

<b>TO STUDY THE IMPACT OF NEW MEDIA ON MASS MEDIA STUDENTS CAREER CHOICES</b>	53 – 59
Prof. Jasmine Tamboli and Prof. Minu Paul	
<b>SHG – AN ENTREPRENEURIAL OPPORTUNITY FOR WOMEN WITH REFERENCE TO PALGHAR DISTRICT</b>	60 – 66
Dr. Megha K. Juvekar	
<b>CUSTOMER LOYALTY PROGRAM</b>	67 – 73
Abid Hussain Jagirdar	
<b>AN EMPIRICAL STUDY ON THE CAPITAL STRUCTURE ANALYSIS OF SELECTED CEMENT COMPANIES IN INDIA</b>	74 – 78
Anitaba S. Gohil	
<b>GOING BEYOND TRADITIONAL HRM PRACTICES: AN APPLICATION BASED HUMAN CENTRIC APPROACH USING DESIGN THINKING</b>	79 – 81
Aparna Dixit and Ashfaq Ul Ahad	
<b>A STUDY ON CSR AND IT'S EFFECT ON SOCIETY THROUGH BANKING SECTOR</b>	82 – 85
Saif W. Ansari and Iram Zuber Shaikh	
<b>CONSCIOUSNESS OF M-BANKING: APPREHENSION OR NESCIENCE</b>	86 – 91
Shri Vinit Varma	
<b>AN EXPLORATORY RESEARCH OF A DIGITAL PROMOTIONAL CAMPAIGN DURING A TRADITIONAL INDIAN FESTIVAL IN THE ERA OF DIGITALISATION</b>	92 – 94
Palak Kusumakar	
<b>AN EMPIRICAL STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON STUDENTS</b>	95 – 107
N. Saisagarika	
<b>FINANCIAL INCLUSION: PROMOTIONAL STRATEGIES AND CHALLENGES</b>	108 – 113
Dr. Prakash Pinto and Dr. Niranjana Shetty	
<b>SELF HELP GROUPS (SHGs): A PROFILE ANALYSIS</b>	114 – 117
Dr. Niranjana Shetty and Dr. Prakash Pinto	
<b>STARTUPS IN INDIA- A STUDY BASED ON START UP OPPORTUNITIES AND CHALLENGES</b>	118 – 122
Priti Jha	
<b>HUMAN RESOURCES MANAGEMENT CHALLENGES PERTAINING TO THE FIELD OF EDUCATION &amp; INDUSTRIES: AN OVERVIEW</b>	123 – 128
Sharadkumar Shah and Dr. Shveta Saraswat	
<b>IFRS AND IAS</b>	129 – 131
Trupti Subhash Gawde	

---

**CUSTOMER LOYALTY PROGRAM**

---

**Abid Hussain Jagirdar**  
PHD Research Scholar

---

**ABSTRACT**

*The main aim of this research paper was to look at the embodiment of client unwaveringness and its improvement in the business. Client loyalty implies clients eagerness to purchase a brand every now and again over all other. It is both an attitudinal and conduct involvement in one hand that fulfills the client's needs and want. On the off chance that the clients are comfortable and happy with one item having different alternatives, at that point it is client dedication. It generally urges client to purchase, spend more and feel positive passionate experience about shopping. In the business area, client devotion assumes a significant job to inspire the business just as it centers around setting up great connection among purchasers and providers. The devoted clients are the prime wellspring of social affair benefits and acquiring all the more new clients the business.*

*Essentially, the research additionally centered around client unwaveringness projects to advance the client devotion. Devotion programs are such projects offered by an organization to empower their clients on consistent shopping. In business, it's more costly to get new clients than to hold the current clients. In this way, the organization ought to furnish incredible items with moderate cost just as keep up devotion projects to fulfill their clients. The facts confirm that if the clients are not fulfilled and content with the brand, they won't come to buy the item over and over. Consumer loyalty is the key component to help up the business with faithful clients. Consequently, the theory underscored on the connection between consumer loyalty and client steadfastness.*

*Keywords: Business, Customer loyalty, Customer loyalty programme, Customer satisfaction.*

---

**INTRODUCTION**

Client unwaveringness is basic to support the business. The business parts' advancement and achievement relies upon their devoted clients. The business parts must give first need to their clients then just consider the benefit. They should have the proverb of 'Serve first, sell second'. Consumer loyalty is the key component or driving marker of each business to inspire just as to make steadfast clients. Thusly, the requirements of clients ought to be minded by each business. Right now, numerous organizations are getting set up to contend with one another. Right now if the organization gets accomplishment to fabricate a strong and steadfast clients by furnishing the great administrations or items with moderate value then it isn't far to be a main organization with high volume of clients just as name and notoriety.

The exploration centers around the quintessence of client steadfastness projects to improve and advance the client unwaveringness. Client steadfastness programs are the prizes programs given by an organization to urge their clients to visit buying. It gives clients free product, prizes, coupons, etc. In like manner, the examination likewise calls attention to the advantages of client devotion projects to keep up client dependability in the organizations in a long haul premise. It assists with creating the benefits in an organization through keeping up buyers providers relationship. As we probably am aware except if the clients are glad or fulfill with the item, they won't want repurchase. Consumer loyalty and client faithfulness are between related with one another. They are the different sides of an equivalent coin. In any case, it's not mandatory that each fulfilled client is faithful to one brand.

The examination additionally calls attention to the clients as the net advertisers of each business, which help to diminish the costs related with items' notices. It costs more for each business to get another client than to hold an old client. Thus, it's important to manufacture positive enthusiastic involvement with clients by making consumer loyalty, client maintenance and client devotion. In this day and age of rivalry, numerous contenders on a similar field are developing everyday. In such circumstance to rival one another, the organization should deliver the subjective and quantitative items with moderate cost just as rundown the clients in first need. The organization additionally gives different faithfulness projects to pull in more clients.

**LITERATURE REVIEW**

In a literature review a need of further research regarding customer loyalty in special area was known. The purpose of this study is to examine customer loyalty. This paper provides more in-depth knowledge about customer loyalty programme.

Ashley et al. (2011) studied the role of company controlled factors (inconvenience and anticipated benefits) and