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development; 3.5.3. Pilot study and finalised version of the questionnaire; 3.6. Respondents and sampling procedure; 3.6.1. Target population; 3.6.2. Justification; 3.7. Data collection; 3.8. Problems and limitations; 3.9. Conclusion of methodology; 4. Research Findings and Data Analysis; 4.1. Introduction; 4.2. Sample composition; 4.3. Research findings and data analysis
4.3.1. General behaviour and attitude towards loyalty cards
4.3.2. Preferences regarding loyalty card features; 4.3.3. Store loyalty towards favourite retail store; 5. Research discussions, conclusion and recommendations; 5.1. Introduction; 5.2. Analysis of store loyalty tendencies and success factors; 5.2.1. General behaviour and attitudes towards loyalty cards; 5.2.2. Preferences regarding loyalty card features; 5.2.3. Store loyalty towards favourite retail store; 5.3. Review theory used; 5.4. Recommendations for apparel retailers; 5.5. Recommendations for future research
6. References/Bibliography
6.1. References; 6.2. Bibliography; 7. Appendix; 7.1. Questionnaire

Sommario/riassunto

Internationally operating apparel retailers are expanding throughout Europe (Noordhoff et al, 2004; Seock and Lin, 2011). To be able to cope with the fierce competition in the apparel retail industry, many retailers have implemented loyalty cards in order to keep current customers. Several retailers have opted for a global marketing strategy which includes implementing loyalty cards with the same features in several countries (e.g. Hunkemoller, Promod, Esprit). This research is a comparative analysis of young adults, aged between 18 and 30, from a Northern European country (Germany) and a South
