

DISSERTATION PROPOSAL

ON

Repeat Purchase Behavior at HPN (Horse Power Nutrition) Pvt. Ltd

Submitted by – Dr. Geetanjali

(PG/22/034)

Under the guidance of Dr. Ekta Saroha

PGDM (Hospital and Health Management)

2022-2024



International Institute of Health Management Research, New Delhi

(Completion of Dissertation from respective organization)

The certificate is awarded to

Dr.Geetanjali

in recognition of having successfully completed her Internship
in the department of

Marketing

and has successfully completed his/her Project
on

Repeat Purchase Behaviour At HPN Pvt.Limited

Date- 05/06/2024

Organisation – HPN Pvt. limited

She comes across as a committed, sincere & diligent person who has
a strong drive & zeal for learning.

We wish her all the best for future endeavors.

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CERTIFICATE OF APPROVAL

The following dissertation titled "**Repeat Purchase Behaviour at HPN Pvt. Ltd**" at "**HPN(Horse Power Nutrition)**" is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital and Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

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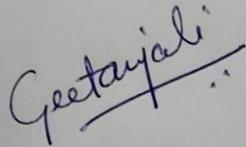
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Name of the Student: Dr. Geetanjali

Name of the Organisation in Which Dissertation Has Been Completed: HPN Pvt. Limited

Area of Dissertation: Marketing

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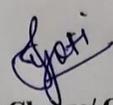
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Strengths:

- Good communication skills
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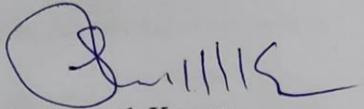
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I wish him all success in all his/her future endeavours.



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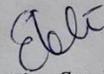


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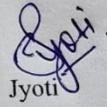
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This is to certify that **Dr. Geetanjali** a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. She is submitting this dissertation titled “**Repeat Purchase Behaviour at HPN Pvt Limited**” at “**HPN Pvt Limited**” in partial fulfillment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.



Dr. Ekta Saroha
Associate Professor
IIHMR DELHI



Jyoti
Manager
HPN Pvt Limited

Acknowledgement

I extend my heartfelt gratitude to all those who have contributed to the successful completion of this dissertation. To **IIHMR Delhi**, I am deeply thankful for providing me with a nurturing academic environment and the necessary resources to pursue my research endeavours. The institution's commitment to excellence has been instrumental in shaping my scholarly journey. Special thanks go to **Dr. Ekta Saroha**, my college mentor, whose scholarly guidance, unwavering support, and insightful feedback have been instrumental in refining my research and academic growth. I am indebted to **HPN Pvt Limited** for their generous support and invaluable insights into the practical aspects of my research. Their collaboration has enriched the depth and applicability of this dissertation.

I would also like to acknowledge **Miss.Jyoti**, my organizational mentor at HPN Pvt Limited, for her guidance, constructive feedback, and encouragement throughout this dissertation process. Her expertise has been invaluable in bridging theory with practical application. To my family, I owe immense gratitude for their unwavering support, love, and understanding throughout my academic journey. Their encouragement and belief in my abilities have been a constant source of strength and motivation.

Lastly, I extend my appreciation to all individuals, friends, and colleagues who have supported me in various ways, directly or indirectly, during this academic pursuit. Your contributions have been deeply valued.

Dr.GEETANJALI

PG/22/034

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1. Background about Company

HPN - Horse Power Nutrition Pvt Limited is a dynamic player in the healthcare industry with a specialized focus on nutrition. They have 48 branches, with headquarters in Smalkha, Panipat and mostly based in Northern part of India especially in Haryana, Delhi, Himachal, Rajasthan and Punjab. Their mission is to enhance the health and the wellbeing of individuals by providing innovative nutritional solutions that meet an individual's unique needs. In a world where nutrition plays a pivotal role in overall health, HPN Pvt Limited stands out for its commitment to excellence and innovation in this field. They understand that proper nutrition is not just about eating; it's about nourishing the body with the right balance of nutrients to support optimal health and vitality. At HPN Pvt Limited, they offer a wide range of products and services designed to address various nutritional needs, from dietary supplements to specialized meal plans, and they mostly sell their products offline (whole and retail), social media platforms and through e-commerce website. Their team of experts, including nutritionists, dietitians, and food scientists, works tirelessly to develop high-quality, science-backed solutions that empower individuals to take control of their health through nutrition.

One of the core principles at HPN Pvt Limited is education .They think that information is power, particularly when it comes to choosing wisely when it comes to nutrition. That's why they provide resources and educational materials to help our customers understand the importance of balanced nutrition and make healthier choices for themselves and their families.

