

**“Brand loyalty in the digital age: Does brand loyalty exist among
generation Y females in Ireland”**

By

Seán Warren

MSc in Management

National College of Ireland

Submitted to the National College of Ireland August 2017

Abstract

In the last few years the competition has intensified greatly with businesses all over the globe in which each business is looking for ways to competitive advantage. One particular way a business looks to try and gain this competitive advantage is by looking to create potential brand loyalty among customer. Unfortunately, an issue that businesses and their brands encounter is that within generation Y, they show less levels of brand loyalty than generation X and will switch brands more often than not. This issue is a problematic one for brands as generation Y are being less loyal. They are becoming an ever more important niche to try and capture and try make become loyal due to their sheer size and the levels of disposable income that they have but brands are finding it hard to try and maintain this level of loyalty for a period of time.

The overall purpose of this research is aimed to investigate generation Y females within Ireland with the aim to try and decipher why it is they show less levels of loyalty towards brands than previous generations in Ireland. The method that was used for this research is that of qualitative research. Interviews were conducted with generation Y females with the aim of trying to explore the individual's thoughts and opinions in the research question at hand which will help get an idea of their mind-set with brand loyalty and areas. The interviews were structured to a certain extent with the questions created beforehand, each question that was created were all open-ended with some level of probing taking place to ensure the best possible data would be collected to enhance the research. When all the data was collected the style used as a thematic analysis approach to help and identify themes that arose from the findings. The main finding from this research is that generation Y females are a research generation which means that they look to conduct a high level of research before making a purchase. Another finding is that generation Y females a level of loyalty towards some brands such as technology but when it comes to food and clothe the level of loyalty drops. The implications for this research is to try and provide a guidance to businesses and help them understand how it is they could try to understand generation Y females including brand loyalty.

Declaration

Submission of Thesis and Dissertation

National College of Ireland

Research Students Declaration Form

(Thesis/Author Declaration Form)

Name: Seán Warren

Student Number: x12518417

Degree for which thesis is submitted: M.Sc. in Management

Material submitted for award

- (a) I declare that the work has been composed by myself.
 - (b) I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.
 - (c) My thesis will be included in electronic format in the College Institutional Repository TRAP (thesis reports and projects)
 - (d) **Either** *I declare that no material contained in the thesis has been used in any other submission for an academic award.
- Or** *I declare that the following material contained in the thesis formed part of a submission for the award of

(State the award and the awarding body and list the material below)

Signature of research student: _____

Date: _____

Submission of Thesis to Norma Smurfit Library, National College of Ireland

Student name: Seán Warren

Student number: x12518417

School: School of Business

Course: MSCMGMTD

Degree to be awarded: M.Sc. in Management

Title of Thesis: "Brand loyalty in the digital age: Does brand loyalty exist among generation Y females in Ireland"

One hard bound copy of your thesis will be lodged in the Norma Smurfit Library and will be available for consultation. The electronic copy will be accessible in TRAP (<http://trap.ncirl.ie/>), the National College of Ireland's Institutional Repository. In accordance with normal academic library practices all these lodged in the National College of Ireland Institutional Repository (TRAP) are made available on open access.

I agree to a hard-bound copy of my thesis being available for consultation in the library. I also agree to an electronic copy of my thesis being made publicly available on the National College of Ireland's Institutional Repository TRAP.

Signature of Candidate: _____

For completion by the School:

The aforementioned thesis was received by _____ Date: _____

This signed form must be appended to all hard bound and electronic copies of your thesis submitted to your school

Acknowledgements

I would like to thank those who participated and agreed to take part in the research process. I am grateful for them taking part in the interviews as without them this would not have been possible to complete this research.

I'd also like to thank my supervisor Rosalind Beere for her wisdom and guidance throughout the process.

Thankful for my class mates for my time in college they made it an excellent journey.

To my family I am very grateful for you guys for understanding that going back to do a M.Sc. when a scholarship was offered it was an opportunity I could not refused.

Finally, I would like to thank my other half Nicole, you've been with me every step of the way and I can't thank you enough this would not have been possible without you, not to forget your mother who allowed me to turn her sitting room into my own work space on countless occasions for this I am very grateful.

Contents

Abstract.....	2
Declaration.....	3
Acknowledgements.....	5
Chapter 1 Introduction	8
Chapter 2 Literature Review	11
2.1 Brand Loyalty	12
2.2 Generation Y	13
2.3 Customer Satisfaction	15
2.4 Price	16
2.5 Conclusion.....	16
Chapter 3 Research Question	17
3.1 Objective	17
3.1 Sub-Objective.....	17
Chapter 4 Methodology.....	18
4.1 Sample.....	19
4.2 Interview Questions.....	20
4.3 Data Analysis.....	21
4.4 Pilot Study	23
4.5 Ethics	23
Chapter 5 Analysis of Data.....	24
5.1.1 Research findings	24
5.1.2 Loyalty.....	26
5.1.3 Change in approach	27
5.1.4 Generation Change	28
5.1.5 Customer Service expectation	29
5.1.6 Technology Role.....	29
5.2 Objective 2	30
5.2.1 Reward Loyal Customers.....	30
5.2.2 Don't get carried away with success.....	31
5.2.3 Long contracts.....	32
5.3 Sub-objective	32
Chapter 6 Discussion.....	33
7.1 Limitations.....	37

8 Conclusion.....	38
Appendix	39
Interview 1	39
Interview 2	40
Interview 3	41
Interview 4	41
Interview 5	42
Interview 6	43
Interview 7	44
Interview 8	45
Interview 9	46
Interview 10	46
Interview 11	47
Interview 12	48
9 References	50

Chapter 1 Introduction

Over the last number of decade's brand loyalty has faced a certain level of decline as research has showed that roughly 80% of millennials will look for a cheaper alternative than the more expensive priced brand (Olenski, 2013). The competition has grown significantly due to the many enhancements in technology where the customer now has the option to shop online with a chance to compare prices and see which one best matches their own liking. This will lead businesses in these situations to look to gain competitive advantage over their competition. Due to the level of competition companies look to develop new products daily so they can gain this competitive advantage which can be described as when companies look to offer more value for their product than the competitors or look to differentiate from others (Porter, 1985).

This research is to consider do females from generation Y from Ireland show a diminishing sense to brand loyalty than possible females from generation X. Generation Y customers have become more valued into today's market as the level of competition has risen including the actual size of generation Y (Wolburg & Pokrywczynski 2001). Generation Y females as a target have become difficult as they are considered to be resistant to the traditional marketing efforts which leads to them being difficult to retain them as loyal customers (Bush et al. 2004). They are considered very disloyal towards being loyal to one brand so it is difficult to get them to repeat a purchase (Sebor, 2006). While generation X consumers are considered to be very loyal towards brands (Ritchie, 1995). Being able to understand generation Y when targeting them is key for brands to try gain competitive advantage (Saxton, 2007). Generation Y seem to be characterised by having a different behaviour style compared to previous generations with a different style of living also (Cambal and Zibrinova, 2011). Businesses are facing a huge obstacle due to generation Y females showing a lack of loyalty among purchases than previous generations as they well seem to look for substitute brands. Greenberg describes generation Y as being self-centred, with high levels of technology and show low levels of brand loyalty (Greenberg, 2011). Given the information above is being back up in research done by Oliver and Tanguy who state that generation Y have no fear when it comes to trying new products which could lead to possible substitute products being brought (Oliver and Tanguy, 2008).

This can be seen to be an interesting area of study as if businesses don't look to target generation Y which is considerably a large market and who holds buying power over other generations (Knittle, Beurer and Brendt, 2016). This makes an interesting point that if businesses don't look to target this particular segment it could a very risky move that will not pay off. Given this information it is clear to see that generation Y will become a huge factor in businesses profits. Generation Y will eventually replace generation X in the next decade or so making them the largest possible segment that could

ultimately have the buying power due to their disposable income to offer businesses, ignoring this segment could be extremely dangerous for business (Neuborne and Kerwin, 1999). According to Fry (2016) generation Y is the now the largest segment within America with around 75 million people. If a business wants to benefit from this huge market, an important fact could be trying to capture and maintain generations Y's loyalty which could lead to significantly rewards such as a positive profit from their spending habits. If the business does not understand that generation Y are less loyal and does not look for a way to try counter act this with an approach of trying something different to enhance generation Y loyalty towards their brand otherwise the business could fail and not capture their loyalty.

The aim of this research is to try to get a more in depth understanding of why generation Y shows such a lack of brand loyalty. The purpose of this research is to conduct interviews to gather more of an understanding into generation Y in which the findings could be used to help businesses gain more if an insight into how to create brand loyalty. There have been several studies into brand loyalty and generation Y. These studies done by Gurau and Lazarevic wanted to look at why is it that generation Y show a lack of respect towards brand loyalty the reason behind this research was to try fill in a gap in literature that necessary doesn't look at brand loyalty and generation Y. This research that is conducted will try and fill in certain aspects that literature has yet to fill. Chapter on the introduction will look to set up the platform into why this research is worth an investigation into why it is that generation Y females show a lack of loyalty in Ireland towards brands while giving showcasing that it is a worthwhile exploratory area to research. The literature review will look to break down what it is generation Y are, how they perceive the world differently than other generations that have come before them, including a discussion into brand loyalty and how it's meaning has changed over the years and how it can be deemed almost impossible to capture in some respects. It will be represented by literature that has been reviewed and has appraised, the literature will be written out in a logical manner. The methodology chapter 4 will look to explain the process of how the research was conducted, why it was conducted and what style was used to conduct the research to gather the data along with a breakdown of the steps. While chapter 5 will be the analysis and findings where it will go into a very high depth to identify themes from the data gathered, it will be broken down into sections for an easier read, it will highlight the most interesting themes that have come from the gathered data. Finally, chapter 6 will look to break down the overall research including possible recommendations on how to deal with generation Y and their lack of brand loyalty. The literature review will be focused on why is it that generation Y shows a lack of brand loyalty. Hoping that the investigation done into why generation Y shows a lack of brand loyalty could lead on into further

investigation. It is important that businesses look to try gain customer loyalty as loyal customers are very important to the business for the future and should be looked at carefully (Aydin and Özer, 2005).

Chapter 2 Literature Review

This chapter will focus on discussing the literature behind different aspects such as brand loyalty, generation Y, customer satisfaction and price. The brand loyalty will be looking into if research has been done to see if indeed other factors play a part in creating brand loyalty for a customer. By seeing what factors, they come under will help businesses understand the customer better. Generation Y literature review will look at defining generation Y. While discussing how social standings may affect the purchase decision. Mentioning that generation Y should be treated differently than other generations as they are contrasted to be less loyal towards a brand. Knox and Walker done research into trying to come up with a description to describe loyalty but found out that there is no real answer to it (Knox and Walker, 2001). Considering customer satisfaction will give a good insight into generation Y to see if in fact they are just driven by price and not the overall experience. While price will consider how generation Y perceive price and if there is a cheaper substitute then they may opt for that but if are loyal may stick with the brand they originally brought. Within literature there has been a numerous amount of research which has convened its self into theories that look to debate the opinions that differ greatly upon brand loyalty and generation Y. an example that can be given is from a research paper looks to say that generation Y are considered to be attractive customers (Foscht, Schloffer, Maloles and Chia, 2009). While (Gurau, 2012) suggests that the above is correct and goes on to say that generation Y is very article market for business success.

