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Estimating the effects of consumer characteristics on the intention to use direct-to-consumer genetic testing

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## Highlights

- Direct-to-consumer genetic testing (DTC-GT) is permitted in Korea.
- Effects of consumer characteristics on the intention to use DTC-GT are analyzed.
- Findings suggest that improving consumer awareness and understanding of DTC-GT is important.

## Estimating the effects of consumer characteristics on the intention to use direct-to-consumer genetic testing

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