

Unifying Trends and Divergent Strategies: An Analysis of Loyalty Programs in the UK, Norway, and the Netherlands

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Abstract

The late 1990s saw the rise of innovative loyalty programs in the retail grocery sector, driven by technological advancements that reshaped customer engagement strategies. This study offers a comparative analysis of loyalty programs in Norway, the UK, and the Netherlands, exploring whether companies continue to draw inspiration from one another and examining evolving engagement dynamics. Findings reveal shared foundational elements, such as bonus rewards and personalized offers, alongside differences in reward mechanisms and innovations like gamification, differential pricing, and subscription-based models. Notably, Norwegian retailers remain committed to traditional bonus-based programs, showing limited adoption of advanced strategies like gamification. This contrasts with the innovation observed in the UK and the Netherlands, highlighting the influence of cost and consumer preferences on loyalty program evolution. These insights provide a deeper understanding of the changing landscape of customer engagement in the grocery retail sector.

Keywords: loyalty programs, reward mechanism, customer engagement, retail

Track:

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