

Consumer Buzz

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Consumers Pumped By Gas Perks

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Fuel savings is America's favorite loyalty program reward for the second year in a row, according to a report from loyalty marketing and technology firm Excentus Corp. The report found 37% of consumers prefer fuel discounts over credit card rewards, coupons, retailer points and instant discounts. The study also found 26% of consumers shop more often at stores where they earn loyalty rewards and 17% plan ahead to take advantage of rewards and promotions. Additionally, 14% of respondents said they'll only shop where they can earn loyalty rewards. **GP**