

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India (link of the same is duly available at Infotribnet of University Grants Commission (U.G.C.)).

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6088 Cities in 195 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	FACTORS INFLUENCING TEACHERS' MOTIVATION AND JOB SATISFACTION <i>KARUNA, K & Dr. SATYA MOHAN</i>	1
2.	DETERMINANTS OF FINANCIAL PERFORMANCE - A STUDY OF NBFC <i>Dr. VANI. H & Dr. VANDANA.S</i>	5
3.	STRATEGIC CORPORATE SOCIAL RESPONSIBILITY: COMPANIES' PERSPECTIVE <i>BEENA LAWANIA & Dr. SHIKHA KAPOOR</i>	8
4.	INFLUENCING FACTORS OF TEA PRODUCTION IN ASSAM: AN ANALYTICAL STUDY <i>NURUJJAMAN LASKAR & Dr. SHANKAR THAPPA</i>	13
5.	AN INVESTIGATION ON IMPACT OF GST AND DEMONETIZATION ON BUYING BEHAVIOUR OF COMMON PEOPLE IN UDAIPUR CITY <i>Dr. HARSHITA BHATNAGAR & Dr. PINKY SONI</i>	18
6.	CUSTOMERS PERCEPTION TOWARDS LOYALTY CARDS WITH REFERENCE TO COIMBATORE CITY <i>Dr. B. ABIRAMI</i>	22
7.	EVALUATING THE PERFORMANCE OF SELECTED BANKS: A CAMEL MODEL ANALYSIS <i>JYOTHI E SINGH</i>	25
8.	DEMAND DRIVER OF HOTEL INDUSTRY - A STUDY WITH REFERENCE TO DIMAPUR DISTRICT OF NAGALAND <i>NIPUL SUTRADHAR & Dr. SUBIT DUTTA</i>	29
9.	STEERING THE PHARMACEUTICAL INDUSTRY THROUGH QUALITY DASHBOARD <i>D. RAGHAVENDRA</i>	34
10.	INVESTMENT PATTERN OF LIC: AN EMPIRICAL STUDY OF BHUBANESWAR DIVISION <i>MANGULU CHARAN DASH</i>	38
	REQUEST FOR FEEDBACK & DISCLAIMER	45

CHIEF PATRON**Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

CO-EDITOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, USA

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. ANIL K. SAINI

Professor, Guru Gobind Singh Indraprastha University, Delhi

Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. ANA ŠTAMBUK

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

Dr. OKAN VELİ ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. N. SUNDARAM

Associate Professor, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. JASVEEN KAUR

Head of the Department/Chairperson, University Business School, Guru Nanak Dev University, Amritsar

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS**DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (**FOR ONLINE SUBMISSION, CLICK HERE**).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF** _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CUSTOMERS PERCEPTION TOWARDS LOYALTY CARDS WITH REFERENCE TO COIMBATORE CITY

Dr. B. ABIRAMI

ASST. PROFESSOR IN COMMERCE
PSG COLLEGE OF ARTS AND SCIENCE
COIMBATORE

ABSTRACT

Shopping for daily essential can be rewarding! With the availability loyalty cards, shopping for daily essentials can bring in reward points. Through loyalty cards, the customer gets wide range of discounts, coupons and reward points. These reward points can be redeemed in future. It keeps increasing on every purchase. All updates about the seasonal discount are sent as messages by collecting the personal details of the customers. The main purpose of issuing loyalty cards is to make the customer revisit the store. Many showrooms have tie ups with various banks and hence when the debit/credit cards are used on purchase, more reward points are added to the customer loyalty card. Therefore more awareness should be created on the uses of loyalty cards and hence the study.

KEYWORDS

loyalty cards, reward points, customer loyalty.

JEL CODE

M31

INTRODUCTION

Loyalty Cards are fantastic way to generate extra business and work well as a marketing tool to spread the word about the business. A loyalty card holder is a member of loyalty program. The loyalty card program is an incentive plan that allows a retail business to gather data about its customers. The customers are offered product at discount, coupons, points and reward towards their frequent purchase in a shop. The idea of loyalty card is, when the customers visits a shop and make a purchase they get stamp on their card, several returns and purchase later. They can redeem the card for reward of goods and services. Many businesses find that loyalty card scheme increases sale through existing customer and attract new one as well.

ADVANTAGES OF LOYALTY CARDS

- **CUSTOMER RETENTION:** A loyalty card program is not only a good way to get new customers it's also a tried and trusted method of keeping them.
- **INCREASED SALES:** Loyalty card system encourage customer to come back more often to take advantage of special offers, discounts, rewards etc. The more they shop the more they get in return.
- **INCREASED PRODUCT AWARENESS:** Loyalty card scheme can be an excellent way to increase product awareness. It might encourage customer to try something new by offering them the chances to get one for one free, changing the reward every now and then keeps things fresh and increase knowledge of your products.
- **INCREASED REACH:** Loyalty customers who enjoy the rewards might encourage their friends to join in the loyalty programs. To increase the reach of the loyalty cards of a particular shop, they may offer a special reward to the loyal customers who encourage their friends to join the loyalty schemes of the particular shop.
- **CUSTOMER LOYALTY:** Loyalty card schemes are introduced to make customer feel more important and secure. Customer satisfaction is more important as it keep them coming back for more and encouraging their friends and family.