In addition to our focus on individual wellness, HPN Pvt Limited also partners with healthcare institutions, schools, and other organizations to promote community health initiatives. Through these partnerships they work to establish a wellness culture that permeates the entire neighbourhood and goes beyond individual homes.

As the socially responsible company, HPN Pvt Limited is committed to sustainability and ethical business practices.

Table 1: Products of HPN with maximum retail price.

| Product | MRP (₹) |
|--|----------|
| Hair grow combo | 5,999.00 |
| Fat loss combo – horse power | 4,999.00 |
| Weight gain combo | 4,999.00 |
| Skin whitening combo | 5,999.00 |
| Cordyceps sinensis 10 pcs | 2,000.00 |
| Weight gain combo – HPN | 4,999.00 |
| My fitness original peanut butter, 1.250 kg, crunchy | 529.00 |
| HPN gain plus-60 tablets | 2,000.00 |
| Height grow combo | 4,000.00 |
| Hair growth combo | 5,999.00 |
| Fast burn - stack fat burner 60 capsule | 2,000.00 |

2.Abstract:

This research paper investigates the factors influencing repeat purchase behavior at HPN Pvt Limited, a prominent player in the healthcare and nutrition industry in Northern India. With 48 branches and headquarters in Smalkha, Panipat, HPN Pvt Limited specializes in providing innovative nutritional solutions tailored to individual needs. The study focuses on understanding why customers repeatedly choose HPN Pvt Limited's products, aiming to enhance customer retention strategies through actionable insights.

The literature review underscores the significance of factors such as client contentment, brand fidelity, product quality, pricing, and the general clientele's experience in shaping repeat purchase intentions. Insights from global research highlight the role of trust, transaction experience, and service quality as critical determinants influencing repeat purchases in similar industries.

Methodologically, this research employs quantitative data collection methods including surveys to gather demographic details, purchase history, satisfaction levels, and factors influencing buying decisions from HPN Pvt Limited's customer base. By analyzing these data points, the study seeks to provide practical recommendations to HPN Pvt Limited for refining marketing strategies and strengthening customer loyalty.

With implications for both theory and practice, the findings seek to add to the body of research already available on consumer behavior in the nutrition sector.

Ultimately, this research endeavors to assist HPN Pvt Limited in fostering sustainable growth and competitive advantage through improved customer retention efforts.

Key Words: repeat purchase behavior, HPN Pvt Limited, nutrition industry, customer satisfaction, brand loyalty, product quality, pricing, customer experience, trust, transaction experience, service quality, quantitative research, surveys, customer retention, marketing strategies

3.Introduction

Knowledgeable marketers gain insights into consumer behaviour to gauge their competition, differentiate and segment their audience, and forecast trends (Gupta et al., 2021). Repeat purchase behaviour reflects customer loyalty and satisfaction. When customers repeatedly choose a particular brand or product, it indicates their trust and positive experience with that company (Chen and Wang, 2017).

For HPN Pvt Limited, comprehending the factors influencing repeat purchase behavior is crucial for maintaining customer retention. This research aims to understand why customers repeatedly purchase from HPN Pvt Limited. We will ask customers about their buying habits, preferences, and reasons for returning. Quantitative data will include demographic details, purchase history, satisfaction levels, and factors influencing their choices. By providing actionable insights, this study aims to help HPN Pvt Limited improve marketing strategies and enhance customer retention efforts.

4.Literature Review

Repeat purchase behavior is influenced by various factors, including customer satisfaction, brand loyalty, product quality, pricing, and overall customer experience. Businesses must comprehend these elements in order to create marketing plans that work.

and enhance customer retention.

In today's era of globalization, understanding consumer behaviour is essential for businesses. Researchers often focus on variables such as customer loyalty, repeat purchases, and purchase interest. These factors play a pivotal role in shaping consumer behaviour.

4.1. Repeat Purchases

Repeat purchases occur when customers choose to buy from the same brand or company repeatedly. Understanding the determinants of repeat purchases is crucial for businesses. Several other factors also affect repeat purchase intention in e-commerce, including trust, transaction experience, perceived risk, they site quality, order fulfillment capability, product attributes, perceived price, and customer service quality (Chiu, C.-M., Fang, Y.-H., and Wang, E.T.G. (2012)).

4.2. Literature Review on Consumer Behaviour

Consumer behaviour encompasses the study of how individuals, groups, and organizations choose, buy, and use goods or services to meet their needs and desires. Key factors influencing consumer behaviour include:

1. Cultural Factors: Culture shapes an individual's values, perceptions, and customs. It

influences daily activities, behaviour, and preferences. Cultural factors play a significant role in determining consumer choices. (Meena, B. S. (2023))

2. Social Factors: Social influences, such as family, friends, and reference groups, impact consumer behaviour. Social norms, peer pressure, and social identity contribute to purchasing decisions. (Jia, Q., Zhou, S., Liu, R., Zuo, Y., Pan, C., Chen, Y., Gong, Y., and Chen, R. (2023)).

