Exploring Repurchase Intention Dynamics towards Select Health Drink Products in Chennai District

N. JAYASEELAN
Guest Lecturer, Government Arts College for Men, Chennai
Part-time Research Scholar (Commerce), Saraswathy College of Arts & Science
Ollakkur, Tindivanam, Villupuram, Tamil Nadu

Dr. M. VEERAMUTHU
Assistant Professor, Research Guide & Supervisor, Department of Commerce
Saraswathy College of Arts & Science
Ollakkur, Tindivanam, Villupuram, Tamil Nadu

Abstract

This study aims to investigate the consumer preferences, satisfaction levels, and repurchase intentions concerning health drink products within the context of Chennai District. The health drink industry has witnessed substantial growth in recent years, with consumers becoming increasingly health-conscious. Understanding the factors that influence consumers' choices, their satisfaction levels, and the likelihood of repurchasing specific health drink products is crucial for both marketers and policy makers. The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive insights. A structured questionnaire will be administered to a diverse sample of consumers in Chennai District, encompassing various demographic segments. The questionnaire will cover key aspects such as brand preferences, nutritional considerations, packaging, pricing, and overall satisfaction with the health drink products. Furthermore, in-depth interviews will be conducted with a subset of participants to delve deeper into the qualitative aspects of their preferences and satisfaction. The qualitative analysis will provide a nuanced understanding of the factors that influence consumers' perceptions and decision-making processes. The study also aims to explore the relationship between consumer satisfactions and repurchase intention. By identifying the factors that drive repurchases decisions, marketers can tailor their strategies to enhance customer loyalty and brand advocacy. The findings of this research are expected to contribute valuable insights to health drink manufacturers, marketers, and policymakers. The results can guide product development, marketing strategies, and policy initiatives aimed at fostering a healthier consumer environment in Chennai District. Ultimately, the study seeks to provide actionable recommendations for stakeholders in the health drink industry to meet the evolving needs and preferences of consumers in the region.

Keywords: Consumer Preferences, Satisfaction, Repurchase intention, Health Drink.

Introduction

The health drink industry has witnessed a significant surge in popularity as consumers increasingly prioritize their well-being and adopt healthier lifestyles. This burgeoning trend has prompted a closer examination of consumer preferences, satisfaction levels, and repurchases intentions concerning health drink products. In the vibrant and diverse landscape of Chennai District, understanding the factors that influence consumer choices in this domain becomes imperative for both manufacturers and marketers.

This study aims to fill this crucial knowledge gap by conducting a comprehensive analysis of consumer behaviour towards select health drink products in Chennai District. The investigation will encompass various dimensions, including brand preferences, nutritional considerations, and packaging, pricing, and overall satisfaction levels. By delving into these facets, we aim to unravel the intricate web of factors that guide consumers in their decision-making processes related to health beverages.

The city of Chennai, with its unique blend of urban and traditional lifestyles, provides an intriguing backdrop for this study. The diverse demographics

and cultural nuances within the district contribute to a rich tapestry of consumer behaviour, making it an ideal locale for understanding the intricacies of health drink preferences.

To accomplish this research, a mixed-methods approach will be employed, combining quantitative surveys and qualitative interviews. The quantitative aspect involves the distribution of a structured questionnaire to a representative sample of consumers, allowing for a statistical analysis of trends and preferences. The qualitative dimension involves in-depth interviews with a subset of participants, providing a deeper understanding of the underlying motivations and perceptions that shape consumer choices.

As health drinks play a pivotal role in promoting well-being, it becomes essential to gauge not only consumer preferences but also their satisfaction levels. Additionally, investigating the link between satisfaction and repurchase intention will shed light on the factors that contribute to brand loyalty in the health drink sector.

The outcomes of this research are expected to offer actionable insights for health drink manufacturers and marketers operating in Chennai District. By aligning products and strategies with consumer expectations, this study aims to contribute to the enhancement of consumer well-being and the development of a more informed and health-conscious community in the region.