DRAWBACKS OF LOYALTY CARDS

- Crediting the points in the loyalty cards, while billing may take a few minutes, which helps in getting discounts in future and coupons, if the customer is in a rush this can prove to be inconvenient. Few stores allow the customers to provide a telephone number in case the card is misplaced which in turn steal the time of the customer and make them feel inconvenient
- Few customers are of the opinion that the amount they save with loyalty cards is not worth the hassle of giving out personal information. Loyalty card program vary significantly. Few stores offer reduced prices on a wide variety of items to loyalty card member, others just send coupons to frequent shoppers. Giving out the personal details is not secure for the customer

REVIEW OF LITERATURE

Swati Singh (2012), "Consumer Perception towards Loyalty Cards Programs" The main objectives of loyalty card program collection of customers data which plays in important role in purchasing power of customers in retail stores. The loyalty card decreases the defects and increases the resource which influences the new customer and also ensures the repeating purchase rate. The customer purchasing rate increases during the seasonal offers. The loyalty programs work as a useful tool for retaining old customers and adding the new ones. The study concludes that the loyalty card issued by the retail shops and it create an impact on the mindset of the customers, which encourage the customers in their purchase behavior.

Arunram (2013), conducted a study on "An impact of loyalty cards on consumers purchasing behavior in apparel industry." The main aim of the study was done on the basis of the data provided by the respondents and the customers of five retail outlets such as Lifestyle, Max, Shoppers Stop etc. It was found that the loyalty cards helped the business gain more profit and customer loyalty and provided more benefit to the customers such as reward points, offers, discounts and coupons etc. which made the customers more satisfied.

Bryon Sharp (2013), made a study on "Loyalty programs and their impact on repeat purchase loyalty pattern". The main objective of the study is to know the effect of the loyalty programs in terms of its ability to alter normal repeat purchase pattern and move a brand into an excess loyalty position. The research was extended by examining the almost identical loyalty programs but in promotional sensitive market. The finding of the research is based on a panel survey of 592 respondents, who provided complete details of their retail purchase. The study concludes that loyalty program has brought excess loyalty towards repeat purchase pattern.

Dennis Fok (2014), analyzed the "Reward redemption effects in a loyalty scheme, when customer choose how much and when to redeem". The main objective of the study is to know about the loyalty program rewards has an important impact on consumer behavior, particularly on purchasing in a store before and after redeeming the reward. The data was collected from 100 respondents using the questionnaire. The study concluded that most of the respondents prefer to have the points in card for later use when the points reach the limit.

STATEMENT OF PROBLEM

The use of loyalty cards have increased in the recent days, almost the people who visit the branded showrooms have loyalty cards. With the new laws of demonetization, the users of debit cards and credit cards have increased rapidly. With this view an attempt has been made to analyze the customer perception towards selected loyalty cards in Coimbatore city.

OBJECTIVES OF THE STUDY

1. To study the source of awareness of loyalty cards by the respondents.
2. To analyze the purpose of using the loyalty cards.
3. To find out the level of satisfaction towards loyalty cards.

RESEARCH METHODOLOGY

A research design is the overall plan or program of research. A research design or model indicates a plan of action to be carried out in connection with a proposed research work.

AREA OF STUDY - The area of the study is Coimbatore city. It is known for educational institutions, it is situated in western part of the state of Tamil Nadu.

SAMPLE SIZE - The sample of 200 respondents dealing with loyalty program in Coimbatore was chosen for the study. For the purpose of the study, convenient sampling method has been adopted.

DATA SOURCE - Primary data and secondary data have been used for the study. The primary data has been collected from the questionnaire by issuing it to the consumers in the Coimbatore city. The questions in the questionnaire were prepared in such a way that it will be easy for the consumers to read and understand for filling it. The secondary data was collected from magazines and referred some books.

ANALYSIS AND INTERPRETATION**SOURCE OF AWARENESS OF THE RESPONDENTS****TABLE 1**

Questions	Options			
Source of awareness	Advertisements (32%)	Word of Mouth (29%)	Social Network (27.5%)	Others (11.5%)

Source: Primary Data

Majority (32%) of the respondents are aware of loyalty cards through advertisements.