3. Personal factors: Personal characteristics including age, occupation, economic conditions and lifestyle, influence consumer behavior. For instance, a person's life stage and economic level affect their preference and choices (MSG Content Team (2019)). Psychological Factors: Psychological aspects, such as motivation, perception, learning, and memory, play a crucial role. Understanding consumer psychology helps businesses tailor their marketing messages effectively. Consumer Behavior and the Buying Process (Harvard (2017))

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4.3. Repeat Purchase Tools

Businesses strive to understand the determinants that drive customers to make repeat purchases, as it directly impacts customer retention and overall success (Chiu, C.-M., Fang, Y.-H., and Wang, E.T.G. (2012)). This literature review explores key factors influencing repeat purchases and discusses international standardized tools for measuring customer repeat purchase behaviour.

1. Repeat Purchase Rate (RPR): - The repeat purchase rate quantifies the proportion of returning customers relative to the total customer base. A higher RPR signifies a strong base of loyal customers who consistently choose the same brand (Meena, B. S. (2023)).

2. Purchase Frequency: - Purchase frequency complements the RPR by examining how often customers return to make additional purchases. Tracking purchase frequency reveals behavioural patterns over time (Meena, B. S. (2023)).

3. Customer Satisfaction Score (CSAT): - CSAT assesses satisfaction based on specific interactions (e.g., after a purchase or customer service interaction). Customers rate their experience on a scale. - High CSAT scores correlate with satisfied customers who are likely to return (Meena, B. S. (2023)).

4. Google Surveys and Feedback: - Google Surveys allow businesses to collect direct feedback from customers, enabling them to identify areas for improvement.

5.Aim

To analyze the factors influencing repeat purchase behavior among customers of HPN Pvt Limited

6.Objective

- Investigate the factors like socio-demographic profile of customers, product quality, brand perception, customer service, loyalty programs, promotions, and pricing that are known to influence repeat purchase behavior.

- Provide actionable recommendations to HPN Pvt Limited to increase the pool of repeat purchase customers.

7. Methodology

Primary data such as customers' age, gender, location, etc., will be collected from HPN Pvt Limited's customer database. A structured survey will be used to gather data on repeat purchase behavior of customers. The survey will be sent to 80 - 100 customers via WhatsApp.

The survey will be sent to 80 – 100 customers. Inclusion criteria will include active engagement with the company's products or services within the past three months. Samples will be selected by random sampling technique to ensure representativeness.

Descriptive analysis will include counts, proportions, and measures of central tendency. Responses to the 5-point Likert scale will be analyzed using mean scores and standard deviations.

Ethical considerations will be prioritized, ensuring privacy, consent, and transparent communication.

Contact Method: Customers will be contacted through multiple channels to maximize response rates:

Email: A customized email with an explanation of the survey's goal and a link to the online form will be delivered.

Phone: Nonrespondents will receive a follow-up call to encourage participation and offer assistance if needed.

SMS: A brief text message will be sent as a reminder to those who haven't responded after the initial email.

Selection Criteria: Customers who have made purchases within the last 3 months and purchase again during my training tenure will be targeted to ensure relevance and recency of data. Additionally, customers from diverse demographics and purchase patterns will be included to capture a comprehensive picture.

8. Time Frame

1. Preparation and Planning (Approx. 1 month):

- Finalize research objective, methodology, and survey instruments.

2. Data Collection (Approx. 1 month):

- Collect data through the feedback of all the repeating visiting customers.

3. Data Analysis (Approx. 15 days):

- Compile and analyze collected data.

4. Report Writing (Approx. 10 days):

- Draft dissertation report incorporating findings and conclusion.

9.Outcome:

| Metric | Value |
|--|-------|
| Total Respondents | 103 |
| Male Respondents | 60 |
| Female Respondents | 43 |
| Average Satisfaction (Product & Services)(1-5) | 4.26 |
| Median Satisfaction (Product & Services) (1-5) | 4 |
| Std Dev Satisfaction (Product & Services) | 0.66 |
| Average Recommendation (1-5) | 4.24 |
| Median Recommendation (1-5) | 4 |
| Std Dev Recommendation | 0.68 |
| Average Product Quality (1-5) | 4.29 |
| Median Product Quality (1-5) | 4 |
| Std Dev Product Quality | 0.69 |
| Average Pricing (1-5) | 4.24 |
| Median Pricing (1-5) | 4 |
| Std Dev Pricing | 0.71 |
| Average Customer Service (1-5) | 4.39 |
| Median Customer Service (1-5) | 4 |
| Std Dev Customer Service | 0.67 |
| Average Purchase Frequency (1-5) | 4.37 |
| Median Purchase Frequency (1-5) | 4 |
| Std Dev Purchase Frequency | 0.66 |

Satisfaction and Repeat Purchase

- **Average and Standard Deviation:** With a high average satisfaction of 4.26 and a relatively low standard deviation (0.66), the data suggests that most customers are satisfied with the products and services.
- **Impact:** Given the significant coefficient (1.144) and p-value (0.013) from the regression analysis, satisfaction is a strong predictor of repeat purchase behavior. Higher satisfaction levels correlate with more frequent repeat purchases.

