

FEATURES OF CONSUMER BEHAVIOUR ON RECEIPT AND USE OF A DISCOUNT CARD OF RETAIL TRADE ENTERPRISES

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This article analyses the main features of the behaviour of shoppers' retailers and using bonus coupon card in the market of Kharkiv. Identified the attitude of the buyer to different types of cards, and possible ways to improve the efficiency of data cards as a marketing tool.

The relevance of the chosen topic is justified by high prevalence and popularity of using bonus cards, coupon distribution networks, both in the regional market, as well as across the country and the world. Increased sales volumes and customer adherence are one of the main purposes of any trade organization. Effective using of this marketing tool as their own bonus or discount cards allows the company to more rapidly achieve these goals.

In this article, there are put forward several hypotheses about the existence of the relationship between the characteristics of customers and performance of cards. Analysed different situation, for example, how age, gender, and income level

consumers can influence the behaviour of customers when they use the card of retailers.

Also, studied a buyer's behaviour in situations of obtaining, using, and losing the card. Determined how the type of card affects the buyer interest in its use. Considered the consumer attitudes to such additional services with service cards as electronic notification of its condition and the possibility of recovery in the case of loss.

Determined the most important factors that lead to decrease in efficiency of a bonus coupon card as a marketing tool for the content consumer. Thus, the main reason for failure to get a card by the buyer is additional terms of the card, which require certain actions.

Based on the results, in the article, there are formed the main lines that are worth paying attention when enterprises introduce bonus cards and provided the main recommendations to improve the efficiency of this marketing tool.