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Unified Customer Rewards Management System

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ABSTRACT: Rewards management in shopping refers to the strategic planning and execution of reward programs to enhance customer loyalty and engagement in the retail industry. This abstract provides an overview of the key concepts and approaches related to rewards management in shopping. This is achieved by offering various types of rewards, such as discounts, loyalty points, cashback, exclusive offers, or personalized benefits. Effective rewards management involves several components, including customer segmentation, program design, implementation, and analysis. Customer segmentation helps identify different customer groups based on their preferences, behaviors, and purchasing patterns. This information is crucial for tailoring rewards programs to specific customer segments and optimizing their effectiveness.

KEYWORDS: Rewards management, Effective rewards.

I. INTRODUCTION

There are also some challenges that retailers face in the online marketplace. One challenge is that it can be difficult to build trust with customers. Customers may be hesitant to purchase from a retailer that they have never heard of before, and they may be concerned about the security of their personal information. Another challenge is that it can be difficult to compete with the prices of large, established retailers. These retailers often have economies of scale that allow them to offer lower prices than smaller retailers. Despite these challenges, online shopping is a growing trend, and it is likely to continue to grow in the years to come. Retailers who can overcome the challenges of the online marketplace will be well-positioned to succeed in this ever-changing market.

II. RELATED WORK

Here we have selected few key literatures after exhaustive literature survey and listed as below:

Aysen K. Taylor, Sujatha Alla et al. [1] The authors provide details on rewards management, there are two types of motivation for employees: intrinsic and extrinsic. Intrinsic motivation is more receptive to non-quantifiable aspects of the workplace, like fostering intellectual curiosity and creative expression. In some circumstances, receiving money as a reward can reduce intrinsic motivation. The majority of jobs held by today's workers demand initiative, innovation, and "thinking outside the box." To increase intrinsic motivation, businesses must assess their compensation structures. According to Pink (2009), there is a discrepancy between business practices and research when it comes to employee motivation.

Dr. Vinaydeep Brar et al. [3] The authors provide details on rewards management; Pink further asserts that providing a fair wage and utilizing non-monetary methods might enhance intrinsic drive. The effect of intrinsic incentives on worker performance and the role of motivation as a mitigating factor were both examined in this study. Questionnaires were used to gather information from small. The study examines reward and recognition research, with a focus on extrinsic and intrinsic rewards. The study gathered data from employees at several companies and found a significant connection between rewards, recognition, and employee motivation.

Pınar Güngör et al. [8] The authors provide details on rewards management, Employees who received prizes demonstrated increased motivation, job satisfaction, and performance when compared to those who did not. According

to the paper, businesses should create and implement effective incentives and recognition programs in order to increase employee motivation, job satisfaction, and performance.

Swati Rajput, Jasmine Khan, Veer Singh Raghuwanshi et al. [10] The authors provide details on rewards management, It is emphasized how important fair and transparent incentive systems are. An effective reward system has a favorable impact on employee motivation, work happiness, and performance, the study's analysis of data from questionnaires given to employees at BPO businesses reveals. Employee motivation, work happiness, and performance are higher when they believe the rewards system is fair and meaningful.

Emuron, Lydia et al. [4] The authors provide details on rewards management, The study emphasizes how crucial both inner and extrinsic rewards are for boosting motivation. Financial incentives, recognition, promotions, and opportunity for skill growth are typical BPO perks. According to the study, in order to maintain effectiveness, reward systems should be created and put into place in a way that takes into account employee demands and preferences.

P. Baskar et al. [7] The authors provide details on rewards management; The writers place a strong emphasis on the role rewards play in inspiring workers and encouraging desired behaviour. Talented personnel can be attracted, kept, and engaged by a well-designed reward management system, which boosts output and performance. Job evaluation, performance management, salary, and perks are important elements.

Michael Armstrong et al. [6] The authors provide details on rewards management, A thorough and successful reward management system must incorporate both types. Fairness, openness, and consistency in incentive distribution, as well as crystal-clear communication and feedback channels, are challenges. In general, a complete strategy is required to match rewards with business objectives and initiatives.

Sophy Alexander et al. [9] The authors provide details on rewards management, The study looks at rewards in firms, including monetary incentives, praise, advancements, and intangible benefits. To maximize their motivational impact, it underlines the significance of matching rewards to employees' needs and preferences. Employee opinions, levels of motivation, work satisfaction, and performance outcomes are all measured through survey data.

