

FACTORS THAT INFLUENCE THE BUYING BEHAVIORS OF CUSTOMERS WITH REGULAR CUSTOMER CARDS

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Abstract

The study of factors that affect customer acquisition is a very important economic topic, which affects the success of a business. There are various factors that affect the growth of purchases by consumers, where during this study we tried to analyze some of them, such as proximity or location of stores, price, vendor behavior, ease of transaction, transportation, services additional, professionalism as well as the provision of customer cards.

From the results of this research, we understand the main factors that influence the behavior of consumers who use two or more regular customer cards in the Polog Region. From the answers to the questionnaires, we see that the most important factors influencing the purchase of consumers are fair prices (low prices for low-quality goods and high prices for high-quality goods), for which 40.8% of respondents have responded that they fully agree. Other important factors are also the respectful treatment by the sellers, to which 40% of the respondents answered that they fully agree; Ease of transport where 35% of respondents fully agree, free additional services 39% and rewards for loyal customers 38% of respondents fully agree.

Keywords: Customer behavior, Regular customer cards, influencing factors

1. Introduction

The survival of any business depends on its customers. For this reason, for any business to succeed is necessary to identify the most important factors that will influence the growth of their purchases. The study of factors that affect customer acquisition is a very important economic topic, which affects the success of a business. There are various factors that affect the growth of purchases by consumers, where during this study we tried to analyze some of them, such as proximity or location of stores, price, vendor behavior, ease of transaction, transportation, services additional, professionalism as well as the provision of customer cards. Also, the importance of loyal customers and their impact on the profitability of the business is very important, but it is also not an easy thing to gain customer retention. Traders, as well as retailers, are doing so many things to build strong relationships with their customers. Various strategies including loyalty schemes and customer cards which offer various discounts in recent times are used as an attempt to retain customers and influence their buying behaviors and their success is debatable.

Different strategies are used by businesses to attract customers and keep them loyal. Recently businesses applied for customer cards (Loyalty Card, Rewards Card, Club), ie a plastic or paper card, visually similar to a credit or debit card that identifies the cardholder as a member of a loyalty program. The goal is to identify them as members as well as promote loyalty.

2. Literature review

The purchase decision process is the decision-making process used by consumers in relation to market transactions before, during, and after the purchase of a good or service. It can be seen as a special form of cost-benefit analysis in the presence of multiple alternatives. (Blackwell and Rodger 1968)

Research shows that customers go through a five-stage decision-making process in their purchases. The individual phases are summarized below accompanied by brief explanations about them. (Friesener, 2014).

Stage one. The first stage is recognizing the problem or need and here the buyer has a need or problem that needs to be solved, and this is the beginning of the buyer's decision process.

Stage two. The second stage is where we start looking for information about the product or service. Shoppers here start looking around to find out what is out there in terms of choice, and they start working on what might be the best product or service for solving the problem or meeting any need.

Stage three. The third stage looks at the evaluation of the available alternatives with which the buyer decides on a set of criteria by which he evaluates each alternative.

Stage four. We buy or choose a product/service/supplier in the fourth stage. Individuals or teams of buyers make the final choice of what to buy and from whom to buy it.

Stage five. Interestingly, the process does not stop at the point of purchase because there is a fifth stage called post-purchase evaluation. The process continues even when the product or service is being consumed by the individual or business. So, if it does not meet your needs or solve your problem, you can take action to improve your product or service. Your actions at this point can inform other potential buyers who want to hear about your experiences - good or bad.

Studies show that retailers think that their businesses can grow strongly if they better connect with customers via email, use hidden cameras to learn how customers make purchasing decisions, and so on. However, the key to prospering in any business is to offer customers the best solutions to their problems, to be respected, to connect with them on an emotional level, to offer fair prices and easy customer access to the things that are needed, payment and movement without much delay (Berry, 2001, p. 51). If the factors mentioned above are true, then why should retailers issue customer cards instead of focusing on these factors?

Purchasing situation, personal influences and social influences are the three main factors that identified as other key factors influencing customer buyer behavior (Jobber & Lancaster, 2000, p. 40).

In today's competitive retail environment, the idea of retaining customers is a daunting task. The successful ones are the ones who can decide and keep the most competitive advantages to their customers. Therefore, a loyalty program is considered one of reliable tools to force potential customers to see their business partners top others.

