

# **Does the Loyalty Cards Impact on Consumer Buying Behaviour? Study Based on Retail Clothing and Fashion Stores in Sri Lanka**

V.P.R. Perera, P.I.N. Fernando and K.J.T. Perera

*Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka*

Marketing is a complex, interesting and more adventurous field involved with informing, persuading and reminding customers with the use of its most sophisticated strategies and techniques creating immense competition. Where, Loyalty programs are one of the marketing strategies in attracting and winning customer loyalty, while occupying the markets through variety of facets. Loyalty card programs of loyalty programs, being popular and a competitive tool, made it questionable on its efficacy due to its' rapid proliferation effects and on industry dynamics. There by this study has been developed to identify the impact of customer loyalty cards on consumer buying behavior with special reference to supermarkets and retail clothing and fashion stores in Sri Lankan context, with a sample of 210 respondents from Colombo district, derived by multi stage sampling method out of the population. Tested through a survey at supermarket premises and retail clothing and fashion stores, being analyzed using descriptive statistics, correlation and multiple regression analysis of statistical software SPSS 21 , the findings revealed, loyalty card programs do highly influence over the consumer buying behavior posing positive association between variables. While, program related factors; one of the independent variables, highlighted as the most influencing factor. Thereby, the study recommends to enhance customer engagement through the provision of enthusiastic loyalty card program experiences and monetary benefits and ensure instantaneous customers' awareness on promotional efforts of organizations. Further, as managerial focuses in successful implementation and maintenance of loyalty card programs should be; executive management and cross functional team support, while continuously innovating to differentiate the loyalty program structures, targeting the most sensitive category of youth and establishing a feedback system in considering customer suggestions.

*Keywords:* Marketing strategies, Loyalty card programs, Program related factors, Consumer buying behaviour