Tayo Emmanuel et al. [11] The authors provide details on rewards management, according to the research, there is a positive relationship between employee performance and reward systems, with fair and motivating rewards leading to more employee motivation and better performance results. The influence of rewards on motivation and performance must be increased, which calls for efficient performance monitoring and feedback mechanisms.

Yulia Emelyanova et al. [13] The authors provide details on rewards management, The paper examines the advantages and disadvantages of reward systems, emphasizing how effective they are at inspiring workers through monetary incentives, promotions, and recognition. It also draws attention to possible negative aspects such as diminished intrinsic drive, limited attention span, and unethical behavior. It highlights the significance of taking unintended consequences into account and structuring reward structures to reduce undesirable outcomes.

Walters T. Ngwe et al. [12] The authors provide details on rewards management, the success of reward systems is also influenced by elements including fairness, transparency, personal preferences, and compatibility with organizational objectives. Organizations must adapt their systems to the needs and personality traits of their workforce. By evaluating a variety of scientific works in the area, the authors hope to identify and analyze the important themes and findings in incentive management research. To understand the most recent trends and improvements in incentive management techniques, they use a systematic methodology to gather and analyze pertinent research. Employees in firms is covered in the article.

Bela chew Kassahun et al. [2] The authors provide details on rewards management; it underlines the necessity for businesses to create and put into place rewarding systems that are in line with their overall aims and objectives. The authors' review reveals numerous important topics in reward management research. These topics include the effect of monetary and non-monetary rewards on worker motivation and performance, the significance of justice.

III. PROBLEM STATEMENT

Rewards or Loyalty programs can be looked at from a different perspective that make customers feel happy and rewarded for every purchase they make. Our solution proposes to build an online rewards management system that can be used by business establishments to offer various reward schemes. It will support customers to accumulate reward points from purchases in various participating businesses, normalize points and enable them to spend these points in any participating businesses. This way, customers are always rewarded and it should make them happy and motivate

them to spend more. But businesses will have to shell out more money as almost all reward points are going to be is potentially encashed by the customer. In the long run, this solution could be more effective and rewarding to both customers and businesses when compared with current practices.

IV. DESIGN AND IMPLEMENTATION

1. Requirements Analysis: Begin by understanding the specific requirements and goals of the rewards management system. Identify the types of rewards to be managed, such as monetary incentives, recognition, or non-monetary benefits. Determine the functionalities needed, such as reward tracking, redemption, and reporting.
2. UI/UX Design: Create a user interface (UI) design that is intuitive and visually appealing. Consider the different user roles and their specific needs, such as administrators, managers, and employees. Focus on providing an easy-to-use interface for managing rewards, viewing reward balances, and redeeming rewards.
3. Front-end Development: Utilize React.js to implement the UI design. Break down the UI into reusable components and implement the necessary functionality. Use React state and props to manage data flow and component interactivity. Implement features such as reward listings, filters, search, and sorting.
4. Backend Development: Develop the backend infrastructure to support the rewards management system. This typically involves designing and implementing RESTful APIs or GraphQL endpoints to handle data retrieval, creation, and updates. Use technologies like Node.js or Django for the backend development.
5. Database Design: Design a database schema to store the relevant reward-related data, such as user information, rewards, transactions, and redemption history. Choose a suitable database system like MySQL or MongoDB.
6. Authentication and Authorization: Implement a secure authentication system to manage user logins and ensure that only authorized users can access and manage the rewards system. Use technologies like JWT (JSON Web Tokens) or OAuth for authentication and authorization.

