

## ABSTRACT

The objectives of this research are 1) to study the relationships between information sharing, trust, shared value, and satisfaction on the product and customer repurchase intention; 2) to compare and contrast the level of information sharing, trust, shared value, and satisfaction on the product and customer repurchase intention between customers who use E-CRM or the traditional marketing strategy.

The target population of this research is the current customers who have purchased the XXX tropical body lotion. Two groups of customers are selected. The E-CRM is applied for customers who purchase the product online. This group is considered as E-CRM customers. Currently, this group consists of 160 customers and the data is collected from all 160 in a census survey. The second group is the traditional customers who purchase the product from the traditional retail shops or from the direct sellers. The data is gathered from about 100 of traditional customers using a formula to compute the sample sizes.

The results of the study demonstrate: 1) The influencing factors of information sharing, trust, shared value, and satisfaction related to repurchase intention for the E-CRM customers, whereas only trust is significantly related to repurchase intention for the traditional group. 2) The consequence is that the level of repurchase intention is different between the traditional and E-CRM customers. However, the level of customer repurchase intention of the traditional customers is higher than the E-CRM customers and it is not consistent as expected.