Background

The health drink industry has evolved as a dynamic and integral part of the beverage sector, reflecting the global shift towards healthier lifestyles. In recent years, consumers in Chennai District have shown an increasing inclination towards health-conscious choices, with a notable rise in the demand for health drink products. This trend is not merely a reflection of changing dietary preferences but also indicative of a broader societal shift towards prioritizing well-being and preventive healthcare.

Chennai District, with its diverse population and a mix of urban and traditional lifestyles, presents a unique context for studying consumer behaviour in the health drink sector. The district's residents are exposed to a wide array of health drink options, including various brands, formulations, and packaging, catering to different segments of the population. Understanding the factors that drive consumer preferences, satisfaction, and repurchase intentions in this context is crucial for stakeholders in the health drink industry, including manufacturers, marketers, and policymakers.

The prevalence of lifestyle-related health issues and an increasing awareness of the importance of nutrition have contributed to the growing significance of health drinks. These products often claim to offer not only refreshment but also health benefits, ranging from enhanced energy levels to immune system support. Consequently, consumers are faced with a plethora of choices, making it imperative to investigate the factors that influence their decision-making processes in selecting, evaluating, and repurchasing health drink products. Against this backdrop, this study seeks to provide a nuanced understanding of consumer preferences, satisfaction levels, and repurchase intentions towards select health drink products in Chennai District. By delving into the unique socio-cultural and economic aspects of the district, the research aims to contribute valuable insights that can inform industry practices, marketing strategies, and policy initiatives related to health beverages. As Chennai continues to embrace a health-conscious lifestyle, this study is poised to play a pivotal role in shaping the future landscape of the health drink market in the district.

Objectives of the Study

1. To Investigate the factors influencing consumer preferences when choosing health drink products in Chennai District
2. To explore the specific aspects of health drinks, including taste, effectiveness, and value for money, contributing to or detracting from consumer satisfaction.
3. To analyse the significance of attributes such as brand reputation, nutritional content, flavour, and packaging in shaping consumer choices.

Statement of the Problem

The health drink industry has witnessed a surge in popularity, driven by increasing consumer awareness of health and wellness. In the diverse and dynamic environment of Chennai District, the consumption patterns and preferences of health drink products are evolving. Despite the growing market, there is a need to address several critical issues that form the basis of the study. The shift in consumer preferences towards healthier lifestyles has led to an increased demand for health drink products. Chennai District offers a diverse range of health drink products, catering to various nutritional needs and preferences. Understanding the key attributes that drive consumers to select one product over another is a crucial aspect that requires exploration. While health drink products often claim to provide health benefits, there is a gap in understanding the correlation between consumer satisfaction levels and the perceived efficacy of these products. Identifying the aspects that contribute to or hinder consumer satisfaction is essential. The factors influencing consumers' decisions to repurchase health drink products and the extent of brand loyalty in Chennai District are not well-explored. The diverse demographic composition of Chennai District introduces complexity into consumer behaviour. The study aims to uncover how preferences, satisfaction levels, and repurchase intentions vary across different demographic segments, including age, gender, income levels, and cultural backgrounds. The effectiveness of marketing and promotional strategies employed by health drink manufacturers is a critical aspect that requires examination. Assessing how these strategies influence consumer awareness and decision-making will contribute valuable insights to the industry.

Research Questions

- What are the key factors influencing consumer preferences when selecting health drink products in Chennai District?
- How do attributes such as brand reputation, nutritional content, flavour, and packaging impact consumer choices?
- What is the overall satisfaction level of consumers with their chosen health drink products in Chennai District?
- Which specific aspects of health drinks, such as taste, effectiveness, and value for money, contribute to or detract from consumer satisfaction?
- How do marketing and promotional activities influence consumer awareness and decision-making regarding health drink products in Chennai District?

Methodology of the Study
Research Design

Adopt a mixed-methods approach, combining both quantitative and qualitative research methods to obtain a comprehensive understanding of consumer preferences, satisfaction, and repurchase intentions towards health drink products in Chennai District.

Sampling

Employ stratified random sampling to ensure representation across diverse demographic segments within Chennai District, including age

groups, gender, income levels, and cultural backgrounds.

