Title	Marketing Channels Management of Beverage Enterprise in Chengdu China
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Abstract

The objectives of this research were to study 1) current distribution channels for beverage enterprises, 2) evaluate the effectiveness of traditional with digital marketing channels, and 3) identify consumer preferences and behaviors specific to Chengdu's beverage market. The population in this quantitative study was 14,427,500 beverage consumers in Chengdu, the sampling size was 400 respondents which applied the Taro Yamane´ formula. The research instrument was a questionnaire used for data collection. The convenient sampling approach was used to choose the respondents. The statistics used for analysis were percentage, mean, and standard deviation, statistics.

The research results revealed that 1) current distribution channels for beverage companies in Chengdu were, Vending Machines, Food Service, Direct-to-Consumer, E-commerce, and Traditional Retail were at the highest level. 2) digital channels are generally more effective in terms of targeting, engagement, and measurability, a balanced approach using both traditional and digital channels is often most effective with a statistically significant level of .05. 3) Mass-market beverages showed a combination of digital advertising and traditional outdoor and in-store promotions were at a moderate level. Premium beverages, a focus on digital channels, particularly influencer marketing and social media were at a high level.

Keywords: Marketing channels, management, beverage enterprise in Chengdu China