



PDI releases new c-store shopper report on customer behaviours

Membership of loyalty programs has grown by 6% with just under half of consumers now part of a program.

Software provider PDI has released a report that provides insights into c-store shoppers' behaviours toward loyalty programs and recommends actionable strategies on how c-stores can improve their programs to attract new members and increase foot traffic.

[“The C-Store Shopper Report: How to Fuel Customer Loyalty”](#) is based on a survey of 2,221 consumers and 239 U.S. retailers.

Study results confirmed the popularity of convenience stores and their loyalty programs alike. The vast majority of U.S. adult consumers — 89%— have visited a c-store in the last six months. Meanwhile, loyalty program membership is expanding, with 42.5 percent of consumers saying they belong to a c-store loyalty program, up 6% from 2017.

“Loyalty programs are extremely popular because they work. The good news is most c-stores have a program in place. The not-so-good news is that they haven’t maximized their programs to increase foot traffic and encourage higher spending,” said Brandon Logsdon, senior vice president, Marketing Cloud Solutions at PDI.

While the study paints a picture of an overcrowded market and fierce competition for customer loyalty, it also presents many opportunities. C-store operators identified “decreasing store visits” and “attracting new customers” as two of their biggest concerns.