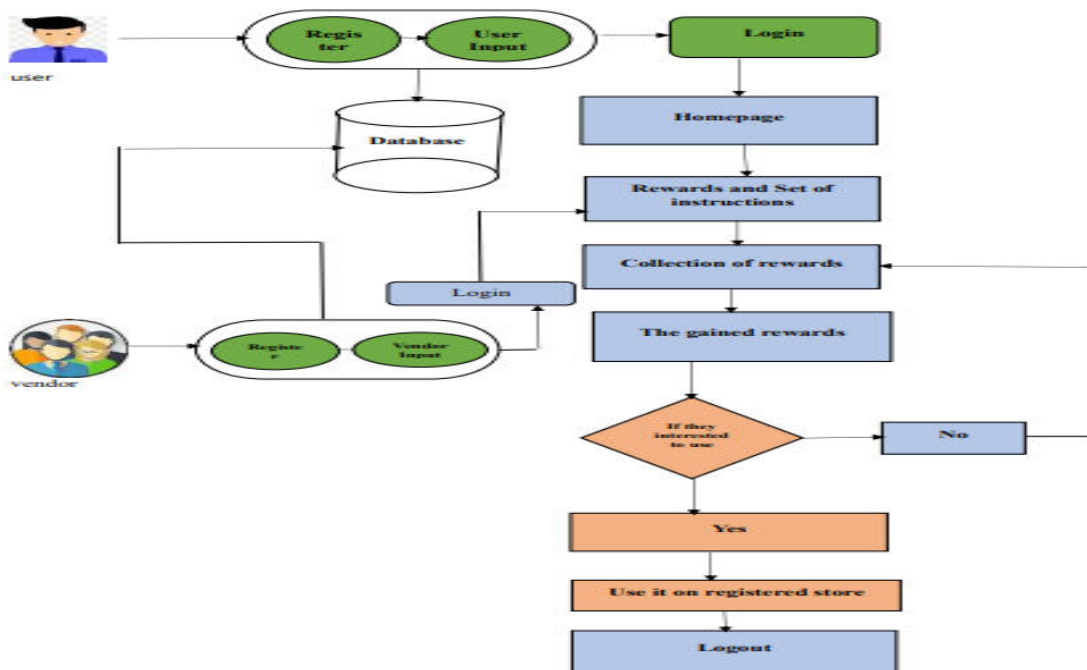


Fig 1: Flow-Diagram

The above Figure 1 shows the following steps of the system flow:

1. User has to register in application
2. Then he has to login
3. Once they is login they can view their new added rewards.
4. If they want to spent it on store they can use it.
5. Otherwise they can save it for further.
6. Vendor has to register in application.
7. They needed to publish a rewards instruction and rules for it.
8. Once customer purchase in their shop they need to give rewards for registered customer.

V. RESULT ANALYSIS

It will support customers to accumulate reward points from purchases in various participating businesses, normalize points and enable them to spend these points in any participating businesses. This way, customers are always rewarded and it should make them happy and motivate them to spend more. But businesses will have to shell out more money as almost all reward points are going to be is potentially encased by the customer. In the long run, this solution could be more effective and rewarding to both customers and businesses when compared with current practices.

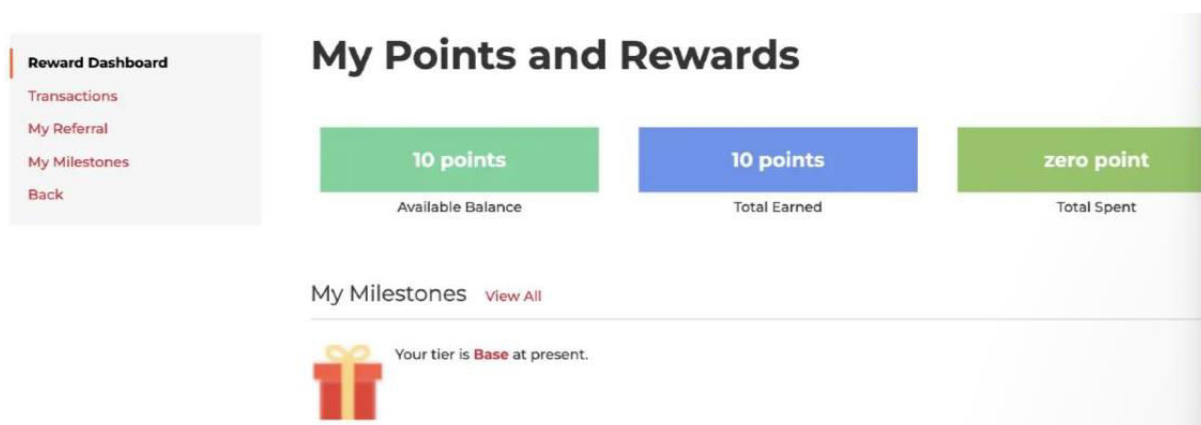


Figure 2: Rewards dashboard

VI. CONCLUSION

Rewards management system can positively impact employee motivation, job satisfaction, and performance. Organizations should align rewards with their strategic objectives, consider individual preferences, and regularly evaluate and update their reward programs to ensure their continued effectiveness. By doing so, organizations can leverage rewards as a powerful tool to drive employee engagement, productivity, and overall success.

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