**ABSTRACT**

This article is based on consumer satisfaction towards loyalty cards .A loyalty card is an important element ofcustomer relationship management for shop related to the retailing sector. As there is proliferation of loyaltycards over the wide range of categories, this is little research that also focuses on loyalty cards and measurementof its impact on consumer satisfaction level. The need of measuring the impact of loyalty cards is that loyalty programs acts as incentive schemes which benefits consumers based on the repeated purchases made by them.The loyalty cards encourage the consumers to make decisions More dynamicallywhilemakingrepeated purchases with the same shop. Based on the results of the study, it is concluded that loyalty cards have onlylimited impact and satisfaction level on customer’s textile shop loyalty