Many theoretical reasons support the reward-based loyalty program as one positive measure that affects both the retention of the client and the development of the client's share.

First, psychological studies conducted by Latham and Locke, showed that rewards can be very motivating (Peter C. 2003, p. 35). Research also shows that people have a strong incentive to react in such a way necessary to earn some kind of reward in the future (Nicholls, 1989, p. 96). According to Roehm, Pullins, and Roehm it is logical to assume that in the case of a loyalty

program, a client may be motivated to purchase the sponsor brand program repeatedly by providing program incentives (Peter C. 2003, p. 36).

Again, because the reward structure of the program usually depends on the past customer behavior, program, and loyalty can prevent customers from competing with other competitors. For example, if the reward structure depends on the duration of the energy, customers would be reluctant to switch (due to a time delay to make a high level of rewards can be obtained from another supplier). Klemperer, Dick and Basu share the opinion enterprise costs are a precursor to a number of customer loyalty (Peter C. 2003, p 36)

Argument Despite the theoretical in support of the positive effect of loyalty programs on customer retention and customer action, many studies like Dowling, among others, have questioned this effect. In contrast, Bolton and Rust have found that loyalty programs have a good effect on them, positively on customer retention (Peter C. 2003, p. 36)

Regular customer cards have a kind of bonus system, which rewards the customer with some bonus points for being loyal to the organization, or they justify it holders enjoy different types of special offers provided for these card holders. The cards come in two different versions with different uses. However, the basic idea of cards should function as a tool for marketing customer relationships to promote customer loyalty, cited in Korttitapahtumat (Boedeker, 1997).

Long-term relationship is a key objective of regular customer card (RCC). However, in the case of everyday products the function may not be reliable because switching to another retailer is quite easy in some situations. (Jackson, 1985) describes this type of situation as the "always one stock" model, which means that a customer can easily change or move from one retailer to another and much more.

Kilpailjoiden explains that many companies and organizations in Finland implement what is called "regular customer programs" to attract and retain customers. This means there have been various types of "regular customer cards" implemented in Finland at a faster speed. In Finland, there are about four leading retailers in the day-to-day product sector which issue some sort of card system to their regular customers as a tool in practicing customer relationship marketing. Among a population of just over five million, there are over two million of these cards in use (Boedeker, 1997).

The purpose of retail stores that issue customer cards is to connect customers with it.

Organizations, to some extent, can succeed in this objective, but the assumption that special offers or bonus points are the sole purpose of the customer can be very simple.

There is a great deal of research on "why people buy" (Boedeker, 1993) and economic aspects are just one dimension of the benefits for which consumers expect. Therefore, regular customer cards have only limited effect with this the marketing aspect of relationships (Boedeker, 1997). This raises the question of what other factors influence customers to visit a particular store.\

3. Working methodology

To answer the questions of this scientific research, the quantum method is seen as the most appropriate method to conduct this study. This method, through the realization and distribution of the questionnaire to different customers, enables the provision of quality data to achieve its purpose.

The questionnaire contains about fifteen different questions which enable answers that are directly related to the research questions initially expressed. Space was also provided in a separate question for clients to express their views if they were not satisfied with the opportunities offered.

120 questionnaires were distributed and completed in the research. The questionnaires were distributed to potential buyers from the age of 18-45, randomly through various businesses and shopping centers in the Polog region. The highest positive response is considered as the main factor influencing customer acquisition, focusing on customers who use two or more customer cards.

The study aims to answer the following questions:

1. Is the basic purpose of customer cards still in a situation where a customer owns two or more cards?
2. What factors influence the buying behavior of customers who own two or more customer cards?

4. Research results

The following are the answers to the questionnaire that contributed to the identification of the main factors in the purchase of customers who use two or more customer cards.

Question: I buy mostly from the shop which is closest to me.

From the results of the questionnaire, we see that 25 of the respondents or 20.83% of them answered that they do not agree at all, 19 of them or 15.8% do not agree, 7 or 5.8% do not know, 40 or 33.3% agree and 29 or 24.16% completely agree.

Question: I buy mostly from the shop which offers low prices.

From the results of the questionnaire, we see that 43 of the respondents or 35 % of them answered that they do not agree at all, 41 of them or 34.1 % do not agree, 21 or 17.5 % do not know, 8 or 6.6 % agree and 7 or 5.8 % completely agree.

