

**REWARD CARDS: INFLUENCE ON PURCHASE INTENTION  
AND LOYALTY AMONG WORKING WOMEN  
IN SELECTED CITIES OF CAVITE**

**THESIS**

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## **ABSTRACT**

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This study was conducted for the purpose of determining the influence on purchase intention and loyalty of the reward cards among working women in selected areas in Cavite. This study aimed to: (a) determine the socio-demographic profile of the working women in Cavite; (b) determine the reward cards usage profile of working women in Cavite; (c) determine the perceived level of influence of reward cards on purchase intention of working women; (d) determine the perceived level of influence of reward cards on customers' loyalty; (e) determine the significant difference on the perceived level of influence of reward cards on purchase intention of the participants when grouped according to socio-demographic characteristics; (f) determine the significant difference on the perceived level of influence of reward cards on purchase intention when grouped according to usage profile of working women; (g) determine the significant difference on the perceived level of influence of reward cards on customer's loyalty of the participants when grouped according to socio-demographic characteristics; and (h) to determine the significant difference on the perceived level of influence of reward cards on customers' loyalty when grouped according to usage profile of working women.

This study was conducted in four municipalities in Cavite. Data were taken from 155 participants using a survey questionnaire. The data were analyzed using frequency count, mean, percentage and standard deviation. Kruskal Wallis H Test was used as

statistical tools to measure significant difference between socio-demographic profiles of working women on the influence of reward cards on purchase intention and loyalty.

It is prominent that the working women on the selected cities of Cavite were in the age bracket of 31 - 40 years' old, married and mostly earns P10, 000 or less. Grocery stores reward cards (e.g. SM Advantage Cards, 7/11 Cliqq Cards, Robinsons Reward Cards, etc) is the most frequently used by working women. The most availed product using reward cards ranked as number one is food/drinks. And to earn points is the highest ranked as to why working women were using reward cards.

Result shows that there is no significant difference found on the perceived level of influence of reward cards on purchase intention according to usage profile such as frequency of usage, product avail using reward cards and reason of using reward cards. Also, there is no significant difference on the perceived level of influence of reward cards on customer's loyalty according to socio-demographic profile was found.

Moreover, no significant difference was found on the perceived level of influence of reward cards on customer's loyalty according to usage profile in terms of frequency of usage, product avail using reward cards and reason of using reward cards.

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**INTRODUCTION**

Retailers face a dynamic and competitive environment as a result of increased globalization, market dissemination and ever increasing competition. Retailers are in the hunt for methods of gaining competitive edge and better managing customer relations (Anderson, 2007).

A company that invests in both acquiring and retaining consumers may benefit from a long-term increase in sales (Bojei, 2013). When the competition is low, managers can differentiate their brand or product from the competition with much success by implementing a loyalty program (Meyer-Waarden, 2015). Implementing various loyalty programs can encourage or manipulate the consumers shopping patterns to increase store revenue (Ajzen, 2011).

In terms of the 570 Filipino households surveyed there was an approximate ratio of one to one loyalty program recognition per household on average. Compare this number to