
Place	<ul style="list-style-type: none">High foot traffic24 hr servicea good environment	High cleanliness is highly recognized, but convenience is insufficient, so the density of locations should be increased
Promotion	<ul style="list-style-type: none">Digital push notificationsInteractive PromotionsCo-branded Campaigns	Traditional advertising has limited effectiveness, but social media conveys high recognition, so social media marketing should be strengthened

Research conclusions

- Product Strategy:** High recognition, recognized for functional and interface design, and possessing advanced development capabilities.
- Pricing strategy:** Neutral on price, but low willingness to pay after feature upgrades.
- Channel strategy:** The machine cleanliness is highly rated, but convenience for setting up a store is lacking.
- Promotional strategy:** Marketing and promotion have been effective, and there is ample room for future development.

Research recommendations

- Strengthen distinctive publicity
- Flexible pricing strategies
- Optimized installation locations
- Make good use of social media marketing
- Expand the sample range