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Article

The Impact of Digital Marketing Strategies on Consumer Repurchase Intention in the Food and Beverage Industry: A Study in Colombo District, Sri Lanka

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ABSTRACT

The food and beverage industry is considered as one of the most essential industries in Sri Lanka. As a result, marketers need to be aware of consumer behavior and should carefully select the best marketing and promotional strategies. The main purpose of this study is to identify the effect of digital marketing tools on consumer repurchasing intention in the Colombo District of Sri Lanka. This study employed a quantitative design and the convenience sampling technique was used to collect data. 400 UGC-registered university students who are living in the Colombo District have been taken as the sample. According to the findings of the study, social media marketing and conversational marketing have a great impact on consumer repurchasing intention, and the impact of social media marketing is large to some extent, while through email marketing, a significant impact is made on consumer repurchasing intention. The findings identified implications for the management level of the institutions as well as for the policymakers of the country as a whole. However, it is important to note that, although much research has focused on the impact of digital marketing on consumer purchase intention, less attention has been given on the impact of digital marketing on consumer repurchase intention, specifically in Sri Lanka. Therefore, understanding how digital marketing impacts consumer repurchase intention will ultimately synthesize solutions and revolutionize marketing initiatives of organizations specifically in Sri Lanka.

Introduction

At present, competitive organizations are engaged in sharp competition by using various digital marketing strategies. Marketing includes a broad range of tactics and methods intended to raise awareness, pique interest, arouse desire, and eventually persuade people to buy or adopt the products or services being pushed. Therefore, marketing can be defined as the collection of procedures and actions used to market, advertise, and sell goods, services, or concepts to specific target markets. Therefore, building relationships with clients, effectively communicating value, and encouraging lucrative customer behavior are the three main objectives of marketing (Graham et al., 1990). As a result, with rapidly changing consumer routines and tastes, to give exactly what clients desire, marketers must comprehend their nerves and understand how consumers feel. As a result, businesses strive to draw customers by selecting the best marketing and promotion strategies. Furthermore, it is identified that trust and satisfaction on online platforms are often influenced by digital marketing strategies, which creates a significant positive effect on consumer repurchase intention in e-commerce settings as well (Sánchez-Prieto et al., 2023).

Consumer repurchase intention refers to the likelihood of a customer purchasing the same product or service from the same provider in the future, which often reflects consumer loyalty and their willingness to continue a relationship with the provider (Hellier et al., 2003). It is identified that aspects such as trust, satisfaction, and service quality play a pivotal role in influencing consumer repurchase intention. As an example, satisfaction derived from positive consumer experiences strongly correlates with repeat purchase behavior, which highlights the central role in the consumer decision-making process (Wijaya et al., 2023). Repurchase intention is vital for fostering customer loyalty and increasing lifetime customer value. Loyal customers often exhibit higher profitability by making repeated purchases, which leads to stable revenue streams for organizations. Furthermore, it is identified that retaining existing customers is generally considered to be more cost-effective than the acquisition of new ones, since it impacts significantly to the organization's profitability (Wijaya et al., 2018).

A strong impact can be made on consumer repurchase intention through digital marketing methods such as social media marketing, e-mail marketing, and conversational marketing which are also used to increase customer satisfaction, brand loyalty, and brand awareness through which the customer is persuaded to make repeated purchasing of corporate goods (Fungai, 2017). Furthermore, studies also emphasize the influence of perceived trust and convenience, especially when it comes to online transactions, where digital tools play a crucial role in creating customer loyalty and shaping consumer repurchase intention (Rachbini et al., 2021). As a result, it can be identified that digital marketing strategies directly impact to consumer behavior and repurchase intention by enhancing engagement, trust, and personalization. Therefore, the effective utilization of tools such as social media marketing, e-mail campaigns, and targeted advertising builds emotional connections and loyalty among consumers (Yeo et al., 2021).

