



Article

Understanding the Role of Online Marketing in Influencing Health Drink Purchases

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Name of Author:

Dr. Bala Murali S¹, Dr Gurumoorthy S²

Affiliation:

¹Assistant Professor, Department of BBA, DDGD Vaishnav College, Chennai

²Associate Professor, Department of Business Administration, Government Arts and Science college, Nanillam

Corresponding Author:

Dr. Bala Murali S

sbalamurali@dgvaishnavcollege.edu.in

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Abstract: The study investigates the influence of online marketing on consumer behaviour in relation to the purchase of health drinks. The study employed descriptive research method and convenience sampling techniques. Factor analysis is used to analyse the data collected. The results demonstrate a distinction between factors that influence purchase decisions that are leading and least leading. The main factors underline the importance of internet marketing is apart from creating one-time sales, online marketing affects later purchases as well, building a positive brand image of the business and motivating consumer loyalty leads to purchases, and it enables two communications between companies and their target markets, hence improving engagement and consumer relationships. These results show that health drink marketers cannot function without internet marketing, which serves both as a means of building brand equity and inspiring customers to act.

Keywords— Health Drinks, Online Marketing.

INTRODUCTION

The word 'Online Marketing' is usually referred to as interactive media enable Two-way communication, allowing users to promptly interact with and modify the form and content of the information they receive. The common perception about the Internet is that it is mostly used as a platform for advertisements, with many businesses and individuals using company websites to promote their products and services. Moreover, marketers employ the Internet to augment the efficacy and efficiency of direct marketing, personal selling, and public relations endeavours. The recognised research problem is that organisations are investing significantly in internet marketing, although there is scant evidence regarding the actual outcomes.

LITERATURE REVIEW

Chen, R. (2024). investigated the impact of online sales on the Chinese beverage industry and businesses by means of a comprehensive analysis of current literature and data as well as numerical changes in the value of the Chinese beverage industry since the development of the online sales model. This paper leads one to conclude that the effects of online sales models on the Chinese beverage sector are several and include brand competition, customer behaviour, and market size.

Ramadhan et al (2024) investigated consumer purchase intentions by means of Online Advertising and Consumer Attitudes. Targeting a population size

of 100, the study used a random sampling technique and a quantitative survey instrument, therefore gathering 80 responses. Multiple linear regression including IBM SPSS 29 was used in data analysis. The results of the research show that consumer attitudes and online advertising both greatly affect consumer purchase intentions. With a coefficient of 0.348, regression analysis emphasizes the favourable and major influence of customer attitudes on purchase intentions; internet advertising has a coefficient of 0.314. Given the research results, the Adjusted R Square percentage is 57.4%, meaning that Online Advertising and Consumer Attitudes taken together have a significant 57.4% impact on Consumer Purchase Intentions. Other unstated elements account for the remaining 42.6% variance. These results highlight the critical influence of consumer attitudes and internet advertising in determining purchase actions in the very competitive market of today.

Ranganadh (2023) examined various e-marketing strategies and technologies, as well as the impact of consumer purchasing behaviour on these elements. SPSS was employed to collect and analyse primary data. The analysis indicates a correlation between monthly expenditure and client purchasing behaviours. Social media, culture, home, government, and other variables may influence consumer buying behaviour when considered in isolation. When considered collectively, they exert a considerable influence. The results show that the scale of the e-commerce platform has increased and that selling goods online may be a profitable and successful strategy for merchants. This strategy is particularly advantageous for sellers during and after the epidemic, given the prominence of social media.