Recommendation and Repeat Purchase

Average and Standard Deviation : Customers are likely to recommend the product, as indicated by the average recommendation score of 4.24 with a standard deviation of 0.68.

- **Impact:** The regression analysis showed a coefficient of 0.82 with a marginally significant p-value (0.06), suggesting that recommendations can potentially influence repeat purchases. Encouraging customers to recommend the product may lead to increased repeat purchase behavior, although this relationship is not as strong as satisfaction.

Product Quality and Repeat Purchase

- **Average and Standard Deviation:** Product quality has an average score of 4.29 and a standard deviation of 0.69. Customers generally perceive the product quality as high.
- **Impact:** Despite the positive average, product quality's regression coefficient (0.574) was not statistically significant (p-value 0.176). This indicates that within this dataset, product quality alone does not significantly predict repeat purchase behavior. However, consistently high product quality may still contribute to overall satisfaction and other indirect factors influencing repeat purchases.
- **Average and Standard Deviation:** Pricing scored an average of 4.24 with a standard deviation of 0.71. Customers generally find the pricing favorable.
- **Impact:** Pricing was found to be a significant predictor of repeat purchase behavior with a strong coefficient (1.364) and a very low p-value (0.001). This suggests that

competitive and favorable pricing directly encourages repeat purchases. Businesses should pay close attention to pricing strategies to maximize customer retention.

Customer Service and Repeat Purchase

- Average and Standard Deviation: Customer service has the highest average score (4.39) among the variables, with a standard deviation of 0.67, indicating excellent customer service.

Impact: Despite high satisfaction with customer service, the regression analysis did not find it to be a statistically significant predictor of repeat purchase behavior (coefficient 0.778, p-value 0.085). This implies that although providing excellent customer service is vital, it could not be the main motivator of repeat purchases in this context. However, maintaining high standards in customer service is crucial for overall customer satisfaction and brand loyalty.

Purchase Frequency

Average and Standard Deviation: With a standard deviation of 0.66 and an average buy frequency of 4.37, consumers clearly repurchase the product on a regular basis.

- Impact: High purchase frequency suggests a strong customer base with frequent repeat purchases. This reinforces the importance of satisfaction and pricing as key factors influencing this behavior.

| Dependent variable | Independent Variable | Multiple R | R Square | Adjusted R Square | Standard Error | Observations | F-statistic | Significance F | Coefficients | Standard Error | t Stat | P-value | Lower 95% | Upper 95% |
|--------------------|----------------------|------------|----------|-------------------|----------------|--------------|-------------|----------------|--------------|----------------|--------|---------|-----------|-----------|
| Repeat Purchase | Satisfaction | 0.0545 | 0.003 | -0.007 | 0.6927 | 103 | 0.3009 | 0.5845 | 1.144 | 0.45 | 2.543 | 0.013 | 0.252 | 2.037 |
| Repeat Purchase | Recommend | 0.1319 | 0.017 | 0.008 | 0.6867 | 103 | 1.789 | 0.1841 | 0.82 | 0.431 | 1.903 | 0.06 | -0.035 | 1.674 |
| Repeat Purchase | Product Quality | 0.1913 | 0.037 | 0.027 | 0.6799 | 103 | 3.838 | 0.0528 | 0.574 | 0.421 | 1.363 | 0.176 | -0.261 | 1.409 |
| Repeat Purchase | Pricing | 0.0059 | 0 | -0.01 | 0.6927 | 103 | 0.0035 | 0.9531 | 1.364 | 0.417 | 3.268 | 0.001 | 0.536 | 2.192 |
| Repeat Purchase | Customer Service | 0.1363 | 0.019 | 0.009 | 0.6863 | 103 | 1.911 | 0.17 | 0.778 | 0.447 | 1.74 | 0.085 | -0.109 | 1.664 |

