

**THE EFFECTIVENESS OF LOYALTY MARKETING  
PROGRAMMED THROUGH REAL REWARDS  
TOWARDS CUSTOMER RELATIONSHIP AT  
CARREFOUR SUBANG JAYA**

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Of the Requirement for the  
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**FACULTY OF BUSINESS MANAGEMENT  
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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Dina Azua binti Ahmad Musa, (I/c Number: 840503105050)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

2/5/09

## **LETTER OF SUBMISSION**

16<sup>th</sup> April 2008

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
75000 Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper entitled “**THE EFFECTIVENESS OF LOYALTY MARKETING PROGRAM THROUGH REAL REWARD TOWARDS CUSTOMER AT CARREFOUR SUBANG JAYA**” to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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## TABLE OF CONTENT

<b>DECLARATION OF ORIGINAL WORK</b>	ii
<b>LETTER OF SUBMITTAL</b>	iii
<b>ACKNOWLEDGEMENT</b>	IV
<b>TABLE OF CONTENT</b>	V
<b>CHAPTER 1</b>	
1.0 Background of the company	1
1.1 Background of the study	3
1.2 Problem setting	4
1.3 Research question	6
1.4 Research objectives	7
1.5 Research hypotheses	8
1.6 Scope and coverage	9
1.7 Significant of the research	10
1.7.1 Carrefour	10
1.7.2 Carrefour's customer	10
1.7.3 Researcher	10
1.8 Limitation of the study	11
1.8.1 Information accuracy	11
1.8.2 Time constraint	11
1.8.3 Financial constraint	11
1.8.4 Lack of Co operation	12
1.8.5 Lack of experience	12
1.9 Definitions of term	13
<b>CHAPTER 2</b>	
2.0 Literature Review	15
2.1 Overview on Loyalty Marketing Program	17

## CHAPTER ONE

### INTRODUCTION

#### 1.0 Background of the Company

The number one retailer in Europe and the second-largest retailer in the world is Carrefour. In Malaysia, Carrefour is a leading hypermarket chain selling a wide range of household grocery products ranging from frozen goods and fresh products to textiles, garments and shoes, as well as electrical goods such as home kitchen items and audio-visual appliances. Carrefour is widely recognized as a convenient one-stop shopping centre that caters to a mix of consumers from homemakers to students and working professionals.

The company's biggest appeal to its consumers is its 100 percent refund policy that protects the consumer's rights against defective goods. Carrefour's lowest price guarantee is another attractive pull factor. A consumer is allowed to claim double the difference between Carrefour's price and its competitor's price should the latter price be found to be cheaper than Carrefour's. Such confidence in the quality of its service and commitment has rubbed off onto its consumers who flock to the hyper mart all week for the best buys.

Furthermore, Carrefour has the belief in core values, which they already practice since their first step in Malaysia. Seven (7) core values attached to Carrefour that is, freedom, responsibility, sharing, respect, integrity, solidarity and progress. These values also act as a guideline for Carrefour and as a way to identify their customer.

Carrefour Subang Jaya is the first Carrefour branch and it is also the main headquarters for all the branches. Carrefour already established since 1994 and the pioneer hypermarket in Malaysia. Currently Carrefour has 12 branches all over Malaysia and the latest stores will open soon in Kuantan Pahang. Apart from that, Carrefour also is one of the companies that hired disable people and treat them equal just like any other people. There are about more than 10 disable