While others would differ on these opinions mentioned above and go on to say that defining generation Y in terms of when the generation Y begins and when generation Y ends in other words the exact period and the duration. The Author (Lafayette, 2011) goes on to say that generation Y is in the region of 1981-1995, while others suggest that it is from 1982-2000 (Rich, 2008). On the other hand, some authors would suggest that the time frame is longer than the previous two saying it is 1982-2005 (Howe and Strauss, 2007). This suggestion of the time frame being 1982-2005 is interesting as it includes people who were born after millennia which is strange as the majority of authors would argue this stating that anyone born after the year 2000 would be considered to be belonging to generation Z and should not be included as part of generation Y. Given the time frames mentioned about and there is many more literature there has been much debates and discussion into the time frame but there doesn't seem to be a set time frame. This leads to no overall agreement which is agreed upon by authors. For this research, the generation Y timeframe that has been chosen is that of 1984-2000 due to the fact that this particular time frame seems to fall into the general area chosen by most authors which to them would be deemed correct.

2.1 Brand Loyalty

Brand loyalty has been the focus for some academicians for many decades (Moller, Hansen, 2006). With this attempted to understand brand loyalty they focused on the behavioural aspect and not so much attitudinal brand loyalty. (Jacoby and Chestnut, 1978) suggest that brand loyalty can be defined as a none biased purchase which is expressed over a period of time during the decision-making process while considering if there are any alternatives available for purchase. (Grimsley,2016) would state that brand loyalty is when someone repeatedly purchase a product from the same business regardless of what substitutes are on offer to them.

For businesses to create and gain competitive advantage over their competitors they must be able to come up with a way to help them create significant position with the market place they target. It is up the business to come with strategies to try attracting customers to purchase. One of the most favourable strategies is to try creating brand loyalty (Mao, 2010). During the 1990's Aaker and Keller done research and believe that many factors can contribute towards brand loyalty with the main factor being experience. Consumers may be loyal due to such factors as technical, economical, or psychological factors which could make it difficult to change as the cost for a substitute may be too expensive. While another view is that customers may be loyal as they are satisfied with the brand and will be reluctant to change (Fornell, 1992). Brand loyalty can be built upon commitment as customers would usually do a certain amount of interactions with brands and would generally stick with the one most satisfying for them. Kotler mentions that brand loyalty is when a customer will look to purchase a product from the same company and not look for a possible substitute from a competitor (Kotler, 2009). Another article with that has a very similar approach towards defining brand loyalty which is to choose the repeated product form the same company and not look for a substitute by a competitor (Grimsley, 2016). Research done by Olenski noticed a trend with generation Y when it comes to making purchases that "80% of millennials look for the lowest price possible when shopping and that 60% are more inclined to bypass their favourite brand if a cheaper alternative is available" (Olenski, 2013). Lodes and Buff believe that loyalty does exist among expensive items such as laptops and smartphones (Lodes and Buff, 2009). Brand loyalty has not been part of the business strategy from the beginning of the whole marketing strategy, but in the last 20-30 years businesses have put brand loyalty into their strategies in order to get customers to remain loyal to them, with this strategy put into place businesses have started to notice that with the right strategy in place this can lead to competitive advantage which they could identify areas in which they could respond quickly to threats form their competition by putting up the appropriated barriers for competition into play, this could lead to loyal customers being less sensitive towards their competitors leading their rivals efforts to be not effective

(Sancharan,2012). This can be backed up as Aaker has stated that in fact it is true that researches have indeed recognised the importance of brand loyalty (Aaker,1996).

It is hard to determine how valuable brand loyalty is to a business, although it is clear to see how creating brand loyalty can have a positive effect towards not creating brand loyalty from a financial stand point as this will reflect sales. As brand loyalty can reflect profits in terms of increasing sales (Foscht et al, 2009). This can help indicate that brand loyalty can in fact affect profits from a financial perspective by determine if a company can establish brand loyalty. This could be extremely expensive for a company who can't establish brand loyalty and look to target new or if their customers look for replacements from one of their competitors. If a company is looking to gain new customers it can cost almost up to four times (Mao,2010). This means that a company should look to maintain brand loyalty from their existing customers as opposed to approaching new customers. Brand loyalty need to be examined in different portions and not the whole portion at one break it down into segments, this will help gain an understanding how loyalty an affect the overall profits of a business (Tabaku, Elvira and Zerelarri, 2015).

2.2 Generation Y

There are several generation factors that will influence generation Y differently than generation X. There are plenty shopping channels, retail outlets and online shopping. Different styles of payment such as interest free, cash back allowing the consumer purchase items at their will. With the culture changing one does not need to purchase good that would define one's social standing among others. The way advertisement is done generation Y will be more adopted to being bombarded with different forms of advertisements two examples are smartphones and e-commerce (Bakewell and Mitchell, 2003). Generation Y are considered to be the well-educated compared to the previous generation (Noble et al, 2009) also generation Y are technology adept as they are born into a technology age. Thus, generation Y are not ones to not try out no products and services (Aquino, 2012). Looking at generation Y within Ireland this segment is extremely important due to the presence that they will hold in the future as they could potentially make up to 1 in 4 of the population (Ruane and Wallace, 2013). The generation Y population is extremely aware of brands but they typically do not show brand loyalty towards brands they encounter (Noble et al, 2009).

While generation X customers will be more likely to show brand loyalty and stick to the same brand and not opt for substitutes. In other literature, it is said that generation X customers will be much more likely to forgive a bad experience while generation Y would see no issues in swapping brands if they encounter a bad experience (Alexander and Sysko, 2013). Due to the nature of generation Y it is

becoming a problem for businesses as they to achieve brand loyalty. Businesses have started to realise that generation Y do not hold the same level of characteristics as generation X when it comes to brand loyalty they are more keen to switch and try new opportunities (Giang, 2012). Generation X customers tend to be the complete opposite as they look to be loyal to a particular product as compared to those from generation Y. In other research done it is more likely that generation X will look to forgive a product or service if they encounter a bad experience and will continue to purchase with them as they look to be loyal when it comes to building relationships (Alexander et al, 2013) which is the complete opposite as generation Y will most likely look to switch to another product if they encounter a bad experience.

Given the literature that has been researched a numerous number of authors suggest many reasons why it is generation Y show a lack of loyalty as compared to that of generation X. One of the most obvious reasons is that generation Y is less loyal to particular brands as they are constantly exposed to bargains such as price promotions and sales offers (Ritchie, 1995). Generation Y have grown up in this digital age which is very contrasting to that world that generation X has grown up in in which generation why can't afford to live without some form of digital media (Leeakulthanit, 2014). Once again, it's fair to mention that generation Y are constantly exposed to sales, discounts and buy one get one free offers that can all be seen on their smartphones, laptops, tables and so on this is causing generation Y to be picky and has made them become selective on who it is they purchase and who it is they purchase from. Research done by (Johnson, 2014) mentions that it is possible that there is roughly over five thousand advertisements daily, which is roughly a 60% growth on advertisements from around thirty years ago. This is a key statement as given generation Y has grown in the digital age it is much easier for companies to advertise their products to this generation and previous generations who have caught up on the digital trend. This is back up by saying that the digital page has given the generation Y population to see products in new ways that may not be possible as compared to previous generations (Bakewell and Mitchell, 2003). There has been research done suggestion the difference in characteristics to that of generation Y as compared to of generation X. Generation Y are suggested to be extremely different to that of their previous generations as they looked to successes and know that they must create their own path in life (Můčka, 2007). While some suggest that generation Y increasing expectations and will look to strive towards them and look to display a much larger image of self-worth (Cambal et al, 2011). Another author suggests that a significance change in characteristic in generation Y is that they feel that are much more entitled and deserving then others as opposed to generation X (Alexander et al, 2013). Another contrasting difference is that generation Y is a much more educated generation as compared to generation X (Wolburg and Pokrywczynski, 2001). Although one must mention that going to third level education is

a much cheaper prospect than that of several years ago that face generation X, including that there is a greater number of courses on offer including online courses which has dramatically increased the population attending third level education (Donnelly, 2009). Another characteristic that stands out is that of generation Y always seem to be looking out for a bargain (Heaney, 2007) while shopping, this is mostly done by the option to be able to compare brand prices on line. Given these differences in characteristics that generation Y have makes it extremely difficult for generation Y to be understood by marketers which will walk hand in hand in terms of being able to maintain a profit from this generation as they are well educated and can't be misled (Wolburg et al, 2001).

Several authors believe that generation Y is less loyal towards brands as compared to generation X which makes them much more difficult to market towards (Knittle et al, 2016). This can be backed up as (Bush et al, 2004) suggests that generation Y are extremely difficult to market towards as they have shown to be more resistant towards traditional marketing efforts and can't be captured easily to maintain loyalty. Generation Y also shows a lack of respect towards traditional marketing methods and don't look to be loyal towards one big named brand as they prefer to be able to choose from a variety of big names (Giovannini, Xu and Thomas, 2015) even though generation Y could pay big for particular products (Parker, Simmers and Schaefer, 2014) if they look to purchase a brand. With this information above it is clear that it would be very difficult to market towards generation Y in which they will be difficult for markets to try sustaining loyalty towards their brand (Lazarevic, 2012). (Howe and Strauss, 2000) believe that it is much more difficult to try establishing the certain characteristics and behaviour that of generation Y to try distinguishing these and compare them to generation X or even older generations as generation Y is still considered to be very young. This indicates that much more time will be needed to conduct more research into generation Y to fully understand their characteristics and behaviour, this could help as it could identify if ages plays a factor as they are considering to be too young or if it is a generational change in terms of income and personal perspective. (Lodes and Buff, 2009) may have the best perception in terms of generation Y, they suggest that when it comes towards expensive brands such as laptop and smartphones there will be an element towards brand loyalty while when it comes low cost brands such as snacks there will a lack of loyalty here as they will be less fussy about the purchase. This indicates very well that generation Y will opt to keep loyal towards the bigger more expensive brands but when it comes to lower priced good loyalty might just go out the window.

2.3 Customer Satisfaction

Customer satisfaction is the overall result of the purchased expectations and the experience that follows the purchase compared to a substitute (Serkan and Gikhan, 2005). The customer willing to

make a purchase may have some sort of expectations or none while the price may be the deciding factor on what purchase the customer is willing to make. While generation Y females are known to “pursue quality, even if it implies higher prices” (Bakewell and Mitchell, 2003). If the perceived value of the purchase tends to be greater than the overall expected value customers will be most likely to make the purchase.

