

Does the BIG Card encourage members to be loyal to boost sales of Big C?



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With time going by, the one-year MABE master's study career is coming to an end. This year's rich learning life has benefited me a lot.

This year is a special year. Our original plan was to go to the UK to complete the individual study report, but now due to covid-19, our plan has become to complete the report at home. Chulalongkorn University replaced classroom teaching with online teaching. Life is changing, but learning never ends.

My undergraduate major is Thai language and I know nothing about economics. For me, the one-year master course is not easy, but I am very glad to meet patient professors and helpful classmates. I have learned a lot of professional knowledge and the spirit of hard working from the MABE professors, which is very helpful for my future development.

I am very grateful for my experience studying abroad, I will continue to move forward.



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Abstract

Nowadays, the competition in the sales market has become increasingly fierce. How to retain old customers, develop new customers and use membership card marketing strategies to stimulate consumers' shopping frequency and enhance their single purchase ability has become the key points of industry company marketing. This report uses qualitative analysis to collect the BJC Group's annual reports and financial report for the past three years, and conducts in-depth analysis based on the relevant academic views of the predecessors. Big C is a complete retail shopping mall with all shopping channels, and its branches cover traditional shops and online stores across Thailand. A variety of high-quality, cost-effective products and quality services can meet the needs of different target customer groups. It is currently operated and managed by Berli Jucker Public Company Limited or BJC Group. This report systematically introduces the advantages and existing problems of the membership card marketing system, and proposes optimized solutions and suggestions for these problems. This report results shows that membership card marketing will increase customer loyalty and stimulate consumption growth and the member-based marketing will increase customer loyalty, win more market share and increase the company's industry competitiveness. Research on membership card marketing is very important for the development of the retail industry, and put forward suggestions for optimizing corporate marketing strategies

Key words: membership card marketing, loyalty program, marketing strategy, sales.

Executive Summary

In modern society, everyone will have a variety of membership cards when they open their wallets. Membership cards are widely used in retail, catering, aviation and all industries closely related to them. The membership card not only brings convenience to life and shopping, but the use of points and other membership card activities has also become a symbol of noble status. Higher membership levels can exercise some rights to purchase goods in advance or discount goods. The membership card marketing strategy recognized by more and more people. In fact, membership card marketing strategies have been around for many years. Why use a membership card marketing strategy? This must be considered from the fundamental interests of the enterprise. Adopting a membership card loyalty system is nothing more than encouraging consumers to expand consumption, thereby increasing customer shopping frequency, and ultimately increasing sales and profit growth. The main purpose of the membership card marketing strategy is to understand the needs of the current membership group and master the information, provide them with better and more in line with the psychological needs of customers, and then attract more customers to join the membership through the existing customer group. Loyalty of existing customer base stimulates consumption growth and expands operating income.

Demoulin, N. T., & Zidda, P. (2008) show that members with membership cards are more loyal to the store. Matita, Glenn ., R. (2013) stated that having a membership card has an important impact on consumers' emotional loyalty. Consumer loyalty includes consumer attitude and satisfaction, degree, consumer trust and consumer commitment. Therefore, through research, I came to three important conclusions:

(1) Research shows that membership card marketing will increase customer loyalty and stimulate consumption growth.

The marketing activities of the modern retail industry are mainly reflected in formulating marketing plans suitable for consumers according to the preferences of consumers, formulating relevant marketing activities and carrying out promotional activities to promote the development of marketing, such as the membership card system. As we mentioned in the literature review, the membership card system will carry out a large number of rich membership activities in response to consumer preferences. BIG C supermarket's membership card program has a membership consumption points system. It can be said that BIG C has developed various types of member preferential activities for customers for the membership card marketing system, various consumption activities for different preferences and various lifestyles of customers. The ultimate goal of marketing is to promote the company's sales growth, improve the company's industry competitiveness, and gain greater market share. Therefore, I think marketing can promote the development of the company and promote sales growth. There is a certain causal relationship between the marketing and company sales.

(2) Research shows that member marketing strategies will increase customer loyalty, and loyal customer groups will help the company win more market share and improve the company's industry competitiveness.

Why are customers willing to apply for membership cards? First, the nature of the product is the standard by which consumers measure their willingness to repeat purchases. Secondly, the preferential activities that can be enjoyed after becoming a

member is also the decisive factor for customers' willingness to apply for membership cards. Third, the company's service attitude to member customers is also an important basis for customers to judge whether to join the member system. In other words, the loyalty program is to provide more costs for the benefit of customers. The loyalty program has nothing to do with brand value and positioning. It shows that the loyalty program is feasible and worthwhile. The reward system in the loyalty program has a more positive effect in promoting member consumption and win more market shares.

(3) Research shows that membership card marketing is very useful for the development of the retail industry.

What is the marketing policy of BIG C? Customer-centric, price-leading, customer service, and BIG Card, the BIG card membership loyalty program is an important marketing policy of BIG C. The company insists on implementing a customer loyalty program, increasing the number of members, allowing members to redeem membership activities through accumulated points, thereby stimulating consumption growth and gaining an advantage in competition in the same industry.

