IMPACT OF TESCO'S PRIVATE LABEL BRANDS ON BUYING BEHAVIOUR OF MILLENNIALS IN TERMS OF BRAND PREFERENCE IN IRISH MARKET

Student ID: 18210228
Student Name: Tanveer Samdani

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Name: Tanveer Samdani

Student Number: 18210228

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Abstract

The growth of private label brands (PLBs) also known as store brands has inversely negative impact on the revenue of manufacturer or national brands, yet share of PLBs are growing and it has many markets to conquer in many countries. In current scenario, businesses are more competitive in nature than they were 20 years back, many supermarkets and grocery stores start manufacturing their own private brands for greater profit share and extended margin and to tap consumers of various demographics, age group and locations, the prominent of which are targeting Millennials. Many organisations have made quality of their products, customer satisfaction and reasonable pricing as crucial factor in private labels to grow and succeed for their customers.

The purpose of this dissertation paper is to investigate the brand preference of Millennials on TESCO's private label brands in Irish market. The results obtained using primary and secondary data demonstrated brand preference of millennials in terms of price, quality, satisfaction, packaging, economical value and perception as a substitute product over national products in choosing Tesco's own brands.

To collect the data, mix method methodology including qualitative and quantitative research method adopted followed by online questionnaire in which 88 respondents participated of various age group (23-36) targeting millennials with 20 questions related to the various factors which influence brand preference in terms of pricing, quality, packaging, quantity, economical value, satisfaction level and substitute product were included to measure in depth analysis of the sample. The other method was Focus group interview in which two focus group of 5 and 10 individuals participated to counter same question for detailed and robust analysis. All samples collected were based in Dublin to get better understanding of Irish market.

An interpretivist, inductive approach was used in this study, in an effort to capture a true reflection of brand preference of Millennials. Those views were interpreted using thematic coding in focus group. Although the online survey was based as a tool to collect quantitative data for more robust understanding of the sample. The basis of the methodology used is Saunders "Research Onion".

The results shows that majority of the millennials were satisfied with the Tesco's private brand in terms of price, quality, display and economical value, although there were some

difference of opinions in terms of considering Tesco brands as low quality products due to change in perception with the range of different products in categories like gorceries, beauty and personal care products

Keyword used: Private Label Brands (PLs or PLBs), National Label Brands (NBs or NLBs)

1. Introduction

This chapter serves to provide an outline of the dissertation. It also offers an analysis of customer preferences preferably of millennials on brand preference towards private labels and an explanation of why it is worth researching this topic, a personal argument that illustrates why it is important for the researcher.

Nowadays new strategies and developments have been introduced in order to produce improved business results; the competition has been more dynamic than in the past, which has pushed businesses to develop innovative techniques in order to succeed and move further in order to put themselves better in the eyes of consumers and to attract more number of buyers. According to Ward, et al., (2002) in the late 80's/ early 90's. PLs were launched as discounted product and were considered as "cheap". This view has however, seen a drastic shift in the last decade due to the advancement of technology and hunger of greater market share have allowed PL manufacturers to closely replicate national brands and become substitute products. The customers who bought premium private brands items of which 90% were at par with national brand products (Ward, et al., 2002). According to study by Koschate-Fische, et al., (2014) when a customer switches towards a particular store, they tend to remain loyal to the store as private label can offer lower prices as well as good quality that are parallel to the national brands.

1.1 Research background and its Academic Justification

In the last three decades, a number of factors have affected the methods that giant supermarket stores have taken to stay competitive and to raise the revenue volume that is ultimately the main goal of any company. One of those reasons is the financial crisis that has impacted the whole world in the last eight years, another significant consideration is the purchase decision where consumers evaluate things that will decide what they are buying, how much they can buy, and whether the price the price they pay for is justifiable the quality of the product. According to PLMA (Private Label Manufacturers Association), 2012 survey showed that supermarket labels accounts for 40 percent of the industry in countries such as Switzerland, Portugal and UK

There are many surveys, analysis and publications that have historically deepened in this area in regards to private label brands and how consumers perceptions and strategies used by marketers to persuade them to buy such products throughout the decades. The website of the Private Label Manufacturers Association (2007) states that “retailers uses private labels names to maximise sales and to gain consumer loyalty”. Vakariya and Chopde (2011) studied the clothing market on private label and national brands and found that store brands provide consumers with a value for money and a larger profit for retailers (Bhatt & Bhatt, 2014). According to Batra & Sinha, (2000) PLB purchases in grocery stores currently top $48 billion; they account for more than 15% of supermarket sales and more than 44% of grocery shoppers regularly purchase PLBs and retailers like PLBs because of their capacity to improve customer satisfaction, chain profitability, leverage of shelf space and better negotiation with manufacturer. Ailawadi & Keller, (2004) said that, this new context of PLB in increasing sales and a better acceptance for the store brands is consequence of brand strategy designed by distributors to increase their market share and better positioning of PLB brands.

1.2 Private Label Industry and its justification for research

Using private labels in retail is a miracle that happens around the world; however, in the United Kingdom its use is still at an early stage and amounts to 4.8% compared with 6% in the country. However, given the financial security and development of the retail group in the hands of several fetters, this trend is interpreted as inevitable (Grosso et al., 2018). The latest Nielsen sales data unveiled at PLMA (2014 at International trade fair reveals that private labels outperforms in the collective revenues of the five biggest retail markets in Europe – UK, Germany, France, Italy and Spain (PLMA, 2014)

The industry of private brands has specifically defined consumer demands and created a popular brand at various levels; TESCO, is a perfect example of this, it has a Tesco Everyday Value that reaches a small audience and then it also sells Tesco Finest, a more comprehensive commodity of higher quality in all respects. Economic downturn and recession of Ireland’s and Europe made favourable for store or private brands, consumers become more inclined towards store brands in tough times which offer distributor a great opportunity to reach deeper into the minds of customers.

The researcher has chosen “Tesco Plc” as a case study, which is one of the globally recognised retailers in the UK, Ireland and other countries. In order to make the brand image acceptable and successful for the customers within the industries of retailers, the company needs to be competitive regarding quality, price and value (Ibrahim 2013). The question is, what is the expectation of customers from the market, what are their needs, and how they can be satisfied and how they treat private label brands. If any company can satisfy them, then they might have an equal chance of developing a successful and stable brand (Mollah & Sharif 2014). Therefore, the perception of the customers towards private label brands needs to remain positive to maximise the image and reputation of the brand within the marketplace (Chowdhury 2016).

The main aim of this dissertation is to analyse the brand preference of millennials towards TESCO's own brands. The researcher wants to analyse the factors which influence brand preference in terms of pricing, quality, packaging, economical value, satisfaction level and need for substitute product in the given context. Due to the tremendous rivalry that has arisen in recent years in the private label market, various companies have raised their prices and quality levels in order to compete intensely with others and raise their revenue and market shares by bringing more and better goods into the private label markets.

This research analyses how a supermarket chain called "TESCO" in Dublin, Ireland uses market behaviour, brand preference, purchase behaviour and interpretation hypothesis theories to adapt those to their own private label brands in order to achieve a deeper understanding of the experience from the point of view of millennials in terms of price, quality and economical value in comparison to their rivalry brands. This study helps Tesco plc to understand the problems of the organisation, helping to identify aspects that contribute to customer satisfaction.

1.3 Research Question and Objectives

The current paper attempts to answer the following questions and research objectives, to provide more perspective and understanding:

- What are the brand prefrence of Millennials in choosing Tesco's own label brands over national brands?
- Does Pricing influence Millennials to buy Tesco's own labelled products?

To address these questions, the researcher aims to achieve the following objectives by integrating quantitative and qualitative methods

Main Objective-

To explore the brand preference of Millennials in choosing Tesco Own labelled brands

Sub Objectives-

- To identify the attitudes and purchase behaviour of Millennials in choosing Tesco's private label brands over national brands in terms of brand preference.
- To identify whether Millennials consider Tesco's store brands as a possible substitute for national brands.
- To evaluate if Tesco's brands are perceived as lower quality products in brand preference of Millennials.
- Does Pricing play an important role in brand preference of Millennials in choosing Tesco's own labelled products over national brands.

1.4 Personal Justification

Throughout the MSC, the attention of the researcher was caught by the way consumers motivated to learn about the way marketers expect them to perceive or evaluate things. Marketing was a topic that included several ways in which consumer perceptions, attitudes, brand preference and purchase intentions were studied and highlighted.

This dissertation will help the researcher and the organisation to develop a greater understanding of how their brands are viewed specifically on millennials and their view on brand preference of private label brands of Tesco.

On the other hand, it will also give the researcher the opportunity to implement all of the knowledge gained throghout the course of the Master degree programme

2. Literature Review

2.1 Introduction

Based on the comprehensive literature on consumer preferences, attitudes, brand preference towards private labels and national brands, there are a number of variables, both specifically and indirectly relevant to how consumers around the world view PBs and indeed, what persuades them to choose one brand over the other.

Since the current paper focuses specifically on brand preference of Tesco's private label brands on Millennials, the following chapter seeks to address and objectively examine the areas previous studies have identified as key areas related to the millennials decision making and how they assume Tesco private label brands in terms of pricing, quality, display and satisfaction level and how the introduction of private labels has changed it.

The chapter also analyse the evolution of private label brands and how it impacted Irish grocery market and how Tesco entered the Irish market with the portfolio of its own brands and what is the buying behaviour of Millennials

2.2 Competitive Nature of Grocery Industry in Irish Market

Supermarket/hypermarket/hard discount channel dominates the Irish food and grocery retail market. The market's leading player are extremely well established and enjoy a high degree of brand awareness that helps to create a sense of consumer loyalty. The Irish food and grocery market in recent years had undergone moderate growth, the sector underwent slower growth rate in 2017 and 2018 as compared to 2015 and 2016. It is to be noted that Ireland itself accounted for 1.1 percent of the European food and grocery market (MarketLine, 2020). The Irish food and grocery retail industry in 2018, had overall sales of $21.8 billion, reflecting a 3.3 percent compound annual growth rate (CAGR) between 2014 and 2018 (MarketLine, 2020). Furthermore, in 2018, the Irish food and grocery retail business expanded by 2.1% to a volume of over $21700 million in which food is the major segment in grocery market in Ireland accounts for 66 percent of overall business (MarketLine, 2020). In respect to the distribution system in Irish market, hypermarket and supermarket are the leading Irish food and grocery distribution system in retail sector which accumulates 46.6%

of overall market share (MarketLine, 2020). The Irish grocery market is expected to increase at the rate of 14.7% with a size of $24,956 till 2023 (MarketLine, 2020)

Large scale and existing retailers benefit greatly from the volume and economies of scale and employability with aggressive pricing strategies and huge discounts. For example in 2018, Tesco and Carrefour, one of the Europe's two biggest retail companies, have collaborated to put suppliers in a pinch striving to cut prices, it was calculated that these giant could secure discounts of up to 10% compared to small retailer as price is the deciding factor in grocery retail in terms of choosing a brand (MarketLine, 2020)

2.3 Key Retailers in Irish Market

There are major key giant players in Irish grocery retail market comprising of Musgrove group, TESCO, Aldi, Dunnes and M&S.