The Sri Lankan food and beverage industry produces a wide variety of goods, such as processed fruits, vegetables, concentrates, and juices, as well as semi-cooked food, confections, bakery goods, ready-to-serve meals, animal feed, and cereal preparations. Furthermore, the food and beverage industry in the country contributes significantly to the Sri Lankan economy (Fernando, et al., 2016). In the food and beverage industry, digital channels such as social media promotions amplify convenience and visibility, thereby increasing the likelihood of repeated purchases. Despite having a small geographical area, Colombo District is considered as the commercial capital of the country which has resulted in having a higher population density in the district (Colombo Municipal Council, n.d.). As a result, considering the culture and economic and social conditions of this Colombo district, there is a huge demand for food items, because it enables people to get their food needs very quickly (Nirmani et al., 2017). Despite these significances, scarcity of studies have been done to examine the relationship between digital marketing innovations and behavioral patterns like repurchase intention within the food sector, specially in developing regions like South Asia (Riaz et al., 2022). Specifically, limited studies explicitly explore how these digital interventions drive consumer repurchase intentions within this sector, particularly in developing regions in the world (Adekunle & Ejechi, 2022).

As a result, attention should be paid to the effect of digital marketing tools on consumer repurchasing intention (Fungai, 2017), as consumer repurchase intention is a significant area for any company that engages in the food and beverage industry in Sri Lanka. Therefore, the main objective of the study is to investigate the impact of digital marketing strategies on consumer repurchase intention in the food and beverage industry in Sri Lanka with special reference to the Colombo District. Based on the main objective, the sub-objective of the study is to identify the level of impact each of the selected digital marketing strategies creates on consumer repurchase intention in the food and beverage industry in Sri Lanka, with special reference to Colombo District.

As a result, the findings of the study provide valuable insights into the potential ways in which the selected digital marketing strategies impact the consumer repurchasing intention within the food and beverage industry, specifically in the Colombo District of Sri Lanka. Specifically, within a market that is increasingly driven by digital interactions, understanding consumer behavior toward digital marketing strategies will allow organizations within the food and beverage industry to aim their strategies toward customer retention in a unique way which will ultimately enhance their market presence as well. On the other hand, the study contributes to filling the gap in the literature focusing on the food and beverage industry in developing country context by specifically focusing on Sri Lanka. Furthermore, this study provides guidance to marketing practitioners and business owners on the evolving consumer preferences in the digital age, which enables them to customize their strategies to enhance customer relationships and loyalty.

Literature Review

Consumer Repurchasing Intention

A measure of a respondent's attitude toward making a purchase or using a service is called purchase intention (Monash Business School, n.d.). Therefore, simply the consumer intention can be explained as a person's intention towards purchasing a product or a service. Purchase intent is influenced by a variety of internal and external influences. A consumer base's buying intentions can be examined to develop a comprehensive road map for how to approach an advertising campaign. As a result, the customers' repeated purchases of the company's items are the main focus of the purchase intention (Hellier, 2003).

On the other hand, a person's evaluation of whether to buy products or services from a similar business after taking into account their present circumstances and positive attitudes is known as their repurchase intention. Consumers will have a good or bad attitude towards those goods or services after purchasing goods and services which will impact their repurchase intention, recommendation to others, focus less attention towards rival brands and marketing, etc. On the other hand, marketing strategies will also have a higher impact on consumer repurchase intention (Pandiangan et al., 2021), along with consumer attitudes towards their products. The effectiveness of a company's marketing strategy is said to be largely based on the ability to retain customers (Brady, 2000) and one of the crucial marketing metrics is purchase intent. Due to market competition, a business's long-term viability may be in jeopardy without devoted clients because keeping existing clients is simpler for a business than acquiring new ones. As a result, repurchase intent gauges the likelihood that a customer will return to the same merchant for future purchases. On the other hand, it keeps the existing customers devoted to the business which allows them less requirement to browse through other stores (Antwi, 2021).

Based on the Theory of planned behavior (TPB) the behavior of an individual is determined based on these three points which are attitudes, subjective norms, and perceived behavioral control (Ariffin et al., 2019). According to the theory of planned behavior, each person's actions are the outcome of their intentions. Although not often actively or consciously taken into account, these elements serve as the backdrop for decision-making (Soorani & Ahmadvand, 2019). Therefore, the theory of planned behavior is a cognitive study of human behavior based on the formulation of attitudes, subjective standards, and perceived behavior control that leads to behavior intention, where behavior intention refers to the degree of a person's plan to undertake a behavior. In other words, even if a person does not express a certain attitude, it may still have an impact on their actions. This reasonable action is referred to by some scholars as "sense-making" (Yuriev, 2020).