Yusuf et al. (2022) investigated the influence of celebrity endorsement and digital marketing on the purchasing decisions of young individuals. A sample size of 397 persons was chosen from the research's population, which included young people living in Ikorodu L.G.A. between the ages of 15 and 35. The research employed primary sources for data collection. The data were analysed using SPSS version 23, employing Pearson moment correlation to evaluate the proposed hypotheses. The study indicates that social media participation exerts a lesser influence on the purchasing decisions of young individuals compared to the credibility of the source. The influence of online reachability on the purchasing decisions of young individuals surpasses that of source alignment, while digital campaigns exert a greater effect than the attractiveness of the source. Digital marketing is more effective in influencing the purchase decisions of young people than celebrity endorsements. Since digital marketing had a greater influence on young people's purchasing decisions

than celebrity endorsements, it was suggested that businesses targeting young people increase their use of these tactics.

Saini (2023) examined the impact of digital media and internet marketing on consumer purchasing behaviour. The investigation employed the online survey method. This research aims to examine the factors that directly influence consumers during online shopping. A survey was conducted to fulfil this objective, with questionnaires distributed to students from various institutions and the general public. Data were collected from 250 respondents in the NCR region of Uttar Pradesh. Advertisers allocate funds across multiple media platforms to shape consumer behaviour. The findings indicate that digital marketing significantly impacts consumer purchasing behaviour.

Daniel and Viswanadham (2022) reviewed the effects of soft drink advertising on consumer purchasing behaviour, with a particular emphasis on a case study of SBC Tanzania Limited. The researcher sought to evaluate the influence of digital, print, and outdoor advertisements on consumer purchasing behaviour related to Pepsi products. This study utilised a research methodology that integrated descriptive and inferential statistics. This approach was considered suitable as it facilitated the use of various data collection methods, including the distribution of questionnaires to consumers of SBC Tanzania Limited. The investigator collected data from a sample of 159 participants. The research utilised questionnaires as the main data collection method. The statistical software SPSS was used for data analysis. The findings of the study indicate that the company employs digital advertising to target consumers of Pepsi products. Display advertising serves as PepsiCo's primary method of digital marketing aimed at encouraging consumer purchases of their products. The study's findings indicate that digital marketing significantly influences consumer purchasing behaviour. According to the study, cross-promotion is a critical factor that can effectively enhance the personalised and targeted experience that advertising has already delivered. Display advertisements should be accompanied by a systematic follow-up approach, such as email, and reinforced across multiple channels. This ensures a uniform experience for consumers, facilitates their progression through the sales funnel, and delivers significant insights to retailers. Assuming that SBC Tanzania Limited has already obtained control over the Pepsi product data, it is plausible for the aforementioned entity to utilise said content beyond the realm of digital advertising.

The study conducted by Al-Azzam and al-Mizeed (2021) sought to investigate the influence of digital

marketing on consumer purchasing behaviour. This study evaluates various digital marketing channels in Jordan that influence consumer purchasing decisions and identifies the product categories frequently purchased by consumers on digital media platforms. A straightforward sampling method was utilised to distribute questionnaires obtained from the Jordanian market. A total of 300 questionnaires were distributed, yielding 220 valid responses, resulting in a response rate of 73%, excluding incomplete surveys. This research employed several statistical methods, such as descriptive analysis, reliability testing, correlation analysis, and multiple regression analysis. The findings of the study demonstrate that digital marketing, particularly through social media and mobile platforms, significantly impacts consumer purchasing behaviour. The findings from hypothesis testing demonstrate that Jordan has a variety of prominent digital media platforms that influence student behaviour. The use of digital media platforms by Jordanian students for acquiring various products is common, and the influence of digital marketing on their purchasing decisions is significant. The study indicates that companies should develop strategies to utilise digital platforms and technological innovations while improving brand visibility through online channels to maintain competitiveness in the current market.

Cuesta-Valiño et al. (2020) examined the effects of social media advertising on individuals' perceptions of healthy food and their propensity to consume it. Ducoffe's advertising value model served as a framework for conceptualising attitude formation based on hedonic and utilitarian values. A survey conducted on a representative sample of the Spanish population resulted in 2023 valid questionnaires. The study utilised a descriptive cross-sectional research design. The research utilised the Partial Least Square (PLS) method to assess the validity of the suggested relationships and predictors. This research identifies the factors that affect consumer reactions, measured by their intentions, which are based on their attitudes towards the value of nutritious food and the effectiveness of promotions on digital platforms. Effective promotion of nutritious food on social media platforms requires that the content be credible and informative.