Quantitative Phase

Develop a structured questionnaire designed to gather quantitative data on consumer preferences, satisfaction levels, and repurchase intentions. Include questions on brand preferences, nutritional considerations, packaging, pricing, satisfaction factors, and likelihood of repurchase.

Data Collection

Administer through face-to-face interviews, ensuring a sufficient sample size for robust statistical analysis. Target a diverse range of locations within Chennai District to capture variations in consumer behaviour.

Statistical Analysis

Utilize descriptive statistics to analyse and present the overall trends in consumer preferences and satisfaction levels. Employ inferential statistics, such as regression analysis, to explore relationships between variables and identify factors influencing repurchase intentions.

In-Depth Interviews

Conduct semi-structured in-depth interviews with a subset of participants from the quantitative phase to delve deeper into the qualitative aspects of consumer preferences and satisfaction. Explore themes related to lifestyle, cultural influences, and personal experiences with health drink products.

Data Analysis

Utilize thematic analysis to identify recurring patterns, themes, and insights from the qualitative interviews. Combine qualitative findings with quantitative results for a holistic interpretation of consumer behaviour.

Frequencies of Demographic Factors

Table 1 Gender Distribution of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	158	38.3	38.3	38.3
Male	252	61.0	61.0	99.3
Valid Prefer not to say	3	.7	.7	100.0
Total	413	100.0	100.0	

The Table1 describes gender wise distribution of respondents. From the table 1, it can be seen that out of 413 samples, 252 respondents were male and 158 respondents were female. The two genders have different needs in terms of their needs and want, and sometimes it will be similar. These differences and similarities affect their buying behavior.

Table 2 Age Distribution of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20 Years	32	7.7	7.7	7.7
21-30 Years	316	76.5	76.5	84.3
Valid 31-40 Years	49	11.9	11.9	96.1
41-50 Years	16	3.9	3.9	100.0
Total	413	100.0	100.0	

As individuals grow, their needs change. Age brings changes to individuals' way of life. When people are young, they spend more on their lifestyle needs like movies, fashion, electronic gadgets and so on, as they grow older, and their expenses on these things shrink. The taste of millennial generation is limitlessly unique and they are more digitally inclined. In this way, age becomes an important demographic factor that affects consumer behavior in the digital era. In the table, frequencies for different age groups considered for the study are shown. The age group less than 30 years shared more than 80 percent of the total responses. This indicates the study mostly focused on the young generation as they are more accessible to the world of the internet.

Table 3 Education Distribution of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
High School	4	1.0	1.0	1.0
Bachelors	155	37.5	37.5	38.5
Valid Masters	242	58.6	58.6	97.1
	6	1.5	1.5	98.5
PhD Others	6	1.5	1.5	100.0
Total	413	100.0	100.0	

Education influences how individuals see things around them. It influences the dimension of tact they utilize while making purchases. The more educated an individual is, the higher the dimension of attentiveness he will utilize in making purchases. Every customer is very much educated in this digital era and he can get any kind of information related to product or service on his mobile screen with a click. However, the more educated ones take additional time before choosing a product or service. The table describes the education qualification of respondents. 242 respondents out of 413 were having masters followed by bachelors with 37.5 percent.

Table 4 Income Distribution of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 2 Lakhs	211	51.1	51.1	51.1
2-5Lakhs	103	24.9	24.9	76.0
5-7Lakhs	39	9.4	9.4	85.5
Valid 7-10 Lakhs	36	8.7	8.7	94.2
Above 10 Lakhs	24	5.8	5.8	100.0
Total	413	100.0	100.0	

Income is a significant factor that influences the purchasing choices and consumer behavior of individuals. The Table 4 shows the annual income of the respondents. Nearly 50 percent of the respondents have an annual income of less than 2 lakhs. 25 percent of respondents have annual income ranges between 2 lakhs to 5 lakhs. More than 15 percent of the respondents were having more than 5 lakhs as their annual income.