Attitude is considered as the person's overall assessment of the activity or issue at hand. It involves the individual's perceptions of the advantages or disadvantages of engaging in the action. If a person has a positive attitude or feeling in the mind about a certain

behavior, then that person is inclined to carry out that process, and on the other way around, if he has a bad feeling, there is a lower probability that the person will focus on it. There are many factors that affect people's feelings about a certain result. These include beliefs about outcomes, evaluation of outcomes, weight of outcomes, affective and cognitive components, and attitude strength. These factors will strongly affect personal attitudes (Gansser & Reich, 2023). Subjective norms focus on the pressure or impact that someone feels from their social surroundings. It considers the individual's view of what is important to that individual (including family, friends, and coworkers) when think about the activity in hand. A person's desire to engage in an action is affected if they believe that doing so is socially acceptable or expected by people they esteem. In other words, this explains the individual's belief in behavior regarding what they think or intend that they should do, or should behave in relation to norms, especially others or significant groups in society. Normative beliefs, motivation to comply, descriptive and injunctive norms, significant others, social identity, and cultural factors are some of the factors that determine the extent and form of the influence of the relevant subjective norms. (Gansser & Reich, 2023). The perceived behavioral control variable captures how a person feels about their capacity to carry out the activity successfully. It takes into account elements including one's own abilities, available resources, limitations, and outside variables. A higher intention to engage in the action usually follows a perception of greater control over it. This explains the belief in the person concerned about the presence of factors that affect the ability of the person to successfully carry out the behavior or prevent the person from engaging in the relevant behavior. While many internal and external factors affect this, confidence, competence, obstacles, facilitators, volitional control, impact on intention and behavior, interplay with attitude and subjective norms, context dependency, etc. are some of the factors that impact to a person's behavior (Gansser & Reich, 2023).

Customer Engagement Theory

Consumer engagement theory centers around the depth and the quality of the interactions between the customer and the brand across various platforms. In the digital marketing context, consumer engagement, which includes consumer repurchase intention, refers

to the extent to which consumers are involved with a brand through multiple touchpoints such as social media, email marketing, content marketing, etc. According to this theory, when consumers actively engage with a brand, they form a deeper emotional connection with the brand (Brodie et al., 2011).

Engagement is not merely about transactional interactions as it involves emotional, cognitive, and behavioral aspects that reflect on a consumer's investment in their relationship with a brand (Hollebeek, 2011), which ultimately increases their repurchase intention. As an example, social media allows real-time interactions and personalized communication with customers which ultimately makes the person feel more valued while creating a sense of belongingness to the brand. Such emotional connections are vital to encourage repurchases, as engaged customers are more likely to trust the brand and advocate for it while returning for future purchases (Vivek et al., 2012). Therefore, this theory specifically looks into how digital marketing strategies such as social media marketing, email marketing, etc. impact customer engagement which will ultimately increase the customer repurchase intention of a company.

Social Media Marketing

Social media marketing is the practice of using different social media sites to market your business and increase sales of your goods and services (Alalwan, 2018). Social media marketing uses popular platforms to create engaging content, run advertisements and foster two-way communication with consumers. One of the main aspects of social media marketing is engaging with the customers using comments (Xia Liua, 2021). Social media marketing may also be defined as the process of producing interesting content that illustrates the brand's principles and history (Alalwan, 2018). As a result, through social media marketing organizations try to achieve their objectives via the planned utilization of social media networks and platforms to promote goods, services, or brands. This includes producing and disseminating user-relevant material, participating in online discourse, and forging connections with other users. As a result, businesses can effectively communicate with their customer base in real-time, encourage brand loyalty, gather information, and establish a significant online presence by utilizing the effectiveness of social media (Cheung et al, 2020). Therefore, through active social media engagement, a company can strengthen its customer relationships, which will ultimately lead to increasing

consumer trust and loyalty (Laroche et al., 2013). This trust fosters a positive brand perception, which makes consumers more likely to engage in repeated purchasing behavior.