Question: I buy mostly from the shop which sells current and fashionable or trendy goods.

From the results of the questionnaire, we see that 7 of the respondents or 5.8 % of them answered that they do not agree at all, 21 of them or 15.5 % do not agree, 16 or 13.3 % do not know, 45 or 37.5 % agree and 31 or 25.8 % completely agree.

Question: I buy mostly from the shop which offers fair prices (low prices for goods of low quality and high prices for goods of high quality).

From the results of the questionnaire, we see that 4 of the respondents or 3.33 % of them answered that they do not agree at all, 10 of them or 8.33 % do not agree, 14 or 11.6 % do not know, 43 or 35.8 % agree and 49 or 40.83 % completely agree.

Question: I buy mostly from the shop where I am treated with respect.

From the results of the questionnaire, we see that 5 of the respondents or 4.16 % of them answered that they do not agree at all, 4 of them or 3.3 % do not agree, 12 or 10 % do not know, 51 or 42.5 % agree and 48 or 40 % completely agree.

Question: I buy mostly from the shop where attendants show concern about my problem.

From the results of the questionnaire, we see that 16 of the respondents or 13.3 % of them answered that they do not agree at all, 18 of them or 15 % do not agree, 10 or 8.3 % do not know, 46 or 38.3 % agree and 30 or 25 % completely agree.

Question: I buy mostly from the shop where I spend less time on my transaction

From the results of the questionnaire, we see that 10 of the respondents or 8.3 % of them answered that they do not agree at all, 23 of them or 19.1 % do not agree, 25 or 20.8 % do not know, 43 or 35.8 % agree and 19 or 15.8 % completely agree.

Question: I buy mostly from the shop which is located where transportation or transit is easier.

From the results of the questionnaire, we see that 8 of the respondents or 6.6 % of them answered that they do not agree at all, 13 of them or 10.8 % do not agree, 3 or 2.5 % do not know, 53 or 44.1 % agree and 43 or 35.8 % completely agree.

Question: I buy mostly from the shop where the attendants are experts in the business.

From the results of the questionnaire, we see that 6 of the respondents or 5 % of them answered that they do not agree at all, 19 of them or 15.8 % do not agree, 10 or 8.3 % do not know, 62 or 51.6 % agree and 23 or 19.1 % completely agree.

Question: I buy mostly from the shop which offers additional services for free.

From the results of the questionnaire, we see that 4 of the respondents or 3.3 % of them answered that they do not agree at all, 18 of them or 15 % do not agree, 8 or 6.6 % do not know, 51 or 42.5 % agree and 39 or 32.5 % completely agree.

Question: I buy mostly from the shop which offers regular sales promotions.

From the results of the questionnaire, we see that no one strongly disagrees with this question, 5 of them or 4.16 % do not agree, 12 or 10 % do not know, 65 or 54.1 % agree and 37 or 30.8 % completely agree.

Question: I buy mostly from the shop which has the best rewards for loyal customers.

From the results of the questionnaire, we see that 6 of the respondents or 5 % of them answered that they do not agree at all, 7 of them or 5.8 % do not agree, 16 or 13.3 % do not know, 53 or 44.1 % agree and 38 or 31.6 % completely agree.

Question: I buy mostly from the shop which granted me the first card.

From the results of the questionnaire, we see that 4 of the respondents or 3.3 % of them answered that they do not agree at all, 19 of them or 15.8 % do not agree, 9 or 7.5 % do not know, 62 or 51.6 % agree and 26 or 21.6 % completely agree.

Question: I buy mostly from the shop where the needed items can easily be located.

From the results of the questionnaire, we see that 4 of the respondents or 3.3 % of them answered that they do not agree at all, 4 of them or 3.3 % do not agree, 5 or 4.1 % do not know, 63 or 52.5 % agree and 44 or 36.6 % completely agree.

Question: I buy mostly from shops which have granted me customer cards.

From the results of the questionnaire, we see that 7 of the respondents or 5.8 % of them answered that they do not agree at all, 28 of them or 23.3 % do not agree, 11 or 9.1 % do not know, 50 or 41.6 % agree and 24 or 20 % completely agree.

