

**عنوان مقاله:**

The Introduction of Loyalty Programs for the Retail Industry

**محل انتشار:**

مجله بین المللی نوآوری در عناصر بازاریابی، دوره 2، شماره 1 (سال: 1401)

تعداد صفحات اصل مقاله: 10

**نویسنده:**

Jan Jarosz - Faculty of Management, University of Gdańskj

**خلاصه مقاله:**

Customer loyalty presents a paradox. Many see it primarily as an attitude-based phenomenon that can be significantly influenced by customer relationship management initiatives such as loyalty and affiliation programs, increasingly. However, empirical research shows that loyalty in competitive repeat purchase markets is formed more by passive acceptance of brands than by strong attitudes about them. From this perspective, the potential for increased demand .in loyalty programs is more limited than one might hope

**کلمات کلیدی:**

Loyalty Program, Retail Industry, Communication, Implementation

**لینک ثابت مقاله در پایگاه سیویلیکا:**

<https://civilica.com/doc/1678952>

