



# Loyalty Cards in the Apparel Industry in Germany and Spain

*Sarah-Mailin Janotta*

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Master's Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1, South Bank University London (Faculty of Business), language: English, comment: 1 (UK: 70) , abstract: The dissertation with the title 'Loyalty Cards in the Apparel Retail Industry: A comparative analysis to detect store loyalty tendencies and the success factors of loyalty cards in Germany and Spain is a partial fulfilment of the requirement for obtaining the Master's of Science degree in International Business at the London South Bank University, London, United Kingdom in the period 2010/2011. The paper examines the efficacy and the success factors of loyalty cards as an instrument of loyalty programmes in global marketing and researches the levels of store loyalty in two countries, Germany and Spain. This dissertation seeks to gather customer data by means of a questionnaire and to compare domestic differences across the countries in the apparel retail industry. The first chapter of the dissertation firstly introduces the context of the dissertation, leading to the research aim and objectives. In the next step, the research problem is defined, followed by the research questions and hypotheses. Then, the structure of the dissertation is provided, explaining the outline of each chapter of the dissertation.

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