2.4 Price

Price is quite importantly the most important when deciding where to make a purchase for the typical customer (Cadogan and Foster, 2000). Customers will be drawn to the price offered by business when in the decision process leading them to compare prices with possible substitutes (Keller, 2003). If customers are loyal towards a product they will be willing to pay premium prices as they do not want to risk change in case the level of satisfaction drops (Yoon and Kim, 2000).

2.5 Conclusion

The literature review has been put together with some well-rounded past research which has hopefully given a board over view of the previous research that has been done to help this dissertation push on with its own research. With given events that have taken place such as the global recession it is necessary for businesses to try keep their customers loyal towards their brands and services as customers may become tempted not to spend and look for the cheapest option (Soros, 2008). Considering the size of generation Y as a whole it is vital business try their best to create brand loyalty amongst this generation as they would have a large amount of capital between them for spending (Ruane and Wallance, 2013). This literature review will help one understand what drives generation Y females to show levels of disloyalty whether it be by price or is a substitute holds better offering or if one was dissatisfaction by an experience so looked for another product. Previously mentioned that there are several aspects of studies done in the form of brand loyalty and generation Y. The reasoning for conducting this specific research aimed towards generation Y females will help fill some form of a gap within literature, looking to provide a reasoning for why it is generation Y females do in fact show less loyalty towards brands. The overall aim for this research is to investigate generation Y females and look to get an understanding of their mind set when it comes brands and purchase decisions involving brand loyalty.

Chapter 3 Research Question

“Brand loyalty in the digital age: Does brand loyalty exist among generation Y females in Ireland”

This research question is created for the purpose to look into generation Y females to if they do in fact show no brand loyalty and will look to purchase substitutes for a product without any consideration of being loyal. This research is to look into investigating if in fact why is it that females in Ireland show such a low level of brand loyalty compared to their previous generations. This research will look to investigating if in fact different life experiences, beliefs that the generation Y females in Ireland have developed will affect brand loyalty. The main focus upon generation Y in the literature review has focused upon their characteristics and attitudes as a generation as a whole. This research will look to go beyond that and look to narrow it down to the reasoning behind generation Y females and if indeed they are less loyal towards brands within Ireland. Given the main objected stated above there will also be some sub-objectives within this research which will also help provide more concrete evidence to help the research question to be proven.

3.1 Objective

Is it true that generation Y females are less loyal to that of previous generations within Ireland?

Is it possible for businesses to be able to do something that could help obtain brand loyalty among generations Y females?

These particular questions will be the ones that will be what the research is conducted on. Within in the literature Gurau looks to provided evidence about possible factors that will help understand how to determine loyalty (Gurau,2012). While further studies help support this by stating that generations Y loyalty is a must need as there a many possible deviations within the market place (Foscht et al, 2012). Conducting an wide-ranging amount of research will help answer these two questions in particular which could lead to a possibility of this research filling the particular gap within the literature that surrounds what it is one knows about generation Y. This research could help fill a gap in terms of the literature within generation Y females and if indeed do they show a lack of brand loyalty.

3.1 Sub-Objective

Is to look at generation Y females at different ends of the cycle. From ages 19-25 and 26-30 do these different age groups treat brand loyalty differently. Does different factors come into play when deciding on what to purchases and if a repurchase is necessary. Customers from generation Y are motivated to purchase a product that will fit the image they are trying to perceive (Nobel et al 2009).

So, does this mean generation Y females from ages 19-25 will have a different feel towards brands while 26-30-year olds may look at conducting different approaches towards having brand loyalty.

Chapter 4 Methodology

This research will look to investigate why it is generation Y females are less brand loyal as to their previous generations within Ireland. Also, this study will look to answer the objectives and sub-objectives that were mentioned in the previous section. The only possible way to ensure that the objectives are met correctly to the highest standard it is vital that method of the procedure is thought true clearly and ensuring that they are done correctly to ensure that the procedure is appropriate to this particular study as if the correct procedure is not chosen it could lead to the research gathered it would lead to the study going down the wrong direction and would ultimately lead to the research being prohibited to be achieved. If the research is done correctly then it will be considered to be a success as the research can only be valued if it meets its objectives and its purposes (McGivern, 2013). It is important once the information is collected, it should be analysed and interpreted correctly as this will have a major result upon the outcomes of the research (Mauch and Park 2003). The other chapters of this methodology section will be laid out clear and precise and to look to justify why it is that this particular method of analysis is being undertaken and will also consider all possible options to ensure the best method is undertaken. There will be areas that will look to outline clearly who the sample audience of participants that helped progress this research by taking part. Furthermore, there will be a section that will look to show what questions are being asked and the rationale behind the choosing of these questions. The last section within the methodology will be highlighting the limitations within this research that may affect the data that is being collected. This section will mention some issues that will affect the outcome that may have an influence upon the findings that will be determined.

The research design should help the author understand what is the best form to conduct the investigation by using qualitative analysis. The reason behind this was due to the researching previous studies that were similar to the research question proposed which is brand loyalty and generation Y in which the criteria the previous studies needed to meet before selected. It is stated that qualitative research is information that is gathered that does not arrive in a statistical format for understanding (Strauss and Corbin, 1998). Surveys will not take place for this research although it would be a great way to gather such a large pool of data it would be difficult to find a large pool of participants who would look to participate fully and would answer the survey truthfully and offer quality information, questions could be skipped or just filled out with nonsense that would not help the research question

be answered fully. With interviews being chosen as the way to go and gather the information it will bring in more in-depth discussions with open ended questions which gives the participants to answer how they feel and if any follow up questions or directions are needed. The interviews will give a chance to build a rapport with the participant including helping them to relax within a friendly environment to ensure that the best possible data can be collected. Qualitative methods will offer a richness that can bring a level of depth that other methods may not offer by going into a certain level of complexity can be obtained (Mason, 2002). The interviews were chosen over focus groups as within a focus group it may have be difficult to gather such participants for such an objective. Some participants may not speak up in a focus group as there may be one dominate leader who is dictating the conversation over the others, influencing them as the focus group takes place. A lot of this is possible due to that qualitative methods more specifically interviews allow the chance for it to be open ended, which can be addressed in multiple types of questions that will allow for the best understanding why is it is some people will do this, while others will look for another option. Giving the research a better chance of understanding why it is they do things will be much easier to collect data more easily as opposed to offering closed end questions where an option for a follow up may not be an option.

For the qualitative procedure adopted for this research will be looking to conduct interviews for gathering the data. It could be possible for focus groups and interviews to be part of the research gathering it was deemed above in the previous paragraph the problems that arise that could rise from a focus group. Interviews will allow for the one to one open ended questions that will allow for more of an insight as it will allow for each participant to be able to voice their own opinion. This will hugely beneficially as within focus groups participants may not speak up. For this research to be successful it is important that all participants that will be interview it is important that they are all heard so is will hopefully give a better reputation into why it is they show little brand loyalty in generation Y females in Ireland. There have been studies that look to try providing some evidence about the factors for determine loyalty (Gurau, 2012).

4.1 Sample

Some researchers felt that between six to ten interviews (Ruane and Wallace, 2013) were appropriate while others felt that 12 interviews would be enough but it all depends on how well the interview is conducted (Baker and Edwards, 2012). Within other research that may be similar to this research stated that around 5 to 10 interviews would give the author a chance at gathering a fairly good amount of data for analysis for answering the proposed research question (Schembri, Merrilees and Kristiansen, 2010). Given the research question it is vital that all participants interviewed will be females form generation Y that live-in Ireland. The reason to ask these and not others is that research

is aimed at generation Y females and not generation X females. Ten interviews will be conducted. All the participants that took part in the interviews were aimed to help the research goals, by being within the age range of generation Y and also were part of the sub-objective. The research question states that generation Y females will be needed for this research so all participants will need to be between the age range from 1984-2000. The ages of the participants have varied, the youngest was 19 and the oldest was the age 29. The duration of the interviews ranged from around 18 minutes to 45 minutes depending on how the participant interacted and was able to interact with the questions. The participants who took part in the interviews were in different stages in their live cycle as compared to other participants as some participants were college students who didn't work, while other students just worked part time which meant that they may have had more money to spend on brands. There was three interviews with participants who are not college students and are currently in a working professional career this will allow for the data to avoid being bias towards just college students so they professional career's participants will allow for a broader perspective. All the participants were from County Dublin that is located within the province of Leinster in Ireland. Overall the participants that were interviewed are just a sample from County Dublin, Ireland that were available to take part in the research at the time to allow the research to try gather the data. This data collected from this sample may possible not represent the views within the County Dublin and more so Ireland when it comes to the research question regarding brand loyalty.

4.2 Interview Questions

The interview questions are aimed at getting to understand how the participant feels about brand loyalty, do they consider themselves loyal towards a brand? These questions can help develop an approach to seeing how generation Y females feel towards brand loyalty. Questions could be asked if they feel that older generations such as their parents show different levels of band loyalty. Questions are subject to change and more will be added.

Q1) What comes to mind when you hear brand loyalty?

Q2) How likely would you be to switch from your top choice brand to another brand?

Q3) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

Q4) If you have a bad experience with one product would you purchase it again or look for a substitute?

Q5) Do you think technology has played a role in brand loyalty? If so what role?

Q6) What could businesses do differently in your opinion to keep customers loyal?

Q7) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

Q8) Does the cost of brands impact on your level of loyalty?

Q9) Any other factors?

Q10) Do social media bloggers make think about changing brands? If so have you changed because this person?

Once the interviews are completed the answers will be an analysis will be done highlighted the key themes from the interviews. To see if in fact that generation Y females show less brand loyalty as suggested by the research question. Each question could be looked at from each participant and an over view could be done of each question to ensure that there is a trend in brand loyalty and generation Y. Each interview will be recorded with the participants consent to ensure that the best material will be able to be taken away from the interview. Then transcribed to ensure that it is in written form to have a better understanding so key points could be taken. A copy will be given to the participant if requested.

4.3 Data Analysis

Regarding how the data was gathered and collected and stored, then transcribed and finally it was analysed. All the data gathered needed to be done within the one place at the same time for it to be analysed effectively. The main method behind the data analysis was looking at the information gathered was that of looking at the thematic analysis. This method looks at being able identifying and finding patterns within the data that has been gathered (Braun and Clarke, 2006). The thematic analysis approach will be a way of analysing the interviews that have taken place, this will allow the author to be able to have a certain amount of flexibility to determine data. The thematic analysis allows for research to look at large amounts of data gathered in which it could be interpreted and allowing the researcher to be able to make conclusions on the data that has been collected. This method sets out as the researcher will look to make observations from the beginning and then begin to look for the patterns that occur within the data gathered (Beiske, 2007). Highlighting the data themes that are mentioned in the data gathered should look to related towards the actual data gathered (Bruan and Clarke, 2006) which was the method used when analysing the data gathered in this data for the participants that were interviewed. Once the data was collected the next step that followed was to go through the data on several occasions to ensure that is it firmly understood, reading the data gathered several times will hopefully allow for the data to possible identify potential themes in the gathered data.

