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LOYALTY CARDS: A REVIEW OF THE RESEARCH AND SUGGESTIONS FOR FUTURE RESEARCH
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Abstract

Several larger retailers have adopted loyalty cards as a means to acquire information to better serve their customers. To participate in a loyalty card program, consumers must provide a significant amount of personal information to the retailer. How aware are consumers of the data which they are providing retailers by using loyalty cards? How aware are they of how their information is being used? The purpose of this paper is to begin to raise these issues.

Keywords

Retailing; Loyalty Cards, Customer Databases