Through my research on the membership card system of BIG C's marketing strategy, combined with the previous research and analysis, I give the following suggestions:

First, member maintenance measures are not perfect, and there are problems with member information management. Therefore, the company should fully integrate member information, grasp accurate information of customers, conduct classified analysis, management, and tap potential information of customers' consumption intentions.

Second, membership discounts still need to improve competitiveness. Regular discounts are not very attractive to members, so formulating more attractive offers will encourage members to repeat shopping. Improve the points system in the member system, and recommend more attractive member activities to members by subdividing member information.

Third, the membership service lacks personality. Therefore, enterprises should pay more attention to personalized formulation. Consumers need not only cost-effective products, but also products with more identity characteristics, so it is more attractive to develop private customized membership activities and products.

Fourth, customers lack freshness and lack of long-term customer loyalty maintenance. Companies should improve their industry competitiveness, reflect their uniqueness to attract customers, retain members and develop new customers. Invite members to participate in discussions about the formulation of commodity activities to make the company more competitive and unique, and to increase consumer confidence and satisfaction in the company. The company should also strengthen the development of its own brand products, improve the company's competitiveness in the same industry, expand the company's market share, and promote the company's sales growth.

1. Introduction

1.1 Company Background and Significance of the Problem

Big C is a complete retail shopping mall with all shopping channels, and its branches cover traditional shops and online stores across Thailand. Big C is committed to provide a variety of high-quality, cost-effective products and quality services to meet

the needs of different target customer groups. BIG C was acquired by BJC Group in 2016. It is currently operated and managed by Berli Jucker Public Company Limited or BJC Group. Berli Jucker had more than 5,000 employees in 2010 and produces its own brands such as Tasto potato chips, Dozo rice cakes, Cellox tissue products and Parrot soap products. BJC also represents many brands from third parties. Berli Jucker is one of Thailand's leading marketing, sales and distribution service providers, managing multiple manufacturing operations in Asia. Big c is a typical Thai retail enterprise, "customer first" is the company's consistent principle. Smile service is a typical Thai style. For enterprises, it is very important to become the core enterprise of the industry. Increasing market share and enhancing the company's competitiveness are also the company's continuing goals. BIG C is part of the daily shopping of millions of Thais. Providing them with more convenient services and shopping experience is the company's service tenet. Developing more sales models to bring customers a richer customer activity and shopping experience has become an important strategic goal for enterprises at this stage. Today, the competition in the sales market has become increasingly fierce. How to retain old customers, develop new customers and use membership card marketing strategies to stimulate consumers' shopping frequency and enhance their single purchase ability. By grasping the personal information of members, we can meet the needs of customers more targeted and make customers more loyal to the company. Therefore, this report will study this problem by analyzing the effect of BIG Card on consumer loyalty increase and sales growth of BIG C. Optimizing and implementing membership card functions can increase consumer loyalty and promote sales growth. By grasping consumer information, marketing strategies can be formulated to better meet the shopping needs of people of different ages and occupations, thereby improving the company's industry competitiveness, expanding the company's market share and sales performance.

Significance one: The development of the modern retail industry is largely inseparable from the customer base. Having a loyal customer base is an important factor in business development. 80% of profits in the retail industry come from 20% of loyal customers. Therefore, does the BIG card marketing strategy help promote the company's sales? Research on membership card marketing strategies is particularly important for improving customer loyalty and increasing profits.

Significance two: Western membership system is sweeping the world, and membership marketing has become a new strategy for modern enterprise marketing. As the industry with the most extensive coverage in modern economic life and the greatest impact on social development and people's lives, there are countless retail companies on the market, so how to get rid of many retail companies to help them enhance the competitiveness of the industry? Therefore, does the BIG Card marketing strategy help the company gain greater market share? It has become a trend to win more market share and provide more help for the long-term development of enterprises.

Membership card

Small cards issued and held by members of clubs, associations or other organizations, used to verify membership within a given time.

Loyalty

Loyalty usually refers to loyalty to a country, cause, philosophy, country, group or individual. The philosopher does not agree with the loyalty goal. Some people think that loyalty is a strict interpersonal relationship, and only another person can be the object of loyalty. In law and political science, loyalty refers to someone's loyalty to a country, which can be the country of birth or the country of oath (naturalization).

1.2 Research Question

Does the BIG Card increase customer loyalty and boost sales of Big C?

1.3 Research Objectives

1.3.1 In order to study whether membership card marketing will increase customer loyalty and stimulate consumption growth?

1.3.2 In order to study whether membership-based marketing will increase customer loyalty and win more market share of the company to improve competitiveness?

1.3.3 In order to study whether membership marketing is important to the development of the retail industry, and put forward suggestions for optimizing corporate marketing strategies.

1.4 Scope of the Study

BIG C (BJC group)

In this part, my information mainly comes from collecting official secondary data. I will collect the 2017, 2018 and 2019 annual report and financial report through the BJC Group official website, obtain relevant information about the company's BIG CARD, compare the growth of members and the company's sales, and related promotions and activities of BIG C subsidiaries information.

I will analyze whether there is an existing BIG card membership card system that can improve customer loyalty by comparing the company's membership growth and store growth in 2017, 2018 and 2019, whether the company's sales growth is affected and whether membership card marketing is implemented Strategic companies, thereby stimulating consumers' buying behavior.