Omar and Atteya (2020) conducted a study examining the impact of digital marketing on consumer behaviour in the Egyptian market. This study evaluated the effectiveness of different digital marketing channels employed by marketers, specifically Email Marketing, Mobile Marketing, and Retargeting. This research examines the impact of these channels on the consumer decision-making process in Egypt. The survey questionnaire was conducted using an online platform. The

questionnaires were distributed using a basic random sampling method and were obtained from the market in Egypt. The survey's response rate was calculated at 74.7%, based on the distribution of 285 questionnaires and the collection of 213 eligible samples, excluding incomplete responses. Research demonstrates that email communication has a significant positive effect on consumer purchasing decisions, especially in the post-purchase and information research phases. The decision-making phase negatively impacts consumer purchasing behaviour. The use of mobile as a digital marketing channel in the Egyptian market has a negative impact on consumer decisions throughout all stages of the purchasing decision process. Moreover, retargeting significantly impacts consumer decision-making in the evaluation phase. This phase is succeeded by stages including information search, need recognition, purchase decision, and post-purchase evaluation. The consumer purchasing decision-making process is significantly influenced by targeting, regarded as the most critical factor. Research demonstrates that the evaluation stage significantly impacts consumer decision-making, likely attributable to the retargeting channel's capacity to engage consumers who have previously shown interest in the product.

Dastane (2020) conducted an analysis to examine the influence of digital marketing on the online purchasing intentions of e-commerce users in Malaysia. This study examines the mediating role of customer relationship management (CRM) in the relationship between digital marketing and online purchase intention. The literature has identified this research gap, leading to the present investigation. The research utilised a quantitative methodology to gather empirical data from a sample of 202 internet shoppers, selected via snowball sampling. A self-administered questionnaire was employed to collect data in the broader Klang Valley region of Malaysia. The instrument's normality and reliability were evaluated utilising IBM SPSS 22. IBM SPSS AMOS 24 was employed to perform confirmatory factor analysis and structural equation modelling. The research objectives of the study guided the validity assessment of the measurement model and the mediation analysis. The findings indicate that the use of digital marketing significantly and positively influences consumers' intentions to purchase online. The research indicated that CRM did not demonstrate a significant mediating effect. This study enhances the current understanding by developing a structural framework that investigates the relationship between digital marketing and online purchase intention within the context of Malaysian e-commerce. The primary aim was to investigate the impact of digital marketing on online purchase intention.

Almutawa (2019) demonstrates that Internet marketing effectively enhances customer outreach and awareness. The researcher has determined that social media, mobile applications, and Internet marketing significantly affect consumer efficacy and awareness. The research identified four specific objectives, suggesting that there is no statistically significant correlation between the effectiveness and use of online marketing among consumers in the Kingdom of Bahrain. The investigation employs multiple methodologies to achieve an original finding on the topic, utilising the convenience sampling technique to examine data. This research aims to assess the effectiveness of the Internet in enhancing the reach and awareness of clients in Bahrain's business sector. In the last two decades, significant progress has occurred in data and communication technology, particularly marked by the rise of Internet networking. Organisations that do not utilise web-based platforms incur substantial losses in valuable customers. Businesses recognise the value of social media due to its capacity to generate insights, stimulate demand, and create tailored product offerings. This study is significant for both traditional physical establishments and online commercial enterprises. The study conducted by the researcher found no significant correlation between the level of Internet marketing adoption and its effectiveness among consumers in Bahrain. As a result, the researchers accept the null hypothesis. Participants' main concerns regarding the scope and effectiveness of Internet marketing among Bahraini consumers pertain to privacy, censorship, and online security issues. The integration of the Internet, social media, online advertising, and mobile applications represents a significant technological advancement that has greatly improved our lives, though it requires responsible usage.