The interactive nature of social media marketing allows food and beverage organizations to maintain visibility and relevance among their target audiences. Studies have demonstrated that the perceived informativeness, entertainment value, and credibility of social media campaigns significantly influence consumer attitudes toward a brand (Duffett, 2017). Such positive brand attitudes, in return, contribute to increased repurchase intention by fostering trust and emotional connection (Chu et al., 2020). For example, the utilization of user-generated social media content as a digital marketing strategy such as reviews, testimonials, and influencer endorsements has shown a positive impact on consumer confidence and loyalty in the food and beverage sector (Yadav & Rahman, 2018). Additionally, the immediacy of feedback mechanisms on social media allows brands to quickly address consumer concerns, which further strengthens the likelihood of repeat purchases (Godey et al., 2016). Therefore, it can be identified that social media marketing is a vital digital marketing strategy that the food and beverage industry in Sri Lanka can utilize to create customer repurchase behavior comparatively with less cost and effort.

Conversational Marketing

Conversational marketing is real communication with prospects and consumers via chatbots or live chats that puts the appropriate information in front of them at the correct time, enabling them to choose self-service and get their queries answered right away. In other words, real-time, personal relationships between organizations and their consumers are given priority in conversational marketing, a new strategy for lead generation and customer engagement, contrary to conventional marketing strategies that rely on one-way interaction, conversational marketing emphasizes the development of meaningful dialogues and tailored interactions to lead clients through the purchasing process (Israfilzade, 2021). Therefore, conversational marketing, facilitated by chatbots, messaging apps, and live chatbots, has gained prominence as a strategy for engaging customers in real-time, personalized dialogues. This approach bridges the gap between digital interactions and

human-like engagement, making it particularly effective in the food and beverage industry, where consumers often seek immediate responses regarding menu options, nutritional information, and order updates (Adamopoulou & Moussaides, 2020).

Electronic word of mouth (eWOM) is one of the most successful and fascinating online conversational marketing strategies. Positive eWOM will elevate a brand's standing in its customers' minds. On the other hand, potential customers can also benefit from eWOM because it relies on user feedback regarding their interactions with a company's goods or services. As a result, customers' reviews and ratings might cut down on the risk and search time for new customers. Therefore, positive online reviews, customer feedback, and testimonials will contribute to building trust and reducing uncertainty about the products and services, making customers more inclined to repurchase (Cheung & Thadani, 2012). Therefore, it can be identified that, unlike traditional one-way marketing methods, conversational marketing creates a two-way conversation between the consumer and the brand, which fosters a deeper engagement and trust (Mohd et al., 2019). As a result, the personalized nature of conversational marketing helps to develop long-term relationships, which is a critical driver of repurchase intention, since loyal, satisfied, and engaged customers are more inclined towards returning to the brand for future needs as well. Furthermore, previous research indicates that conversational marketing enhances the customer experience by providing instant, relevant, and contextually appropriate information, which contributes to increasing customer satisfaction and brand loyalty (Tuzovic & Paluch, 2018). By fostering a sense of individualized attention, conversational marketing tools encourage repeated purchases and help businesses build long-term relationships with their customers (Sheth, 2020).

Email Marketing

Email marketing is the use of email in marketing campaigns to advertise a company's products and services and develop customer loyalty. Email marketing can be used to let people on your email list know about new products, deals, and other services. Through this E-mail marketing, a higher level of response can be obtained beyond the marketing methods of the past, through which the consumer repurchasing intention can be reached to a higher level. Email marketing may be used for a number of things, such as advertising goods or services, disseminating

informative information like newsletters or posts on blogs, nurturing leads, publicizing events or offers, and preserving client loyalty. Businesses may better target their communications to particular audience groups, increasing the likelihood that receivers will respond, by being able to segment mailing lists depending on demographic data, habits, and preferences. (Chittenden, 2002). Therefore, email marketing campaigns can be tailored to target specific segments of a customer base, and offer customized recommendations, exclusive promotions, and timely updates which will resonate more with consumers' preferences and purchasing history (Duffy, 2015). These features will enhance the perceived benefits of staying with a brand which will increase the likelihood of repurchase.