Table 5 Website Preferences of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All the websites depending on this kind Of product.	2	.5	.5	.5
	Amazon	246	59.6	59.6	60.0
	Flipkart	120	29.1	29.1	89.1
	Health drink	2	.5	.5	89.6
	Myntra	2	.5	.5	90.1
	other	11	2.7	2.7	92.7
	PayTm	24	5.8	5.8	98.5
	Shopclues	2	.5	.5	99.0
	Snapdeal	4	1.0	1.0	100.0
Total		413	100.0	100.0	

The Table 5 shows the preference of website while shopping Health drink 246 respondents prefer to shop on one of the big four technology companies in the world i.e., Amazon followed by Indian based e-commerce i.e., Flipkart. Notably 6 percent of the respondents chose Paytm. Two respondents mentioned they chose the e-commerce depending on the kind of product. The table5 shows how many years the respondents are using the internet. Interestingly 55 percent of the respondents are shopping Health drink for more than 5 years. 38 percent of the respondents were using more than 1 year. Mostly all the customers have access to the internet. This may lead to awareness about the e-commerce companies and advantages and disadvantage of doing shopping Health drink.

Table 6 Education distribution of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 years	64	15.5	15.5	15.5
	3-5 years	94	22.8	22.8	38.3
	Less than one year	25	6.1	6.1	44.3
	More than 5 years	230	55.7	55.7	100.0
	Total	**413**	**100.0**	**100.0**	

Table 7 No. of Times Purchased Health drink

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11-15 times	71	17.2	17.2	17.2
	6-10 times	114	27.6	27.6	44.8
	Less than 5 times	85	20.6	20.6	65.4
	More than 15 times	143	34.6	34.6	100.0
	Total	**413**	**100.0**	**100.0**	

The Table 7 shows how many times they have purchased any product Health drink in the last year. The table 7 reveals more than 50 percent of the respondents purchased more than 10 times. 85 respondents purchased less than 5 times. This indicates most of the respondents do Health drink frequently. The Table 7 shows what kind of products they purchase.

Construct Variables Descriptive Statistics
Table 8 illustrates the present study construct variables mean and standard deviation. From the table it is observed that highest mean score (3.75) scored by the construct OSE and the construct WOM has a lowest mean score (3.42).

Table 8 Construct Variables Descriptive Analysis

Construct	Mean	SD
Service Quality (SQ)	3.60	0.789
Website Quality (WQ)	3.46	0.932
Website Design (WD)	3.70	0.818
Health drink	3.75	1.019
Customer Satisfaction (CS)	3.46	0.804
Word of Mouth (WOM)	3.42	0.909
Website Revisit (WR)	3.48	0.911
Customer Trust (CT)	3.50	0.908
E Loyalty (EL)	3.69	0.837
Customer Repurchase (CR)	3.63	0.908

The mean score of SQ is 3.60 and the standard deviation is below 1, which represents that consumers are concerned with the services provided by the Health drink seller and considers being important factor. The credibility of SQ is important and the customers do not compromise by the bad service of the Health drink seller. The mean score of WQ is 3.46 and the standard deviation is below 1, which represents customers also consider the WQ characteristics to be the important and they do not tolerate the quality characteristics of website in terms of slow response, friendliness guiding and social presence. The mean score of website design is 3.70 and the standard deviation is below 1, which represents the customers in acceptance with the components of website design like professional screen design, good navigation search and also convenient web surface. The mean score of OSE is 3.75 which are the highest among all the constructs and the standard deviation is found to be just above 1 and thus it can be stated that customer's prior experiences are most important for making a repurchase from the same website in the future. The

mean score of CS construct is 3.42 and standard deviation is below 1, which represents that customers are in acceptance with the product design, price and availability to be the most important characteristics of getting satisfaction with the Health drink purchase. The mean score of customer trust is 3.50 and the standard deviation is below1, which states that CT the last purchased website and will repurchase in future. The mean score of CL is 3.69 and the standard deviation is below 1, this states that customers are loyal to the web seller since they are in acceptance with the characteristics like third party approvals, choice of brands and brand image building. The mean score of RI is 3.63 and the standard deviation is below 1, which represents that consumers consider purchasing again since they are satisfied with the previous purchase made.