Regression

Analysis

Satisfaction

| Repeat Purchase (Dependent Variable) vs Satisfaction (Independent Variable) | | | | | | |
|---|---------------------|-----------------------|---------------|----------------|-----------------------|------------------|
| <u>Regression Statistics</u> | | | | | | |
| Multiple R | 0.054501 | | | | | |
| R Square | 0.00297 | | | | | |
| Adjusted R | -0.0069 | | | | | |
| Standard E | 0.691691 | | | | | |
| Observations | 103 | | | | | |
| <u>ANOVA</u> | | | | | | |
| | <i>df</i> | <i>SS</i> | <i>MS</i> | <i>F</i> | <i>Significance F</i> | |
| Regressor | 1 | 0.143959 | 0.143959 | 0.300895 | 0.584532 | |
| Residual | 101 | 48.32206 | 0.478436 | | | |
| Total | 102 | 48.46602 | | | | |
| <u>Coefficients</u> | | | | | | |
| | <i>Coefficients</i> | <i>Standard Error</i> | <i>t Stat</i> | <i>P-value</i> | <i>Lower 95%</i> | <i>Upper 95%</i> |
| Intercept | 1.144341 | 0.450023 | 2.542848 | 0.012513 | 0.251616 | 2.037067 |
| X Variable | 0.05725 | 0.104368 | 0.548539 | 0.584532 | -0.14979 | 0.264289 |

- **F-statistic (0.3009) and Significance F (0.5845):**

The regression model's overall significance is gauged by the F-statistic. The whole model is not statistically significant, as indicated by an F-statistic of 0.3009 and a corresponding Significance F (p-value) of 0.5845. This shows that the model does not significantly explain the variation in Repeat Purchase when taking the Satisfaction variation into account.

- **Coefficient (1.144):** The coefficient of 1.144 for satisfaction means that, under the assumption that all other variables stay constant, repeat purchase should rise by 1.144 units for every unit increase in satisfaction. This positive correlation implies that there is a greater chance of repeat business when there is higher customer satisfaction.
- **t Stat (2.543) and P-value (0.013):**

A p-value of 0.013 and a t-statistic of 2.543 show that the satisfaction coefficient is statistically significant. We reject the null hypothesis, according to which the coefficient is zero, because the p-value is less than 0.05. This indicates that a strong predictor of repeat purchases is satisfaction.

- **95% Confidence Interval: [0.252, 2.037]:**

The absence of zero in the satisfaction coefficient's confidence interval supports the statistical significance of satisfaction as a predictor. According to this interval, we have a 95% confidence level that the true coefficient, which indicates that satisfaction has a positive influence on repeat purchases, is between 0.252 and 2.037.

Recommend

| Repeat Purchase (Dependent Variable) vs Recommend (Independent Variable) | | | | | | | | |
|--|--------------|----------------|----------|----------|----------------|-----------|-------------|-------------|
| Regression Statistics | | | | | | | | |
| Multiple R | 0.131912 | | | | | | | |
| R Square | 0.017401 | | | | | | | |
| Adjusted R | 0.007672 | | | | | | | |
| Standard E | 0.686667 | | | | | | | |
| Observatic | 103 | | | | | | | |
| ANOVA | | | | | | | | |
| | df | SS | MS | F | Significance F | | | |
| Regressor | 1 | 0.843347 | 0.843347 | 1.788602 | 0.184101 | | | |
| Residual | 101 | 47.62267 | 0.471512 | | | | | |
| Total | 102 | 48.46602 | | | | | | |
| | Coefficients | Standard Error | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.0% | Upper 95.0% |
| Intercept | 0.819611 | 0.43061 | 1.903373 | 0.059839 | -0.0346 | 1.673825 | -0.0346 | 1.673825 |
| X Variable | 0.13405 | 0.100233 | 1.337386 | 0.184101 | -0.06479 | 0.332886 | -0.06479 | 0.332886 |

- F-statistic (1.789) and Significance F (0.1841):** significance F of 0.1841 and an F-statistic of 1.789 show that the model with recommend as the independent variable is not statistically significant overall. The high p-value suggests that recommend does not significantly explain the variance in Repeat Purchase.
- Coefficient (0.82):**The value of 0.82 indicates that there is a favourable correlation between repeat Purchase, implying that higher likelihood of recommending the product is associated with increased repeat purchases.
- t Stat (1.903) and P-value (0.06):** The p-value of 0.06 is just above the 0.05 criterion for significance, and the t-statistic of 1.903 is near the crucial value of 2. This suggests that the recommendation coefficient is marginally insignificant, indicating that it has too little of an impact on repeat purchases to be regarded as statistically significant at the 5% level.

- **95% Confidence Interval: [-0.035, 1.674]:**The predictor's significance is questionable, as indicated by the confidence interval's 0 value. The genuine impact of recommendations on repeat purchases may vary somewhat from zero to positive, according to this interval, but it is not clearly distinct from zero.

