

Research Survey on Customer Loyalty Programs

Hello. I am Krishna Paanchajanya, a student of B. Tech in Computer Science at IIIT Dharwad and I am part of a team that is currently working on a project that inherently requires the results from this survey. So, please do share your responses in order to contribute to our work.

For the ones who are wondering what the term "**Customer Loyalty Program**" means, they are what we sometimes refer to as **coupons, gift cards, vouchers** or other kinds of **incentives** that are **given to the customers by a company**. They serve as a **reward** to your loyalty towards them as and when you purchase their products thereby strengthening your relationship with the company. In addition, customer loyalty programs also serve as a means of **encouragement to the customer** to further continue his transactions with the company. Some examples include discounts given after repeated purchases at a mall, rewards on Google Pay whenever you perform a transaction, etc.

The objective of this survey is to gather insights into what the customer really intends to receive as part of a Customer Loyalty Program. We have a series of questions compiled here that could help our team understand a customer's perspective of Rewarding Systems better.

* Indicates required question

1. Name *

2. Email ID *

3. Were you familiar with the concept of "Customer Loyalty Programs" or other equivalents such as Coupons, Vouchers, Rewards, etc., before? *

Mark only one oval.

☐ Yes

☐ No

4. Have you ever participated in a loyalty program i.e., have you ever received a voucher, gift card, coupon, or any other equivalent reward from purchases from a company before? *

Mark only one oval.

☐ Yes

☐ No

5. If the answer to the previous question is yes, did you redeem (use) the reward?

Mark only one oval.

☐ Yes

☐ No

6. If the answer to the previous question is no, can you share why?

7. If you receive any rewards from loyalty programs, will it influence your investment behavior (e.g. repeat purchases, referrals, etc.) *

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

8. What type of rewards do you expect from a loyalty program offered by a company? *

Tick all that apply.

☐ Cash Incentive

☐ Discount on the next purchases/service

☐ Coupons to obtain other external products/services

☐ Other:

9. If you are willing to actively participate in loyalty programs and obtain rewards, how frequently do you wish to receive them? *

Mark only one oval.

- ☐ Monthly
- ☐ Quarterly
- ☐ Annually
- ☐ Every time you purchase some product
- ☐ Other: _____

10. How comfortable are you sharing your personal information while enrolling for a loyalty program offered by a company? *

Mark only one oval.

Uncomfortable

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Fully comfortable

11. Would you be willing to invest on a product of a company with a larger amount in order to participate in the loyalty program? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

12. How important the presence of a reward or any other equivalent loyalty program is to you while purchasing a product/ obtaining service from a company? *

Mark only one oval.

- ☐ Very Important
- ☐ Somewhat important
- ☐ Not important

13. How easy do you expect the process of enrolling in and using the loyalty program to be? *

Mark only one oval.

Easy

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Difficult

14. Would you be more likely to recommend a company or its products to friends and family if it offered a loyalty program? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

15. How important the transparency of the loyalty program and rewards system i.e., the process of "how customers are rewarded" is to you? *

Mark only one oval.

- ☐ Very important
- ☐ Somewhat important
- ☐ Not important

16. Have you faced any challenges while participating in a customer loyalty program offered to you? *

Mark only one oval.

- ☐ Yes
- ☐ No

17. If the answer to the above question is yes, please describe the challenges

18. What is your understanding of tokenization and blockchain technology? *

Mark only one oval.

- ☐ Limited Understanding
- ☐ Moderate Understanding
- ☐ Strong Understanding

Blockchain Technology

For the people who are unfamiliar with the term, consider it a technology which offers high end security and transparency to any transaction - let it be monetary or simply submission of information.

19. How likely are you to participate in a reward system or a loyalty program that is digitized and employs emerging technologies like blockchain in the future? *

Mark only one oval.

Least likely

1

☐

2

☐

3

☐

4

☐

5

☐

Most likely

20. If a loyalty program is indeed implemented using emerging technologies like blockchain, what would you expect from it in contrast to what is being offered to you now as rewards which would encourage you to continue your transactions with the company further? *

21. Are you currently enrolled in any investment platform or are you interested in enrolling in the near future? *

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

22. Will the presence of a loyalty program in the investment platform motivate you in enrolling and performing investments on promising start-up companies? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

23. Will the presence of a loyalty program in the investment platform motivate you in enrolling and performing investments on real-estate (property dealing)? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

24. Will the presence of a loyalty program in the investment platform motivate you in enrolling and performing investments on digital arts and paintings? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

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