Themes can be seen to be information that is brought together that helps gather a more collective meaning from ideas or experiences that would be seen meaningless when left individually alone (Leininger, 1985). Once the themes were identified in which the researcher was happy to continue to the next phase is to code the data. This stage looks to try going into a more in-depth and looking to dissect the data to give a reasonable result. During this stage, all ideas and thoughts will be broken down and separated into different categories that will make up a rubric in which these ideas and thoughts will be classified and grouped to help rank the more important data. The findings from the data collected from generation Y females do a lot of research before making a purchase. Including the findings that loyalty was also another theme that came up significantly that emerged from the data collected. These particular findings were already stated in previous theories within literature or a new theory was created that was not mentioned in previous literature regarding this study.

Interviews were used as the research instrument to help gather the required data needed to answer the main objective and the sub objective mentioned by the author as part of this research one is conducting. Authors suggests that interviews provided a much deeper understanding upon a particular topic (Gill, Steward, Treasure and Chadwhick, 2008) which is why interviews were chosen to address this research question. All the participants who were contacted for this research to take part in the proposed interviews. Each participant who was happy to take part in the interviews were informed of when and where the potential interview would take place. Each participant had the option to choose their own time and venue as this had the potential to increase their level of commitment as they choose an environment and time that suited them this would hopefully avoid poor levels of engagement in the interviews that could affect the data gathered. Several on the interviews were conducted at the participants homes while others were conducted within the National College of Ireland with one being conducted in a coffee shop. All the interviews bar one was done in a quiet environment to ensure no distractions could lead to the conversation going off topic. Once the interviewer and interviewee had their meet and greets exchanges the interviews got underway. Before the questions were asked the interviewer looked to let the interviewee know what was going to happen, the purpose of the interview this was done to try put the participants in a more relaxed state of mind in case they did not fully understand the concept. The interviewees were made aware at the start and end of the interview process that all information gathered has the right to be kept confidential and that if they chose to have their interview withdrawn from the research at any time that it was perfectly ok to do so if they felt the need. The questions that were selected to be asked at the interviews were predetermined but the questions that were asked were all open-ended meaning that the interviewee had the right to express their own views and opinions. The interviewer would look to probe further with some questions more so than others to ensure that all the data gathered

would add value. During some interviews, an explanation was used to help better describe the questions if the interviewee was struggling to understand a concept. To answer the main objective and sub objective was to state their age to see which category they fell into to answer the sub objective.

4.4 Pilot Study

Doing a pilot study with two candidates will help the author understand that if the questions being asked will be correct to ensure that the interview will flow freely. These pilot study interviews were conducted with generation Y females to gather preliminary data that should indicate that the main and sub objective are going to be met with the interview questions this will help find if there are any issues with the interview questions in terms if they need more explaining or need to be more specific, these issues if any found will be fixed for the interviews that will follow. Practicing with the recording device on the mobile was a difficult one as if one was sitting too far away it would be hard to pick up the audio and if one was talking too fast it could be very hard to make it out. Doing this practice run with the mobile device helped save time in case these errors happened during the real interviews and the data that was collected would have been wasted as the audio may have been unlistenable. These steps taken would help ensure that the fewest mistakes possible were present to ensure that there would be no impact on the level of data collected.

It will also prepare the author for if recording devices will be needed and roughly a time scale for how long it will take to conduct the interview but more importantly how long it will take to transcribe the interviews if that is the route the author wishes to take.

4.5 Ethics

Since this research is going to be conducted by interviews it will be important to tell each participant the reason for the research and how they can contribute to the proposed research question once consent is given. The participants who are willing to take part in the interviews will be given the option to have their identity protected. If the participants at any time want to have their interview removed from the research at any time this will be allowed. All participants will be ensured that the information will be stored in a safe place. An option would be given to the participants for them to keep their age disclosed if they wish as it isn't the politest thing to ask a woman. If they choose not to answer they will be asked to choose a category for the sub-objective which is 19-25 or 26-30 to determine what category they are in.

Chapter 5 Analysis of Data

This chapter of the research will look to have an overview of the data that has been gathered from the interviews that were conducted. Section 5.1 is going to look to identify the main

in relation to the data that has been gathered. Section 5.2 will focus on answering the main objective of the research which is to see if generation Y females are less loyal. While the section 5.1 will look to try answer the sub-objective of the research which is at different scales of generation Y does age and life style affect the decision making. Mentioned in the previous chapter the chosen participants were picked more of a convenience which would help the data collected excel and would benefit the researcher findings.

Thematic analysis was the choice of analysis that will be used to help analysis the data that has been gathered. While using thematic as an analysis approach it is vital that one understands that the analysis done is concise, logical and not repetitive including an account that is interesting from the data gathered (Braun and Clark, 2006). Once the interviews were conducted all the data that was gathered, the analysis of this data begin and one looked for what key themes would become more relevant throughout the coding. While doing the analysis on the data that was gathered it was clear that generation Y females that do seem less loyal then previous generations but this is known as research conducted by Ritchie (1995) which created an assumption before this research was conducted that it is true that generation Y should be less loyal. This was backed up by the participants that were interviewed all felt that generation Y is less loyal as compared to their previous generations with participant 2 and participant 5 stating that.

Participant 2: "Yeah different needs and wants and years ago if you were loyal to a brand you wouldn't want to shop anywhere else and If you did you'd hate passing the shop because you wouldn't want them to see your bag in case they seen the name of the other shop on it now you just walk in anywhere and buy what you want"

Participant 5: "Yes. Most older people don't like change. My generation would be more of a stubborn kind and only stick to the brand they know."

The views expressed by the participants were very similar to previous research helps indicated the themes that is emerging. A theme that emerged was that all participants feel the reason they are less is due to the idea that generation Y do a considerable level of investigating before making an actual purchase and also that they do have some sense of loyalty towards particular brands in the same way the older generation is towards brands this is only to certain brands generation Y hold a certain level of loyalty towards. While generation X would show levels of loyalty towards a wide range of brands.

5.1.1 Research findings

The participants that were chosen and selected to take part in the research with the process of the interview would either full admit to that they generation Y do a fairly large amount of investigating before making a purchase or mentioned that they do some form of research before a purchase is made. Within past research that was conducted by Heaney (2007) mentioned in his research that generally the generation Y population will always look out for a bargain which means that one must

in some form do some amount of research into the pricing of different products and services that are on offer. This research being conducted however is suggesting that generation Y females research looks to go deeper than just looking for a bargain. Generation Y has been describing by many in which they have grown up with technology in their life, meaning that they are technology driven and given the level of access this generation have at their fingertips means a level of research can be done that no other generation would have been able to do previously to try get the best value out of their purchase. These views by participants who feel these factors would make them switch brands within their own opinions.

Participant 7: *“Depends, if I do research on the product and it says it will do certain things, then I buy it and it doesn’t. I will change then.”*

Participant 10: *“Price is a big one for me as I feel most products are similar so price would be a big factor for me.”*

These opinions above show a theme that is appearing throughout all the data that is collected that in obvious and subtle opinions is that a level of research does actually take place before a purchase does take place. From participant 7 interview was conducted indicated that she does a certain level of research before making a purchase but opens herself up to possible disappointed as once the research is done a level of expectations is created of what this particular product should be capable of and the limitations before the purchase is made. From these opinions given help suggest that generation Y females within Ireland do in fact conduct more research than previous generations in Ireland before a purchase is made. Technology could be a huge factor into why it is that generation Y females do more research as compared to generation X females, generation Y females are most likely to check online using various websites to do this research. While with generation X females who may not have been technology driven before making a purchase, including that there may have not be such a variety on offer for generation X females, they may look to consult a friend before a purchase is made who has previous experience with a particular brand. Looking at the results gathered it makes the suggestion that generation Y females will be less inclined to make impulse buys as previous generations this is due to the level of expectations and only wanting the best. Given that generation Y females do research before a purchase is made, they could be more likely to discover reasons not to make a purchase which can lead to the decrease in the level of loyalty. Generation Y have used technology to help them be able to validate product claims to ensure that they should chose this product over another. Generation Y females seem to feel that due to the level of verity available so doing some form of research is necessary to make a successful purchase.

5.1.2 Loyalty

Another key theme that has emerged from the data collected is that of loyalty towards particular brands mentioned by generation Y females that live in Ireland. With the interviews completed and the data analysed it is quick to see that loyalty belongs to particular brands depending on what category it falls into. This is represented by some responses from some of the participants that express their opinion on loyalty towards certain brands.

Participant 5: *“It will depend on the product itself, I will always stick to an iPhone no questions asked, with other items such as clothes once it looks nice and fits well then it doesn’t matter to me”*

Participant 10: *“depending on what it is I’m buying when it comes to say outfits I’m fairly picky but with food it doesn’t bother me, once it tastes nice I don’t mind jumping from Mc Donald’s to say Eddie Rockets”*

This theme is present within most of the participants interviews that took place. Research that was conducted by Lodes and Buff (2009) suggests that generation Y that when it comes to the more expensive brands they will hold a level of loyalty towards the more expensive brands while when it comes to the less expensive and cheaper brands generation Y will show a much lower level of brand loyalty. Looking at this view to a certain extent that loyalty does in fact be shown towards the more expensive brands suggests that reason for this may be down to the price and possible past experience with that brand. This research suggests that it cost is not the main factor in generating loyalty wholly but more to that position that the particular category that the brand itself is being purchased from. Back up by the pervious participant’s replies during the interviews along with other participants interviews which can be found below in the appendix section of the research paper helps give an understanding that when it comes to particular brand categories they aren’t that loyal to the likes of clothes and food but when it comes to technology a level of brand loyalty is shown. This loyalty towards technology more so then clothes may come the prospect that generation Y females are the generation that has grown up in technology so this may be why they are so loyal towards technology. There may be a certain level of nostalgia that was discussed by Toledo and (Lopez 2016) who mentions that nostalgia looks to evoke memories of the past which happen to all individuals, this affects how once interacts with others and services (Toledo and Lopez, 2016) this could suggest why a level of loyalty is created with a brand. This in fact means that generation Y are the first generation who were raised in technology which means that they will have early memories using technology such as computers, mobiles and gaming console and so on. This could be a major factor it is to why a level of loyalty is created with these particular brands. With displaying loyalty towards this certain brand and

not others give this overall impression that generation Y is less loyal than others which means that in situations of where brands whose products are not found in one of the loyal categories it suggests that the level of loyalty will drop dramatically from generation Y to generation X.

Due to the fact that generation Y seems to be a research focused generation before making a purchase of a product also the fact that they do display a level of loyalty towards different brand categories of brands are two of the main findings that have been discovered in this process while a number of other findings have been identified in the data collected. These findings from the data gathered suggest that generation Y females may not even notice that they are being disloyal towards a brand due to the fact that they enjoy experiencing new products which helps them expand. When it comes to being less loyal than previous generations from data collect and after being analysed it suggests that generation Y female's due want a greater customer experience and interactions when in the process of making a purchase than previous generations.