Rambe and Jafeta (2017) examined the influence of social media on the consumption preferences for high-energy drinks. The research has not yet examined the potential influence of social media platforms on student brand preferences, despite the increasing trend among marketers to leverage social media for brand communication. The presence of a research gap is paradoxical in light of the growing body of literature concerning the influence of self-representations on social media platforms on consumer purchasing behaviour and inclinations. This study examines how students utilise social media platforms to make informed decisions about energy drinks. This research utilises Media Richness Theory, agency, existing literature, and the author's insights regarding students' use of social media for brand selection. The study revealed that while students occasionally utilised social media platforms to obtain energy drink brands, their selections and preferences were predominantly influenced by

individual factors such as personal choice, peer influence, brand convenience, and availability, rather than by the social media networks. This research paper presents a theoretical framework that examines social media use, consumer decision-making, brand preferences, and purchasing behaviour. The model's methodological robustness is derived from its utilisation of established concepts, existing literature, anecdotes regarding student consumption behaviour, and the authors' expertise in social media. Although the model has not been tested, these elements are essential for scholars and policymakers aiming to improve their understanding of the relationships between social media and brand preferences in real-world contexts.

Sathya (2017) examined the effects of digital marketing. This article aims to identify the significance of digital marketing and its impact on purchasing decisions. The methodology employed was descriptive research. The theory was formulated based on secondary data sourced from journals, books, and periodicals, alongside primary data obtained from 100 questionnaires. The data indicates that most respondents evaluate internet information as excellent and favour online shopping due to its straightforward transaction processes.

Goyal, Bagga, and Bansa (2016) sought to analyse the impact of internet marketing on the purchasing decisions of FMCG products. The theoretical framework is based on a literature review concerning consumer decision-making, social networking, and current research in online and social media marketing. This research employs a quantitative analysis method. This study examines the processes by which individuals access, analyse, and select information from the internet prior to making a purchase decision. Data indicate that individuals actively pursue information online, in contrast to traditional media; however, the exposure to information during the search process is both specific and subjective. A majority of individuals engage with FMCG brands online primarily to access product ratings and feedback; however, 22% do so to obtain discount coupons or freebies. Additionally, 19% of individuals engage with brands for interaction purposes. Fourteen percent of individuals follow brands due to their status as existing customers of the products. 12% of individuals follow brands to receive notifications regarding products and services. Two percent of individuals follow brands due to their friends' endorsement. The consumer decision-making process is influenced by four key factors: a brand's online presence and appeal, information usage, reach, and reliability or trust. The relationship between social media usage and the reasons individuals follow FMCG brands is moderate, indicating that consumers utilise social media as a

resource prior to making decisions. A moderate correlation exists between the reference to likes/dislikes and the internet's efficacy as a tool for comparing FMCG products. Thus, the internet is a potent instrument that facilitates purchases, but this is contingent upon the presence of positive word-of-mouth. It is crucial for businesses to monitor online reviews of their products and services to identify and handle any negative feedback.

After extensive Literature survey the research gap is identified as Online Marketing on Health Drink Purchases but online marketing is a wider concept which encompasses numerous strategies. To find out the best strategy in online marketing for health

drinks this research is undertaken.

Objectives of the study:

1. To analyze the impact of online marketing on consumer purchase behavior towards health drinks products
2. To identify the key online marketing elements that builds consumer perceptions and brand loyalty in the health drink Products
3. To evaluate online marketing effectiveness on consumer interactions and relationship management.