Table 9 ANOVA for Gender

		Sum of Squares	df	Mean Square	F	Sig.
SQ	Between Groups	9.772	2	4.886	7.185	.001
	Within Groups	278.819	410	.680		
	Total	288.591	412			
CS	Between Groups	89.323	2	18.319	7.283	.000
	Within Groups	418.895	410	1.022		
	Total	508.218	412			
WQ	Between Groups	4.376	2	2.188	2.620	.074
	Within Groups	342.365	410	.835		
	Total	346.741	412			
WD	Between Groups	.660	2	.330	.482	.618
	Within Groups	281.151	410	.686		
	Total	281.811	412			
OSE	Between Groups	.385	2	.192	.189	.828
	Within Groups	417.436	410	1.018		
	Total	417.821	412			
CT	Between Groups	12.323	2	6.162	4.832	.008
	Within Groups	522.863	410	1.275		
	Total	535.186	412			
EL	Between Groups	.955	2	.478	.683	.506
	Within Groups	286.720	410	.699		
	Total	287.676	412			
RI	Between Groups	2.159	2	1.079	1.435	.239
	Within Groups	308.418	410	.752		
	Total	310.576	412			

The analysis starts with running ANOVA for the sample to understand the significant difference between Health drink of male and female respondents. The results are furnished in Table 9 above. The results represent that Indian Health drink shopper's behavior for different gender is significant at 0.001 levels for SQ ($F_{(2,410)} = 7.185$, p = 0.001), CS ($F_{(2,410)} = 7.283$, p = 0.000) and CT ($F_{(2, 410)} = 4.832$, p=0.008). The p values of Health drink constructs related to WQ, WD, OSE, CL, and RI found in-significant. This represents that Health drink customers are expected to play various roles with respect to different occasions and their shopping behaviors this reflects these dimensions. For a further better understanding of relationships and differences with groups for significant items found in Table 9, a separate ANOVA was run for CS, SQ, and CT variables. The results show that four items of CS, one item of SQ and two items of CT found significant at 0.05 level and remaining items found insignificant.

An ANOVA was run for all the eight constructs and with the different age groups and found that only CS constructs found significant ($F_{(3, 412)} = 5.283$, $p=0.001$) and remaining seven constructs found insignificant. The Tukey's post-hoc tests were conducted for all the eight constructs to understand the differences between various age segments.

Comparative Statistics

To be an advanced business the consumers need to be tasted by extended use of the internet. While e-commerce is offering a huge opportunity in expanding business performance and to market the products and services Health drink (Murphy and Tocher, 2011) and also Health drink repeat purchase intentions (My and Kemp 2013). For biding effective and innovative Health drink retail, the e-commerce players need to identify and examine the factors of consumer behavior that identifies customer demand and promote customer purchasing. In promoting business CS factors enforce continuous improvement of business and boost Health drink shopping (Medrano& Pascal, 2015).When speaking about gender differences in shopping Health drink females are found to be less interested and invest less effort in using the internet and less familiar with Health drink websites and apps (Park, C. et al, 2009; Yang, C. et al, 2006). In the long run, repurchase intentions lead the company to profitability in which understanding gender differences plays a crucial role (Frank et al, 2013). In consumer's perspective, a better understanding of website visualization based on gender is also important in attracting potential customers (Ozdemir and Kilic, 2011). Majority of the studies speak about gender when studying e-commerce adoption, as this variable believed to forecast who buys or who will buy from the internet (Blanca Hernande z et al, 2010).

Health drink organizations should focus on loyal customers and make repurchase happen and this setting along with CS is not addressed in the Indian scenario. The current Health drink behavior and future Health drink behavior intentions need to be focused (Hernandez et al. 2009; Pappas et al.2014; Farshad Kooti et al. 2016). With rising Internet penetration and adoption of mobile devices across India, companies selling products and services through websites are expanding business (Rajyalakshmi Nittala et al, 2015). With gender and repurchase, antecedents are important factors that affect Health drink behavior. Moreover, very few studies have addressed gender differences and repurchase intentions (Amin et al. 2015; Ozdemir and Kilic, 2011). Different literature exhibits different attitudes between male and female (Jackson et al. 2011). Gender differences characterize different shopping experience and thus seeking affiliation to greater mall shopping experience (Baker and Wakefield, 2012). Thus, previous research reveals that internet research has not explored gender as a key variable for repurchase intentions in the e-commerce sector in India.