2.3.1 Musgrave Group PLC: Is based in Ireland and consist of Supervalu, Centra, Day Today, and MarketPlace. It is headquartered in Cork, Ireland and has more than 1440 outlets in geographical locations like UK, Ireland and Spain with over 24,000 products (MarketLine, 2020)

2.3.2 TESCO PLC – Is a food and grocery chain with a network of hypermarkets, supermarkets and convenience stores and sells its products under private label brands which are Tesco Everyday Value, Tesco Finest, Tesco Lotus, Tesco Kipa, Tesco bank and F&F apparel labels with presence in Europe and Asia with its headquartered in UK and operates around 152 stores in Ireland as of February 2019 with sales growth of 11.16% and net income growth at 9.44% and net profit margin ratio of 2.07% as on 2019 (MarketLine, 2020)

2.3.3 Marks and Spencer's Group PLC – Ideally called as M&S headquartered in London, UK with owned and franchise model combining 1035 stores in UK and 228 stores across Europe and Asia as of 2019 accounted 56.9% of the company's revenue in food business in UK (MarketLine, 2020)

2.3.4 Dunnes – Is major retail store operating in 136 stores in total comprising of 114 stores in Ireland and 17 in Northern Ireland and is based in Dublin, Ireland (MarketLine, 2020)

2.3.5 Aldi – The company runs discount stores under the names of Aldi Nord and Aldi Sud headquartered in Germany offering a wide range of branded and private label products including MucciMucci, biocura beauty, biscotto to name a few operating around 5000 stores in Germany, Ireland, UK, Australia, US and Switzerland (MarketLine, 2020)

2.4 Evolution of Private Label Brands

Private label brands also known with the name of Store brands which are manufactured and sold by retailers under their own brand and were characterized as generic offering and compete by national brand counterparts via price differentiation (Dive & Ambade, 2016). Private label brands are own products of the supermarkets which are marketed and sold directly in competition with the existing manufacturer brands in their premises (Sutton-Brady, et al., 2017). According to Dive & Ambade, (2016) private labels were originated from economic necessity in developed markets to provide a cheap substitute for the less emotion involved daily supplements like milk, butter, eggs, flour and sugar and were distinguished by thier clear and simple packaging and were generally synonyms with low price and poor quality whereas Sutton-Brady, et al., (2017) point out that reasoning behind the rise of private label brands is the long term drive of supermarket towards full control and market dominance and in a form of backward integration that enables giant retailers to give shelf positioning and relative lower price point to their rivals and give them the bargaining power with suppliers. The Private label brands are key to form the role, identity and distinction of retailer’s strategy. In 2016, private labels global market share constituted 16% (Nielsen, 2016). During the same year the volume of private labels market share hit 31% in Europe which made Spain, the European nation with the greatest weight (Rubio, et al., 2019). As per Sutton-Brady, et al., (2017) several stores like Marks and Spencers have 100% their own labelled brands while Tesco, the UK’s largest supermarket chain and biggest retailers use range of private labels to turn its profit around. The scope of own brand growth in Europe is considerable as there are variation in own brand market share in terms of brand penetration, categories, products and retailers (Laaksonen & Reynolds , 1994). Manufacturer of PLB labels have a higher unit market share in 77 out of 250 categories than top national brands (Batra & Sinha, 2000), whereas Walsh & Mitchell (2010) argued PLB seen to achieve market share by competiteveness and low costs. According to Sutton-Brady, et al., (2017) preferential shelf space is one of the main strategies supermarkets use to promote in their private label brands resulted in more visibility for retail brand and less for advertised goods in order to familiarize the consumer with their servicing.

2.4.1 Motives Behind Private Label Brands

The share of private labels in UK grew from 21.5% in 1980 to 39.3% in 2003 and of Belgium witnessed development from 11.4% in 1983 to 30.1% in 2003, the increase in the performance posed a significant obstacle for consumer or manufacturer's goods (Lamey, et al., 2007). The market share of private label brands constitutes more than half of the products produced in switzerland (53%) and spain (51%), among other nations private label UK (45%), Portugal (45%), Germany (44%), Belgium (41%) and Austria (40%) (Betancourt, 2015)

Sutton-Brady, et al., (2017) argued private label brands has become so advanced that the design of many private label items matches with national labelled products which is quite popular in alcohol and it become difficult to distinguish between national and private label brands. Furthermore, Mayer & Zinkhan (2009) claims that approximately 85% customers prefer to use private label brand as good alternative to national brands whereas Dowdell and Tarnowski (2006) revealed that around 59% consumers considers private brands as equivalent to national brands and 90% of retailers are confident treating their guests with private labels. Moreover, narration given by Anchor & Kour˘ilová (2009) argued that in developed countries food purchasing customers has become less brand loyal in which the value or the brand name has diminished and retailer brands are now to be present in every food category next to national brands in which brands like Tesco have established themselves into a mainstream brand.

According to Mayer & Zinkhan (2009) better profit margins on private label brands than on key national brands and less mass advertisement costs have become favourable market for private label brands whereas most significant factor for understanding variance is perceived quality difference between private and national labels

Figure 1 shows Private Label Significance Source: (Betancourt, 2015)

2.4.2 Customer Buying behaviour in Private Label brands

Leeflang et al., (2014) argued that consumers will be affected by three ways around them, namely normative influence, informational influence and also value expression influence. Their research results show that people with certain social connections have higher brand consistency. Informal groups have a greater impact on brand consistency among members (Hornibrook & Fearne 2015). Hingley et al. (2013) believe that reducing consumer physical and mental expenditures such as search time and transaction time before purchase will greatly promote consumer purchases

At present, Tesco has gradually realized the importance of brands in market competition, and have undertook brand investment and construction in an attempt to make consumers to buy their own private label brands for a long time.

2.4.3 Impact of Brand name versus Private Label brands in purchasing a product

A Brand is a legitimate registered trademark or image used within trademarks by resellers to identify their products from products of a similar nature clearly and, as a rule, they could be seen in promotional materials (Nenycz & Romaniuk 2014). In another words, a brand is a recognizable element that bears particular responsibility for significant value.

Private label brands are much more compared with low priced alternative of national or premium brands and consumers are influenced to purchase a particular brand as the price is not the significant determinant to select or key purchasing factor whereas quality and product management has a big impact on the brand (ÖZSOY, 2016). The specialist worked to determine if there is an absolute relationship between product quality and brand. When consumers are making brand decisions, they usually choose the brand that can best meet their needs. According to Coe et al., Lee (2013) the characteristics of the product itself will have a certain degree of perceived differences among consumers, which will have an impact on consumer brand decisions in which the smaller this difference, the more likely it is that consumers will choose other brands to replace previously selected brands

2.4.4 Private labelled brands Push Strategy

The Private label category accounts for 20% of FMCG sales in western Europe (Nielson, 2008) sales of PL's in the US in 2002 reached $50 billion. Unit revenues of PL's grew by more than 7% annually 1996 to 2004 outstripping the rise of manufacturer's brand (Nenycz-Thiel & Romaniuk, 2009). The merchandising would be the consideration in the growth of private label brands as opinions and impressions of customers are quite different when buying from a small shop than as compare to supermarket (Richardson, et al., 1996). The Association of Private Label Manufacturers (PLMA) claims the efficiency of Private label matches with manufacturer brands and positioning of private labels are significantly different that NB's.

Justus, et al., (2013) argued that in order to assess the degree of rivalry between multiple retailers, it is important to consider the expectations of customers to all private labels, since they are the key componenent of discount collection and moreover in any commercial campaign between 52% and 66% of the manufacturer's products are marketed compare to which private labels are seldom advertised. Furthermore, Cuneo, et al., (2015) claimed major push which private label brands creates for retailers that PLB's will produce better profits for customers if retailers continue to monitor cost structures

Another strategy to push private label brands is Shelf spacing or better display. Shelf space is something that certainly affects and allows merchandise to be marketed, one of the most valuable tools in the shopping. Retailers would not only see their income rise but would also minimise their expenses by utilizing correctly the limited inventory, which ensures efficient control of the distribution of shelf room and showcase of products exclusively and half price tactics may usually be used to attain certain goals.

According to Amrouche & Zaccour (2007) the retailer's power of brand positioning in the merchandise and shelf spacing helps them to bring substitutes of main national brands (NB's) that would reduce sales of such NB's which give greater advantage of terms of supply and negotiationg power with the NB's suppliers. The space allotted to brands in shelves give the power to negotiate with the manufacturer (Nogales & Suarez, 2005). According to Suárez (2005) store brands are viewed by suppliers as a hazard, they fill desirable room on the rack, mimic the exterior presence of leading labels and remove products in the segment from the producer, nowadays retailers own label products are placed on shelves in more favourable location and consume larger room than their market size

TESCO and its private labelled products are the company chosen to study in terms of brand preference of millennial in Ireland and the perception towards their products

2.5 Company Background of TESCO

Tesco was founded in 1919 by Jack Cohen, who later on started to sell more groceries from different stalls in the East End London. Tesco mainly becomes visible in 1924 and later it becomes a globally known company (Ibrahim 2013). Moreover, Tesco has a range of non-food and food lines, like electronics, stationery, including items that are seasonal like furniture, garden equipment, etc. and employs over 5,30,000 people and serve millions of customers every week across the globe. Tesco contains a variety of stores from large Tesco stores to small local stores and superstores, which are operated in almost 12 countries around the globe (Grant & Dabija 2019) including Turkey, Japan, and China. The main aim of Tesco is to assure that each department works effectively to drive the aims and the objectives of the business (Bierman 2018).

Tesco has ventured into various ventures like Tesco Internet, Tesco retail, Tesco bank, Tesco mobile and Tesco petrol stations. The company also has open stores that are located in the US. To expand internationally is one strategy of Tesco to grow and diversify the business. The reputation and brand name of Tesco has not been efficient and growing as it used to be; they have been losing their share of the market with their competitors (Gorton et al., 2013).