I will have a more in-depth discussion. Under the influence of the membership card marketing strategy on customer loyalty, what can this strategy bring to the company's future marketing, can it make the company have a stronger market competitiveness and a larger market share, thereby promoting the company's healthy development. According to the data, analysis and research are conducted according to the relevant marketing strategies and customer loyalty plans mentioned in the company's annual report and financial statements.

By studying the facts that I have obtained, I will make optimization suggestions for the marketing strategy of the company's membership card system.

1.5 Possible Benefits

1.5.1 Research shows that membership card marketing will increase customer loyalty and stimulate consumption growth.

1.5.2 Research shows that member-based marketing will increase customer loyalty, win more market share and increase the company's industry competitiveness

1.5.3 Research on membership card marketing is very important for the development of the retail industry, and put forward suggestions for optimizing corporate marketing strategies

2. Literature Review

2.1 Theoretical Foundation

Do you have a membership card? This should be the most frequently asked word in today's social life. In modern society, everyone will have a variety of membership cards when they open their wallets. Membership cards are widely used in retail, catering, aviation and all industries closely related to them. The membership card not only brings convenience to life and shopping, but the use of points and other membership card activities has also become a symbol of noble status. Higher membership levels can exercise some rights to purchase goods in advance or discount goods. The membership card marketing strategy recognized by more and more people. In fact, membership card marketing strategies have been around for many years.

Why use a membership card marketing strategy? This must be considered from the fundamental interests of the enterprise. Adopting a membership card loyalty system is nothing more than encouraging consumers to expand consumption, thereby increasing customer shopping frequency, and ultimately increasing sales and profit growth. The main purpose of the membership card marketing strategy is to understand the needs of the current membership group and master the information, provide them with better and more in line with the psychological needs of customers, and then attract more customers to join the membership through the existing customer group. Loyalty of existing customer base stimulates consumption growth and expands operating income.

Marketing strategy is a long-term, forward-looking approach, and its basic goal is to gain a sustainable competitive advantage. "The main objectives, the mode of the goals and objectives, and the basic policies and plans to achieve these objectives are stated in a way that defines or is about to join the company's business." (S. Jain, *Marketing Plans and Strategies*) (1993). Marketing strategies is a brief description of the company's future development goals. In short, the company's development direction and goals in the next three to five years can be determined in the following ways to formulate marketing strategies, which will have a significant impact on the company's management and development. Clear and avant-garde marketing strategies can Help the company become more sensitive and more competitive when it encounters opportunities and challenges, and help the company develop better to improve market competitiveness and gain greater market share.

Membership card marketing strategy is also a reflection of research on measuring customer loyalty. By reading the BJC Group's 2017, 2018 and 2019 company annual reports, we can see that the number of BIG card members is steadily increasing, and the sales of Big C are also steadily increasing, and then through the study of membership card marketing strategies to enhance customer loyalty Stimulating consumption also has a major impact on the future development of enterprises and the adjustment of marketing strategies. Why is membership card marketing strategy important? It can help the company to better grasp the customer's consumer psychology, consumption needs and customer's personal information, through these data can quickly

pass the company's latest activities to customers, can promote closer communication between enterprises and consumers. Over time, ensuring customer loyalty and developing new customers has also become an important marketing strategy for companies.

Loyalty and justice, courage, honor, respect, love and sincerity are the seven virtues of life. Josiah Royce (Josiah Royce) put forward different definitions in "Loyalty Philosophy" published in 1908. Royce believes that loyalty is a virtue. In fact, this is a major advantage. "This is the core and core responsibility of all virtues." All responsibilities. "In modern society, loyalty is not only reflected in the country, country and individual, but also in the loyalty to the brand or company. This is also the main purpose of marketing between different companies in the retail industry at this stage.

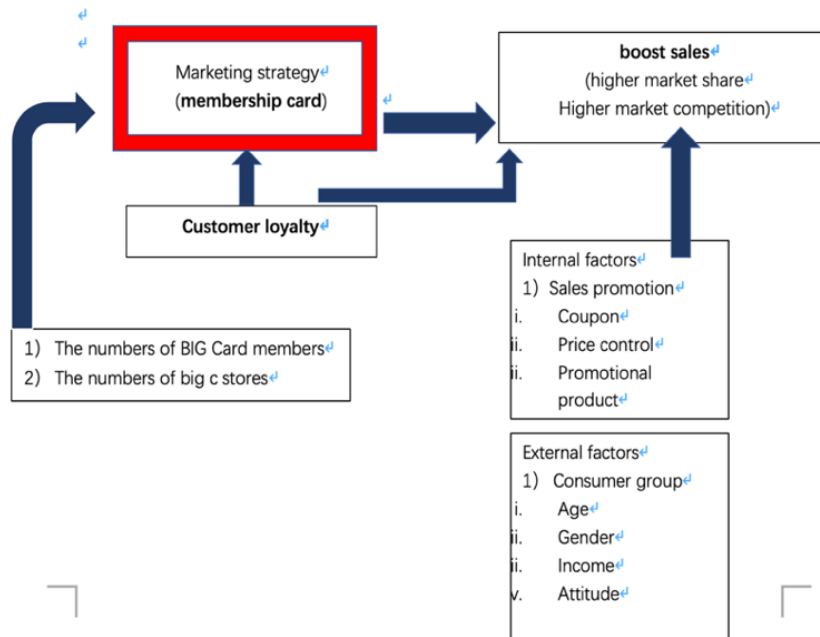
What are the basic benefits that members can enjoy under the current membership system? First, we found that this is a points system, you can accumulate points through shopping, or get points through members' birthday events and other company holiday activities, you can redeem points for corresponding products or discounts. Communication strategy, that is, to communicate with customers through mailing marketing activities or brand-related information, or send the latest activity information to customers through SMS; the third is service experience, that is, members can enjoy more detailed and thoughtful information Services; for example, the design of the surface of the free delivery home membership card is also a service that members can enjoy, and members can choose the card surface design they want.

