Majors: MKT/8

"Antecedents of Customer Loyalty for the case of Nestle Waters in Pakistan"

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Abstract

Objectives: In this study, it is aimed to analyze antecedents of customer loyalty for the case of Nestle Pure Life water brand in Pakistan.

Background: Nestle Pure Life water is one of the leading brands in beverage industry of Pakistan. Three main antecedents of customer loyalty are studied including customer satisfaction, customer emotions and word of mouth.

Methodology: Sample is collected from 240 customers with adapted questionnaire through survey. Convenient sampling is applied to collect data conveniently by using Google form only from customer of Nestle Pure Life water. Collected data is analyzed with statistical procedures including regression analysis, correlation analysis, reliability analysis and frequency distribution.

Results/Outcomes: Results suggest that all three independent variables including customer satisfaction, customer emotions and word of mouth positively influence customer loyalty. It is therefore, all these factors are antecedents of customer Loyalty.

Keywords: *Customer Loyalty, Customer Satisfaction, Word of Mouth, Customer Emotions, Nestle Pure Life water*

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