Product Quality

| Repeat Purchase (Dependent Variable) vs Product Quality (Independent Variable) | | | | | | | | |
|--|--------------|----------------|----------|----------|----------------|-----------|-------------|-------------|
| Regression Statistics | | | | | | | | |
| Multiple R | 0.191344 | | | | | | | |
| R Square | 0.036612 | | | | | | | |
| Adjusted R | 0.027074 | | | | | | | |
| Standard E | 0.679921 | | | | | | | |
| Observations | 103 | | | | | | | |
| ANOVA | | | | | | | | |
| | df | SS | MS | F | Significance F | | | |
| Regression | 1 | 1.774455 | 1.774455 | 3.838379 | 0.052849 | | | |
| Residual | 101 | 46.69156 | 0.462293 | | | | | |
| Total | 102 | 48.46602 | | | | | | |
| | Coefficients | Standard Error | t Stat | P-value | Lower 95% | Upper 95% | Lower 95.0% | Upper 95.0% |
| Intercept | 0.573906 | 0.42107 | 1.36297 | 0.175923 | -0.26138 | 1.409197 | -0.26138 | 1.409197 |
| X Variable | 0.189791 | 0.096873 | 1.959178 | 0.052849 | -0.00238 | 0.381961 | -0.00238 | 0.381961 |

- **F-statistic (3.838) and Significance F (0.0528):** The model is on the verge of statistical significance, according to the F-statistic of 3.838 and the Significance F of 0.0528. Given that the p-value is so near to 0.05, it is possible that Product Quality influences Repeat Purchase in a way that is just slightly significant.
- **Coefficient (0.574):** The correlation of 0.574 shows that repeat purchase and product quality are positively correlated. Increased recurring sales are correlated with higher product quality.

- **t Stat (1.363) and P-value (0.176):**

There is no statistically significant relationship between the coefficient for product quality and the critical value of 2, as indicated by the t-statistic of 1.363 being below it and the p-value of 0.176 being above it. This implies that, at the 5% level, the relationship between Product Quality and Repeat Purchase is not significant enough to be statistically significant.

- **95% Confidence Interval: [-0.261, 1.409]:** The fact that the confidence interval contains 0 confirms that Product Quality is not a significant predictor. The genuine relationship between Product Quality and Repeat Purchase may be zero, positive, or negative, according to this interval.

Pricing

| Repeat Purchase (Dependent Variable) vs Pricing (Independent Variable) | | | | | | | | |
|--|---------------------|-----------------------|---------------|----------------|-----------------------|------------------|--------------------|--------------------|
| <i>Regression Statistics</i> | | | | | | | | |
| Multiple R | 0.005862 | | | | | | | |
| R Square | 3.44E-05 | | | | | | | |
| Adjusted R | -0.00987 | | | | | | | |
| Standard E | 0.692709 | | | | | | | |
| Observatic | 103 | | | | | | | |
| <i>ANOVA</i> | | | | | | | | |
| | <i>df</i> | <i>SS</i> | <i>MS</i> | <i>F</i> | <i>Significance F</i> | | | |
| Regressor | 1 | 0.001666 | 0.001666 | 0.003471 | 0.953135 | | | |
| Residual | 101 | 48.46435 | 0.479845 | | | | | |
| Total | 102 | 48.46602 | | | | | | |
| | <i>Coefficients</i> | <i>Standard Error</i> | <i>t Stat</i> | <i>P-value</i> | <i>Lower 95%</i> | <i>Upper 95%</i> | <i>Lower 95.0%</i> | <i>Upper 95.0%</i> |
| Intercept | 1.364087 | 0.41743 | 3.26782 | 0.001482 | 0.536018 | 2.192156 | 0.536018 | 2.192156 |
| X Variable | 0.005719 | 0.097063 | 0.058917 | 0.953135 | -0.18683 | 0.198266 | -0.18683 | 0.198266 |

- **F-statistic (0.0035) and Significance F (0.9531):**

The model with pricing as the independent variable is not statistically significant overall, as indicated by an F-statistic of 0.0035 and a Significance F of 0.9531. According to the high p-value, pricing does not, in this model's context, meaningfully explain the variance in repeat purchase.

- **Coefficient (1.364):**

Pricing and Repeat Purchase have a high positive association, as seen by the coefficient of 1.364. This implies that effective pricing techniques are linked to a notable rise in repeat business.

- **t Stat (3.268) and P-value (0.001):**

The coefficient for pricing is extremely statistically significant, as evidenced by the t-statistic of 3.268, which is much above the crucial value of 2, and the p-value of 0.001, which is significantly less than 0.05. This indicates that pricing is a highly reliable indicator of repeat purchases.