Sales are activities related to the number of goods or services sold or sold within a given target time. Sales is one of the important data reflecting the company's profit and loss, so the level of sales also has a crucial impact on the company. The increase or decrease in sales is very important for the company's marketing strategy, and it also has a significant impact on the company's market share and industry competitiveness.

By reading the company's annual report and financial statements, marketing literature reviews on loyalty and membership, we will summarize previous research experience, and I will compare the company's loyalty membership card system to analyze whether there is an increase in customer loyalty BIG card. Whether the increase in the number of members and stores in 2017, 2018 and 2019 will affect the company's sales growth and whether the company has implemented a membership card marketing strategy company, thereby stimulating consumers' purchasing behavior. I will have a more in-depth discussion. Under the influence of the membership card marketing strategy on customer loyalty, what effect will this strategy have on the company's future marketing, so that the company has a stronger market competitiveness and a larger market share, thereby promoting the company's healthy development.

3. Methodology and Data Gathering Process

3.1 Conceptual Framework



(Figure 3.1 conceptual framework)

The above conceptual framework links marketing strategy membership cards to sales. According to marketing strategy, customer loyalty program will affect sales, and its influencing factors may have internal and external factors. The influencing factors are promotion and consumer groups, in addition, the number of members, the number of stores and customer service will also affect it. Finally, I believe that customer loyalty is the main factor affecting sales.

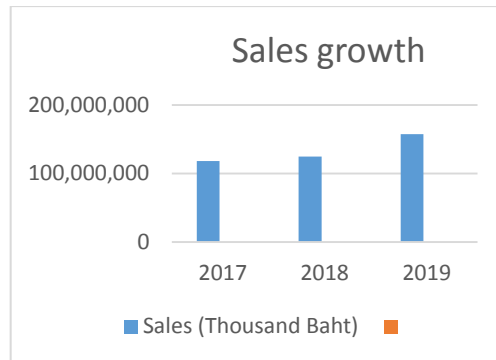
3.2 Data collection

In this part, my information mainly comes from collecting official secondary data. I will collect the 2017, 2018 and 2019 annual report and financial report through the BJC Group official website, obtain relevant information about the company's BIG CARD, compare the growth of members and the company's sales, and related promotions and activities of BIG C subsidiaries information. Summarize and analyze the points of the benefits from the customer loyalty program.

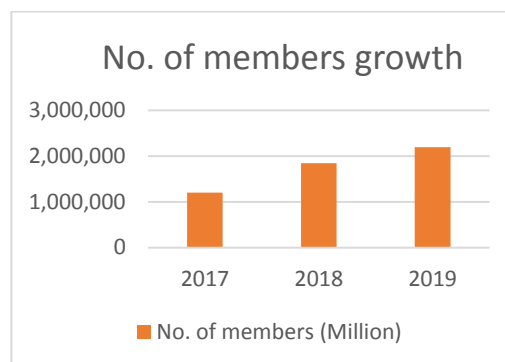
3.3 Data analysis

	2017	2018	2019
Sales (Thousand Baht)	118,168,399	125,016,850	157,692,689
No. of members (Million)	12	18.5	22

(Table 1 data of sales & number of members, Source: BJC group annual report & financial report)



(Figure 3.3 sales growth, Source: BJC group annual report & financial report)



(Figure 3.4 number of members growth, Source: BJC group annual report & financial report)

According to the data, analysis and research are conducted according to the relevant marketing strategies and customer loyalty plans mentioned in the company's annual report and financial statements.

3.4 Descriptive approach

I will analyze whether there is an existing BIG card membership card system that can improve customer loyalty by comparing the company's membership growth and sales growth in 2017, 2018 and 2019, whether the company's sales growth is affected and whether membership card marketing is implemented Strategic companies, thereby stimulating consumers' buying behavior. By reading a large number of relevant literatures and thesis about the membership card system and membership loyalty program, and categorizing and summarizing, we can find objective evidence and opinions to support the research direction of this article. By combining the arguments in the literatures and the data of BIG C's sales and number of members, it is analyzed whether the membership card marketing strategy will promote BIG C's sales growth. I will have a more in-depth discussion. Under the influence of the membership card marketing strategy on customer loyalty, what can this strategy bring to the company's future marketing, can it make the company have a stronger market competitiveness and a larger market share, thereby promoting the company's healthy development. By studying the facts I have obtained, I will make optimization suggestions for the marketing strategy of the company's membership card system.

