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Abstract Abstract

Althought loyalty program have become a key marketing-mix tool for sales promotion and prevalent across a variety of industries, the effective ways to design are still intetermined. This research wants to find what kind of structure designs would appeal consumers' attention, and identify the factors that determine the success of a loyalty program.

In this research, we discuss how the structure designs of loyalty program affect customers' loyalty. The structure factors include: (1) the threshold of loyalty program, (2)the reward of loyalty program. And the customers' loyalty concludes repurchase intention, behavioral loyalty and attitudinal loyalty.

The research uses 2*2 between-subjects experimental design and finds that (1) when the threshold of loyalty program is lower, better-price reward will have a more positive impact on customers' loyalty, (2) we do not have to make segmentation for different psychographics.

For the conclusions above, the following practical suggestions are offered: (1) lower the threshold of loyalty program will make customers have stronger desire to join these programs, (2) provide customers purshasing discounts and make them use their money more flexibly.

Key words: customers' loyalty, loyalty program, psychological characteristics
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