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13. AN ANALYSIS OF BRAND PROMISE AND RE-PURCHASE INTENTION OF HEALTH DRINKS

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An Analysis of Brand Promise and Re-Purchase Intention of Health Drinks

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Abstract

The study focuses on brand promise and re-purchases intention of health drinks among consumers. For the purpose of this study, primary data is collected and descriptive statistics is used to see the faith of a particular brand among consumers and there re-purchase intention to buy it again. The study shows that loyalty among a particular brand depends on good quality of a product, availability of products in the market, packaging and production of good healthy products.

Key-Words: Brand, Re-Purchase, Health Drinks, Analysis.

Introduction

Brand promise and the product re-purchase intention have positive and significant relationship with brand loyalty. In this paradox of choice, customers are attracted to companies not only based on what they deliver but also the purchase and values they stand for. Hence, the promise of a commodity creates trust and that leads to brand loyalty which in turn brings to repurchase intention. One of the most growing sectors in India is the health drink market. Due to the increase in the standard of living and changing lifestyle and high level of consumerism is backed by raising income levels. Therefore, there is a growing vision of consumers towards healthier foods and beverages have very much impact on health drinks market in India.

Health drinks in India are primarily malt-based milk drink that acts as taste enhancer along with nutritional fortification of milk. Earlier known as malted food drinks, the category was introduced in India in 1950's with launch of horlicks and further strengthened its position in 1960's with successful launch of operation flood. The current market for health food drinks can be clearly segmented by popular flavors-chocolate, plain malted and vanilla taste having more variety of taste and flavors.

In India, malted drinks are very popular as it has 22% of the world retail volume sales. They are traditionally consumed as milk substitute and marketed as a nutritional drink. There is increase in the awareness efforts by the MNC' which has increased acceptability of health drinks product. Moreover, various other factor of growth of health drinks are is better standard of living, increased health consciousness among affluent people and affordability of price. The major players in the market in the sector of health drinks are Horlicks, Complain Boost, Cadbury, Bournvita etc.

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