Research Design

This study employs a descriptive research approach. This approach is commonly recognised in the pursuit of knowledge, and the analysis encompasses thorough and precise interpretation of findings. The investigation utilised both primary and secondary data sources. The primary data was gathered from the Chennai Metropolitan City. The values for the reliability coefficient, specifically Cronbach's Alpha, for the rating scale were calculated using the SPSS-25 package, yielding a value of 0.83 for each construct. The 633 samples exhibited a normal distribution and were gathered across all three zones of Chennai. According to Forbes magazine Chennai is one of the fastest-growing cities, placing it among the "Forbes-Top 10 Fastest Growing Cities in the World." The Health Drinks segment includes malt- and non-malt-based beverages that have been flavoured with additions. Due to their addictive properties, coffee and tea beverages are excluded. The market for health beverages in India is anticipated to increase by \$3.84 billion between 2022 and 2026 at a CAGR of 9.89%.

Data analysis and Interpretation:

Factor Analysis of Online Marketing Towards The Purchase of Health Drinks Products

Abbreviation	Online Marketing - Health Drinks Products (OLMSD)
OLMHD -1	Online Marketing creates a dialogue between the producer/marketer and the consumer.
OLMHD -2	Online Marketing ensures the flow of information to the targeted consumers.
OLMHD -3	Online Marketing creates a positive image of the Product.
OLMHD -4	Online marketing is effective in influencing consumers to make direct purchases of products from apps/the web.
OLMHD -5	Online marketing creates the intention to buy the product.
OLMHD -6	Online Marketing has an impact on the initial purchase decision.
OLMHD -7	Online marketing has a significant effect on repeat purchases.

Table- 1(a): KMO and Bartlett's Test of Online Marketing - Health Drinks Products

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.896
Bartlett's Test of Sphericity Approx. Chi-Square	2.2993
Df	21
Sig.	.000

Table-1 (b): Total Variance of Online Marketing - Health Drinks Products

	Initial Eigen Value	Extraction Sums of	Rotation Sums of Squared Loadings
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				Squared Loadings					
1	4.282	61.176	61.176	4.282	61.176	61.176	2.455	35.069	35.069
2	.823	11.761	72.937	0.823	11.761	72.937	1.728	24.683	59.752
3	.455	6.500	79.437	0.455	6.500	79.437	1.378	19.685	79.437
4	.420	6.006	85.443						
5	.373	5.325	90.768						
6	.363	5.182	95.949						
7	.284	4.051	100.00						

Extraction Method: Principal Component Analysis

Table-1(c): Communalities and Rotated Component Matrix for Online Marketing - Health Drinks Products

Online Marketing - Health Drinks Products	Communalities		Rotated Component Matrix		
	Initial	Extraction	1	2	3
OLMHD -1	1.000	0.931			0.906
OLMHD -2	1.000	0.783			
OLMHD -3	1.000	0.761		0.741	
OLMHD -4	1.000	0.700			
OLMHD -5	1.000	0.819			
OLMHD -6	1.000	0.763	0.796		
OLMHD -7	1.000	0.804	0.845		

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 7 iterations.

Table- 1(d): Variance Explained by Online Marketing Communication Towards Health Drinks Products

Factor	Components	Item Description	Rotated Loading	% of Variance	Eigen Value
Factor-1	Online marketing impacts, initiate and repeat purchase	OLMHD -6	0.796	66.2	4.282
		OLMHD -7	0.845		
Factor-1I	Online marketing creates a positive image	OLMHD -3	0.741	11.8	0.823
Factor-1II	Online marketing is the bridge between marketer and consumer	OLMHD -1	0.906	6.5	0.455

The outcome of the factor analysis includes three factors derived from the seven components; the primary factor identified is 'Online marketing impacts initial and repeat purchase'. The total variance accounted for is 66.2 percent, indicating a notable relationship in the areas of 'Online Marketing's impact on the initial purchase decision' and 'the significant effect of online marketing on repeat purchases'. The second factor is that online marketing fosters a favourable perception. The total variance accounted for is 11.8 percent, indicating a significant relationship in the context of 'Online Marketing creates a positive image of the Product' The third factor is that online marketing serves as the connection between the marketer and the consumer. The total variance accounted for is 6.5 percent, which holds significance in the context of 'Online Marketing creates a dialogue between producer/marketer and consumer.