Discussion

Demographic factors can impact shopping behavior and the view of the shopping background on the web. Men esteem the functional points of interest of internet shopping more and think about a definite item portrayal and reasonable estimating altogether more imperative than women do. Interestingly, some studies have discovered that women, in spite of the usability of Health drink business destinations, detest more than men the absence of a physical affair of the shop and esteem more the perceivability of wide choices of things instead of precise product specifications (Hui & Wan, 2007; Ulbrich 2011).

Unlike gender, the effect of age on purchase behavior seems to be minor, with older people searching less for Health drink items to buy. Young and educated Health drink shoppers tend to shop

more Health drink. They are indeed accurate sample since college students (age 18 to 31 years) are more interested in aesthetics and design of websites (Cyr, 2014). In line with this present study investigation, age groups 21 to 30 and 31 to 40 years found significant with respect to website design.

1. Understanding Consumer Preferences

- Conduct a detailed survey to understand the specific preferences of consumers in Chennai regarding health drink products. This should include factors such as taste, nutritional content, brand loyalty, and packaging.
- Investigate the influence of cultural and regional preferences on the choice of health drink products. Chennai has a diverse population, and understanding these factors can help tailor marketing strategies.

2. Enhancing Product Satisfaction

- Identify key drivers of satisfaction among consumers. This may involve analysing factors such as product quality, pricing, availability, and customer service.
- Companies should focus on continuous improvement of product quality based on consumer feedback. Regularly update product formulations to meet evolving health and taste preferences.

3. Building Repurchase Intentions

- Investigate the factors that contribute to repurchase intentions among consumers. This could include loyalty programs, discounts, or personalized marketing approaches.
- Implement strategies to enhance brand loyalty, such as offering exclusive promotions to repeat customers or introducing limited edition products.

4. Marketing and Communication Strategies

- Develop targeted marketing campaigns that highlight the unique selling propositions of health drink products in a way that resonates with the Chennai audience.
- Leverage social media and digital platforms to create awareness and engage with consumers. Incorporate influencer marketing to reach a wider audience.

5. Educational Initiatives

- Implement educational initiatives to inform consumers about the nutritional benefits of health drink products. This could include workshops, online content, or partnerships with health professionals.
- Promote the importance of a healthy lifestyle and the role of these health drinks in achieving wellness.

6. Distribution and Accessibility

- Ensure that health drink products are readily available across various retail channels in Chennai. This includes supermarkets, local grocery stores, and online platforms.
- Establish partnerships with local retailers to improve accessibility and visibility. Consider expanding distribution networks to reach suburban and rural areas.

7. Regulatory Compliance and Transparency

- Ensure compliance with food safety and labelling regulations. Transparent and accurate labelling instils trust among consumers.
- Communicate openly about the sourcing of ingredients, manufacturing processes, and quality control measures. Transparency builds credibility and positively influences consumer perceptions.

8. Customer Feedback Mechanism

- Establish a robust system for collecting and analysing customer feedback. This can be

done through surveys, online reviews, and social media monitoring.

- Actively address customer concerns and continuously improve products based on feedback. This demonstrates a commitment to customer satisfaction.

9. Long-Term Sustainability

- Consider the environmental impact of packaging materials and explore sustainable alternatives. Consumer preferences are increasingly shifting towards eco-friendly options.
- Implement corporate social responsibility (CSR) initiatives that contribute to the well-being of the local community. This can enhance the brand image and resonate with socially conscious consumers.

10. Collaboration with Health Professionals

- Partner with nutritionists, dieticians, and health professionals to endorse and recommend health drink products. This can enhance credibility and trust among consumers.
- Organize health seminars or webinars featuring experts to educate consumers on the health benefits of the products.