5. Conclusions and recommendations

From the results of this research, we understand the main factors that influence the behavior of consumers who use two or more regular customer cards in the Polog Region. From the answers to the questionnaires, we see that the most important factors influencing the purchase of consumers are fair prices (low prices for low-quality goods and high prices for high-quality goods), for which 40.8% of respondents have responded that they fully agree. Other important factors are also the respectful treatment by the sellers, to which 40% of the respondents answered that they fully agree; Ease of transport where 35% of respondents fully agree, free additional services 39% and rewards for loyal customers 38% of respondents fully agree.

So, despite providing regular customer cards, consumers do not have cards deliver the key factor in their purchasing decisions.

The paper will serve as a basis for further studies for students who are interested in learning more about consumer decision-making. Moreover, the research result will give competitors insight into how they can identify and retain their customers. It would also help businesses improve their strategies to predict their customers' buyer behavior.

Appendix I Questionnaire

Please, Answer The Following Questions as Thorough as Possible.

How Do You Decide On Which Shop to Buy Your Goods and Services?

1. I buy mostly from the shop which is closest to me.

a) Strongly disagree b) disagree c) don't know d) agree e) strongly agree

2. I buy mostly from the shop which offers low prices.

a) Strongly disagree b) disagree c) don't know d) agree e) strongly agree

3. I buy mostly from the shop which sells current and fashionable or trendy goods.

a) Strongly disagree b) disagree c) don't know d) agree e) strongly agree

4. I buy mostly from the shop which offers fair prices (low prices for goods of low quality and high prices for goods of high quality).

a) Strongly disagree b) disagree c) don't know d) agree e) strongly agree

5. I buy mostly from the shop where I am treated with respect.

a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

6. I buy mostly from the shop where attendants show concern about my problem.

a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

7. I buy mostly from the shop where I spend less time in my transaction.

a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

8. I buy mostly from the shop which is located where transportation or transiting is easier.

a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

9. I buy mostly from the shop where the attendants are experts in the area of business.

a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

10. I buy mostly from the shop which offers additional services for free.

a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

11. I buy mostly from the shop which offers regular sales promotion.

a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

12. I buy mostly from the shop which has the best rewards for loyal customers.

a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

13. I buy mostly from the shop which granted me with the first card.

a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

14. I buy mostly from the shop where the needed items can easily be located.

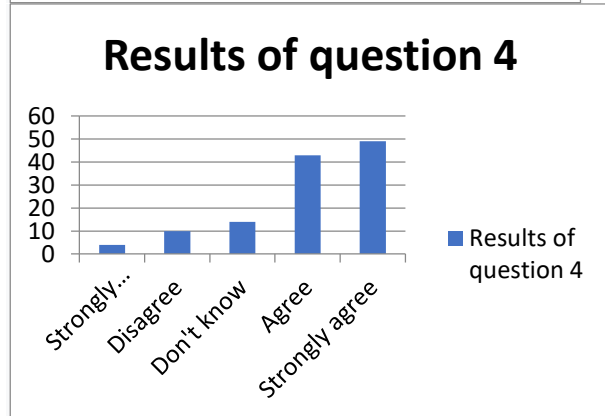
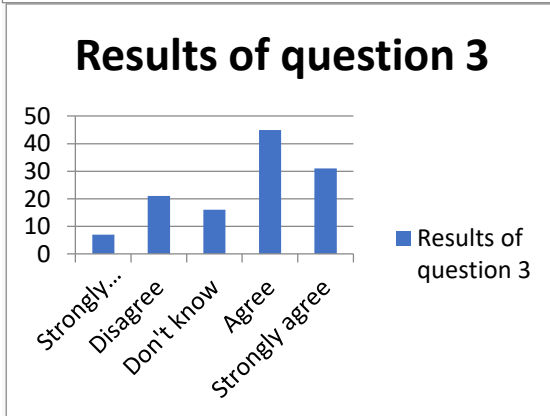
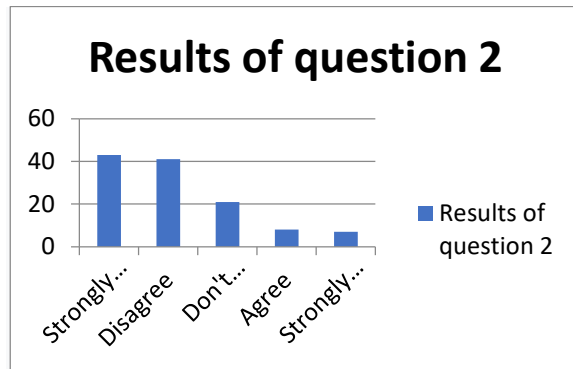
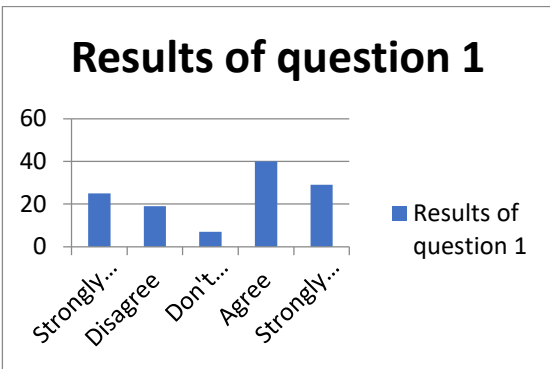
a) Strongly disagree b) disagree c) don't know d) agree e)
strongly agree