Findings

The influence of online marketing on purchases of health drink products was explored in this study. The study offers details on current online marketing strategies' efficiency in induced purchase decisions on health drinks products. The study sent 633 questionnaires to possible respondents from which samples were taken independent of demographic considerations. The following are the findings of the research.

Four elements of online marketing were shown by data analysis to be most important in determining consumer behaviour towards health drink items. These were decided upon using their influence and

statistical relevance, thereby offering important new perspectives on successful internet marketing plans. "Online marketing impacts initiate and repeat purchase," (OLMHD_RF-6) (OLMHD_RF-7) is the most leading factor. This emphasises how well online marketing may not only draw in fresh clients but also keep their involvement, therefore fostering repeat business. The importance of this factor emphasises how well digital marketing plans support consumer loyalty and strengthen buying behaviour. "Online marketing creating a positive image" (OLMHD_RF-1) comes second most crucial. This highlights how internet marketing helps to create and

preserve a positive view of health drink goods. Online marketing creates these products as desired and reliable by using smart messaging and aesthetically pleasing campaigns, therefore greatly influencing consumer perceptions.

Online marketing is the link between marketer and consumer, so it is the third important element (OLMHD_RF-3). This shows how crucial online channels are for direct communication and consumer contact between companies. This factor serves to build the link between marketers and their audience by means of better accessibility and knowledge of customer needs.

Although effective, three factors of internet marketing found by the conducted factor analysis turned up as the least important determinant of consumer behaviour. These are particularly related to the way online marketing guarantees the flow of information to targeted consumers, shapes direct product purchases via digital platforms like apps or websites, and stimulates the intention to buy things. First of all, in the framework of the research, it was seen that the capacity of online marketing to enable the flow of information to targeted consumers had a limited impact. Although the accuracy of tailored ads and customised content distribution is still a clear advantage of digital marketing, the results imply that consumers increasingly view this capability as a basic need rather than a differentiator of engagement. As such, when weighed against other elements like pricing or product quality, its proportionate influence on purchasing behaviour seems to be secondary. Second, the research showed that the efficacy of online marketing in impacting direct purchases via applications or web platforms was less evident than expected. Although modern consumer behaviour now mostly consists of e-commerce and mobile commerce, this element was less important in determining general buy decisions. This result could be related to the possible obstacles consumers encounter during the online purchase process: lack of faith in payment systems, worries about product authenticity, or the inability of ads to convert into practical purchasing incentives. Finally, compared to more powerful purchase motivators like social proof, brand loyalty, or perceived product value, the development of purchase intention through internet marketing was also found to be a lesser factor. Although retargeting advertising and special offers in digital marketing tactics can help to increase purchase intention, this study shows that typically external factors—including peer recommendations and offline interactions—have more influence than focused digital messages. Overall, the results underscore the need of including these less dominating elements with stronger forces to achieve a more complete impact over consumer decision-making procedures, even when online marketing continues to be a major conduit for consumer

engagement.

Suggestions:

The results of this study highlight the important factors of online marketing in affecting customer behaviour towards health drink goods. Of the seven elements examined, four stood out as the most important since they show how well focused policies shape purchase behaviour and brand impression.

1. To analyze the impact of online marketing on consumer purchase behavior towards health drinks products

The most important element, "Online marketing impacts initiate and repeat purchase," emphasises the great worth of using digital platforms to not only draw customers for first purchases but also maintain their attention by means of consecutive interactions. This result implies that customer retention is effectively promoted by online marketing techniques including retargeting campaigns, loyalty programs, and customised email campaigns. Emphasising techniques that improve consumer experience and inspire regular purchases can help marketers be long-term profitable and foster brand loyalty.