On the other hand, E-mail marketing remains a cost-effective digital marketing strategy for retaining customers since it provides tailored content, promotions, and personalized recommendations. As a result, unlike other digital marketing strategies, e-mail marketing strategies offer a more direct and personalized communication channel, which is particularly effective in driving repurchase behavior (McKinsey & Company, 2020). Furthermore, previous research has identified that segmented and targeted email campaigns achieve higher engagement rates, as consumers are more likely to act on messages that align with their preferences and previous purchase history (Mohammadi et al., 2013). When it comes to the food and beverage industry, e-mail marketing is often utilized to promote special deals, loyalty programs, and seasonal menus, all of which encourage consumer repurchase intention (Chittenden & Rettie, 2003). Furthermore, within this industry, the integration of data analytics in e-mail marketing allows brands to predict consumer needs and tailor their offering accordingly, enhancing customer satisfaction and fostering long-term loyalty (Merisavo & Raulas, 2004).

The study, therefore, seeks to determine how different aspects of digital marketing will impact to the consumer repurchase intention in the food and beverage industry in Sri Lanka. As a result, acknowledging the literature, the study proposed the following hypotheses.

H1: Social media marketing has a positive impact on consumer repurchasing intention in the food and beverage industry in Colombo District, Sri Lanka.

H2: Conversation marketing has a positive impact on consumer repurchasing intention in the food and beverage industry in Colombo District, Sri Lanka.

H3: E-mail Marketing has a positive impact on consumer repurchasing intention in the food and beverage industry in Colombo District, Sri Lanka.

Methods

To achieve the research objectives, the study utilized a deductive research approach. This research builds a conceptual framework and a hypothesis based on the theoretical background identified for the study. Since this research explains the cause-and-effect relationship, by analyzing the ways in which independent variables, namely social media marketing, email marketing, and conversational marketing, impact the dependent variable of the study, which is the customer repurchase intention, an explanatory research design is engaged. This is because an explanatory research design engages in hypothesis testing under the deductive approach. As a result, a model that represents the connections between the digital marketing strategies and the consumer repurchase intention is developed followed by the hypotheses in order to achieve the research objectives. Acknowledging the previous frameworks developed, the study used three independent variables, namely, social media marketing, conversational marketing, and email marketing, and the dependent variable was established as the consumer repurchase intention in the food and beverage industry in Sri Lanka. The measurement items of the selected variables were based on established scales from the literature. Table 1 shows the measurement items of each of the variables.

The scope of this study includes the customers of the food and beverage industry in the Colombo District, in Sri Lanka. The study narrows its scope within the food and beverage industry to focus exclusively on the online food delivery sector. The online food delivery sector has seen exponential growth globally, driven by technological advancements, changing consumer lifestyles, and the convenience offered by digital platforms (Chaffey & Smith, 2022). In the Colombo district, this sector has gained significant traction, specially among young, digitally active consumers who rely heavily on these services for quick and convenient meal solutions (Weerasooriya & Wickramasinghe, 2021). The study mainly focused on the students registered in the University Grants Commission and are studying in universities in the Colombo District, Sri

Lanka to get a better response since they are perceived to have comparatively more knowledge and exposure to digital marketing strategies. This demographic is particularly considered to be receptive to digital marketing strategies, as younger consumers exhibit higher levels of digital media usage and responsiveness to online promotions (Smith, 2020). Furthermore, Colombo, being the economic hub of Sri Lanka, and which is also considered the district with the highest population density in the Western Province of the country, is home to a diverse population of undergraduates who frequently utilize digital services for convenience and lifestyle needs (Perera & Silva, 2021). Therefore,

out of the total population identified for the study, 400 university undergraduates were selected as the sample considering the non-responsive rate as well.

Data collection is a critical component in this study, and data collection methods such as focus group interviews, paper-based surveys, and online surveys can be utilized for the study. However, it was identified that the online surveys were the most appropriate data collection method for the study mainly because, the study focuses on the impact of the digital marketing strategies, which inherently target a digitally engaged audience.