4. Marketing Highlights

Why is the marketing important to retail companies? If BIG C wants to understand the target customer base and increase the company's revenue, it must conduct marketing. So, what is marketing? Marketing is considered by the American Marketing Association as "marketing is the process of creation, communication, exchange, and delivery, which can create value and profit for customers, market partners, and society." In the modern market economy environment, marketing has become an indispensable part of enterprise development. The market is like a battlefield for companies to compete. To a large extent, marketing capabilities determine the industry competitiveness of enterprises. Whether enterprises can seize opportunities and gain greater market share, it is particularly important to do a good job in marketing. Marketing has become a trend. In other words, in modern life, we have been marketing all the time. But the difference is that some companies are marketing goods, some companies are marketing services, and some people are making marketing strategies. Therefore, in order to grasp the initiative of the industry, marketing is essential. Linking profit incentives to consumer needs and customer satisfaction with social well-being in order to be able to effectively market (Philip Kotler) believes that marketing objectives to improve consumer well-being must be at the core of the company's marketing strategy. The management personnel of each company should strictly implement it.

The concept of "marketing" originated from Adam Smith's book *The Wealth of Nations*. But it was not widely used until the last two hundred years. Marketing is a means of helping organizations to help or satisfy consumers' psychology or needs while having competitors. When people have a demand for a certain substance or commodity with the support of wealth, they will have a shopping desire to meet the demand. Therefore, correct marketing can help companies obtain consumer demand information in a timely manner and grasp consumer shopping desires. It is especially important to provide a better and more popular consumer experience.

Pepe, M. S., Abratt, R., & Dion, P. (2011). finds that customer loyalty to the company has a crucial impact on the company's overall profitability. The marketing activities of the modern retail industry are mainly reflected in formulating marketing plans suitable for consumers according to the preferences of consumers, formulating relevant marketing activities and carrying out promotional activities to promote the development of marketing, such as the membership card system. As we mentioned in the literature review, the membership card system will carry out a large number of rich membership activities in response to consumer preferences. BIG C supermarket's membership card program has a membership consumption points system. It can be said that BIG C has developed various types of member preferential activities for customers for the membership card marketing system, various consumption activities for different preferences and various lifestyles of customers.

What is the relationship between marketing and company sales? The ultimate goal of marketing is to promote the company's sales growth, improve the company's industry competitiveness, and gain greater market share. Therefore, I think marketing can promote the development of the company and promote sales growth. There is a certain causal relationship between the marketing and company sales.

5. Marketing strategy analysis

What is a marketing strategy? Marketing strategy can be said to be a plan for future company behavior. Formulating a marketing strategy suitable for the company can bring a lot of help to the company's development. For example, it can help companies determine development goals and positioning, can help companies increase sales and improve competitiveness, and in the long run, it can also help companies gain greater market share and seize opportunities. It is of great significance to the company's strategic deployment. Mintzberg, H. (1994). said in his Harvard Business Review, "Marketing strategy is a clear indication of future behavior".

Membership card marketing is the marketing strategy of the membership loyalty program. What is a loyalty program? This is a way to encourage consumers to join the membership card system and make repeated consumptions of the company again and again. This kind of marketing strategy can help companies build customer loyalty to the company and repeat customers' shopping behavior. The ultimate goal is to stimulate consumer shopping, promote the company's sales growth, and help the company obtain greater benefits.

Why companies introduce customer loyalty programs? In order to strengthen the relationship between retailers and businesses, merchants are very interested in customer loyalty programs, so how effective are these programs? At this stage, there is a lot of controversy about the assessment of loyalty program scholars. Before using the loyalty program, the mainstream method is to let the merchant evaluate all its costs in combination with the benefits of the loyalty program. Dowling, G. R., & Uncles, M. (1997). believes that in order to achieve maximum success in the tough market competition, loyalty programs must increase the value of products or services. In other words, the loyalty program will incentivize customers to repeat consumption, which is conducive to the implementation and promotion of other marketing strategies of the company.

Is the customer loyalty program really effective? Through qualitative analysis, the author obtained three main results. First, in practice, it will be found that competition is the main factor for most companies to implement loyalty programs. They need a certain number of members to ensure their market share and competitiveness. Secondly, in addition to basic defense factors, if the loyalty program does not support the price and service positioning of the company or brand, then he may need more dealers to drive demand. Because there is a positive correlation between distribution range and market share. Third, the research on behavioral loyalty written by Dowling, G. R., & Uncles, M. (1997). shows that customer loyalty is more likely to exist in existing market types and brands than through other methods. In other words, the loyalty program is to provide more costs for the benefit of customers. The loyalty program has nothing to do with brand value and positioning. It shows that the loyalty program is feasible and worthwhile. The reward system in the loyalty program has a more positive effect in promoting member consumption.

6. The promotions of BIG Card analysis

What are the advantages of promotion in membership card marketing? First, promotion can attract consumers' attention to products and create the communication chance between consumers and merchants. Second, provide consumers with reasons to buy the goods and increase sales for the company. Third, establish the company's marketing image and adapt to the company's marketing position. Fourth, master the "big data" of consumers through promotional activities, and then analyze to formulate marketing strategies that are more adaptable to consumer psychology.