2. To identify the key online marketing elements that builds consumer perceptions and brand loyalty in the health drink Products

The second powerful element, "Online marketing creating a positive image," shows how well digital campaigns could form positive customer impressions. Health drink companies can create a strong, health-conscious image by using aesthetically pleasing material, testimonies, and interesting narrative technique. This result underlines the need of brand management in online environments and motivates businesses to make consistent message investments across several digital channels in order to support their brand values and appeal to consumers who are health-conscious.

3. To evaluate online marketing effectiveness on consumer interactions and relationship management

The third element, "Online marketing is the bridge between marketer and consumer," shows the critical part digital platforms play in enabling direct connection. Through social media, chatbots, and interactive content, marketers may enable two-way contact and better grasp and meet customer needs. This strategy builds loyalty and trust, which is particularly important in the health drink industry since customers typically ask for individualised recommendations and direction about product benefits.

On Contrast, the study also found three elements of internet marketing that had less effect on customer behaviour towards health drink goods. "Online Marketing guarantees the flow of information to the targeted consumers' was also less relevant". This

suggests that driving consumer behaviour cannot be achieved with just product information. Rather, the manner the material is presented—that instance, via consistent branding or emotionally charged narrative—has more weight. The rather modest impact of "Online marketing is effective in influencing consumers to make direct purchases of products from apps/the web indicates that immediate conversions through direct online transactions may not be the main driver of health drink sales." This implies that while consumers choose other channels for their last purchases, they might use digital platforms for research and discovery. At last, "Online marketing creates the intention to buy the product" seemed less important, underscoring that producing purchase intent by itself does not always translate into real sales. This result emphasises the need of combining measures meant to remove obstacles to action with intent-generating techniques, such streamlining the checkout process or providing discounts or free trials.

These results provide insightful analysis on giving their internet marketing activities top priority for health drink industry marketers. Driving repeat purchases, building a strong brand image, and creating efficient methods of contact with customers should all take front stage in strategies. Giving these areas resources could greatly improve marketing effectiveness and produce better results. The lesser relevance of other elements points to a need for strategic review as well. Attempts to establish communication should be catered to more closely the main objective of influencing consumer behaviour. Moreover, strategies meant to create instant buy intent could be matched by ways to streamline the purchasing process or strengthen the emotional bond with the brand.

Conclusion

The important elements of online marketing that greatly affect consumer behaviour towards health drink goods are underlined in this study. The most important effects are found to be "Online marketing impacts initiate and repeat purchase," "Online marketing creating a positive image," and "Online marketing is the bridge between marketer and consumer". These elements show the great influence of online marketing in developing client loyalty, changing positive brand impressions, and enabling direct consumer-marketer contact. Giving these areas top priority can help marketers improve brand confidence, increase engagement, and result in ongoing corporate expansion. Online marketing guarantees the flow of information to the targeted consumers,' "Online marketing is effective in influencing consumers to make direct purchases of products from apps/the web," "Online marketing is effective in influencing consumers to make direct purchases of products from apps/the web," and

"Online marketing creates the intention to buy the product"—play a more limited role in impacting consumer decisions." Although these components might enhance marketing plans, their main emphasis should not be on them if one wants to generate real results like loyalty or purchases. These real-world consequences highlight the importance of health drink marketers channelling their efforts into tactics directly impacting purchasing behaviour and creating strong, emotional bonds with consumers. Unlocking the full potential of digital marketing will depend on creating strong online campaigns stressing recurring purchases and a good brand image while yet keeping effective communication.

Scope for further research:

Future research could build on these conclusions by investigating the subtleties of customer preferences among many groups and geographic areas. More focused insights might emerge from looking at how elements like age, money, or cultural values moderate the impact of online marketing components. Furthermore, studying customer behaviour over time in longitudinal studies could enable one evaluate the long-term effects of several online marketing techniques. Last but not least, using qualitative techniques like focus groups or interviews could provide more in-depth understanding of consumer perspectives and motives, therefore enhancing present results.

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