5.1.3 Change in approach

The participants in this research mentioned that they do seem to enjoy changing brand so often just to gain a new experience, this could lead to a possible explanation into why it is they are less loyal as previous generations while noticing that they generation Y do in fact have more options than previous generations such as X would have had available to them years ago. These views are mentioned by participants and can be seen below

Participant 8 *"Oh yes my parents would be more loyal than myself as they had little choices unlike us today who can get products from around the world shipped right to my door"*

Participant 11 *"Defo more brands for us to buy now than my parents time. It's so easy to swap now of days unlike it was 20 years ago or even less"*

These findings from the data collected does suggest that generation Y females do enjoy changing and exploring other brands. Strangely enough this data suggests that generations Y females don't always seem to change brands because they feel another product offers more or is superior and is cheaper they just simply want to experience something new. It was pointed out by the participants that the level of brands looking to compete on the market has increased dramatically over the years which include large brands looking to produce worldwide by entering new markets and offering shipping including the number of smaller brands out there looking to become successful. With the level of brands out there which only naturally increases the level of choice generation Y females have including their willingness to change brands so consistently could be a good example into why it is generation Y show a lack of loyalty compared to other generations. The previous findings mentioning that

generation Y are the research generation may have influenced their willingness to change and experience new brands as this research is suggesting that the impact has is that it makes it easier for them to change brands and not have it be such a worrying issue which will lead to generation Y being less loyal towards a brand. This finding suggests that generation Y seem to have inherited a sense of exploration which leads them to be less loyal is which they will look to switch brands for little or no reason which the opposite to generation X who have a sense of being loyal, generation Y have are openly happy to admit that they are not loyal as compared to generation X when it comes to brand loyalty which is a difficult situation for brands who operate on the market.

5.1.4 Generation Change

The participants that took part in this research go on to mention that they do in fact like changing products just to experience new brands this could be a possible explanation into why it is they are less loyal while also going on to mention that they have more options than previous generations had on offer to them years ago. This viewpoint can be taken from participant 2 and 4 who feel that

Participant 2: "Yeah different needs and wants and years ago if you were loyal to a brand you wouldn't want to shop anywhere else and if you did you'd hate passing the shop because you wouldn't want them to see your bag in case they seen the name of the other shop on it now you just walk in anywhere and buy what you want"

Participant 4 "Yes as there is a lot more brands out now then there was so there is a lot more choice to choose from for us compared to my parents"

These findings suggest that in fact generation Y do like changing brands just to try and explore possible new brands. This data gathered is very interesting as it suggests that generation Y females don't switch brands all the time because they think another similar brand has a superior quality or offers a better purchase price, they do it because they just want to try something new and explore. As mentioned by the participants they do feel that the level of brands out there, competition for their loyalty has increased over the years from the more larger brands that look to emerge themselves into new markets more so than start up brands looking to be the next big competitor. Due to the increase in choices this seems to walk hand in hand with the fact that generation Y feel the need to explore other brands and then change brands so often may lead to a good reasoning into why it is that generation Y are considered less loyal than their previous generations. A finding previously mentioned in this research that was discovered is that of generation Y seems to be a research generation so this could be possible to why they enjoy change and looking for new experiences that this research is proposing as the possible impact of researching that generation Y females conduct into new brands leads to making changing products a less daunting task which leads to more switching over from brand to

brand. This finding suggests that generation Y seem to want to try new products since they have developed a habit of changing brand is the opposite of generation X who seem to stay loyal towards brands. Due to the result of this research, since generation Y females are less loyal compared to generation X is the most obvious outcome could be a worry for brands on the market who look to try and create loyalty among brands.

5.1.5 Customer Service expectation

Another finding from the data collected is that of generation Y do enjoy and also expect very high levels of customer service including after sales service where applicable. This opinion was quickly identified due to the level of replies given that pointed towards the level of importance with customer service and interaction. These opinions are suggested are seen from some of the participants below

Participant 2 *“Individual care, give customers a heads up if they are planning on doing discounts, be nice smile don’t look like you hate your job”*

Participant 3 *“Customer service should be better. Display prices better including their goods even a reward system in more retail outlets”*

Participant 6 *“More promotions like buy 1 get 1 free or chances to win prizes with purchases, customer service could be vital to ensuring loyalty with young people now of days”*

The views mentioned above showcase findings that generation Y females in Ireland want a high level of customer service including an after sales support depending on the brand. As participant 6 mentioned that is important that customer service is vital to ensuring that loyalty could be gained if the appropriate measures are taken to ensure that the customer is looked after. The other participants mentioned that it could be good to offer rewards which could boost loyalty. The switching habits of generation Y means that the level of customer service received should be to a very high standard to ensure the switching habits doesn't happen with every customer. These findings clearly indicate that companies must ensure that the level of support, the interaction and the overall process should be done in a quick and pleasant manner to try deal with these switching habits of generation Y.

5.1.6 Technology Role

The final finding that become clear is the role that technology plays when it comes to generation Y and their buying habits. Given that generation Y are the generation that grew up with technology and the services it offers such as shipping worldwide and the ability to make purchase almost anywhere. These views from participants are highlighted in the following below

Participant 2 *“Yes it has. Companies are using social media websites more like Instagram and Facebook because the first thing individuals do on their phone is open up them apps and by them seeing the ads for the product they’ll soon be interested and buy the brand”*

Participant 6 *“Yes. Brands can now improve quality of products as well as being able to better promote their brand though advertising, social media etc.”*

Participant 4 *“Yes because if you get a good product off the internet you will go back and it is easier to do online shopping!”*

These findings suggest that generation Y know how strong the level of advertising is due to social media as they know that they can’t open an app without being bombarded with advertisements. Not to mention the fact if one goes on an online store that store will appear on their social media with a particular product they purchased or browsed through. The ability to purchase online has made this generation open to more options than previous generations right away so they are used to being able to change brands with little or no effort online rather than going physically from store to store. The technology has possibly made the generation Y the “research generation” due to the ability to go from store to store online to check reviews, prices and delivery. Finally, this finding suggests that generation Y is less loyal due to the role technology plays as it allows them to have access to a numerous number of stores at the click of a button.

5.2 Objective 2

The second objective from this research was to try and figure out what it is businesses can do differently to try and maintain customer loyalty of generation Y females in Ireland the participants came up with some interesting suggestions that could help answer the proposed question.

5.2.1 Reward Loyal Customers

The most common finding that emerged from the data was the theme of that business should look to award customers. This was mentioned a numerous amounts of times during the interviews by participants while many felt brands spend a lot of time looking to try and gain new customers rather than looking to reward customers who have been loyal to the particular brand over a period of time. The views from some of the participants on this particular view can be seen below

Participant 2 *“Individual care, give customers a heads up if they are planning on doing discounts, be nice smile don’t look like you hate your job”*

Participant 8 “Set up a reward system, like SuperValu but with like retail stores that would be amazing”

Participant 7 “Try be online friendly, offer rewards system i.e. V.I.P card points etc to customers who shop frequently there to ensure they come back e.g. Dunnes stores have a spend €50 receive €10 off to be used within a week therefore people who shop regular can receive money off their shop each week just for staying loyal to the store not just the brand”

From the views stated above these participants felt that for a brand to be able to succeed in gaining brand loyalty among generation Y is to show a level of customer loyalty in return. These views mentioned above other areas not so much supermarkets need to enhance their customer loyalty it is more the likes of retail units such as clothing stores that don't seem to offer a reward system as much or as out there as others. This finding suggests that if a reward system for certain retail areas this could perhaps increase the level of brand loyalty among customers.

5.2.2 Don't get carried away with success

Another finding that came out of the data collected was that of the theme of not getting carried away from initial success. The opinions from the participants suggest that they feel when brands experience success while starting up or when an established brand experiences success with a new product it is only natural to expect a spike in demand and including an increase in prices. On the other hand, some part of this can be understood to be when a new product is released it could be set out at a promotional price which is aimed to draw customers in to try creating a possible relationship. Some participants feel that some price increases are unnecessary as the product will still see it's just the brand looking to get more out of the customers even if they are loyal. This can be seen from some examples seen below from the data collected

Participant 2 “Yeah it does if you keep putting the price up my bank account is going to get lower which means I won't be able to buy that product anymore well I could but I'll have second thoughts”

Participant 8 “Yes some brands are too expensive”

These findings suggest that to try get a better loyalty with generation Y females in Ireland they need to consider that prices should not be increased to a certain degree as it will not make customers come back or even make a purchase, try not to take advantage of customers who have shown loyalty. With the data collected if a brand looks to reward customers and not increase the prices of their products so much it may in fact help create loyalty with customers and will make them return.

5.2.3 Long contracts

The final theme that has emerged is tied to what businesses can do differently to try capture generation Y female's loyalty is that of forced loyalty. The data suggests that generation Y females don't like being help into forced loyalty with certain brands. This can be seen from the following responses below

Participant 7 *"Would love to be able to switch phones and not be held to one type of phone, without paying ridiculous amounts for changing phone type early"*

Participant 4 *"Yes and no, I do have a few contracts out but that's the only way to get these things such as insurance, phone etc"*

This particular response that has come up ties into the theme of which has already been addressed in this analysis section which is suggesting that generation Y don't like to be kept towards a particular brand and enjoy a level of freedom. While for business it may seem to be a typical approach which is to try and gain customers by signing lengthy contracts including safeguard such as having terms in the contract for release clause etc, this research has indicated that if brands don't look to capture young customers by length contracts they could offer a level of freedom to move around products which will help the customer gain a level of choice determine who it is they make a purchase with because they are not forced to stay with the brand. This style of contracts where they can cancel products without clause is seen such products as Netflix and Spotify, they offer yearly and monthly contracts and the user has the choice to cancel whenever if they see fit. These findings suggest that brands who look to make customers commit may need to rethink strategy which could gain more generation Y customers.

5.3 Sub-objective

When it comes to the sub-objective in this particular research it was to if there differences between the different ages that rage within the generation Y females that live in Ireland. The age ranges that were interviewed for the purpose of this research as that of 19-25 and the age ranging from 26-30. After the data analysed the result that emerged was unique to the 26-30 age range which as absent from the younger age range that took part in this research. The finding from the age range 26-30 was unique and what it is that they do feel technology has played a part in brand loyalty. In the interviews that were conducted with the participants that are in the second category which is 36-30 they all mentioned in some form that social media has played a part in brand loyalty.