Promotion is an important factor to stimulate consumption. Promotions include various short-term tactical promotional tools. Gilbert, D. C., & Jackaria, N. (2002). finds that only price discount promotions will affect consumers' purchasing power. Although marketing strategies have changed, from advertising marketing to sales promotion, but the purpose is to meet customer expectations, people often think that promotion can promote short-term sales growth.

Although it is not yet possible to prove that promotion will prompt customers to repurchase, there are also some studies that prove that customers will repurchase their recognized brands through promotional methods. The author's main purpose is to compare coupons, price discounts, samples, and "buy one get one free" four promotional tools to understand their impact on consumer buying behavior. Coupons are more attractive than discount promotions in increasing product prices, but coupons must require customers to track the activities of the merchant to get coupons. If the consumer is more sensitive to price, then he will be more enthusiastic about using coupons. Free trial is to provide free samples to members through mail and other methods. "Buy one get one free" sold at the original price, but give away products of the same value. The author concludes through the questionnaire that only price discount promotions will affect consumers' purchasing power.

I checked the official website of BIG C and found that BIG C also has very complete promotional activities, especially for loyal members. BIG C supermarket's membership card program has a membership consumption points system. Consumers can earn points by applying for a membership card: BIG C and its associated stores can redeem one point for every 1 baht spent, and the points can be used for many redemption activities, such as membership discounts when shopping in supermarkets, points can be used to redeem credit recharge offers, discounts on AirAsia tickets, points can be converted into BIG C products without a doubt, and points can be redeemed to purchase special products.

In addition, as a BIG Card member, you can also enjoy discounts on hotel reservations, discounts on attraction tickets, discounts on well-known restaurant chains, discounts on beauty and clothing stores. During each member's membership day and member's birthday, member activities will also be more active than usual, such as enjoying multiple member points, big coupons, and other attractive promotional activities. Of course, there are education discounts, such as parent-child courses and education bookstore consumption discounts. It can be said that BIG C has developed various types of member preferential activities for customers for the membership card marketing system, various consumption activities for different preferences and various lifestyles of customers.

7. Trend Analysis: why customers use BIG Card?

Why are customers willing to apply for membership cards? First, the nature of the product is the standard by which consumers measure their willingness to repeat purchases. The goods price is usually one of the important factors for consumers to judge whether to buy. At the same time, product quality is also an important factor indispensable to customer judgment. Cheap but inferior goods, consumers will not be willing to buy, but it may cause consumers to resent the corporate image. Therefore, high cost performance is one of the important factors that encourage consumers to apply for membership cards. Brand is also one of the basic factors for consumers to judge corporate image.

Secondly, the preferential activities that can be enjoyed after becoming a member are also the decisive factor for customers' willingness to apply for membership cards. Now, the pressure of competition among companies in the same industry is increasing. Different companies and platforms are constantly updating discount activities with different advantages to attract customers to purchase products and become loyal customers. Other preferential activities obtained from BIG card members, such as insurance or catering, air travel, etc., at this time, more attractive offers will have greater market competitiveness and prompt customers to apply for membership cards.

Third, the company's service attitude to member customers is also an important basis for customers to judge whether to join the member system. As a member, you can enjoy more effective and faster VIP customer channels than ordinary consumers, more personalized, more intimate and more targeted membership services will bring more satisfaction to customers. For example, an enterprise can push member activities and discount information to members in a timely manner through big data based on the member information held by the company, and provide members with personalized services, such as maternal and child rooms.

The results of Demoulin, N. T., & Zidda, P. (2008) show that members with membership cards are more loyal to the store. In other words, the research results show that when card members are satisfied with the membership card plan, they will be more loyal to the company and less sensitive to prices than non-members. However, Bellizzi, JA, & Bristol, T. (2004) surveyed three supermarkets with membership cards within the scope of the study by questionnaire sampling, and concluded that customers with only one supermarket membership card were more loyal to the supermarket. High, high customer loyalty rate with multiple supermarket membership cards is low. Second, young people are more loyal to supermarkets than older people. Therefore, how to attract more customers to apply for membership card is also an important direction for marketing strategy formulation. In addition, some scholars believe that the membership card system can encourage members to increase their loyalty to the company. Faced with the economic downturn, Okutomi, H., & Amasaka, K. (2013). studied car dealers' focus of marketing and sales, from attracting new customer group to retaining and maintaining existing customer loyalty, which has become an important way for companies to develop.

8. Marketing policy analysis

In the past two decades, Thailand's retail industry has developed very rapidly. It is also because the Thai government allowed and supported foreign investment in Thai retail enterprises, which has promoted the development of BIG C. Modern retail enterprises provide customers with convenience in life and various products that stimulate the continuous expansion of retail enterprises. From the BJC Group's annual report, we can know that since the BJC Group acquired BIG C in 2016, it has promoted the BJC Group to become a vertically integrated supply chain operator, providing opportunities for the development of BIG C and BJC Group. Help BJC Group develop. The company's deeper understanding of consumer needs and current market conditions prompts the company to respond quickly and develop strategies to respond to the status quo.