- **95% Confidence Interval: [0.536, 2.192]:**

The absence of zero in the confidence interval attests to the importance of pricing as a predictor. This interval confirms the positive relationship between pricing and repeat purchase, with a 95% confidence interval spanning from 0.536 to 2.192.

Customer Service

| Repeat Purchase (Dependent Variable) vs Customer Service (Independent Variable) | | | | | | | | |
|---|---------------------|-----------------------|---------------|----------------|-----------------------|------------------|--------------------|--------------------|
| <i>Regression Statistics</i> | | | | | | | | |
| Multiple R | 0.136254418 | | | | | | | |
| R Square | 0.018565266 | | | | | | | |
| Adjusted R | 0.008848091 | | | | | | | |
| Standard E | 0.686260024 | | | | | | | |
| Observations | 103 | | | | | | | |
| <i>ANOVA</i> | | | | | | | | |
| | <i>df</i> | <i>SS</i> | <i>MS</i> | <i>F</i> | <i>Significance F</i> | | | |
| Regression | 1 | 0.899784566 | 0.899785 | 1.910562 | 0.16995 | | | |
| Residual | 101 | 47.56623485 | 0.470953 | | | | | |
| Total | 102 | 48.46601942 | | | | | | |
| | <i>Coefficients</i> | <i>Standard Error</i> | <i>t Stat</i> | <i>P-value</i> | <i>Lower 95%</i> | <i>Upper 95%</i> | <i>Lower 95.0%</i> | <i>Upper 95.0%</i> |
| Intercept | 0.777684914 | 0.446941182 | 1.740016 | 0.084902 | -0.10893 | 1.664296 | -0.10893 | 1.664296 |
| X Variable | 0.139155871 | 0.100674844 | 1.382231 | 0.16995 | -0.06056 | 0.338868 | -0.06056 | 0.338868 |

- **F-statistic (1.911) and Significance F (0.17):**

The model that uses customer service as the independent variable is not statistically significant overall, according to the F-statistic of 1.911 and the Significance F of 0.17.

The p-value indicates that the variation in Repeat Purchase is not significantly explained by Customer Service.

- **Coefficient (0.778):**

The coefficient of 0.778 indicates that there is a positive correlation between customer service and repeat business, meaning that higher levels of customer service are linked to more repeat business.

- **t Stat (1.74) and P-value (0.085):**

The Customer Service coefficient is not statistically significant, as shown by the t-statistic of 1.74, which is below the crucial value of 2, and the p-value of 0.085, which is above 0.05. This indicates that, at the 5% level, the relationship between Customer Service and Repeat Purchase is not substantial enough to be statistically significant.

- **95% Confidence Interval: [-0.109, 1.664]:**

The predictor's significance is questionable, as indicated by the confidence interval's 0 value. The genuine impact of customer service on repeat purchases may be marginally negative, slightly positive, or zero, according to this interval.

Learnings from the Analysis

1. Importance of Satisfaction and Pricing:

- **Satisfaction:**

Customer satisfaction is a significant driver of repeat purchases. Aims to increase customer satisfaction include raising the caliber of products, offering top-notch customer support, and ensuring positive customer experiences, are likely to lead to increased repeat purchases.

- **Actionable Insight:** Companies should invest in customer feedback systems, regularly assess satisfaction levels, and implement changes based on customer feedback to improve satisfaction continuously.

Pricing:

- Competitive and favorable pricing has a strong positive impact on repeat purchases. This implies that customers are highly sensitive to pricing when deciding to make repeat purchases.
- **Actionable Insight:** Businesses should analyze their pricing strategies to ensure they are competitive and perceived as offering good value. Regular price comparisons with competitors and dynamic pricing strategies could be beneficial.

2. Potential Impact of Recommendations:

Although the recommendation variable (Recommend) was marginally significant, with a p-value of 0.06, but not statistically significant at the 5% level. This implies that there might be a beneficial connection between customers recommending the product and their likelihood of making repeat purchases.

Actionable Insight: Businesses could gain by promoting word-of-mouth advertising and offering rewards for referrals. Creating shareable content, offering loyalty benefits for referrals, and implementing referral programs could all aid in utilizing recommendations to encourage recurring business.

3. Limited Influence of Product Quality and Customer Service:

- Despite positive coefficients, neither product quality nor customer service were statistically significant predictors of repeat purchases in this dataset.
- **Actionable Insight:** Although these are conventionally significant, their impact may vary depending on the situation or be overshadowed by other variables that are not

part of the model. Businesses should still maintain high standards for product quality and customer service but may need to explore additional factors influencing repeat purchases.

4. Low Model Fit and Unexplained Variance:

- The models' independent variables only partially account for the variance in repeat purchases, as indicated by the low R-square values. This shows that recurrent purchase behavior may be influenced by additional factors not included in this analysis.
- **Actionable Insight:** Further research is needed to identify additional variables that may impact repeat purchases. These could include factors such as brand loyalty, marketing effectiveness, product availability, customer demographics, and broader economic conditions.

