**On Demand-side Sources of Service Innovation Ideas**

Ya-Feng Chang

Adjunct lecturer

Department of Business Administration, Cheng Shiu University

886-7-7310606

Chun-Ching Yeh

Graduate student

MBA Program, Cheng Shiu University

# Abstract

Increasing degree of consensus has been made among academics and practitioners, that firms should pay special attention to the demand-side factors just to design and produce products/services that gain most loyalty. This article discusses further the specific demand-side sources of service innovation ideas in a multi-layer direct marketing context. Experience marketing, value perception, and re-purchasing process are proposed and articulated. Implications for research and practices are offered.

***Keywords:****Demand-side drivers, Service innovation, Multi-layer direct marketing*

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