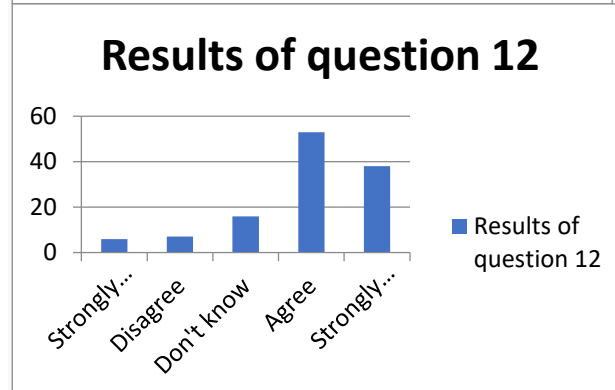
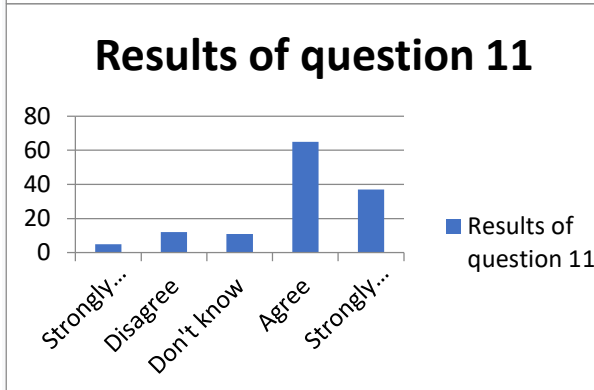
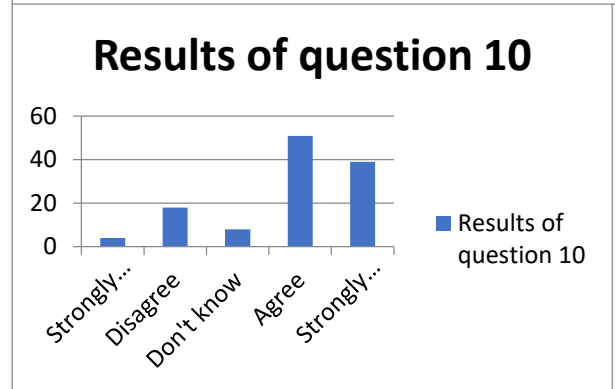
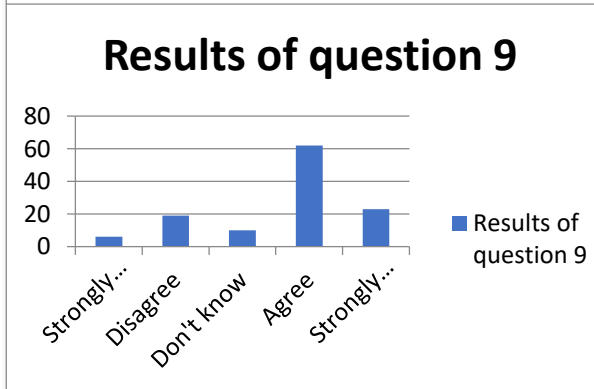
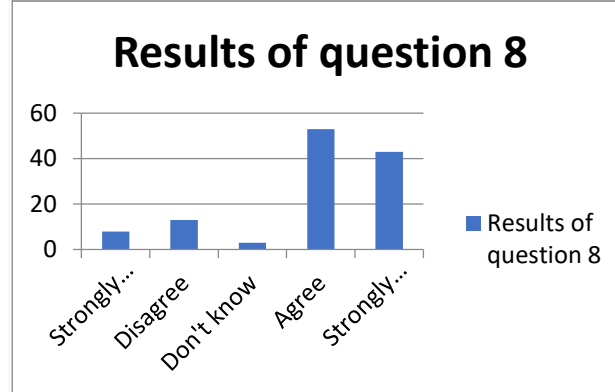
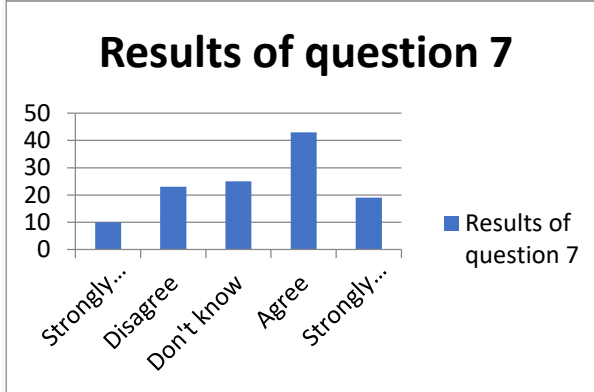
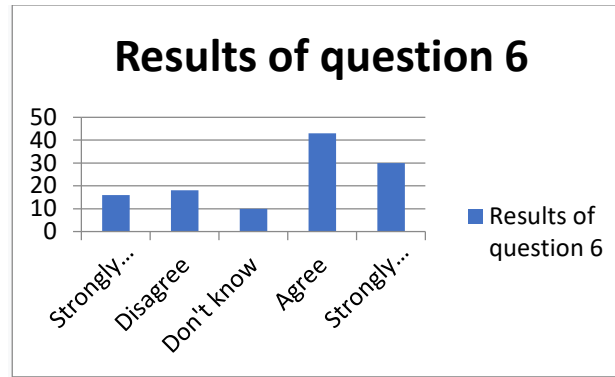
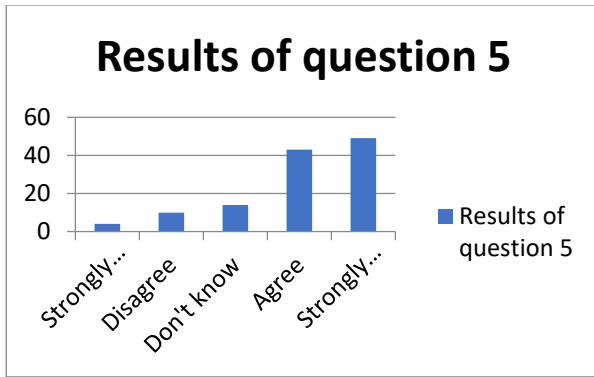
15. I buy mostly from shops which have granted me with customer cards.