Table 1: Measurement Items

| Variable | Measurement Items | Source |
|--------------------------|---|------------------------------|
| Social Media Marketing | <p>I spend a significant amount of time on social media.</p> <p>I can see a large amount of advertisements for restaurants through social media sites.</p> <p>I often respond to social media advertisements of restaurants.</p> <p>I can get a lot of information on the new developments in the food and beverage sector through social media.</p> <p>I have often identified food and beverages to purchase through social media marketing initiatives.</p> | Yadav & Rahman (2017) |
| Conversational Marketing | <p>I am aware of online conversational platforms such as online groups, and chatbots available in online food delivery platforms.</p> <p>I engage in providing reviews and discussions regarding food and beverages that I purchase on online platforms.</p> <p>I often engage in online conversations regarding the food and beverage items that I purchase.</p> <p>I often prefer a personalized conversation in online platforms such as chatbots.</p> <p>I respond very quickly in online conversations that are around food and beverages.</p> | Israfilzade (2021) |
| E-mail marketing | <p>My e-mail usage level is very high.</p> <p>The probability of opening an e-mail message that is promoting a food or beverage is very high.</p> <p>I often click on links in e-mail promotions that I receive from online food delivery platforms.</p> <p>I often respond to or circulate promotional e-mail messages that I receive from online food delivery platforms.</p> <p>I often buy food and beverage products that are promoted through e-mail messages.</p> | Lorente-Páramo et al. (2021) |

| | | |
|--|--|------------------------------|
| <p>Consumer Repurchasing Intention</p> | <p>I am highly concerned regarding whether I am aware of the brand before I purchase a food or beverage item. I am concerned about the satisfaction I previously received before I repurchase a food or beverage item. I always recommend food or beverage items that I am satisfied with to my peers. I am highly concerned about being loyal to the restaurant/ food or service provider when I make purchases. I consider whether I should switch the brand/ restaurant before I repurchase through an online food delivery platform.</p> | <p>Hellier et al. (2003)</p> |
|--|--|------------------------------|

The online surveys allow the researcher to collect responses from a geographically dispersed audience. Therefore, in order to ensure a diverse representation within the Colombo District, through a cost-effective methodology, the online survey method was utilized in the study. As a result, a structured questionnaire was constructed, including a total of 20 items to collect the primary data from the desired sample. The items were measured by a five-point Likert Scale with strongly agree and strongly disagree as the endpoints. The study utilized the online platform to collect data through a Google Form-based questionnaire. In quantitative approach, the data analysis consists of three steps: measuring sample profile, testing the goodness of the data and testing the hypotheses. The sample profile is measured using frequency analysis. The measurement items' reliability and validity were tested to ensure the measurement's goodness. Factor analysis, construct reliability, average variance extraction, Cronbach's alpha values, and discriminant validity were all tested. Multiple regression analysis is used to test the hypotheses. The multiple regression analysis was used to determine whether the key digital marketing strategies have a significant effect on the consumer repurchase intention in the food and beverage industry in Sri Lanka, specifically in the Colombo District.

Findings

The survey was conducted with 400 undergraduates and 384 responses received were taken to conduct the statistical analysis of this study, indicating a 96% response rate. The characteristics of the respondents were described mainly in terms of gender, and the income level. Based on the study sample, 57% consisted of males and 43% consisted of females.

While considering the income level of the respondents, 208 respondents (54.2%) had a monthly income of less than Rs. 20,000, 111 respondents (28.9%) had an income ranging from Rs. 20,000 – 30,000, 18 respondents (4.7%) had an income of Rs. 31,000 – 40,000 and 47 respondents (12.2%) had an income higher than Rs. 40,000.

To reduce the data and purify the items under each study variable, a factor analysis was used. The Kaiser-Meyer-Okin (KMO) sample adequacy measure was used. According to Vinayan et al. (2012), a KMO value of 0.60 or higher indicates a good factor analysis. Table 2 shows that the KMO value of the measurement items was greater than 0.60 and that Bartlett's test of sphericity showed a significant level ($p < 0.001$), indicating the appropriateness of factor analysis. The loadings of the items on their correspondents ranged from 0.857 to 0.947 (greater than 0.50). The reliability of each variable was assessed using Fornell and Larcker's (1981) measure of composite reliability (CR) and Cronbach's (1951) alpha, as shown in Table 2. The CR and Cronbach's alpha values for each construct were above 0.70, which falls within the acceptable reliability range (Hair et al., 2010). The convergent validity of the constructs was assessed by examining the average variance extracted (AVE). The results presented in Table 2 further show that AVE values exceed the respective threshold values (above 0.50) ensuring the convergent validity. The discriminant validity was ensured as the square root values of all AVEs exceeded the correlation values of the respective constructs (Fornell and Larcker, 1981) (Table 2). The values of the square root of the AVE are as given in italic along the diagonals in Table 2.