What is the marketing policy of BIG C? Customer-centric, price-leading, customer service, and BIG Card, the BIG card membership loyalty program is an important marketing policy of BIG C. From the data of the BJC Group's annual report, it can be concluded that the number of BIG Card members is increasing year by year, and at the same time, the company's sales are also maintaining a certain growth rate. The company's Wednesday membership activities in every week also successfully promote the number of active members to increase month by month. The company's purpose is to retain the activities of existing customer groups and develop new customer groups by continuously developing products and improving the characteristics of existing products, so customer loyalty program is the key point of the company's marketing policies. Customer loyalty is critical to the company's development. Pepe, M. S., Abratt, R., & Dion, P. (2011) find that customer loyalty to the company has a crucial impact on the company's overall profitability. The company insists on implementing a customer loyalty program, increasing the number of members, allowing members to redeem membership activities through accumulated points, thereby stimulating consumption growth and gaining an advantage in competition in the same industry.

As can be seen from the BJC Group's annual report, BIG C's marketing policy has always been committed to becoming an industry leader. BIG C's marketing policy is to focus on quality services and use the best quality services at reasonable prices to meet customer needs, First, the company's marketing points will continue to provide consumers with the best products, best services and the most convenient lifestyle. Secondly, the company will continue to provide the expected products and services to the existing customer base so that the existing customer base can be further subdivided to cover new markets and departments. Third, the company will provide customers with more product choices, and continuously improve product quality and service advantages through innovation and technological development. Fourth, BJC Group helps local economic development by promoting local agricultural and sideline products, and realizes a mutually beneficial and win-win system between the company and farmers. Since 2017, BJC Group has also cooperated with the Ministry of Commerce to provide Thai small and medium enterprises with the opportunity to become Big C suppliers.

To compare the One Card of Central Group and the BIG Card of BIG C, I have obtained some points. First, the BIG card members can purchase the company's own brand products at a lower price. Secondly, One Card members can enjoy more convenient and convenient online one-stop shopping services, all products enjoy the

"Free Shipping Policy" in Thailand, and provide additional discounts for members online shopping. Third, the One Card membership card is more widely used, basically covers all industries, and is more attractive to consumers. In summary, there are still many areas for improvement in the BIG card membership card system, but the low-price strategy of the BIG card has great advantages.

9. Marketing strategy optimization and recommendations

At present, the membership system is an important marketing strategy for chain retail enterprises. Enterprises obtain a large number of customer resources through the member loyalty system, obtain consumer information, and increase company revenue. Loyal customers can help the company to show stronger competitiveness and occupy a larger market share in the industry. Dowling, G. R., & Uncles, M. (1997). believes that in order to achieve maximum success in the tough market competition, loyalty programs must increase the value of products or services. In other words, the loyalty program will incentivize customers to repeat consumption, which is conducive to the implementation and promotion of other marketing strategies of the company. However, there are some problems in the marketing process of the membership card loyalty program.

First, member maintenance measures are not perfect, and there are problems with member information management. The number of members is constantly increasing, but it does not guarantee the members' repeated consumption confidence, so maintaining membership activities has become an important marketing points. Therefore, the company should fully integrate member information, grasp accurate information of customers, conduct classified analysis, management, and tap potential information of customers' consumption intentions.

Second, membership discounts still need to improve competitiveness. There are many competitors in BIG C, and the methods of product promotion are similar. How to attract customers' attention has also become the company's development goal. Regular discounts are not very attractive to members, so formulating more attractive offers will encourage members to repeat shopping.

Third, the membership service lacks personality. With the development and progress of modern society and the continuous improvement of people's living standards, people's demand for members is no longer just a preferential activity, people also need to symbolize the highest VIP enjoyment and higher quality of life. Therefore, enterprises should pay more attention to personalized formulation.

Fourth, customers lack freshness and lack of long-term customer loyalty maintenance. Competition in the same industry is fierce, and the company's membership system is not attractive to members. Companies should improve their industry competitiveness, reflect their uniqueness to attract customers, retain members and develop new customers.

Fifth, the company's after-sales service guarantee system still needs to be improved. After-sales service should be more user-friendly, faster and more convenient. Timeliness and information security are the focus of this session. BIG C aims to improve the sales efficiency of sales staff. The company will also train employees at all levels to improve their communication skills with customers and work efficiency to

improve after-sales service processes in response to market changes. In promotional activities, the company emphasizes activities that meet customer needs in each distribution channel, and the company always believes in "customer first".

10. Conclusion

In modern society, everyone will have a variety of membership cards when they open their wallets. Membership cards are widely used in retail, catering, aviation and all industries closely related to them. The membership card not only brings convenience to life and shopping, but the use of points and other membership card activities has also become a symbol of noble status. Higher membership levels can exercise some rights to purchase goods in advance or discount goods. The membership card marketing strategy recognized by more and more people. In fact, membership card marketing strategies have been around for many years. Why use a membership card marketing strategy? This must be considered from the fundamental interests of the enterprise. Adopting a membership card loyalty system is nothing more than encouraging consumers to expand consumption, thereby increasing customer shopping frequency, and ultimately increasing sales and profit growth. The main purpose of the membership card marketing strategy is to understand the needs of the current membership group and master the information, provide them with better and more in line with the psychological needs of customers, and then attract more customers to join the membership through the existing customer group. Loyalty of existing customer base stimulates consumption growth and expands operating income.