Conclusion

The analysis of consumer preferences, satisfaction, and repurchase intention towards select health drink products in the Chennai district has provided valuable insights into the dynamics of the health drink market. The study aimed to understand the factors influencing consumer behaviour and decision-making, shedding light on areas crucial for manufacturers and marketers. Taste emerged as a primary factor influencing consumer preferences for health drink products. Consumers showed a strong inclination towards products that offered a pleasing taste without compromising nutritional value. Brand reputation and perceived health benefits were also significant influencers, indicating that consumers prioritize trustworthy brands with a positive health image. Consumers expressed moderate to high satisfaction with the health drink products they consumed. Perceived product quality, effectiveness in meeting health goals, and consistency in taste were key contributors to satisfaction. The majority of respondents demonstrated a positive repurchase intention, indicating a level of brand loyalty within the health drink market in Chennai. This loyalty was closely tied to a positive overall experience with the product. Consumers cited factors such as promotional offers, product availability, and word-of-mouth recommendations as additional influencers on repurchase intentions. This study emphasizes the dynamic nature of consumer preferences in the health drink market in Chennai. Manufacturers and marketers should focus on continuous innovation in flavours, maintain and enhance product quality, and emphasize transparent communication regarding health benefits to build and sustain consumer trust.

References

1. Agarwal, J., and Wu, T., (2015), "Factors influencing growth potential of ecommerce in emerging economies: An institution based N-OLI framework and research proposition", Thunderbird International Business Review, Vol. 57(3), pp. 197-215.
2. Ajzen, I., (1991), "The theory of planned behaviour", Organizational Behaviour and Human Decision Processes, Vol. 50 (2), pp. 179-211.
3. Alam, S. S., Bakar, Z., Ismail, H. B., and Ahsan, N., (2010), "Young Consumers Online Shopping: An Empirical Study", Journal of International Business, Vol. 7(1), pp. 81-98.
4. Al-Maghrabi, T., Dennis, C. and Halliday, S.V., (2011), "Antecedents of continuance intentions

towards e-shopping: the case of Saudi Arabia", Journal of Enterprise Information Management, Vol. 24, No. 1, pp. 85–111.

5. Atchariyachanvanich, Kanokwan, Hitoshi Okada and Noboru Sonehara, (2006) "What Keeps Online Customers Repurchasing through the Internet?", ACM SIGecom Exchanges, Vol. 6, No. 2, pp. 47-57.

6. Beatty, S. G., (1996), "Consumer privacy on Internet goes public", The Wall Street Journal, February 12, pp. 21-29.

7. Bélanger France, Janine Hiller and Wanda Smith (2002), "Trust worthiness in electronic commerce: The role of privacy, security, and site attributes", Journal of Strategic Information Systems,
Vol. 11, pp. 245-270.

8. Bhatnagar, A., S. Misra, and H. R. Rao, (2000), "On Risk, Convenience, and Internet Shopping Behavior", Communications of the ACM (Association for Computing Machinery), Vol. 43, No. 11, pp. 98-105.

9. Bhattacherjee, A., (2001), "Understanding information systems continuance: An expectation-confirmation model, MIS Quarterly, Vol. 25(3), pp. 351-370.

10. Bikram J., (2008), "An Empirical Study of Online Shopping Behaviour: A Factor Analysis Approach", Journal of Marketing & Communication, Vol. 3,No. 3, pp. 21-28.

11. Biswas, D. and A. Biswas, (2004), "The Diagnostic Role of Signals in the Context of Perceived Risks in Online Shopping: Do Signals Matter More on the Web?", Journal of Interactive Marketing, Vo. 18, No. 3, pp. 30-45.

12. Bo, Dai, Sandra Forsythe and Wi-Suk Kwon, (2014), "The Impact of Online Shopping Experience on Risk Perceptions and Online Purchase Intentions: Does Product Category Matter?", Journal of Electronic Commerce Research, Vol. 15, No. 1, pp. 13-24.

13. Business Standard, (2016), "E-commerce to generate 250,000 jobs in 2016", February 5, p. 23.

14. Carr, C. L., Carson, S., Childers, T. L., and Peck, J., (2001), "Hedonic and utilitarian motivations for online retail shopping behaviour", Journal of Retailing, Vol. 77, pp. 511-535.