Since the modern market is competitive, as an outcome, Tesco has competed with some of the recognised retailers such as ASDA (Walmart), Sainsbury, etc. As per Statista, (2020) Tesco has brand value of 8.5 billion USD worldwide and comes under 20 most retail brands worldwide with 4.2 billion USD online edible grocery sales in 2015. The revenue of Tesco in UK and Republic of Ireland constitutes of 43.5 billion GBP constitutes 25 percent of the market share in UK in 2016 as leading grocery retailer (Statista, 2020)

2.5.1 History of Tesco in Irish Market

Tesco entered into Irish grocery market in the year 1997 with the acquisition of Power Supermarkets Ltd and expanded store network from 75 to 148 stores and 22 petrol filling stations and with 15000 work force and created 7000 new jobs over the last 17 years. Irish economy being supported by Tesco worth over Euro 2.7 billion per year and euro 705 million by exports of Irish food products. Tesco Ireland supports over 11000 Irish farm families by supplying their products at Tesco by providing 100% milk, beef, lamb and pork products and worked with 400 Irish suppliers (Tesco PLC , 2020)

2.5.2 Tesco Own Brands

Tesco has offered a variety of brands in nearly every category. They have understood the importance of providing better quality at cheaper prices at various product range and segmentation, offering eight brands targeting different categories which includes:

- Tesco Everyday Value
- Tesco Finest
- Tesco Healthy Living
- Tesco Light Choices
- Tesco Free From
- Tesco Organics
- Tesco Wholefoods and kids

Tesco produced over two thousand new products under their Tesco “finest labels” brands in UK in the last five years, as of 2013 were marketed as premium range products, (Statista, 2014)

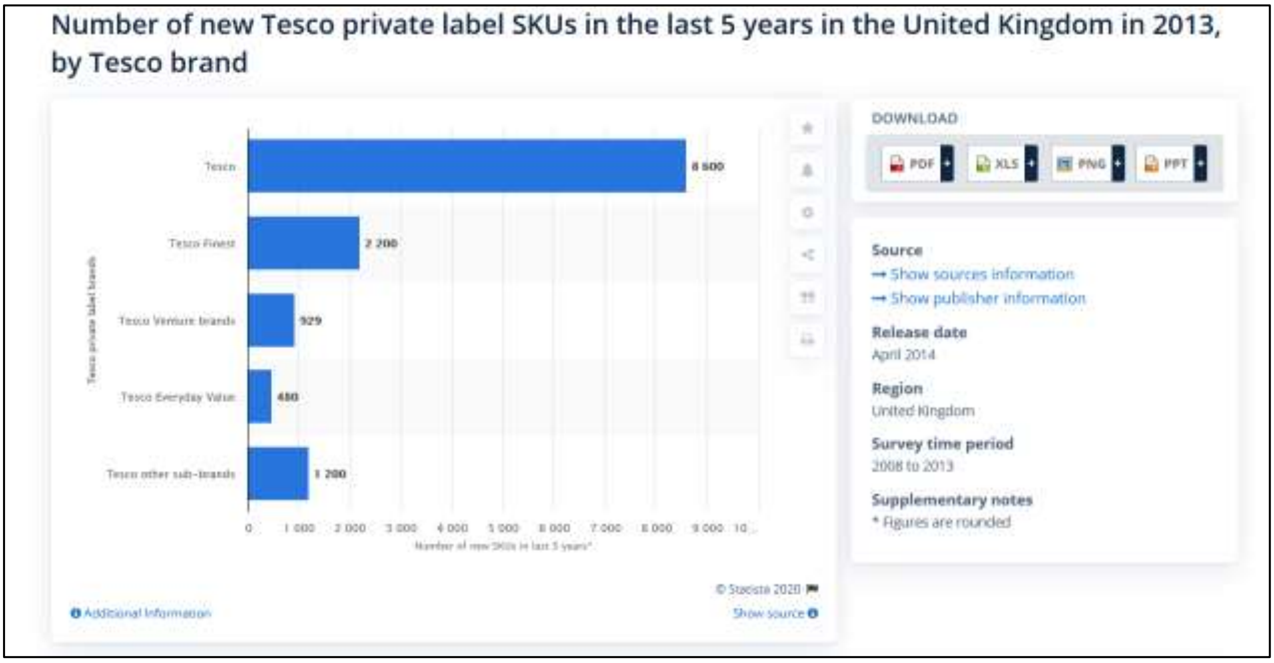
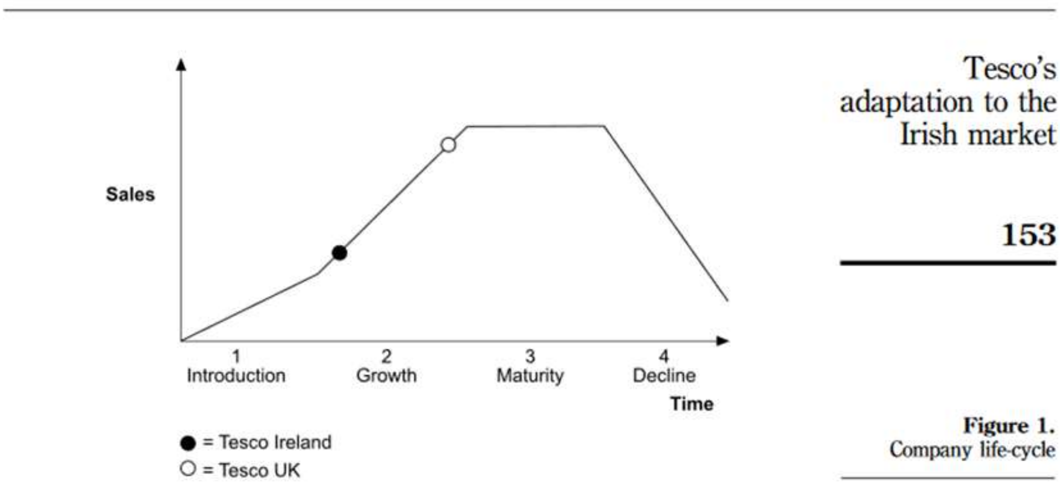


Figure 2 shows number of Tesco private label brands under their various brands under 5 years as on 2013 in UK Source: (Statista, 2014),

2.5.3 Tesco adaptation to Irish Market

Tesco made a complex entry in the Irish retail food market by purchasing Quinnsworth, Crazy prices and Stewart's stores in Ireland which initially leads to higher costs but by acquiring local suppliers and established distribution channels which result in smooth entry in Ireland. Irish government made pressure that Tesco must contract with local suppliers which leads to cheaper labour and recognised as domestic company assumed by Irish people (Vignali, 2001)



Fig

ure 3 shows company lifecycle of Tesco in Irish and UK market in the entry of Irish Market, Source: (Vignali, 2001)

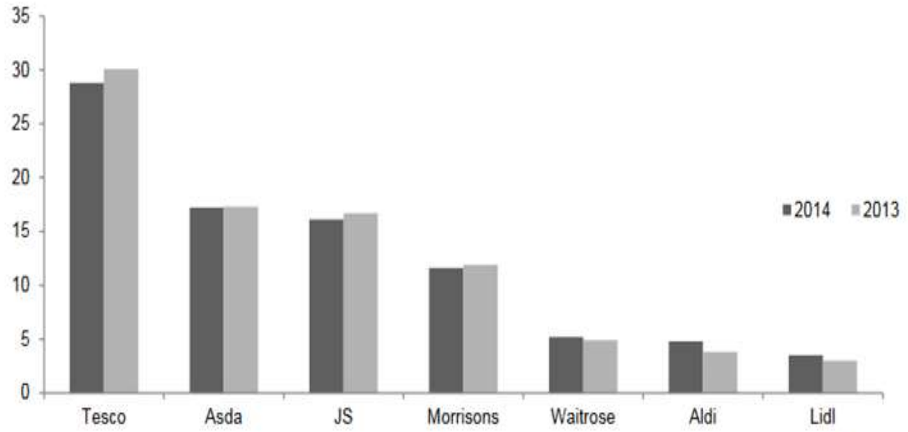
Tesco Ireland has a tremendous potential to develop in the Irish retail sector, but Tesco UK will stay competitive in order to retain its position in the development stage (Vignali, 2001). According to Palmer, (2005) Tesco has re-entered the Irish market in 1997, with the purchase of GBP 630 million from ABF's Irish food retailing company. Following the takeover of ABF, the business retained its place as Ireland's biggest grocery store with 109 supermarkets and GBP 1.23 billion annual revenue and Tesco grabbed 17.5% of Northern island market and 19.4% of the Republic market gaining top position in both sectors (Palmer, 2005)

2.5.4 Market Share of Tesco PLC

Over the last two decades the grocery retail have seen enormous change as consumer shopping habits have switched from large weekly shopping to convenience store than to shop off their local stores on way home. According to Haddock-Millar & Rigby (2015) Prices are influenced by fixed production models, decreased capital spending and a narrowed product selection that enables up to 50% saving in Tesco, Sainsbury's and ASDA for comparable items whereas Aldi and Lidl store a wide quantity of their own brand goods that helps them to compete on quality. Tesco operates in five supermarket formats i.e. Tesco Extra which are mega outlets and are out of the town hypermarket, Tesco Convenience stores splits between Tesco metro and express stores and also operates 12 (non -food) Home plus shops, around 722 one stop grocery shops and 34 Dobies garden centre (Haddock-Millar & Rigby, 2015).

In terms of market growth Tesco revenue grew from GBP 36.9 billion in 2005 to GBP 43.1 billion in 2006 and employed over more than 273,000 full time staff nationwide, and have market share of over 30% in UK, nearly equal to the market share of Asda (owned by Walmart) and Sainsbury its closest rival (Enders & JelassiÉcole , 2009). Tesco faced the most significant downward trend losing market share to Waitrose, Aldi and Lidl (Haddock-Millar & Rigby, 2015), which has number of factors including external low sales and profit margin and internal like lack of strategic business decisions.

Figure 3: Retail Grocery Market Share Fluctuations 2013-2014



This shows the market share fluctuations between 2013 and 2014 of the seven largest grocery retailers in the United Kingdom (UK). Tesco Plc has had the most significant movement downwards, losing market share to Waitrose, Aldi and Lidl.

Figure 5 shows market fluctuations between 2013 and 2014 of Tesco's in UK , Source : (Haddock-Millar & Rigby, 2015)

2.6 Customer Behaviour in Private Label Brands

Such widely distinct product ranges provide an incentive for PLB to create brand value, on the opposite the development of market identity in less defined product lines pose a threat for both PLB and manufacturer's products (Cuneo, et al., 2012) whereas customer reactions to national and private brands are affected by a variety of variables such as interest knowledge of customer's, price quality interaction, the element of trust and factors related to smart shopper perception (Boutsouki, et al., 2008) but Liu & Wang , (2010) defined customer behaviour in private labels by more optimistic perception of the shop, store image, disposition of money towards retention and distrust

Considering that each buyer has various views about what interest it should be, a suitable communication must be delivered to encourage customers to purchase the products that a business offers by persuading them to receive the maximum profit for the price they have charged

2.6.1 Customer Value in Private label Products

Many researchers agree on one topic that it is that customers have different views and perception over branded products versus private label products. The two tasks lead to potentially two brand selection stages i.e. brand consideration and brand assessment. According to Thiel & Romaniuk (2014) the purpose of the stage of consideration is to simplify the cognitive cycle which are influenced by brand consideration and brand evaluation. They also suggested that value and trust were common attribute in the customer value perception for the brands whereas Girard, et al., (2016) described factors as influencing store brands include familiarity, dependance on extrinsic signals, uncertainity aversion, difference between perceived risk, value for money and family size between national and private brands.

