

ABSTRACT

This research was conducted for the academic purpose of studying teenagers' satisfaction with Wall's and Nestle ice cream. The researcher also investigated the key factors that make students' satisfied with Wall's and Nestle ice cream and obtain their feedback and suggestions about the products that may help the producers to realize their strengths and weaknesses.

The samples were 250 male and female M.6 students from five high schools in Bangkoknoi Area including Satri Watrakang School, Chinorotwittayalai School, Suwannaram Wittayakom School, Watdusitaram Secondary School and Suananant School. The cross-sectional design was employed for conducting this research and a questionnaire was used as the research instrument. After gathering all necessary data, Statistical Package for the Social Science or SPSS program for Windows version 12.0 was used to analyze the data for frequency, percentage, mean and standard deviation.

The major findings revealed that the teenagers were satisfied with Wall's and Nestle ice cream in all areas including brand acceptance, brand image and marketing strategies. However, in all areas, the satisfaction level for Wall's ice cream was higher than the satisfaction level for Nestle ice cream. The area that most teenagers suggested both companies to improve was the marketing strategies. For example, they would like both companies to reduce the ice cream price, to increase the distribution channels and to give more discounts and free premiums. The results from this study may be useful for both companies in developing their products to meet customers' satisfaction and improve their sales performance and increase their market share.