Participant 2 *“Yes it has. Companies are using social media websites more like Instagram and Facebook because the first thing individuals do on their phone is open up them apps and by them seeing the ads for the product they’ll soon be interested and buy the brand”*

Participant 6 *“Yes. Brands can now improve quality of products as well as being able to better promote their brand though advertising, social media etc.”*

From the data collected above from the older category of generation Y females in Ireland made it clear that social media is the anchor when they were asked to discuss brands and technology as it is the vocal point for advertisement now of days. Which is the complete opposite to the younger category as none brought up social media when the same question was asked. This finding could suggest that when brands are advertising on social media they look to target the older category of generation Y more often than targeting the younger generation of generation Y as social media came to the mind of all the older category when asked about this question. By looking at this from a business point of view it makes all the sense in the world as if one was to consider the disposable income between the two different segments as the first category of generation Y may be still in college or only starting a professional careers while the older category may in face be young professionals, this result could suggest brands may need to target younger generation individuals more often when it comes to social media which is easier said than done as generally advertisements are not that interactive and will want you to click away from your current page you are on. If brands were able to this they may somehow subconsciously into the younger generations mind while looking to establish more loyalty among them over time to try ensuring that the 19-25 females so that once the disposable income grows with time they may have a level of loyalty towards a brand and where it is they are willing to make a purchase.

Chapter 6 Discussion

This discussion chapter will look to reflective look through the findings that were found in this study and showcase the areas of literature that have been improved upon while also highlighting the possible limitations of this particular research with the hopefully thought that it may give researchers a new different direction of looking at brand loyalty when it comes to taking on a similar research. The main question and the primary focus of this research paper was to try and find the possible reasons why it is that generation Y females in Ireland show lower levels of brand loyal than other generations within Ireland over the years. As mentioned within the data analysis chapter there was a number of findings uncovered due to a very high level of analysis of that raw data that was sought out and analysis to try and make it rich and understandable to identify themes.

The most prolific data and finding in coherence with the main research objective of this research was that generation Y females living in Ireland can be seen to be a research generation that show a level of loyalty towards certain categories but not remaining loyal overall. Finding out that generation Y females find themselves to be a research generation where considerable levels of research is done before a purchase is made, including the fact that this generation grew up in technology and have a huge love for it which is addressed by (Leelakulthanit, 2014) who goes on to mention that they feel that the younger generations can't seem to live without this technology. The finding of that generation Y living in Ireland do conduct a certain degree level of research before making a purchase to try to understand fully what it is they may be investing in, was somewhat anticipated before the process went underway for gathering data. This finding shows that generation Y take this research seriously as they do not seem to purchase a brand at face value including the claims made about the product or service, they would rather validate the product by themselves or look online to find reviews to see if the product/service is worth making a purchase. A possible implication from the finding mentioned above for the brands themselves is that it may not be best for businesses to over hype or exaggerated their product some much as the younger generation Y would not be that interested and could destroy the online reputation of the brand. This finding suggestion that due to generation Y being a research generation they will find the down sides to the brands they are researching and may opt not to purchase the product and look for a substitute. When it comes to doing business, brands should look to try and understand that generation Y is a research generation so they should look to play on this and try and promise that their product deliver which will make them feel this is going to be a worthwhile purchase. Finally, this finding indicates that brands should be clearer about what it is they are offering and that it will be worth paying the price that they are offering the product for, generation Y will most likely find cheaper substitutes by doing the required research needed to ensure they get the best possible outcome.

The second finding that as deciphered from the data collected was that of generation Y females in Ireland have a level of loyalty towards certain brands that fall into certain categories. This particular finding was not expected as analysing the literature made it clear that generation Y were less loyal overall than that of generation X as (Noble et al, 2009) feels that generation Y are just in general not loyal towards a brand. This finding shows that generation Y are loyal to a certain extent to certain categories of brands such as technology but when it comes to the likes of clothing and food they are less as they don't feel the need to be stressed when making a purchase within these categories. This was touched upon in the previous analysis section it was suggested that generation Y will show a level of loyalty towards brands that of higher costs but when it comes to the less expensive the level of brand loyalty will not be as high (Lodes and Buff, 2009). This finding may suggest that the level of

loyalty showed to the more expensive brand categories may be due to the cost and the expertise they encounter when using the brand purchased. The hypothesis of the research is not the cost that is the factor when it comes to loyalty it depends more on the category of product in which the generation Y are making the purchase from. The nostalgia factor may play a part into why it generation Y are so loyal towards technology brands as they were born into this, and from maturity technology is available in everyday walk of life so there is a level of connection and memories created which in turn creates a relationship with the technology hence they feel a level of loyalty. This finding about the level of loyalty towards categories was unexpected, this area could be looked into at a much further depth for research purposes to see why there are levels of loyalty towards categories. The implications from this finding enhances the level of literature on brand loyalty in the prospect of generation Y showing levels of brand loyalty towards certain categories which was not touch upon in the literature of this research. Another finding from this research is that of the possibly, brands who offer technology brands could look to take advantage of this as they can understand that if they increase the price it may not affect the overall demand from generation Y as it would if the price increased from food as this could have a terrible effect upon the purchases from generation Y and will look for substitutes without an issue.

Two other findings that were discovered that fall in line with the main research objective of reasons why generation Y females show low levels of loyalty from previous generations that came before them is the fact is contract based loyalty and the experience from making a purchase. The finding of the contract loyalty in generation Y females and have developed a habit of wanting to switch products whenever possible but as some products are expensive they may need to enter long term contracts to be able to purchase the product, generation X seemed to show levels of loyalty and didn't look to switch brands so often. The finding above of that generation Y don't like contracts and who show a level low loyalty may not necessarily come down to the price of that product, it may be down to the fact that generation Y females feel the need to experience and explore new products rather than sticking with the same brand. The implications from this finding is that it suggests that when it comes to businesses even if the prices are of great value and offer a great experience they hold little power stopping generation Y females from switching brands. The finding offers a reasoning that no matter how well the brand may fill customer satisfaction there will be still members of generation Y will look to switch brands just to have a new experience. In relation to the other finding being discussed is that the level of service and the interaction received should be to a high level to truly satisfy generation Y females when making a purchase. This finding was analysed in the research chapter indicates that brands much ensure that they do everything possible to ensure that they can reduce the possibilities for making generation Y females wanting to switch brands as they are more likely so switch for little

or no reason so if presented with a reason to change than the customer will be lost and moved to another brand. Generation Y have been known to be a generation who are willing just to switch and look to try new products regardless (Giang, 2012). Another implication from this finding, is that in order to try and increase brand loyalty but also lowering the number of customers looking for substitute brands, businesses will need to try and interact with generation Y females more often than expected to try and improve the overall experience for the individual due to this finding suggesting that generation Y females care about the product but they also care about the level of interacting during the purchasing stage, this could help businesses create a relationship with the customer and could create a level of loyalty.

With the second objective of this research was to see what it is that businesses could do better to try and target generation Y females in Ireland to get them to make a purchase. The three findings that came out of the collected data was they should look to reward current customers to try and gain loyalty, don't get carried away with success and contract loyalty with products. The finding of rewarding current customers for being loyal suggests that businesses are more worried about getting new customers instead of doing their best to try and retain current customers by keeping them happy with a reward system. These findings help find out that businesses don't pay too much attention to the customers that keep coming back and try to build a loyal customer market segment they are looking for the people who are not in that segment instead of focusing on them. This finding suggests that generation Y females feel forgotten about which could lead them to the point of wanting to switch brands without no warning. Generation Y may feel they should be appreciated (Cambal and Zibrinova, 2011), which may be the reason to why it is generation Y look to swap brands if they don't feel they are being appreciated. In Ireland brands should look to try and reward customers who keep coming back to them to try and develop a level of loyalty with them which may be the best way to capture generation Y females in the long run.

The other finding of when a business gets a level of success they should not get to carried away to try and advantage from their audience. This finding found generation Y females suggests that when they see a brand make a successful product the prices will generally increase as soon as the brand notices the product is on the up. Generation Y females do not enjoy this as it's unfair and not right, practices should be in place to try and get generation Y females to make a purchase. Brands should look to figure out what it is that is needed, if they should look to increase the price or offer loyalty schemes for loyal customers while possible offering increased prices for new customers. The other finding from this section is that generation Y females don't enjoy forced loyalty. This is unfair as generation Y feel they do not want to be stuck in these contracts that extend a long period of time as they much prefer the options to switch brands freely without constraints. For businesses to try and capture generation

Y purchases contracts may be the only way for them to ensure loyalty which means they can't leave their brand without possibly paying to get out of contract. This may prove difficult as most generation Y individuals may not choose to enter into these contracts.

The final finding that relates to the sub-objective in this research to establish if in fact there are different purchase decisions between the different age groups in generation Y females in Ireland what range from the ages 19-25 and the age range and then from 26-30 lead to some interesting findings from the participants. From the interviews with the 26-30 age range each participant brought up social media suggesting that plays a role with loyalty while with the other age range this was not mentioned at all once. This may suggest that the older generation Y individuals seem to be targeted more often when it comes to being on social media with a wide range of advertisements of products was mentioned in the interviews when asked about technology. These findings suggest that brands should look to try and advertise more towards the younger generation Y including the interactions while on social media, this could be done by advertisements being done by younger people that may match the same age group they are targeting this could increase the level of purchases from this generation as they get older.

7.1 Limitations

The limitations from study will try and provide a numerous validated areas in which the research could be expanded upon for future studies. This research only focused on why it was females from generation Y are less loyal so this research only focused on this specific requirement. The limitations that this research will face is that research will only be contacting a certain number of interviews. It is important that the participants chosen to will be interested in helping the research so it can reach its maximum potential. This research is constrained to the location of Dublin so unfortunately no interviews will take part with participants outside Dublin. The limitation may be that it may not represent the whole of Ireland as the methodology was more convention towards Dublin and not the whole of Ireland. As this study was only focusing on generation Y females another area that could hold potential research could be focusing on generation Z to see if they will hold the same habits from generation Y in terms from brand loyalty or if they have their own unique characteristics towards brands and loyalty as they may have different life experiences. Another area for research could be go deeper into generation Y and find other areas to focus on and see if they differ even though they fall under the umbrella. This research suggests that a level of loyalty is shown towards different categories which could be looked into a further to try and see what categories they are loyal to more so than others. The author did their utmost best to ensure that all prior expectations, perceptions one may have need to be left outside the research to ensure that all data gathered had no personal biases that

my affect the data. This could be difficult as the interview questions asked may have some bias in them to ensure that the potential answers one needed to answer the research question although this cannot be ruled out despite the up most being doing by the author.