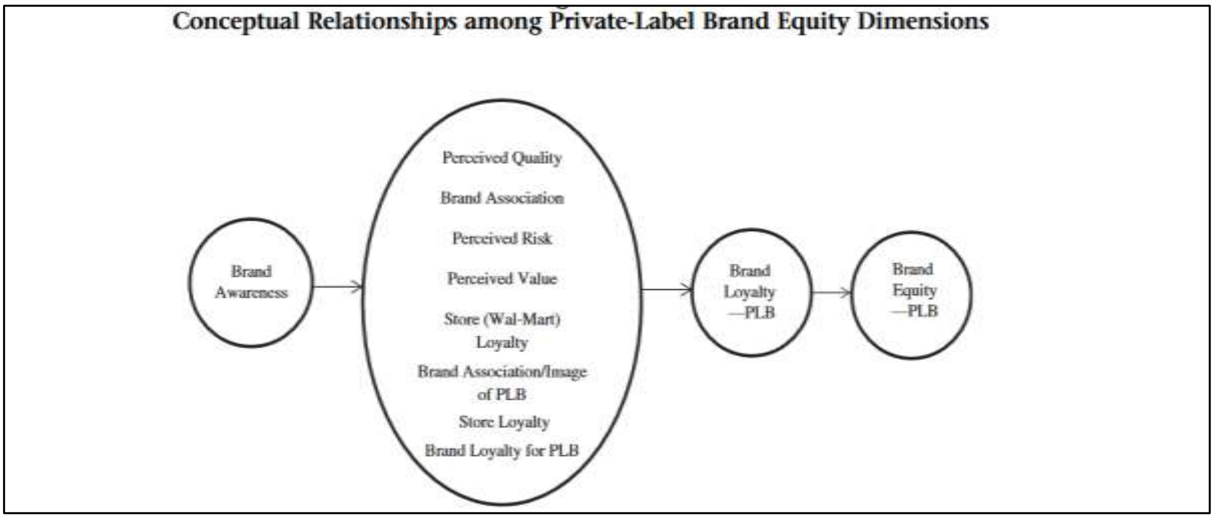


Figure 6 shows relationship among Private Label Brand Equity Dimensions, Source: (Girard, et al., 2016)

2.6.2 Consumer Perception in Private label Products

Price recognition or consciousness raises buying private labels directly which is the best indicator (Jin & Suh , 2005). A study conducted by Bellizzi, et al., (1981) explored consumer perceptions through interview surveys, which showed that the majority of people surveyed valued brands higher in almost every category including reliability, consistency, texture, purity, satisfaction, flavour and taste. This research indicates that the most customers have expectations that naming brands are superior to others but it doesn't indicate which goods consumers will purchase. As per Thiel & ROMANIUK (2014) the factors related to private labels namely, the lack of brand level advertisement outside the store and limited distribution may affect the level of customer awareness about private labels in particular and low level of advertisement can directly affect the perceptual responses from non users of Private labels.

2.7 Millennial's Purchase Attitudes in Private Labels

Private labels recently stepped up their game and people particularly millennials are beginning to notice. Mostly big retailers are adding more luxury goods to their store product line and consumers are actively opting to purchase private label products instead of only preferring them because they are less costly than the national brands (Parker, 2018). Furthermore young consumers or millennials had a positive attitude towards PL products particularly in food category due to affordable price and decent product quality and in terms of image and durability it scores same as branded or manufactured product (Garczarek-Bąk, 2018)

By defining the attitude of private brand, attitudes towards marketed products can be characterised as a predisposition to react favourably or unfavourably to product reviews, brand preference, purchase intentions or self-assessment corelated with private label products exclusively in Tesco PLC

2.7.1 Purchase attitudes and their antecedents

Millennials are the most interested with private brands and they expect their involvement with private brands to be much greater than they really are and marketers have significant ways to improve testing, promotion and merchandising (Parker, 2018). But according to Garczarek-Bąk, 2018 purchase attitudes of millennial differs according to the category of the PL prducts such as when it comes to beauty products, customers feel greater personal risk and tend to purchase branded products which can make this category difficult for PL maufacturer's to increase the market share. It has been noted that attitudes of millennials differ with the product line of PL when it comes to beauty, gromming and drug purchase which create development of the private labels extremely unequal across categories of goods. The most prominent scale used by many researchers is the Money attitude scale in high internal reliability developed by Yamuchi and Templer(1982). Consequently the scale is adopted here in the research

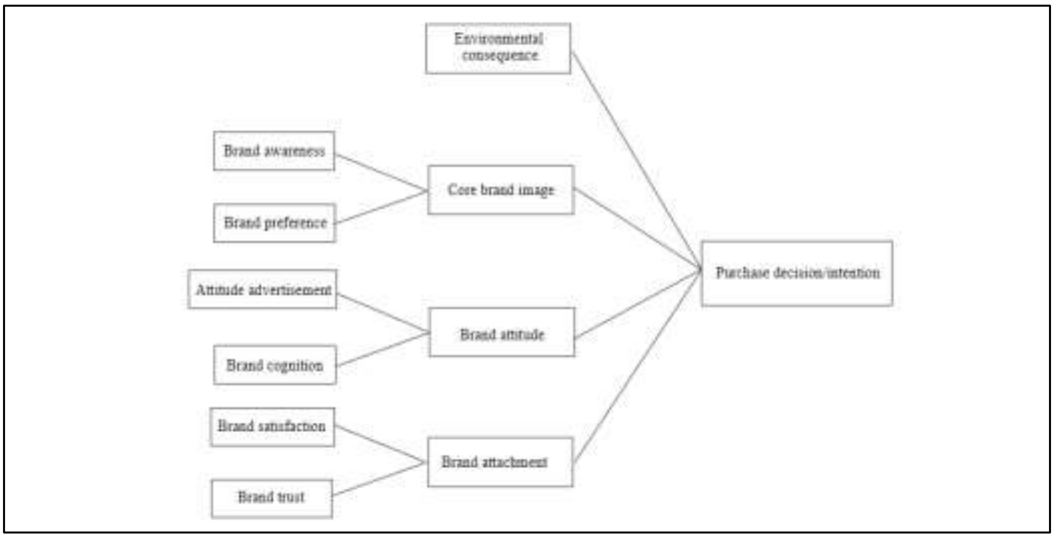


Figure 7 shows various stages of Brand Preference of Millennials to make a Purchase Decision, Source: (Shah, et al., 2012)

2.7.2 Millennials Purchase Decision and Brand Preference in Private Labels

According to Kuhns & Saksena (2017) Millennials shown specific buying habits and put stronger focus on warmth and experiential qualities. Millennials for example shop more often at grocery store and more inclined towards healthy products, spicy sauce, energy drinks and speciality alcohol irrespective of their brand name and pricing is constant factor while choosing convenience items which include store brands or private labels. Contrary to this Parker (2018) says in private label brands wellness is a concept which is not going anywhere in terms of brand preference of millennial and that should be taken into consideration when creating innovative goods for own brands and when manufacturer puts its mark on a label its best to match or surpass the standard of national brand. Interestingly, Garczarek-Bąk, (2018) stated that expectation of the price of food varies across supermarket chains, likewise Biedronka and Lidl medium sized stores are at the forefront of dairy products and candy, millennials would prefer to take a chance while purchasing obscure, non branded products since it was not a major cost specifically in the eyes of young consumers.

3 Methodology

The aim of this chapter is to offer a summary of the theory and approaches used to address the study question and attain the goals of this dissertation. The methodology of the research is meticulously chosen via the researcher, and it depends on the objectives of the research with supreme and utmost care. The methodology of the research includes systematic approaches which are grounded on this research. The researcher should clarify the sequential choices and judgements taken using Saunders et al “Research Onion” (Saunders, et al., 2012). The “research onion” as shown below, offers a structure that can be utilized to better guarantee that everything was achieved in a coherent way.

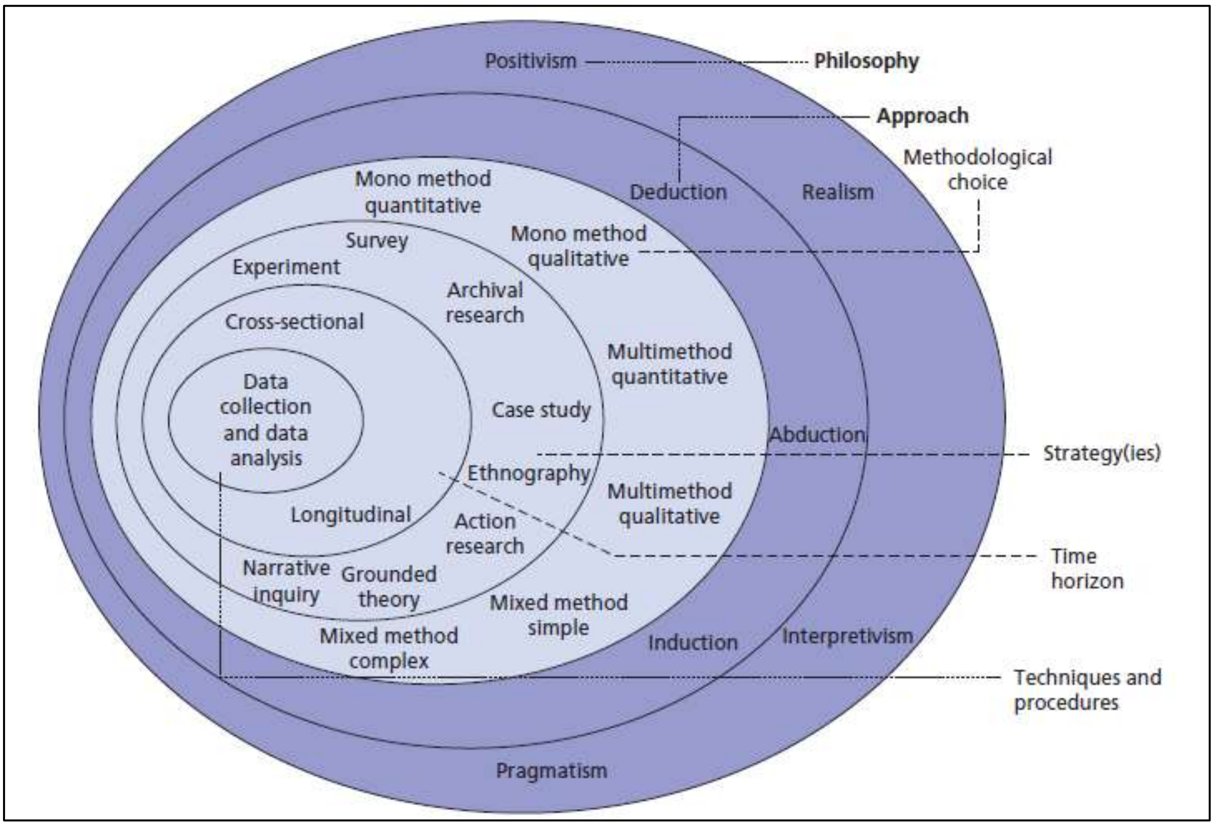


Figure 3.1 shows Research Onion, source: (Saunders, et al., 2012)

3.1 Methodology Introduction

First, the researcher defines whether the philosophy of the research falls under objectivism, interpretivism, realism, positivism, pragmatism or constructivism. At the time of developing a theory, the researcher chooses Inductive research approach. Then the researcher collected the required data for the purpose of the research. This research includes inductive approach design, philosophy, procedure, data collection sample size and questions designing in order to conduct the research. This methodology defines the motivation behind the study of the topic, which also defines the procedures as well as the clarification of the entire research process. The rationale behind the usage of a mixed method methodology both quantitative and qualitative is also discussed in the following dissertation. In addition, the researcher clarifies how participants were chosen using mixed method methodology.

