

## Customer Loyalty Programs and Purchasing Behaviour - A Study With Reference To Retailing Sector in Tirupati

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### ABSTRACT

*Modern customers are exposed to a large variety of choices with at least switching barrier. This has given customers ease of switching from one brand to another. Hence, it became very typical for any firm make the customer purchase repeatedly. It is very costly and time taking to attract new customers that to manage existing customers and it is evident from literature that 75 to 80 percent of the firms are ready to do anything to bring its customer back and build loyalty. There are many ways for customer to exhibit their loyalty towards a company. They may continue purchasing from the same company or many increase the number of purchases. For a retailer, it is spiky for a retailer to achieve loyalty among its customers without delivering satisfaction to them at the initial stages. Hence, loyalty cannot be developed at earlier stages as it is a result of customer experiences. Even a satisfied customer may switch to a competitor, if they feel they can get a better satisfaction elsewhere. Earlier literature is showing mixed results. This study is conducted to assess the Customer Loyalty Programs of Retailers confining to customers of Tirupati region. It studies the relationship between Customer Loyalty Programmes and purchasing behaviour of customers.*

**KEYWORDS:** Customer Loyalty Programs, Customer Satisfaction, Retailing, Purchasing Behaviour.

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