ABSTRACT

This study is concerned about the design of loyalty card schemes for hypermarkets. The basic requirements for the loyalty program system are the customer perspectives and expectations of extra benefits towards these cards. The objective is to study the attitude and behavior of local customers in selecting hypermarkets as their shopping place including the factors hindering proliferation. Also, it is to identify the most satisfying existing schemes and the new preferable scheme of loyalty card, and to illustrate the opportunities as well as the problems of different card schemes that would be launched for the prospective cardholders.

We had stated two main hypotheses, first, exploring the potential relationship between visiting frequency and applying the loyalty card. Another hypothesis is the relationship between having loyalty card of a particular hypermarket and the decisions to buy products or services. The result of survey methodology is from a set of questionnaires at Carrefour Hypermarket around Bangkok area that showed a strong relationship between visiting frequency and the applying for loyalty card. It also created a strong relationship between having the privilege card and the decision to shop at the issuing hypermarket. The test results indicated that even if respondents came to Carrefour not so often, they still would like to apply for the new developed card while the loyalty card encouraged respondents to go shopping at a particular hypermarket. The result also provided the conclusion that the existing cardholders are satisfied with discount and payment credit terms from total benefits that they got from the current card.