The processing and collection of data is an essential aspect of the study and can be divided into two types: primary and secondary data (Remenyi, 2002). The study utilized both the main and secondary data collection techniques to gather data and that will be used for the analysis

Researcher conducted mix method in the dissertation in which both quantitative (Questionnaires Survey) and Qualitative (Focussed Group Interviews) methods covered in this research with reasoning.

This research aims to examine the Impact of TESCO's as a private labelled brand in buying behaviour of millennial's in terms of brand preference in Irish market.

3.2 Objectives

Defining the research objective is critical to responding effectively to the research questions (Saunders, et al., 2012).

Main Objective

To explore the brand preference of Millennials in choosing Tesco Own labelled brands

Sub Objectives

- To identify the attitudes and purchase behaviour of Millennials in choosing Tesco's private label brands over national brands in terms of brand preference.
- To identify whether Millennials consider Tesco's store brands as a possible substitute for national brands.
- To evaluate if Tesco's brands are perceived as lower quality products in brand preference of Millennials.

- Does Pricing play an important role in brand preference of Millennials in choosing Tesco's own labelled products over national brands.

3.3 Research Question

Thabane, et al., (2008) expressed the effectiveness of every study method is focussed, in the first instance on how effectively researcher can turn a clinical problem into a research question. Research questions has the aim of identifying, investigating and interpreting the phenomenon being studied (Ploeg, 1999).

Impact of Tesco's Private Label brands on buying behaviour of Millennials in terms of brand preference in Irish market

Main Questions –

(1) What are the brand prefrence of Millennials in choosing Tesco's own label brands over national brands

(2) Does Pricing influence Millennials to buy Tesco's own labelled products?

3.4 Sub Questions

- Does Millennials choose Tesco own brands as replacement or substitute for national brands?
- Does Quality of Tesco's Private/ Own labelled products affect brand preference of millennials in purchasing the products?
- Does Millennials buy Tesco's private brands because of the quality or just because they are cheaper?

3.2 Research Design

The researcher used mixed method research strategy to analyse and explore the brand preference of Millennials on Tesco's Private labelled brands in Irish market specifically in Dublin region, with the goal of explaining reasons behind these brand preferences and updating current theoretical background. Researcher is undertaking mix method approach and can choose to formulate quantitative and qualitative questions depending on the research (O & Bailey M, 2016).

The exploratory approach would be followed specifically with respect to the qualitative element of the research, the focus group whereby participants would be invited to explore various topics among each other with the aim of gaining insight and how such perceptions shift when confronted by other sample participants. As Saunders, et al., (2012) an exploratory research is a successful way of posing open ended questions and exploring what is occurring among various individual while at the same time obtaining insight.

The author assumes that with this logic, an exploratory strategy will be available and promptly adopted for the thesis

Saunders, et al., (2012) described the use of descriptive research for concise analysis within a research design, which includes mono method quantitative design which includes data collected through survey. The author assumes this will help to gather data through online questionnaire targetted only for millennials through random sampling who purchase groceries from Tesco stores in Dublin. So it is hoped that new hypothesis in this area will be further developed from the data gathered to enable Tesco stores reach customers specifically Millennials. In addition, descriptive work is seen as an expansion to exploratory study that will normally indicate the qualitative research takes place before quantitative (Saunders, et al., 2012).

The author aims to use the data collected from both quantitative and qualitative methods to classify causal triggers among variables (Saunders, et al., 2012). For example, one of the objective of the current analysis in thesis is to explore what Millennials currently think that price plays an important role in brand preference in buying Tesco private labelled products.

3.2.1 Research Philosophy

As the current study deals with the opinions of millennials about a particular situation or scenario (in this case, TESCO stores) and considering how the perspective and brand preference of one millennial will greatly vary from that of another and how the impact of private label brand affect the brand preference and purchasing attitudes, the author should be responsible for understanding each account reported.

Research philosophy defines the researcher psychology towards the topic of the research (Ibrahim 2013). It can be said truly that identification of the research philosophy is one of the most difficult parts for any researcher and in this study, the researcher has spent the amount of time to identify the research philosophy. Normally, there are four different types of philosophies within the research like epistemology, ontology, interpretivism and positivism. It is identified to the researcher that the philosophy of the research depends on the research aims and objectives (Hornibrook et al., 2015).

In this research, the research methodology undertaken is mixed method comprising of qualitative and quantitative. Quantitative method utilised positivism in order to conduct the research because it offers specific opportunities to the researcher to obtain data in order to conduct the research (Ho & Temperley 2013). The philosophy with positivism supported the research to gather data through questionnaires applicable specifically to millennials who buy Tesco private or owned label products and their impact on brand preference as compare to other national products. Positivism has helped the researcher to recognise the factors which led to customer's brand perception related to a specific brand.

The other approach or methodology used in the research is Interpretivism in collection of qualitative data. The rationale for this choice is of philosophical approach is that researcher gather vast quantity of data that would be descriptive and therefore requires interpretive skills to gain more comprehensive understanding. According to Thanh & Thanh 2015) this is generally known by numerous theorists that the interpretive model helps researchers to see the universe from participants perspectives and interactions. Another explanation this methodological perspective is essential for the focus group that will be carried out in the sense of the current research.

As Saunders et al. suggests the main distinction between interpretive philosophy and positivist philosophy is the belief that every human being has a specific viewpoint on existence and experience whereas positivist viewpoint :seek to find concrete, universal rules that extend to all" (Saunders, et al., 2012). The goal of the current research is to achieve a better understanding of why millennials chose the private labelled goods because they all are subjected to the same variation and alternatives and why their brand prefernces changes with the impact of private label products especially shopping done by Tesco stores. In addition the issues involves customers views towards rival goods as why one customer one commodity is superior to other while another may assume the contrary. According to Bryman and Bell

(2011) the human behaviour plays a crucial role in this method and this is attributed to the possibility of collecting knowledge

3.2.2 Research Approach

There are two approaches i.e. Inductive and Deductive approach.

The researcher has utilised the deductive approach in order to conduct the research and also to develop paper with explorative in nature, moreover, inductive approach within the research is required where the foundation and the formulation of theories are needed. The researcher created a theory based on the brand and its influence on millennials behaviour. For this reason, researchers obtained a study to understand the influence of the private labelled brand on brand preference of millennials (Dawes & Nenycz 2013). Data collected from mixed method comprising focussed group and questionnaire has been carefully used to identify millennials brand influence. When developing theories about the influence of a private brand on brand preference of millennials, the research approach is usually not accurate and has been used for research purpose (Doszhanov & Ahmad 2015). Most professional studies fall into the category of derivative research since research focuses on building specific standards or hypotheses. If it is necessary to conduct a study on the influence of the brand on consumer behaviour, the most appropriate method is to investigate deductions (Chowdhury 2016).

The deductive method is more focused on testing of the theories already developed (Cresswell, 2009). As discussed by Saunders, et al., (2012) make a list of six measures a deductive analysis thesis will go through

1. The presentation of a thought, hypothesis or group of hypotheses to construct a theory.

2. Review of current literature regarding the idea/ hypothesis of creating a testable proposal.

3. Examine the assumptions and reasoning of the theory that created them and equate this claim with current hypothesis to see if it provides progress any

4. Collecting sufficient primary data to calculate and evaluate the concepts/ variables using the applicable tools

5. If the outcomes of the study do not adhere to the idea/ hypothesis, otherwise the assumption is incorrect and the method must either be discarded or changed.

6. If the data confirms the statement, otherwise the hypothesis may be acknowledged as valid

Provided that the mixed method methodology used in the current research is focussed on already proven hypothesis, the deductive approach is the most suitable in order to evaluate and refine such hypothesis according to current developments in the Irish grocery industry.

3.2.3 Research Strategy

The efficacy and success of a research project rests primarily in the approach applied to address the research question and meet the study goals. The reliability of the obtained data and the integrity of the analysis as a whole would fail without a consistent framework in place. As per Saunders, et al., (2012) research strategy can be described as the action plan to achieve an objective. According to Remenyi (2002) there are two big high level strategies in market as how to view the work theoretical or empirical approach and if adopt empirical approach then have two big high level options consists of quantitative or qualitative analysis.

Furthermore, the study approach is often decided by four main issues i.e research problem, expense or budget required for the analysis, the time necessary for the research and the researcher's expertise (Remenyi, 2002).

Questionnaire survey are a very powerful instrument that is primarily used to gather data through consumers how they feel about a particular topic and are well recognised for helping researchers to obtain accurate details from broad numbers of people at relatively low cost (Cameron & Deborah , 2009) whereas Focus groups may offer details on a variety of different thoughts and emotions on such topics, as well as highlighting the gaps in experience between specific audiences (Rabiee, 2004)

The researcher used both qualitative and quantitative information obtained from Tesco customers (Millennials) who use to shop private label products specifically in Ireland and based in Dublin. According to Lin (2014), qualitative research is becoming increasingly valuable in finding the answer to a research question by analysing the necessary non-numerical data that are not in the additional information (Liu et al., 2014) while the survey method is commonly used in deductive analysis is very successful in collecting the views of a wide number of people but is also very cost effective (Saunders, et al., 2012)

3.2.4 Time Horizon

Provided that the present study paper is a dissertation to satisfy the criteria of a Master's degree in part, the author needed to ensure that the approach adopted would both be adequate to address the research problem and achieve the associated goals within the appropriate timeline. As per Saunders, et al., (2009) there are two types of horizons, longitudinal and cross sectional. Cross sectional is only viable option in the dissertation as longitudinal takes months to years to complete. The current research needs no observation surrounding time shifts and for this purpose the longitudinal horizon has not been used.

The current thesis would use a cross sectional approach to examine the brand preference of Tesco customers (Millennials) over the time of which this work was carried out. This distinction is rendered by contrasting the primary data obtained in the present analysis with those mentioned in the examination of the literature.

