ABSTRACT

Thai bottled drinking water market is another high value market of consumption household product, there are 20,000 million baht of Thai markets, then there are very high competitions to gain highest market share. This study aims to investigate the relationship between customer satisfactions, customer loyalty and repurchase intention to set these relationships within a theoretical of the literature and empirical study on their relationship.

The literature composed of questionnaire survey among Thai Nestlé’s drinking water consumers. The data were analyzed by using Pearson Coefficient Correlation for measurement to examine the differences among repurchase intention towards the six factors are brand awareness, price, promotion, customer satisfaction and customer loyalty.

The finding showed significant relationships between customer satisfaction in term of brand awareness, price and promotion. And found significant relationship between customer satisfactions, customer loyalty and repurchase intention. Based on findings all variables showed positive relationships.

This study proposes empirical study support for determines relationship in Thai drinking water consumers repurchase intention both in theoretical and managerial understanding. The research suggests that Nestlé (Thai) Company should remain their relationship with customers and improve more price and promotion strategies to gain more customer satisfaction.

This research offers empirical which provide factors determining relationship of customer satisfaction and repurchase Intention. Also the study provides an evidence of the repurchase intention in Thai drinking water consumption contexts in case of Nestlé Company purchase intention.