

**THE FACTORS BEHIDE THE CONTINUING SUCCESS OF PAITHONG
ICE CREAM**

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ABSTRACT

The purpose of this study is to find out what are the key factors that make Paithong ice-cream successful and continuing the business for a long time. Hypothesis was test by in-depth interview and a sample selected from 6 people who have experience with Paithong ice-cream.

The result of this study found that there are 4 keywords relate to the success of Paithong ice-cream and the company should be improved.

KEY WORDS: Brand awareness, Perceived quality, Brand loyalty, Purchase intention

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