

ABSTRACT

Today, Thai people have more concerns with their health and therefore have increased their expectations in consumption. Also, they have many choices or substitutes to choose from in the marketplace, and they're more educated. As a result, consumers will purchase the products that are useful and valuable for their life. Fermented milk is one of those products because it helps to keep body healthy and can be consumed everyday. Moreover, fermented milk is nutritious food which with good taste and is easy to drink. Fermented milk is favorite food/drink of a lot of people who are concerned about nutritions because it contains "lactic acid bacteria" such as *Lactobacillus* which helps the intestine in digestion (Canadian Dairy Commission, June 6, 2007) and promotes longevity. Thai people are more concerned with their health and consume more fermented milk.

The purpose of this research is to examine the factors affecting brand loyalty toward fermented milk: Yakult brand. This research explores and explains the relationship between family influence, brand awareness, brand associations, perceived quality and brand loyalty. The research is conducted with Yakult consumers aged below 40 years old who purchase Yakult more than five times in one month and be working people in Silom, Sathorn and Surawong area. The research data is gathered from 399 questionnaires and analyzed by using Statistical Package for Social Science (SPSS). This study also applied Pearson Product Moment Correlation as a statistic tool to test the hypotheses.

The analysis result indicated that family influence has a positive relationship with brand awareness, brand associations and perceived quality. Brand awareness, brand associations and perceived quality have a positive relationship with brand

loyalty. The most important factor that is related to brand loyalty is brand associations which are affected by family influence.

Based on these findings, the researcher recommends that Yakult (Thailand) Co., Ltd. should improve brand loyalty over time. The company should provide the information by using event marketing activities to promote the product to the public. Then, the company should create new experiences of a brand to consumers to create consumers' recognition.