8 Conclusion

The idea behind doing this research was to try and fill a gap in the literature which was focused on the study looking into why it is generation Y females in Ireland are less loyal than other generations. This study has added potential value into previous research that was conducted (Noble et al, 2009) and (Giang, 2012) this study focuses on generation Y being less loyal, trying to uncover the reasoning behind why it is they are less loyal than previous generations, this area has not been studied to a high level until this research took place. This study did its best to try and decipher why generation Y females are less loyal. Throughout the interview process in which the data was collected was from a sample of females from generation Y who were able to provide valuable and rich opinions. This study has found that the generation Y females in Ireland are less loyal due to the fact that they are a research generation which means they do a high level of research before making a purchase. This research also found an interesting finding in generation Y females in which they tend to show certain levels of loyalty towards certain categories of brands such as technology but when it comes to the likes of food and clothing they lack a level of loyalty compared to other categories. Another finding that came out of this research was that generation Y females seem to enjoy changing brands simply just to get a new experience which means that this habit may not be in the control of the brand as it is up to the individual themselves. Another finding was that when it comes to generation Y females they enjoy high levels of customer service including after sales support, this could be a key factor when it comes to staying loyal or if they choose to look for a substitute if this is the case. The findings have helped developed by conducting this research is a way of looking into generation Y female's mindset into the process they go through when looking to purchase a brand or if to remain loyal. Generation Y seem to react differently towards brands than ever seen before (Bakewell and Mitchell, 2003) as the importance of generation Y continues to grow for brands it is vital that brands do what they can to try and understand this generation Y. This research has helped provide an insight into generation Y females in which why it is they are less loyal and enjoy switching brands as compared to previous generations also known as generation X. This research has also provided reasoning for future research possibilities in looking into brand loyalty. Finally, nothing will change that generation Y are showing less levels of brand loyalty than generation X, if one was to implement these findings of this research this could help businesses try and counteract this level of disloyalty shown and could potentially reap the rewards from doing so as they have an idea of how the largest generation of consumers think.

Appendix

(I) Interviewer

(P) Participant

Each interview started off with a greeting from the interviewer with a brief explanation of what the research is, why it is being conducted and that they have the right to have the data be removed from the research at any time. Since 12 interviews took place only the valuable information was transcribed to save time and to ensure the richest data was taken forward for analysing.

(I) Thanks very much for meeting with me and being able to be a part of this research. The reason behind the research is that I'm looking into brand loyalty among generation Y females in Ireland trying to find the reasons they are less loyal than previous generations that came before them. Just so you know at any point in this interview you may leave and have the data not be represented in the research at all, this can be arranged at any time.

Interview 1

(I) What comes to mind when you hear brand loyalty?

(P) Named Brands and sticking to them

(I) How likely would you be to switch from your top choice brand to another brand?

(P) Reasonably likely depends on the offer, or if they product looks faulty

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) No, will most likely change easily

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Substitute it right away

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Yes, and how they find online shopping so easy for us.

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) Deals for ongoing / existing yes customers

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Yes

(I) Does the cost of brands impact on your level of loyalty?

(P) Yes

(I) Any other factors?

(P) going into contracts with mobile phones is one I do my best to avoid

(I) Do social media bloggers make you think about changing brands? If so have you changed because this person?

(P) No

Interview 2

(I) What comes to mind when you hear brand loyalty?

(P) Someone who commits to buying the same brand over and over again because you don't feel the need to buy any other brand.

(I) How likely would you be to switch from your top choice brand to another brand?

Occasionally now and again depends on the mood and frame of mind I have, if I want to be adventurous I might switch it up a bit but I'd research it a lot before handing over the money for it.

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) I would look to change if I want to and think it's a good call

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Look for a substitute because I'd more than likely have another bad experience with it so I don't need a repeat of it

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Yeah it has. companies are using social media websites more like Instagram and Facebook because the first thing individuals do on their phone is open up them apps and by them seeing the ads for the product they'll soon be interested and buy the brand

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) Individual care gives the customers a heads up if they are planning on doing discounts. Be nice and friendly smile don't look like you hate your job

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Yeah different needs and wants and years ago if you were loyal to a brand you wouldn't want to shop anywhere else and if you did you'd hate passing the shop because you wouldn't want them to see your bag in case they seen the name of the other shop on it now you just walk in anywhere and buy what you want

(I) Does the cost of brands impact on your level of loyalty?

(P) Yeah it does if you keep putting the price up my bank account is going to get lower which means I won't be able to buy that product anymore well I could but I'd have seconds thoughts

(I) Do social media bloggers make think about changing brands? If so have you changed because this person?

(P) No, I like to watch the blogs but doesn't change my opinion

Interview 3

(I) What comes to mind when you hear brand loyalty?

(P) Someone who buys brand names

(I) How likely would you be to switch from your top choice brand to another brand?

(P) Price and quality would make me change

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) Yes, I will look for something else most of the time

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Look for substitute

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Yes, as in u can order everything on line on now and social media you can't escape it

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) Customer service should be better. Display prices better including their goods even a reward system in more retail outlets

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Yes, this generation has more money to spend and options

(I) Does the cost of brands impact on your level of loyalty?

(P) Yes, I don't like going crazy on prices

(I) Does that include contacts?

(P) Yes, I don't like entering them but I can afford the latest phone so it's the best option.

(I) Do social media bloggers make you think about changing brands? If so have you changed because this person?

No

Interview 4

(I) What comes to mind when you hear brand loyalty?

(P) Where you stick to one brand and don't change

(I) How likely would you be to switch from your top choice brand to another brand?

(P) Not likely as some shops can be very expensive

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) I always consider as price is a big thing with me.

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Look for a substitute

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Social media plays a big part of it and Yes because if you get a good product off the internet you will go back and it is easier to do online shopping!

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) Keeping the sizes of the clothing the same and the price to stay low

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Yes, as there is a lot more brands out now then there was so there is a lot more to choose to choose from for us compared to my parents.

(I) Does the cost of brands impact on your level of loyalty?

(P) Yes

(I) does this include contracts?

(P) Yes and no, I do have a few contracts out but that's the only way to get these things such as insurance, phone etc.

(I) Do social media bloggers make think about changing brands? If so have you changed because this person?

(P) It would have an impact but I would have to try it myself to make my verdict

Interview 5

(I) What comes to mind when you hear brand loyalty?

(P) Which brand you would support/buy more often than others.

(I) How likely would you be to switch from your top choice brand to another brand?

(P) It will depend on the product itself, I will always stick to an iPhone no questions asked, with other items such as clothes once it looks nice and fits well then it doesn't matter to me

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) No. I would take factors into consideration.

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Look for a substitute.

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Yes. Android V iPhone. I personally have had an iPhone in the past, changed to android about 6 years ago and haven't looked back. I would never get another iPhone. The way they advertise of social media is a big factor.

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) Discounts for loyal customers/ customer benefits etc.

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Yes. Most older people don't like change. My generation would be more of a stubborn kind and only stick to the brand they know.

(I) Does the cost of brands impact on your level of loyalty?

(P) Rarely.

(I) Do social media bloggers make you think about changing brands? If so have you changed because this person?

(P) No.

Interview 6

(I) What comes to mind when you hear brand loyalty?

(P) The level of loyalty a person shows to a particular brand i.e. Does someone always buy the same brand of chocolate because they value the quality etc.

(I) How likely would you be to switch from your top choice brand to another brand?

(P) 7/10

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) Most of the time

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Most likely look for a substitute

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Yes. Brands can now improve quality of products as well as being able to better promote their brand through advertising, social media etc

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) More promotions like buy 1 get 1 free or chances to win prizes with purchases, customer service could be vital to ensuring loyalty with young people now of days

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Yes. There are many more options available now.

(I) Does the cost of brands impact on your level of loyalty?

(P) Yes, prices play a part all right

(I) What about contracts?

(P) I don't like them buy sure look makes it easier to get the phone

(I) Do social media bloggers make you think about changing brands? If so have you changed because this person?

(P) Not very often

Interview 7

(I) What comes to mind when you hear brand loyalty?

(P) Sticking to one brand you trust

(I) How likely would you be to switch from your top choice brand to another brand?

(P) Depends, if I do research on the product and it says it will do certain things, then I buy it and it doesn't. I will change then.

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) No, evaluate price content and whatever differences there might be

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Look for a substitute then maybe after a while try original choice again

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Not really as online shopping has made it easier to compare prices and other types of deals so people are switching constantly based on price for all the same products

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) Try be online friendly, offer rewards system i.e. V.I.P cards points cards etc to customers who shop frequently there to ensure they come back e.g. Dunnes stores have a spend €50 receive €10 off to be used within a week therefore people who shop regular can receive money off their shop each week just for staying loyal to the store not just brands

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Yes, too many options and cheaper alternatives available

(I) Does the cost of brands impact on your level of loyalty?

(P) Yes and no, depends on what type of item your buying

(I) What about contracts?

(P) Would love to be able to switch phones and not be held to one type of phone, without paying ridiculous amounts for changing phone type early

(I) Do social media bloggers make think about changing brands? If so have you changed because this person?

(P) To some people who live on their word yes it does they promote things over and over that it stays imprinted on your mind. No, I like what I like

Interview 8

(I) What comes to mind when you hear brand loyalty?

(P) Mainly buying only one brand for the majority of products you buy e.g only buying nike products

(I) How likely would you be to switch from your top choice brand to another brand?

(P) It would have to depend on the quality of the brand product

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) Yes, as I know that the product I am buying is more reliable than the other brand

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) I would look for a substitute

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Yes, as I feel that with technology the brands are better advertised

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) Set up a reward system, like SuperValu but with like retail stores that would be amazing

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Oh yes, my parents would be more loyal than myself as they had little choices unlike us today who can get products from around the world shipped right to my door

(I) Does the cost of brands impact on your level of loyalty?

(P) Yes, as some brands are too expensive

(I) Does this include contracts?

(P) They are a better way of paying things off, but very annoying to have them hanging over you

(I) Do social media bloggers make you think about changing brands? If so have you changed because this person?

(P) Yes, as you can see them using certain brands so you know that they are reliable so you buy them

Interview 9

(I) What comes to mind when you hear brand loyalty?

(P) Sticking to one brand

(I) How likely would you be to switch from your top choice brand to another brand?

(P) Depending on price/quality I might change

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) Yes usually

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Look for a substitute.

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Yes, Advertising has a huge play in influencing the products I buy. Technology advertises a lot of these products

(I)What could businesses do differently in your opinion to keep customers loyal?

(P) Lower prices and improve the quality of products

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Definitely! - more products available- more selection

(I) Does the cost of brands impact on your level of loyalty?

(P) To a certain extent. Depending on the product.

(I) Do social media bloggers make you think about changing brands? If so have you changed because this person?

(P) Definitely! I love reading someone else's opinion

Interview 10

(I) What comes to mind when you hear brand loyalty?

(P) Good quality and remaining with them

(I) How likely would you be to switch from your top choice brand to another brand?

(P) Depending on what it is I'm buying when it comes to say outfits I'm fairly picky but with food it doesn't bother me, once it tastes nice I don't mind jumping from Mc Donald's to say Eddie Rockets

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) Depends

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Substitute right away

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) More advertising across social media, its everywhere

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(I) Yes, we have more options than them

(I) Does the cost of brands impact on your level of loyalty?

(P) Not really

(I) Do social media bloggers make think about changing brands? If so have you changed because this person?

(P) No

Interview 11

(I) What comes to mind when you hear brand loyalty?

(P) Purchasing a product from a brand continually and always buying that label and not from its competitors

(I) How likely would you be to switch from your top choice brand to another brand?