5. Holistic Approach to Enhancing Repeat Purchases:

- While focusing on significant predictors like satisfaction and pricing is essential, a holistic approach considering multiple factors is likely to be more effective in driving repeat purchases.
- **Actionable Insight:** Businesses should adopt a multi-faceted strategy that includes improving satisfaction and pricing while exploring other potential influencers of repeat purchase behavior. Regular data collection and analysis can help in identifying and adapting to these factors over time.

6. Statistical and Practical Relevance:

- The distinction between statistical significance and practical relevance is crucial. Factors that are not statistically significant in this analysis may still hold practical importance for specific customer segments or under different conditions.
- **Actionable Insight:** Companies should not solely rely on statistical significance but also consider the practical relevance of various factors. Implementing small-scale pilot programs or A/B testing can provide insights into the practical impact of different strategies on repeat purchases.

10. Conclusion:

The regression analysis's findings offer insightful information about the variables affecting consumers' propensity for repeat purchases.

While customer satisfaction and recommendation likelihood demonstrate weaker associations with repeat purchase, product quality and customer service emerge as key drivers. Businesses should prioritize efforts to enhance product quality and customer service experiences to foster repeat purchases and long-term customer loyalty.

Furthermore, the negligible impact of pricing on repeat purchase behavior suggests that in making judgments about what to buy, customers can give more weight to aspects like quality and service than pricing. This underscores the need for businesses to focus on delivering value beyond pricing, including superior product features and exceptional customer support.

The study's findings highlight the complexity of repeat purchase behavior and the significance of comprehensive client experiences in fostering recurring business.

By understanding and addressing the factors that influence repeat purchases, businesses can cultivate lasting relationships with customers and achieve sustainable growth in competitive markets. Further research is warranted to explore additional factors and validate the findings across different industries and consumer segments.

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12. Annexure

Questionnaire Design: The questionnaire will be structured to gather information on various aspects of the customer experience, satisfaction, and preferences. Questions will be:

1. What is your gender?
 - a. Male
 - b. Female
 - c. Non-binary/Third gender
 - d. Prefer not to say
2. What is your age group?
 - a. Under 18
 - b. 18-24
 - c. 25-34
 - d. 35-44
 - e. 45 and above
3. Primary mode of purchase?
 - a. Online
 - b. In-store
 - c. Both Equally

4. On a scale from 1 to 5, how satisfied are you with HPN Pvt Limited's products/services?
 - a. Highly Dissatisfied
 - b. Dissatisfied
 - c. Neutral
 - d. Satisfied
 - e. Highly satisfied

5. How likely are you to recommend HPN Pvt Limited to others, on a scale from 1 to 5?
 - a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely

6. How satisfied are you with the product quality of HPN Pvt Limited on a scale from 1 to 5.
 - a. Highly Dissatisfied
 - b. Dissatisfied
 - c. Neutral
 - d. satisfied
 - e. Highly satisfied

7. How would you rate the pricing of HPN Pvt Limited's products/services, from 1 to 5?
 - a. Highly Dissatisfied
 - b. Dissatisfied

- c. Neutral
- d. satisfied
- e. Highly satisfied

8. On a scale from 1 to 5, how satisfied are you with the customer service provided by HPN Pvt Limited?

9. Highly Dissatisfied

- a. Dissatisfied
- b. Neutral
- c. Satisfied
- d. Highly satisfied

10. How frequently do you make purchases from HPN Pvt Limited? Please rate on a scale from 1 to 5?

- a. Very unlikely
- b. Unlikely
- c. Neutral
- d. Likely
- e. Very likely

11. What improvements or additional products/services would you like to see from HPN Pvt Limited?

12. Were you informed regularly about the product restocking and addition of new products? Yes/no

13. Consent Form for Participation in Customer Repeat Purchase Behaviour Survey

HPN Pvt . Ltd. is conducting a survey to understand customer repeat purchase behaviour. The survey aims to gather feedback to help improve our products, services, and overall customer experience. Your responses will be kept confidential and anonymous. We will not collect personally identifiable information, and your responses will be combined with those of other participants for analysis.

The data collected from this survey will be used to identify trends and areas for improvement within HPN Pvt . Ltd. The results may be shared with the management and relevant departments in aggregated form but will not include any identifying information. The data may also be used for internal research and planning purposes.

- You have the right to choose whether to participate in the survey.
- There are no significant risks associated with participating in the survey, but we encourage you to please participate and give an honest response.

By participating, you agree that you have read and understood this information and consent to take part in the survey. Thank you for your valuable input.