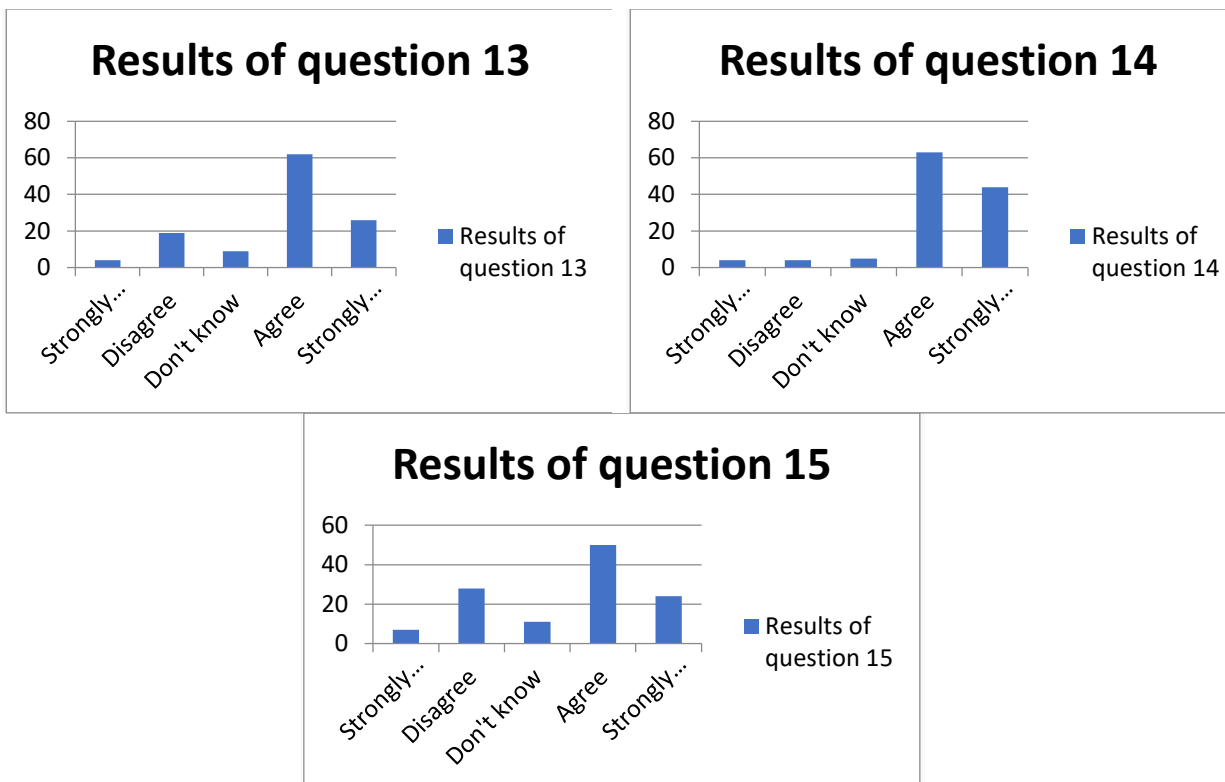
- a) Strongly disagree b) disagree c) don't know d) agree e) strongly agree