(P) Depends on what it is, mostly I will swap once I feel it's the right choice

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) Depends on the look and if I really need it

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Look for substitute

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Online shopping

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) Keep a consistent product, changing drastically can only lead to customer dissatisfaction

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Defo more brands for us to buy now than my parents time. It's so easy to swap now of days unlike it was 20 years ago or even less

(I) Does the cost of brands impact on your level of loyalty?

(P) Yes

(I) Do social media bloggers make you think about changing brands? If so have you changed because this person?

(P) No

Interview 12

(I) What comes to mind when you hear brand loyalty?

(P) A brand that exudes reliability to the point where it has a monopoly in terms of mindset. You will always purchase it.

(I) How likely would you be to switch from your top choice brand to another brand?

(P) Very unlikely.

(I) When purchasing a product do you purchase the same product over a possible substitute without any consideration?

(P) More times than not.

(I) If you have a bad experience with one product would you purchase it again or look for a substitute?

(P) Only if it has been consistently reliable in the past. If it's a first-time product, then no.

(I) Do you think technology has played a role in brand loyalty? If so what role?

(P) Subconscious targeting advertisements on social media.

(I) What could businesses do differently in your opinion to keep customers loyal?

(P) More benefits and loyalty offers.

(I) Do you think this generation differs to your parent's generation when it comes to brand loyalty?

(P) Yes. Before, whatever was most cost effective was the choice. Money to our generation frees up that restriction.

(I) Does the cost of brands impact on your level of loyalty?

(P) If something is good and long lasting, then no. Durability gives a concession.

(I) Do social media bloggers make you think about changing brands? If so have you changed because this person?

(P) Not really. I don't interact with magazines or youtubers.

9 References

- Aaker, D. (1996). 'Measuring brand equity across products and markets'. *California Management Review*, 38(1): 102-20.
- Aaker, D., & Keller, K. L. (1990). Consumer Evaluations of Brand Extensions. *Journal of Marketing*, 54(1), 27-41.
- Alexander, C.S. and Sysko, J.M., (2013). 'I'm Gen Y, I love feeling entitled, and it shows'. *Academy of Educational Leadership Journal*, 17(4): pp. 127-131.
- Aydin, S. and Özer, G. (2005). 'The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market'. *European Journal of Marketing*, 39(7/8): pp. 910–925.
- Aquino, J. (2012), " Gen Y: the next generation of spenders: they're young, educated, and tech-savvy: here's how to get them to pay attention to you ",*CRM Magazine* , Vol. 16 No. 2, p. 20.
- Baker, S, E and Edwards, R. (2012) 'How many qualitative interviews is enough'. Discussion Paper. NCRM.
- Bakewell, C. and Mitchell, V. (2003) 'Generation Y female consumer decision-making styles', *International Journal of Retail & Distribution Management*, 31(2), pp. 95–106.
- Beiske, B. (2007). *Research Methods: Uses and limitations of questionnaires, interviews and case studies*, Munich: GRIN Verlag.
- Braun, V. and Clarke, V. (2006) 'Using thematic analysis in psychology'. *Qualitative Research in Psychology*, 3(2): pp. 77-101.
- Bush, A.J., Martin, C.A. and Bush, V.D. (2004) "Sports celebrity influence on the behavioural intentions of Generation Y", *Journal of Advertising Research*, Vol. 44 No. 1, pp. 108-118.
- Cambal, M, and Zibrinova, E. (2011) 'Generation y in marketing'. *Annals of DAAAM & Proceedings*, 22(1): pp. 1571-1572.
- Donnelly, K. (2009) 'Number of students going to college hits record high', *The independent*, 11th November [Online] Available at: <http://www.independent.ie/irishnews/number-of-students-going-to-college-hits-record-high-26580952.html>

Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(Jan), 6-21.

Foscht, T, Schloffer, J, Maloles, C, and Chia, S. (2009) 'Assessing the outcomes of Generation-Y customers' loyalty', *International Journal of Bank Marketing*, 27(3): pp. 218-241.

Fry, R. (2017). Millennials overtake Baby Boomers as America's largest generation. [online] Pew Research Center. Available at: <http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/> [Accessed 19 May 2017].

Giang, V. (2012) Here's how millennials really view loyalty in the workplace. [Online] Available at: <http://www.businessinsider.com/how-millennials-really-view-loyalty2012-9?IR=T> [Accessed 11th of January 2017]

Gill, P, Stewart, K, Treasure, E, and Chadwhick, B. (2008) 'Methods of data collection in qualitative research: interviews and focus groups'. *British Dental Journal*, 20(4): pp. 291-295.

Giovannini, S, Xu, Y, Thomas, J. (2015) 'Luxury fashion consumption and Generation Y consumers: Self, brand consciousness, and consumption motivations'. *Journal of Fashion Marketing and Management*, 19(1): pp.22 – 40.

Greenberg, K. (2011), "Study: Gens X, Y rely on research, less on loyalty", *Mediapost*, February 7.

Grimsley, S. (2016) What Is Brand Loyalty in Marketing? [Online] Available at: <http://study.com/academy/lesson/what-is-brand-loyalty-in-marketing-definitionexamples-quiz.html> [Accessed 11th of January 2017].

Gurau, C. (2012) 'A life-stage analysis of consumer loyalty profile: comparing Generation X and Millennial consumers'. *Journal of Consumer Marketing*, 29(2): pp.103–113.

Heaney, J.G. (2007) 'Generations X and Y's internet banking usage in Australia'. *Journal of Financial Services Marketing*, 11(3): pp. 196-210.

Howe, N. and Strauss, W. (2000), *Millennials Rising*, Vintage Books, New York, NY.

Howe, N. and Strauss, W. (2007) "The next 20 years: how customer and workforce attitudes will evolve". *Harvard Business Review*, 85(8): pp. 41-52.

Jacoby, Jacob, and Robert W. *Chestnut Brand Loyalty, Measurement and Management*. New York: John Wiley & Sons, 1978. 120 pp

Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. New Jersey: Prentice Hall.

Knittle, Z. Beurer, K, and Berndt, A. (2016) 'Brand avoidance among Generation Y consumers'. *An International Journal*, 19(1): pp. 27-43.

Kotler, P., Keller, K., Brady, M., Goodman, M., and Hansen, T. (2009), *Marketing Management*, European Edition. Essex: Pearson/Prentice Hall.

Knox, S. Walker, K. (2001) 'Measuring and Managing Brand Loyalty', *Journal of Strategic Management*, Vol. 9 No.1, pp. 111-128.

Lafayette, J. (2011) 'Marketers targeting generation of Millennials'. *Broadcasting & Cable*, pp. 28.

Lazarevic, V. (2012) 'Encouraging brand loyalty in fickle generation Y consumers', *Young Consumers*, 13(1), pp. 45–61.

Leelakulthanit, O. (2014). 'Life Satisfaction of Gen Y Shoppers'. *Journal of Business & Economics Research (Online)*, 12(3): pp. 299-306.

Leininger, M. M. (1985). 'Ethnography and ethnonursing: Models and modes of qualitative data analysis'. In M. M. Leininger (Ed.), *Qualitative research methods in nursing*. pp. 33-72.

Lodes, M. and Buff, C. (2009), " Are generation Y (Millennial) consumers brand loyal and is their buying behaviour affected in an economic recession? A preliminary study " *Journal of Academy of Business and Economics*, Vol. 9 No. 3, pp. 127 - 134.

Mao, J. (2010) 'Customer Brand Loyalty'. *International Journal of Business and Management*, vol.5, no.7, pp. 213

Mason, J. (2002), *Qualitative Researching*. 2nd edition. London: Sage Publications

Mauch, J, Park, N. (2003). *Guide to the Successful Thesis and Dissertation*. Fifth edition. CRC Press.

McGivern, Y. (2013) *The practice of market research*. 3rd edition: Harlow, Prentice Hall.

Moller, J., and Hansen, T., 2006. An empirical examination of brand loyalty, *Journal of Product & Brand Management* 15/7, pp.442–449

Morgan, R. M., & Hunt, S. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58 (3), 20-38.

Můčka, F.; (2007). *Generation Y look for Success*

Neuborne, E. and Kerwin. K. (1999) "Generation Y". Business Week, pp.80-86.

Noble, S.M., Haytko, D.L. and Phillips, J. (2009), " What drives college- age Generation Y consumers?" Journal of Business Research, Vol. 62 No. 6, pp. 617 - 628

Olenski, S. (2013) Is brand loyalty dying a slow and painful death? [Online] Available at: <http://www.forbes.com/sites/marketshare/2013/01/07/is-brand-loyalty-dying-aslow-and-painful-death/#20244d3d6de3> [Accessed 11th of January 2017]

Olivier, D., & Tanguy, C. (2008). Generation Y, Operating Instructions (1 ed.). Brussels: De Boeck University

Parker, R.S, Simmers C.S. and Schaefer, A.D. (2014). 'An exploratory study: Gen Y males and their attitudes towards fashion'. Academy of Marketing Studies Journal, 18(2): pp. 79-89.

Porter, M. E. (1985) The Competitive Advantage: Creating and Sustaining superior performance. NY: Free Press.

Rich, M. (2008) 'Millennial students and technology choices for information searching'. The Electronic Journal of Business Research Methods, 6(1): pp. 73-76.

Richie, L. (1995) Marketing to Generation X, Lexington Books: New York.

Ruane, L, Wallace, E. (2013) 'Generation Y females online: insights from brand narratives. Qualitative Market Research': An International Journal, 16(3): pp. 315-335.

Sancharan, R. (2012). 'Brand Loyalty in Insurance Companies' Journal of Economic Development, Management, I T, Finance, and Marketing, 4(1): pp. 12-26

Saxton, G. (2007) "Collections of Cool", Young Consumers: Insights and Ideas for Responsible Marketers, Vol. 6 No. 2, pp. 18-27.

Schembri, S., Merrilees, B. and Kristiansen, S. (2010). 'Brand consumption and the narrative self'. Psychology & Marketing, 27(6): pp. 623-638.

Sebor, J. (2006) "Y me", Customer Relationship Management, Vol. 10 No. 11, pp. 24-27.

Serkan,A., and Gökhan, Ö. ,2005. Customer loyalty and the effect of switching costs as moderator variable: A case in the Turkish mobile phone market Marketing. Intelligence & Planning Volume 23, No. 1, pp. 89-103

Soros, G. (2008) 'The worst market crises in 60 years', Financial Times, 22nd January, [Online] Available at: <http://www.ft.com/home/europe> [Accessed January 11th 2017].

Strauss, A, Corbin, J. (1998) Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory. 2nd.

Tabaku, E, and Zerellari, M. (2015) 'Brand loyalty and loyalty programmes; a literature review'. Romanian Economic and Business Review, 10(2): pp. 87-102.

Wolburg, J.M. and Pokrywczynski, J. (2001) "A psychographic analysis of Generation Y college students", Journal of Advertising Research, Vol. 41 No. 5, pp. 33-53.

Yoon, S. J., & Kim, J. H. (2000). An Empirical Validation of a Loyalty Model based on Expectation and Disconfirmation. Journal of Consumer Marketing, 17(2), 120-136.