3.2.5 Sample Size

As the focus of the current research is analysis the impact of Tesco's private label brands on buying behaviour of millennials in terms of brand preference in irish market. The author agreed that it would be unfair to approach all of the Tesco's customers inside certain categories to determine their specific views on products. It will also not be a practical endeavor to obtain access to a complete and up to date list of customers who shop at Tesco (Saunders, et al., 2012).

Researchers should now be careful when choosing the right specimen and size for effective research (Hornibrook et al., 2015). The entire sampling method can be grouped into two categories, for example probabilistic sampling and non-probabilistic sampling (Ho & Temperley 2013). Sampling probabilities also include irregular sampling, organised sampling, and group sampling. Incredible sampling also includes favourable sampling, importance sampling and standard sampling. Both probabilistic sampling and non-probabilistic sampling are some of the options for the researcher, with the goal of converting them into an appropriate sampling plan for the study. If the correct sampling technique is not used to direct the results, research can, in principle, reduce the desired result (Hingley et al., 2013). At that time, the researcher communicated with around 87 random clients especially Millennials who purchase from Tesco owned products through online questionnaire. The researcher used the probabilistic sampling plan to conduct a study in which the researcher took random samples (Liu et al., 2014). The researcher arbitrarily accepted the opinion of Tesco private labelled brand customers who love the brand and are loyal to the brand.

The convenience sampling method was introduced for the focus group. The study consisted of three groups of 5 individual aged between 23- 37 who were frequently buy Tesco products from different store from Dublin.

3.2.6 Research Analysis

Developing a qualitative focus group script is known as a procedure where respondents understand the outcomes as well as the impact of direct scanning. The outcome of such types of structure within the survey including online questionnaire might increase the data image in order to attain actual results (Lin 2014).

Encoding of an interview makes it possible for classifying focussed group interviews in orders to make number correct after decryption. Interviews related to the information will be collected as well as gathered at the time of the survey. Talking about the focussed group interviews within the study allows a meticulous investigation of the study. The interviews provide a chance to have responsibility within the research (Leeflang et al., 2014).

3.2.7 Research Ethics

Ethics is a very critical component of study and inquiry. There are many explanations why adherence to ethical principles is critical when a research is being conducted. Firstly, guidelines encourage study goals such as information, honesty and error prevention, and secondly because study also requires a great deal of teamwork and collaboration among several different people in various disciplines and orgaizations. Values that are necessary for collaborative work such as confidence, transparency, shared interest and justice.

If the researcher was expected to perform the survey orally through focus group, it was important that the researcher be very cautious with his voice tone and be cautious no to encourage the participants to react in a certain way to ensure that they replied without any influence.

To gain the consent of each participant, each member of the focus group was given “consent form” before the conversation started, explaining the intent of the analysis and how and when data data would be utilised.The consent form further clarify the privilege each member had to withdraw from the debate at any given time (Saunders, et al., 2012).

In order for the investigation to be ethically satisfactory, the specialist monitored the progress of the work, but the expert very carefully defended the data used in the investigation, guaranteeing a high classification. The study was obvious for theoretical reasons. The test provided links that provide an accurate data source.

3.3 Data collection

The selection of information from important sources is necessary to complete all material research without satisfying the reasons for the investigation. The researcher must carefully study the data to separate important and unnecessary data from the collection of collected data. When the relevant information cannot be collected and ordered properly, the researcher may encounter wild situations when discovering research objectives (Dawes & Nenycz 2014) The researcher collected the necessary information, through two different sources i.e. qualitative and quantitative methods (Betancourt 2015). The requested data from 87 Tesco customers (Millennials) and three groups of focus group consisting of five individuals were the main source of information used in the study. A limited amount of additional information was also used to guide the study. Additional information was obtained from several additional results of written documents, such as newspapers, academic journals, articles, NGO sites, etc., to make the study more stable (Andreti et al., 2013).

While it was initially reported that both qualitative and quantitative methods would be used to explore beliefs, views, expectations, behaviour and brand preference towards Tesco's own products, the key methodology used in the dissertation project would be mixed method as first questionnaires surveys related to quantitative method will gather and interpret numerical data that can be used statistical research afterwards by using focus group as qualitative tool as in-depth and cohesive analysis of the data.

3.3.1 – Pilot Survey

To address any possible problems during survey and also to consider the current situation of Covid -19 and to maintain social distancing measures, the researcher ensure that as many possible participants will be able to engage in the survey, so the author decided to plot online questionnaire using pilot survey amongst friends and networking groups (Millennials) through text and WhatsApp application by designing questionnaire through google form for quick delivery and feedback. The questionnaire consists of total 17 questions related to Millennials brand preference in purchasing private label brands from Tesco stores and the response was positive.

3.3.2 Focus Group

Following the comprehensive data collection through quantitative analysis and review, a focus group was conducted an attempt to provide more insight into the evidence obtained from the surveys. The focus groups consist of two different groups of five people each and each of whom participated on volunteer basis. The focus group consists of total 15 people in group of three each with 11 male and 3 females in the age group of 23- 37 years (Millennials) and participated on volunteer basis. The focus group conducted on two different days from which one was conducted on zoom call of five members and second group was conducted at the residence of researcher.

Before beginning of the focus group, all participants were required to read and fill out a consent form which clarified that each participant had agreed voluntarily to enter the community and was free to withdraw at any time. And also, they recognized the intent of the analysis, committed to the recording of the conversation and eventually decided to the usage of anonymized quotes in the present report (Saunders, et al., 2012)

Before the conversation started, though the researcher set up the recording equipment (a telephone) at te center of the group and gave a short overview that provided specific facts about the study’s intent and goals. The interviewer / moderator started the conversation by stating that all participants of the sample were indeed frequent tesco shoppers and purchase frequently Tesco own products at regular basis.

3.4 Limitations of Methodology

Although every attempt was taken to ensure that the methods used for this analysis review was acceptable and well applied as practicable to ensure that the results were as reflective as practicable of the sample population. Moreover, as this is the author’s first effort to perform a research report, lack of expertise could well have culminated in the approach can make subsequent results being faulty.

The study was based mainly on primary data obtained from online questionnaire surveys and focus group interviews. Secondary information was collected from books, magazines, articles, association websites and other additional sources that were not difficult to find.

Another limitation of the present analysis is the sample size- the survey was completed in 6-7 days due to time limitation and thus the sample size is limited, further restricting the opportunity to generalise the results. There were two focus group was conducted and in which one was online due to restriction caused by Covid 19 and gathering of big group due to social distancing norms as directed by Irish government.

4. Data Analysis and Findings

4.1 Introduction

After completing the quantitative aspect of primary research and obtaining all the data needed to start addressing the study question and meeting the targets, the next phase was to process and evaluate the raw data, followed by analysing the resulting findings. This chapter describes in depth the processes the author has undertaken to turn the raw data obtained from both the quantitative (Online questionnaire) and qualitative (focus group) data into useful information that can be interpreted by the reader and theoretically, by scholars and practitioners (Saunders, et al., 2009)

The chapter is divided into three sections – quantitative data analysis, qualitative data analysis and finally, findings. The importance of the results obtained will be explored in the sense of the related literature and in relation to the research question, which mostly involves brand perception of Millennials in Tesco’s private label products. A sample of the questionnaire asked for was included in the appendix

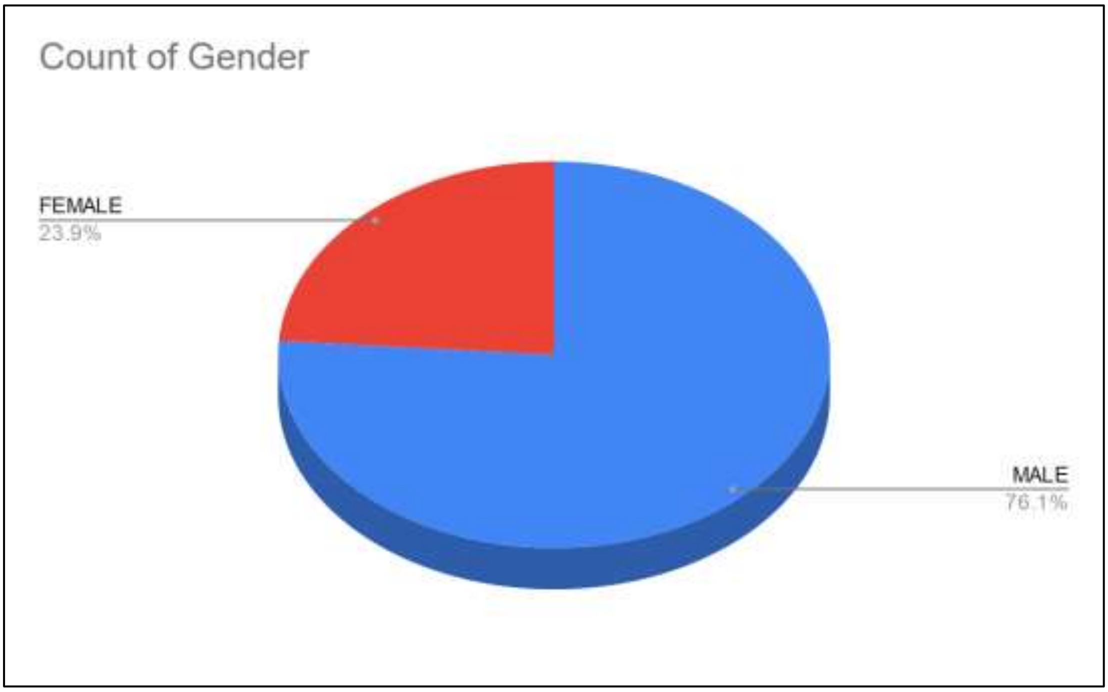
4.2 Questionnaire of the Research

As discussed earlier in Chapter 3, data collection was achieved by introducing an online questionnaire composed of total 20 questions which were specified with the aim of obtaining the brand preference of Millennials on private label brands on Tesco’s own products. Furthermore, there was a demographic section with 4 questions: gender, age, occupation and monthly income that helped us define the numerous participants in the sections. These components include important detail on the study issues of the inquiry in order to explain the view of people and their brand perceptions towards Tesco’s own products.