Demoulin, N. T., & Zidda, P. (2008) show that members with membership cards are more loyal to the store. Matita, Glenn . R. (2013) stated that having a membership card has an important impact on consumers' emotional loyalty. Consumer loyalty includes consumer attitude and satisfaction, degree, consumer trust and consumer commitment. Therefore, through research, I came to three important conclusions:

(1) Research shows that membership card marketing will increase customer loyalty and stimulate consumption growth.

The marketing activities of the modern retail industry are mainly reflected in formulating marketing plans suitable for consumers according to the preferences of consumers, formulating relevant marketing activities and carrying out promotional activities to promote the development of marketing, such as the membership card system. As we mentioned in the literature review, the membership card system will carry out a large number of rich membership activities in response to consumer preferences. BIG C supermarket's membership card program has a membership consumption points system. It can be said that BIG C has developed various types of member preferential activities for customers for the membership card marketing system, various consumption activities for different preferences and various lifestyles of customers. The ultimate goal of marketing is to promote the company's sales growth, improve the company's industry competitiveness, and gain greater market share. Therefore, I think marketing can promote the development of the company and promote sales growth. There is a certain causal relationship between the marketing and company sales.

(2) Research shows that member marketing strategies will increase customer loyalty, and loyal customer groups will help the company win more market share and improve the company's industry competitiveness.

Why are customers willing to apply for membership cards? First, the nature of the product is the standard by which consumers measure their willingness to repeat purchases. Secondly, the preferential activities that can be enjoyed after becoming a member is also the decisive factor for customers' willingness to apply for membership cards. Third, the company's service attitude to member customers is also an important basis for customers to judge whether to join the member system. In other words, the loyalty program is to provide more costs for the benefit of customers. The loyalty program has nothing to do with brand value and positioning. It shows that the loyalty program is feasible and worthwhile. The reward system in the loyalty program has a more positive effect in promoting member consumption and win more market shares.

(3) Research shows that membership card marketing is very useful for the development of the retail industry.

What is the marketing policy of BIG C? Customer-centric, price-leading, customer service, and BIG Card, the BIG card membership loyalty program is an important marketing policy of BIG C. The company insists on implementing a customer loyalty program, increasing the number of members, allowing members to redeem membership activities through accumulated points, thereby stimulating consumption growth and gaining an advantage in competition in the same industry.

11. Recommendation

The development of the modern retail industry is largely inseparable from the customer base. Having a loyal customer base is an important factor in business development. 80% of profits in the retail industry come from 20% of loyal customers. Therefore, does the BIG card marketing strategy help promote the company's sales? Research on membership card marketing strategies is particularly important for improving customer loyalty and increasing profits. Western membership system is sweeping the world, and membership marketing has become a new strategy for modern enterprise marketing. As the industry with the most extensive coverage in modern economic life and the greatest impact on social development and people's lives, there are countless retail companies on the market, so how to get rid of many retail companies to help them enhance the competitiveness of the industry? Therefore, does the BIG Card marketing strategy help the company gain greater market share? It has become a trend to win more market share and provide more help for the long-term development of enterprises.

Through my research on the membership card system of BIG C's marketing strategy, combined with the previous research and analysis, I give the following suggestions:

First, member maintenance measures are not perfect, and there are problems with member information management. The number of members is constantly increasing, but it does not guarantee the members' repeated consumption confidence. Therefore, the company should fully integrate member information, grasp accurate information of customers, conduct classified analysis, management, and tap potential

information of customers' consumption intentions. When a company collects and organizes member information, it needs to fully understand its member information. Not only to understand the members' age and gender, but also to understand the members' shopping habits and preferences. As the market environment changes, the subdivision of member information becomes particularly important, and this step is of great significance to the company's development.

Second, membership discounts still need to improve competitiveness. Regular discounts are not very attractive to members, so formulating more attractive offers will encourage members to repeat shopping. The member's preferential activities should be simpler and more direct. For example, sending exclusive coupons to members regularly, members can enjoy additional discount prices, and the price and activity intensity should give the member a more intuitive and obvious experience so that the members feel value for money and enjoy the VIP member experience. Improve the points system in the member system, and recommend more attractive member activities to members by subdividing member information.

Third, the membership service lacks personality. With the development and progress of modern society and the continuous improvement of people's living standards, people's demand for members is no longer just a preferential activity, people also need to symbolize the highest VIP enjoyment and higher quality of life. Therefore, enterprises should pay more attention to personalized formulation. Consumers need not only cost-effective products, but also products with more identity characteristics, so it is more attractive to develop private customized membership activities and products. Upgrade member rest areas, member payment channels and priority ordering services to improve member service satisfaction and provide members with a more comfortable shopping experience.

Fourth, customers lack freshness and lack of long-term customer loyalty maintenance. Competition in the same industry is fierce, and the company's membership system is not attractive to members. Companies should improve their industry competitiveness, reflect their uniqueness to attract customers, retain members and develop new customers. Invite members to participate in discussions about the formulation of commodity activities to make the company more competitive and unique, and to increase consumer confidence and satisfaction in the company. The company should also strengthen the development of its own brand products, improve the company's competitiveness in the same industry, expand the company's market share, and promote the company's sales growth.

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