The mean value of consumer repurchase intention was above 3, implying a moderate level of customer repurchase intention in the food and beverage industry in the Colombo District in Sri Lanka. According to Table 3, the mean values of social media marketing, conversation marketing, and email marketing are close to three. Therefore, can conclude those digital marketing strategies have an impact on the consumer repurchase intention in the food and beverage industry in Sri Lanka because the majority of respondents agreed with the questions posed by the researcher.

Multiple Regression analysis

The multiple regression analysis is used to see if social media marketing, conversational marketing, and email marketing have a significant impact on consumer repurchase intention in the food and beverage industry in Sri Lanka. The results are as given in Tables 4 and 5.

The R² value was 0.713 ($F = 314.875$, $p = 0.000$), implying that 71% of consumer repurchase intention in the Sri Lankan food and beverage industry is going to be represent by the independent variables of social media marketing, conversational marketing, and email marketing. The VIF values were fewer than 5, there was no concern with multicollinearity in the model. In Table 5, the p-values for digital infrastructure, digital user citizenship digital marketplace and digital entrepreneurship were less than 0.05. As a result, these key determinants have a significant influence over the consumer repurchase intention in the Sri Lankan food and beverage industry. Social media marketing has the greatest effects on consumer repurchase intention (beta = 0.417), followed by email marketing (beta = 0.377) among the key determinants. Conversational marketing has the smallest effect on consumer repurchase intention in the Sri Lankan food and beverage industry (beta = 0.125).

Implications and Conclusion

This study investigates the impact of digital marketing on consumer repurchase intention for the food and beverage industry in Sri Lanka with special reference to the Colombo District. Digital marketing strategies play a significant role in dynamic markets such as the food and beverage industry of Sri Lanka. According to the literature, social media marketing

creates consumer engagement directly through initiatives such as interactive content, promotions, and customer testimonials. As a result, this engagement builds a community around the brand, fostering loyalty and ultimately increasing the likelihood of repeated purchases (Ahmed et al., 2021). On the other hand, frequent exposure to a brand's social media content creates brand visibility which can enhance consumer trust and preference for a brand, directly impacting repurchase intention (Perera & Silva, 2022). Similarly, conversational marketing creates brand engagement through methods such as chatbots. In the food and beverage industry, this could involve answering queries about menu items, taking orders or providing recommendations based on past purchases which enhances the overall customer experience (Wang et al., 2021). As a result, providing quick and personalized support can influence a customer's decision to repurchase from the same brand repeatedly (Wijesinghe & Gunawardene, 2021). Furthermore, when customers receive email notifications on new menu items or special deals, it creates an incentive for repeated purchases (Karunaratne, 2021). Similarly, sending emails regarding loyalty rewards or reminders about past purchases can strengthen the customer-business relationship, leading to increased repurchase rates (Fernando & Jayawardena, 2022). Therefore, the findings of the study support the discussion made under consumer engagement theory. This is because digital marketing strategies such as personalized promotions and interactive social media campaigns foster consumer engagement on all three levels, namely emotional, cognitive, and behavioral engagement.

The multiple regression results of the study suggest that social media marketing, conversational marketing, and email marketing significantly affect consumer repurchase intention in the food and beverage industry in Sri Lanka. Among the key determiners, social media marketing recorded the greater beta value. That indicates that social media marketing mostly affects the consumer repurchase intention in the Sri Lankan food and beverage industry.

Furthermore, the consumer repurchase intention depends not only on social media marketing but there is also on conversational marketing and email marketing that impact to the consumer repurchase intention. The results of this study are confirmed with the findings of previous empirical studies as well

Table 2: Assessment of adequacy of measurement

| Variable | No. of Items | KMO measure | Bartlett's test of sphericity | AVE | Cronbach's alpha |
|-------------------------------------|--------------|-------------|-------------------------------|------|------------------|
| Social Media Marketing (SM) | 05 | 0.818 | 1324.209 | 0.64 | 0.905 |
| Conversational Marketing (CM) | 05 | | | 0.65 | 0.926 |
| Email Marketing (EM) | 05 | | | 0.59 | 0.889 |
| Consumer Repurchase Intention (CRI) | 05 | | | 0.75 | 0.928 |

Table 3: Discriminant validity

| Variable | Mean | Std. deviation |
|----------|--------|----------------|
| SM | 2.9474 | 1.19347 |
| CM | 2.7198 | 1.07330 |
| EM | 2.6651 | 1.05268 |
| CRI | 3.1026 | 3.1026 |