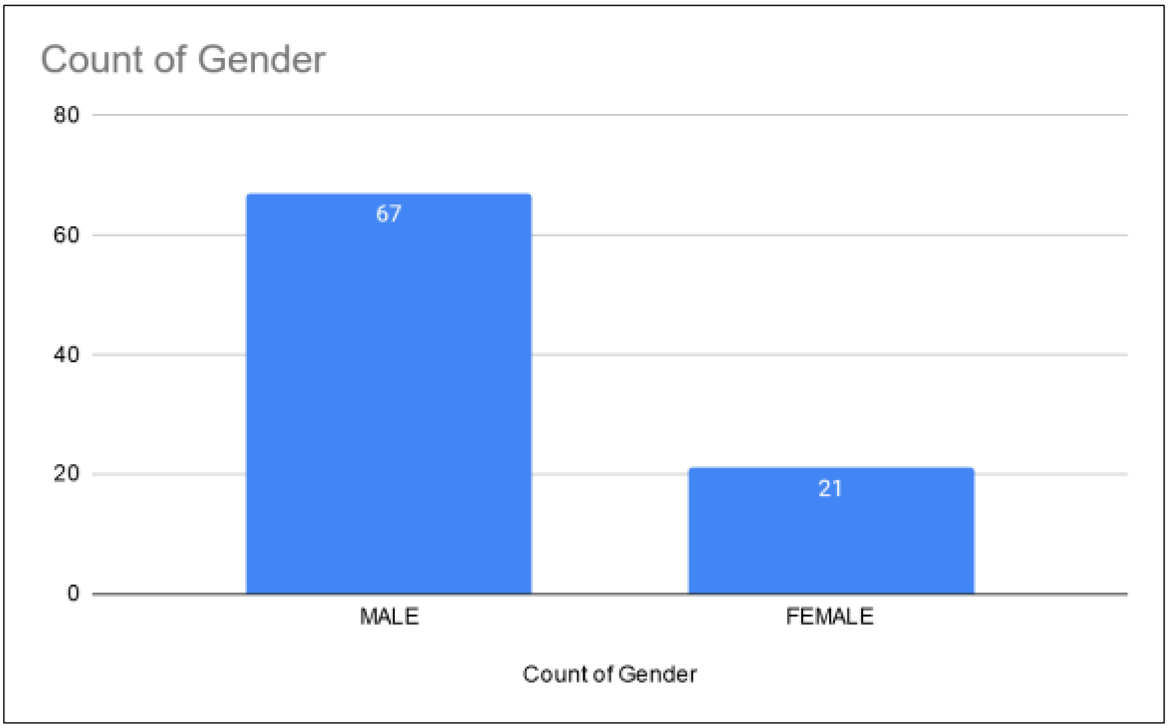
4.3 Demographic Segment

4.3.1 Gender

The findings obtained from the survey related of gender as displayed in chart 1 and chart 2 below. There were total 87 respondents in the survey. The majority of participants were males with (75.9%) comprising of total 66 males and females with (24.1%) comprising of total 21 females (Millennials). It is worth mention that all the people who cooperated in this study were randomly selected.



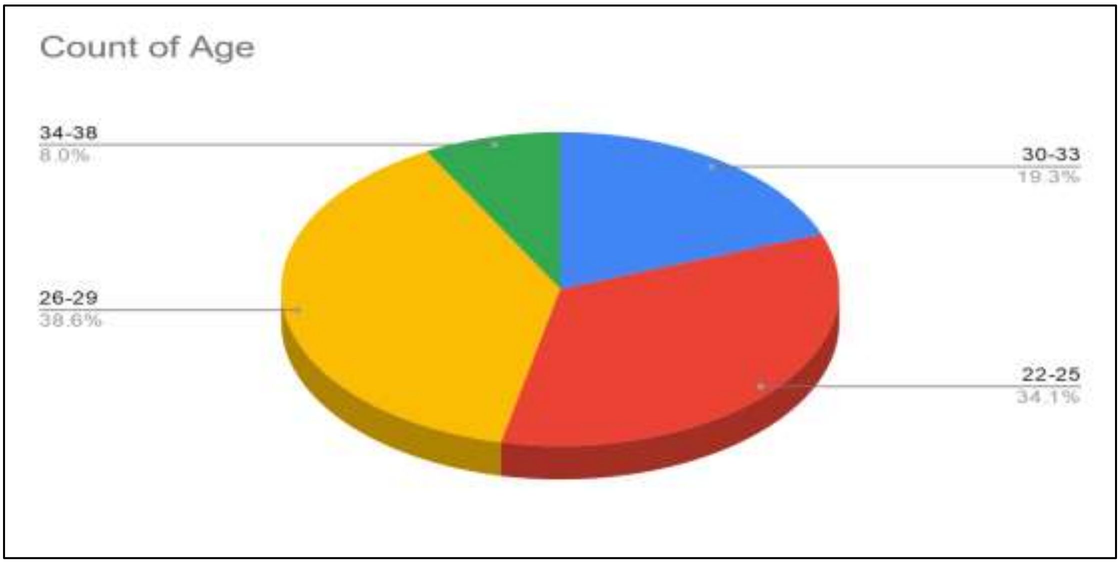
Pie Chart 1 shows percentage of ratio of Male and Female as a gender in the survey



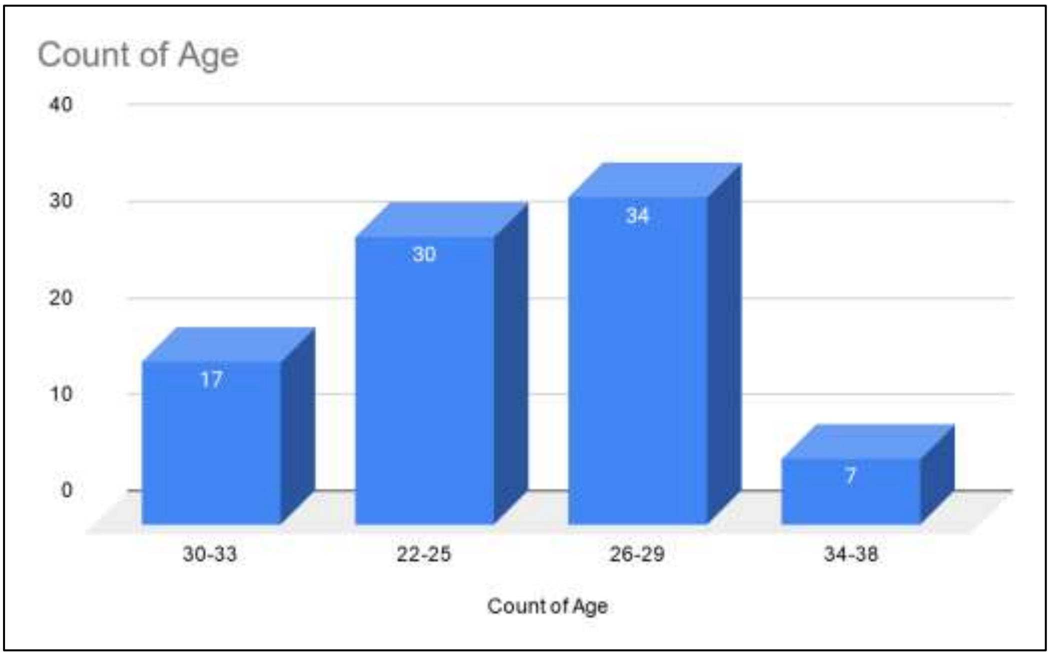
Bar Graph 2 shows the number of male and female as a gender in the survey

4.3.2 Age

The result recovered from the survey concerning the age group of the participants is shown in chart 3 and 4. Total 88 Millennials participated in the survey of different age group. Majority of the participants are within age group of 26-29, with 34 participants (38.6%), followed by the age group of 22-25 with 30 people (34.1%), then the group of 30-33 with 17 people (19.3%). The age group of 34-38 consists of only 7 participants constituting (8%) of total population in the survey which was the least in number.



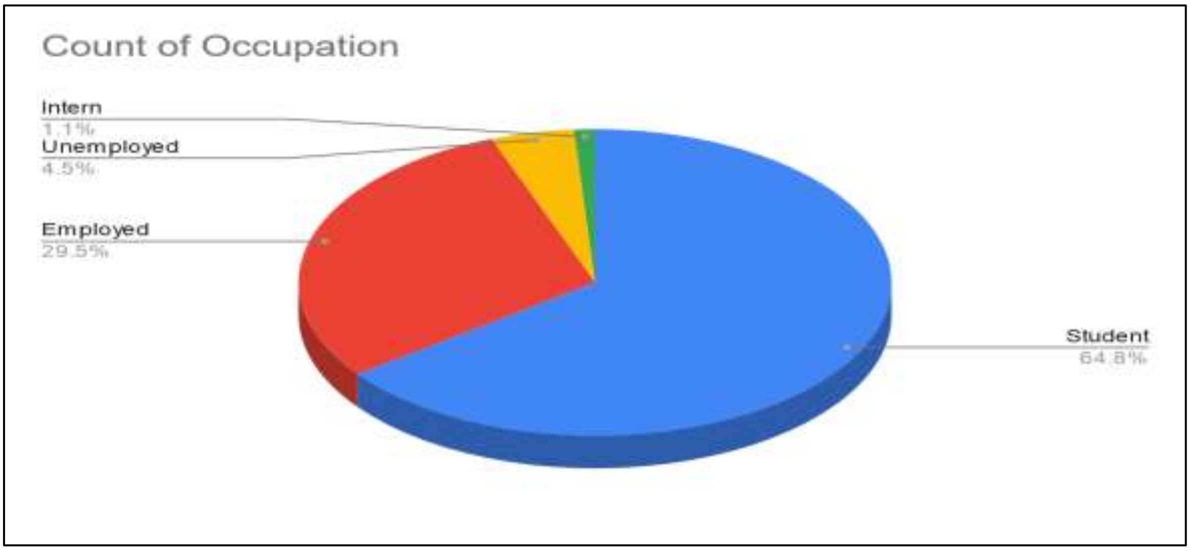
Pie chart 3 shows percentage of different age group of Millennials participated in Survey



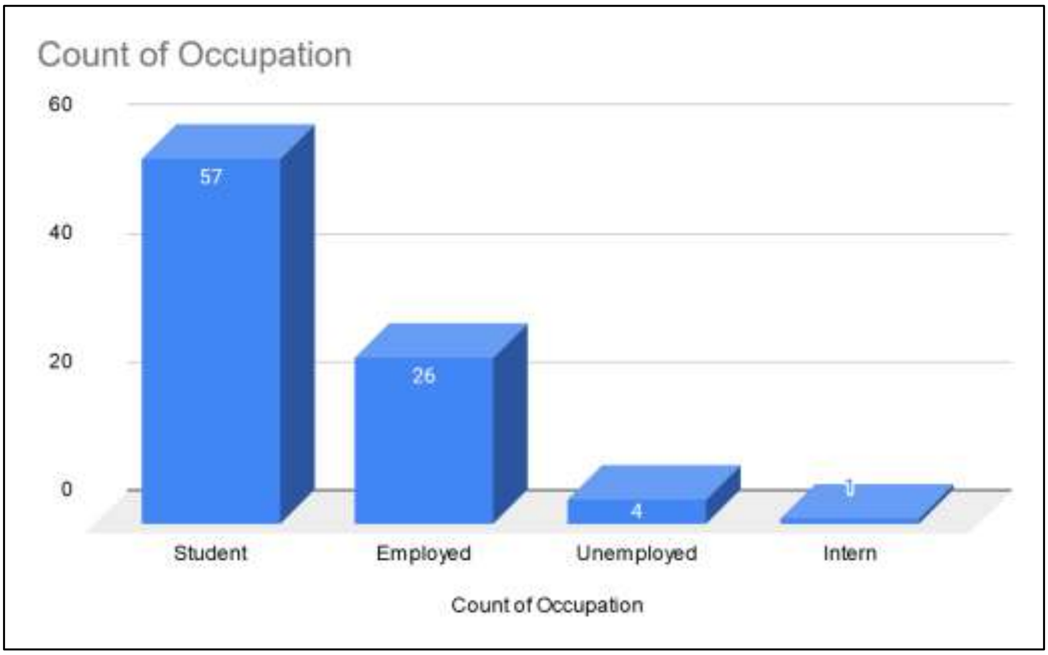
Bar graph 4 shows the number of different age group of Millennials participated in Survey

4.3.3 Occupation Segment

In the occupation segment in the survey the information retrieved is shown in chart 5 and 6. There were total 88 participants took part in the survey in which majority were students with 57 (64.8%), followed by the Employed category which has 26 individuals a (29.5%) of sample used; then the unemployed segment had 4 people which represents a (4.5%) and at the last intern category which had only 1 person which is (1.1%) of the sample.



