Immense Popularity of the Gift Card Programs by James Blee

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The huge regard for gift card programs in USA is just amazing. It claimed the pole position as the most wanted gift of the holiday season just like the past five years. A recent survey has revealed that people in USA are too eager to get gift cards as holiday gifts. While their British or Canadian counterparts are not so keen about the gift cards, nearly 62% of Americans have expressed their desire to be gifted with gift cards than any other material gifts. Realizing the ever increasing demand for the gift cards, the US retailers are taking the gift card programs to a whole new level. They have come up with business strategies like virtual gift cards that are being sent across to the users as e-mail attachments or being sent to them as text messages.

Now a separate survey was conducted to know about the popularity of the mode of communication between the users and the merchants. 76% people are in favor of letting them know about the gift card programs via e-mail. In another survey, it was disclosed that the people are more in support in having virtual gift cards than the actual ones. They feel that trading in a virtual gift card is much easier that their real varieties. Virtual gift cards have really taken the market by craze. It has observed a never seen before upsurge in the use of the virtual gift cards. Researchers and surveyors predict that there will be no downfall of this trend at least in the near future.

The main reason behind the liking of the gift cards is that the consumers can buy anything of their choice by using them. The retailers too, find a lot of benefits by using them.

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