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Distribution channel selection and electronic commerce are both fairly comprehensively researched topics in marketing studies. This particular thesis had its interest in combining the two subjects together with digital products to form a basis for the analysis of electronic distribution channel selection.

The purpose of this thesis was to examine *how electronic distribution channels are selected for digital products*. This main problem was examined with the help of following sub-problems:

- What aspects of digital products have to be considered in distribution channel selection?
- What aspects of electronic channels have to be considered in distribution channel selection?
- What are the main steps of a channel selection process?

Both the theoretical and empirical parts followed the structure constituted by the sub-problems. The theory consisted of the digital product with its specialties, characteristics, categories, and mobile aspects. Electronic channels were examined through the marketing tool of 4Ps. Advantages, disadvantages, and prerequisites for success with electronic channels were added to give more depth to the electronic channel context. The actual selection of channels and its main steps were presented through a channel selection process. The main focus was on the selection criteria and factors influencing channel selection. The research was conducted by using a qualitative method, and as a case study of mobile games. The data for the study was collected by having interviews and discussions with company managers. In addition, existing documentations and other marketing related data about the product and market situation was received from the case company.

Both the different aspects of digital product as well as electronic channels had a substantial influence on channel selection. Digital products are different from the traditional physical products, especially concerning distribution. In the mobile game market the business value chains are different. Also brands are having an increasing role with mobile game products, and all these aspects affect channel selection. The markets with electronic channels have not yet stabilized and the variety of distributors is widespread. Also, channel conflict is seen as highly possible with new electronic channels. In addition to the product and electronic channels, this research indicated that a company and its market would have some additional effects on the selection criteria and influencing factors of channel selection. The main steps of the channel selection process were not followed in a precise order as it was presented in the theoretical discussion, even though all the steps were acknowledged during the research. This research indicates that the selection process is dependent on all of the above factors, and that their effects are difficult to forecast based solely on previous studies.

Key words	Electronic distribution channels, digital products, channel selection
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