

INFLUENCE OF LOYALTY CARDS ON CONSUMER BEHAVIOR

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ABSTRACT

Consumer loyalty is the dream and desire of every trader. In order to make the customer loyal, many factors, knowledge and effort need to be fulfilled and invested, not only by the sales staff, but by all the employees in the organization. A loyal consumer significantly influences the degree of demand for certain products and services, thereby increasing the volume of sales.

For marketing experts, the behavior of consumers in the process of purchasing products is particularly interesting, where having a loyalty card enables purchases under certain more favorable conditions. The results of numerous studies carried out so far show us that more products and services are purchased with a loyalty card, achieving additional benefits such as a lower price, i.e. collecting points that are later converted into cash, etc.

Shops that want to operate successfully on the market and at the same time make a profit must strive for consumer loyalty and retention of existing ones while attracting new dependent and able-to-pay consumers, and one of the ways is to issue a loyalty card.

A satisfied consumer certainly and in the long term ensures constant turnover and its increase as a reflection of loyalty with an increase in the frequency and volume of consumption and the expansion of the market.

Loyal consumers will spend more often and more in the stores of merchants whose loyalty card they have, thus directly influencing the volume of sales and the amount of profit achieved.

Key words: consumer, loyalty card, consumer satisfaction and profit.