Give one major reason why you buy mostly from a particular shop.

1. Gender: Male Female
2. Age: 0 – 18 18 – 45 45+
3. How many regular customer cards do you have? 0 1 2+
- Thank you!







Apendix II

Pyetësor

Ju lutemi, përgjigjuni pyetjeve vijuese. Si vendosni se në cilën dyqan të blini mallrat dhe shërbimet tuaja?

1. Blej kryesisht nga dyqani që është më afër meje:

- a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem
e) Plotësisht pajtohem

2. Unë blej kryesisht nga dyqani i cili ofron çmime të ulëta:

- a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem
e) Plotësisht pajtohem

3. Unë blej kryesisht nga dyqani që shet mallra aktualë ose të modës (të trendit):

- a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem
e) Plotësisht pajtohem

4. Unë blej kryesisht nga dyqani i cili ofron çmime të drejta (çmime të ulëta për mallra me cilësi të ulët dhe çmime të larta për mallra me cilësi të lartë):

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

5. Unë blej kryesisht nga dyqani ku trajtohem me respekt:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

6. Unë blej kryesisht nga dyqani ku shoqëruesit tregojnë shqetësim për problemin tim:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

7. Unë blej kryesisht nga dyqani ku kaloj më pak kohë në transaksionin tim:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

8. Unë blej kryesisht nga dyqani i cili ndodhet aty ku transporti është më i lehtë:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

9. Unë blej kryesisht nga dyqani ku shoqëruesit janë ekspertë në fushën e biznesit:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

10. Unë blej kryesisht nga dyqani i cili ofron shërbime shtesë falas:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

11. Unë blej kryesisht nga dyqani i cili ofron promovim të rregullt të shitjeve:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

12. Unë blej kryesisht nga dyqani i cili ka shpërblimet më të mira për klientët besnikë:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

13. Unë blej kryesisht nga dyqani i cili më dha kartelën e parë (e cila ofron ulje çmimesh për produkte të caktuara):

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

14. Unë blej kryesisht nga dyqani ku sendet e nevojshme mund të gjenden lehtësisht:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

15. Unë blej kryesisht nga dyqanet të cilat më kanë dhënë karta klientësh:

a) Aspak nuk pajtohem b) Nuk pajtohem c) Nuk e di d) Pajtohem

e) Plotësisht pajtohem

Jepni një arsye kryesore pse bleni kryesisht nga një dyqan i veçantë.

-
1. Gjinia: Mashkull Femër
2. Moshë: 0 - 18 18 - 45 45+
3. Sa karta klientësh të rregullt keni? 0 1 2+

Faleminderit!

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