



Impact of Marketing Mix Antecedents on Consumer Re-purchase Intention of Milk Powder

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ABSTRACT

How marketing mix antecedents decide consumer re-purchase intention is questionable in the global marketing literature in the present context. Moreover, the selection of effective marketing mix antecedents that guarantee the financial sustainability of a particular organization is a challenging task today, particularly in a dynamic global marketing environment with the sudden changes in marketing mix components. In the Sri Lankan context, the literature seems completely lacking in this connection. Therefore, the present study aims to bridge this knowledge gap by examining the impact of marketing mix antecedents on consumers' re-purchase intention with special reference to milk powder marketed in Sri Lanka. Brand personality, price perception, perceived quality of the brand, country of origin, and exposure to advertisement were mainly selected as the marketing mix antecedents. A Google form-based pre-tested structured questionnaire was developed to collect data and information to test the hypotheses of the research. Data were collected from a convenient sample of Sri Lankan milk powder consumers (n=100). Structural Equation Modelling using the Partial Least Squares method was used to examine the relationship among main constructs considered in the study. The results revealed that exposure to the advertisements (t= 2.656; p=0.008) and the perceived quality of the brand (t= 3.456; p=0.001) were proven to have a significant influence on consumers' re-purchase intention of milk powder. Price perception (t= 0.094; p=0.657), brand personality (t= 1.770; p=0.077) and country of origin (t= 0.974; p=0.331) were insignificant. The study concluded that marketers should pay more attention on the significant factors while paying less attention on the insignificant factors in order to assure financial sustainability of an organization. This study drives future researchers to engage in more explorations in this regard.

Keywords: *Marketing mix antecedents, milk powder, re-purchase intention, Sri Lanka*