Table 4: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson | F | Sig. |
|---|-------------------|----------|-------------------|----------------------------|---------------|---------|-------------------|
| 1 | .844 ^a | .713 | .711 | .65312 | 1.784 | 314.875 | .000 ^b |
| a. Predictors: (Constant), Social Media Marketing, Conversation Marketing, Email Marketing, | | | | | | | |
| b. Dependent Variable: Consumer repurchasing intention | | | | | | | |

Table 5: Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .308 | .097 | | 3.163 | .002 | | |
| | Social media marketing | .424 | .059 | .417 | 7.243 | .000 | .228 | 4.390 |
| | Conversation marketing | .141 | .067 | .125 | 2.113 | .005 | .216 | 4.638 |
| | Email marketing | .435 | .047 | .377 | 9.198 | .000 | .450 | 2.223 |
| a. a. Dependent Variable: Consumer repurchasing intention | | | | | | | | |

The data analysis of the survey responses indicates that social media marketing has a significant influence on consumer repurchase intention in the food and beverage industry. In the food and beverage industry, consistent engagement through social media platforms helps to create a community of loyal customers who are more likely to repurchase. Such engagement is essential to increase brand loyalty and trust, which is a critical driver for consumer repurchase intention (Ebrahim, 2020). On the other hand, social media marketing allows organizations to customize their content to individual customer preferences based on their interactions and behavior (Lee & Watkins, 2016). Such initiatives enhance customer satisfaction levels which contributes towards creating stronger repurchase intentions since customers develop a positive attitude towards the brand.

Several key implications can be identified through the findings of this study. Based on the findings it can be identified that the organizations coming under the food and beverage industry in Sri Lanka should adopt an integrated digital marketing strategy that combines social media, conversational marketing, and email marketing since all three of these strategies have a significant impact on the consumer repurchase intention. Through such integration, organizations can create a cohesive marketing approach that will strengthen consumer loyalty and increase the likelihood of repeated purchases. Similarly, the significant impact of these strategies on consumer repurchase intention suggests that consumers in the food and beverage industry value personalized and engaged experiences. The study's emphasis on repurchase intention highlights that marketers need to leverage data analytics and AI technologies to deliver tailored promotions, recommendations, and content that resonate with individual consumer preferences. This is because personalization fosters stronger emotional connections, encouraging repeat purchases while enhancing brand loyalty. As a result, brands should focus on creating personalized content that fosters an emotional connection with the brand and the likelihood of repurchases. Furthermore, businesses can use these digital marketing strategies to differentiate themselves in the market since the food and beverage industry is a highly competitive industry. This will also result in creating a unique

competitive advantage for the company as well. Similarly, given the increasing reliance of consumers on social media platforms for information and recommendations, marketers need to optimize their presence on social media platforms to amplify their brand visibility and drive consumer engagement among consumers in the food and beverage industry, particularly among younger demographics. Furthermore, since the findings suggest that digital marketing strategies have a significant impact on consumers, it is essential that necessary policies and regulations are in place to enhance consumer awareness and consumer protection. Therefore, the necessary regulatory authorities need to take relevant actions in order to protect consumers as well as regulate organizations in terms of digital marketing strategies. This study was conducted in a single community in Sri Lanka therefore the generalizability of the findings might be limited. As a result, sampling limitations could result in potential biases of the findings of the study towards the selected community. This study focused on the effect of social media marketing, email marketing, and conversational marketing on consumer purchase intention in the food and beverage industry in Sri Lanka. However, there are other factors that impact consumer repurchase intention such as cultural factors, consumer perception of privacy and trust, the effectiveness of personalization, gamification, and other marketing strategies such as influencer marketing, etc. As a result, further research should be conducted to investigate how these factors play a role in this model. Despite the fact that technology plays a pivotal role in consumer decision-making, fewer studies have been conducted to determine the impact of gamification methods in digital marketing, the impact of virtual reality and augmented reality, etc. on consumer repurchase intention. Therefore, future studies on digital marketing strategies and consumer repurchase intention are required in developing countries specifically in Sri Lanka.

Declaration of Conflicting Interests

The authors declare that they have no competing interests with respect to the research and publication of this article.

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