USAGE OF LOYALTY CARDS**TABLE 2**

S. No	Questions	Options			
1	Number of Loyalty cards owned	One (19%)	Two (30%)	Three (29%)	More than three (22%)
2	Frequency of visit to fashion stores	At least once a week (11%)	Once a month (31%)	When there is a need (42%)	Rarely (16%)
3	Reasons for using the Loyalty card	Customer Satisfaction (28%)	Wide Range of Collection (37%)	Free Accessibility to Stores (23%)	Others (12%)
4	Frequency of receiving messages	Regularly (24%)	Occasionally (55%)	Rarely (16%)	Never (5%)
5	Purpose of using loyalty cards	Issued free (16%)	Supports future purchase (27%)	To enjoy offers and discounts (50%)	Others (7%)

Source: Primary Data

1. Most (30%) of the respondents own two loyalty cards.
2. Most (42%) of the respondents visit fashion stores only when there is a need.
3. Majority (37%) of the respondents use loyalty cards of a particular store because of wide range of collections.
4. Majority (55%) of the respondents occasionally get updates from the stores.
5. Majority (50%) of the respondents own loyalty cards to enjoy discounts and offers.

SHOPPING PATTERN OF THE RESPONDENTS**TABLE 3**

S. No	Questions	Options			
1	Amount spent in ₹ per visit	Below 1000 (9.5%)	1001-2000 (42%)	2001-5000 (31%)	Above 5000 (7.5%)
2	Stores from where the respondents have purchased	Lifestyle (53%)	Max (27%)	Reliance (14%)	Others (6%)
3	Preference when the points reach the limit	Redeem the points and get discounts (29%)	Purchase for more points (30%)	Save the points for later use (32%)	Others (9%)
4	Interest of sharing information about loyalty cards	Yes (71%)	No (29%)		

Source: Primary Data

1. Most (42%) of the respondents spent between ₹ 1000 – ₹ 2000 per shopping.
2. Majority (53%) of the respondents have purchased from Life Style.
3. Most (32%) of the respondents prefer to save the points in the card for later use when the points reach the limit.
4. Majority (71%) of the respondents like to share the information about the cards to others.

LEVEL OF SATISFACTION OF THE RESPONDENTS**TABLE 4**

S. No	Options FACTORS	RESPONDENTS				
		NUMBER				
		HS	S	N	DS	HDS
1	Saves Money	66 (33)	86 (43)	42 (21)	6 (3)	0
2	Quick Access	28 (14)	80 (40)	76 (38)	14 (7)	2 (1)
3	Offers and Discounts	38 (19)	76 (38)	66 (33)	20 (10)	0
4	Inconvenience in carrying the cards	14 (7)	60 (30)	80 (40)	34 (17)	12 (6)

H.S – Highly Satisfied; S – Satisfied; N – Neutral; D.S – Dissatisfied; H.D.S – Highly Dissatisfied

*The values in brackets are expressed in percentage.

Source: Primary Data

Above table shows that 43 percent of the respondents are satisfied with the money savings, 40 percent of the respondents are satisfied with quick access factor, 38 percent of the respondents are satisfied with the offers and discounts, 40 percent of the respondents have neutral feeling about inconvenience in carrying the cards.

SUGGESTIONS

On the basis of results of the study and discussions held with customers, the following recommendations are made:

Increase in Point - The points added to the card after every purchase seems to be less, it can be increased. For every purchase, more points can be added to the customer's card. If he is a regular customer, then more reward points can be added to his/her card.

Mobile instead of card - The customers come to purchase in a hurry and they might have forgotten their cards. So their registered phone numbers can be used to add points to their cards

Reminding the customers - The cashier can inform the customer and redeem the points after every hundred points. A message can be sent to remind the customers about the number of points available in their card and to redeem it as soon as possible.

Retrieve the card - If the customer loses the card, he loses all the points in it if he is unable to retrieve it. Applying for a new card will only add the points from the beginning. Retrieve the card or card number when the customer loses the card, instead of registering for a new one.

CONCLUSION

Loyalty cards impact the consumer purchase behavior in positive manner as it influences the consumers to make repeated purchases as consumers find the different benefits i.e. direct and indirect or immediate. Loyalty cards helps in increasing customer retention which significantly improves a company's profitability and thus means the positive impact of loyalty cards. Consumers show committed behavior towards loyalty cards due to different types of benefits perceived by them. Rewards which are economic, psychological and sociological in nature lead to greater trust, commitment and development of long term relations. Besides, the loyalty card program must have a structure that motivates customers to view purchases as a sequence of related decisions rather than as independent transactions.

REFERENCES

1. **Arunram (2013)**, An impact of loyalty cards on consumer purchasing behavior in apparel industry – *International Journal of Business and Management Invention*, Vol 2, Issue 5, pp. 72-75.
2. **Byron Sharp (2013)**, Research done on Loyalty programs and their impact on repeat purchase loyalty patterns, pp. 1-6.
3. **Dennis Fok (2014)**, Research report made on, Reward redemption effects in a loyalty schemes when customers choose how much and when to redeem, pp. 399-355.
4. **Lars Meyer (2008)**, The Influence of Loyalty program membership on customer purchase behavior – *European Journal of Marketing*, Vol.42, No.2, pp.80-96.
5. **Swati Singh (2012)**, Consumer Perception towards Loyalty Cards Programs – *Indian Journal of Commerce and Management Studies*, Vol 3, Issue 2, pp.58-62.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