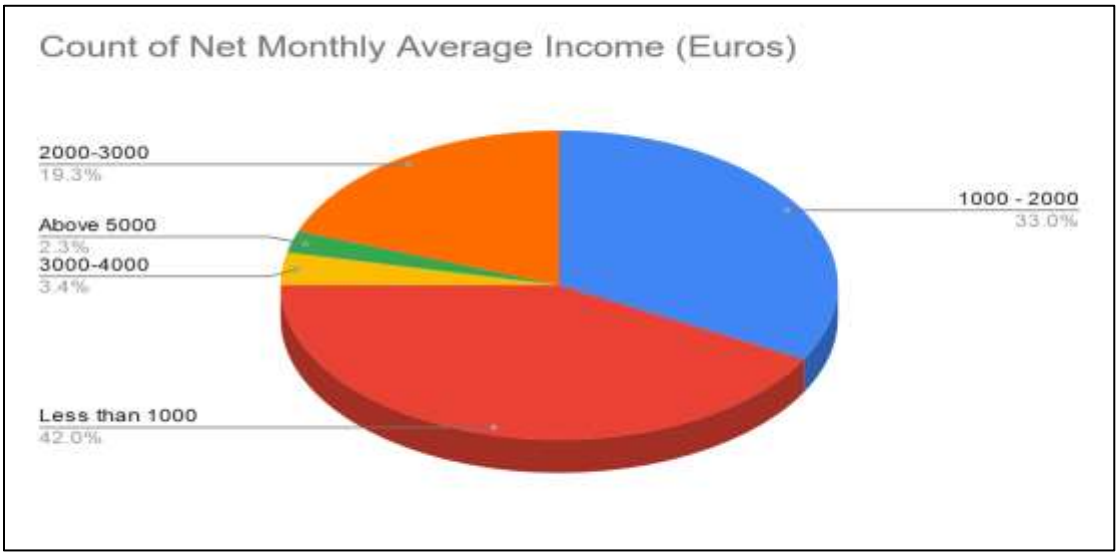
Pie Chart 5 shows percentage of various occupation segment of Millennials in the survey



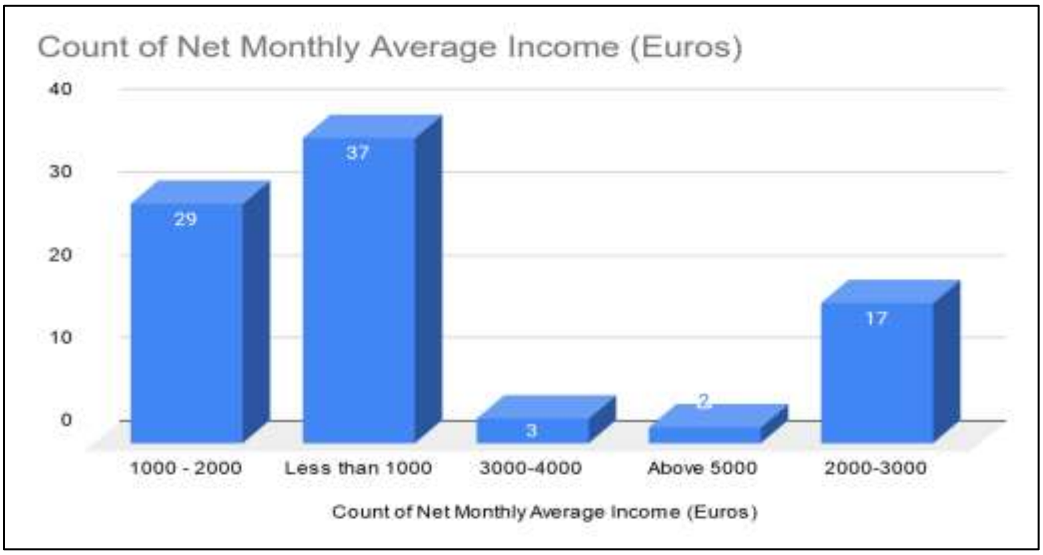
Bar graph 6 shows number of Millennials in various occupation segment in the survey

4.3.4 Net Monthly Average Income

The monthly average income question placed in the survey to give numbers of the participant in related to their purchasing power and at the same time see how their income related to their choices in brand preference in choosing Tesco's own brands. The figure shows the category of less than 1000 euros was highest with 37 (42%) individuals, followed by the group of people in between 1000-2000 euros with 29 (33%), then the 2000-3000 euros group with 17 (19.3%) participants; the 3000-4000 euros group constitute of 3 (3.4%) participants and lastly more than 5000 euros group with only 2 person (2.3%).



Pie Chart 7 shows Percentage of Net Monthly Average Income of Millennials in the Survey



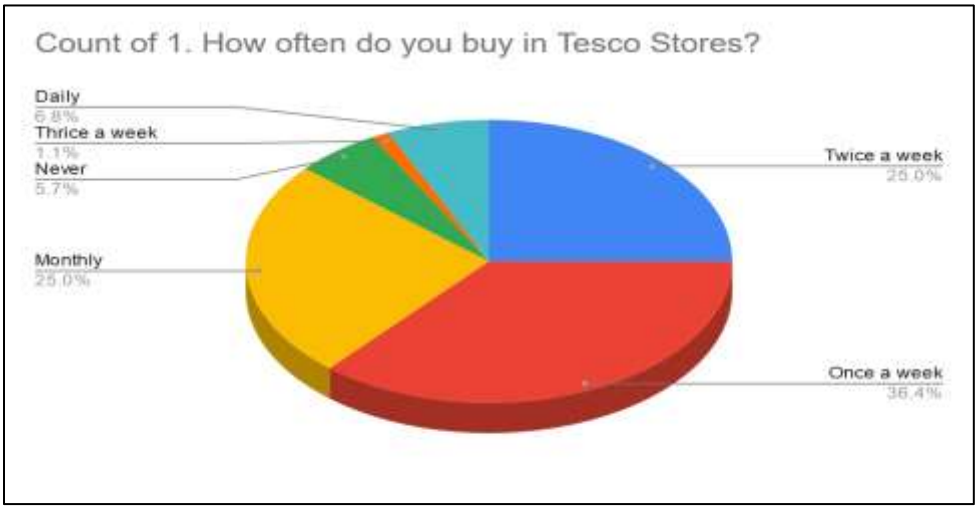
Bar Graph 8 shows number of Millennials in the bracket of Net Monthly Average Income in the Survey

4.4 Survey Data Analysis

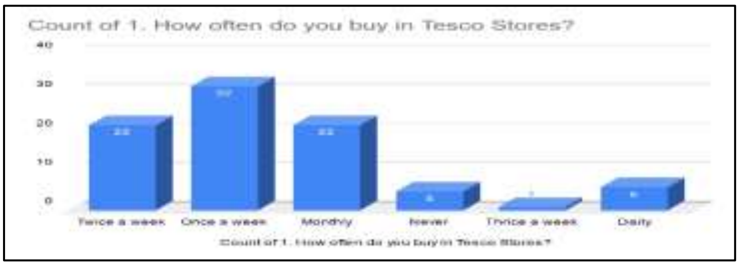
In this section all data obtained from the applicable survey were analysed and clearly clarified. This study was undertaken to understand brand preference of Millennials on private label brands, primarily of TESCO's own brands. This study demonstrates how Millennials choose their products and how they act according to the brand preference of TESCO own product line.

4.4.1 How Often do you buy in TESCO Stores?

The figure 9 and 10 below indicates that total 88 respondents took part in survey in which majority of the people surveyed with 32 respondents (36.4%) go to buy shop in Tesco once a week, followed by both twice a week and monthly with 22 respondents in each category and constitute of (25%) each. The next category who buy on daily basis with 6 respondents (6.8%) and people who never go shopping in Tesco stores are 5 respondents (5.7%) and lastly who go thrice a week is only 1 respondent (1.1%). It should be worth remembered that Quelch and Harding in 1996 stated that own labels are a strong way of drawing consumers to retail stores by selling exclusive items and products.



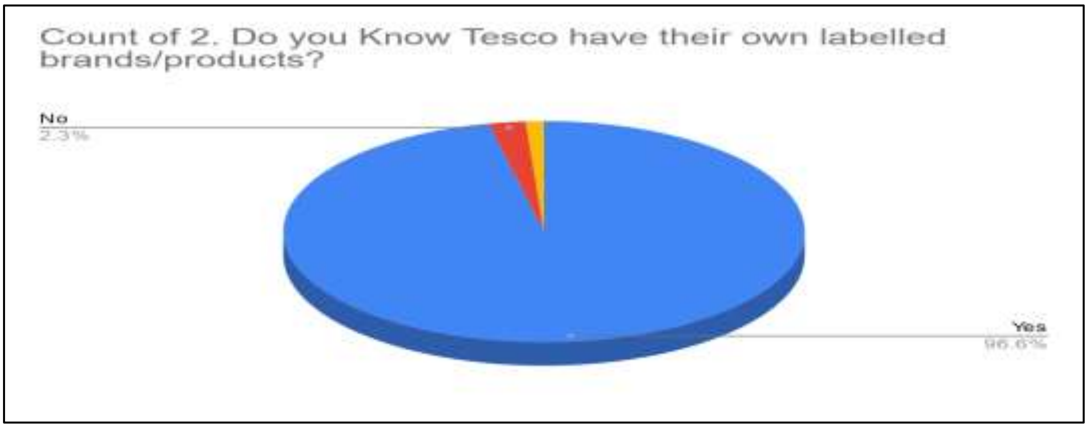
Pie chart 9 Shows percentage of Millennials who buy often from Tesco Stores



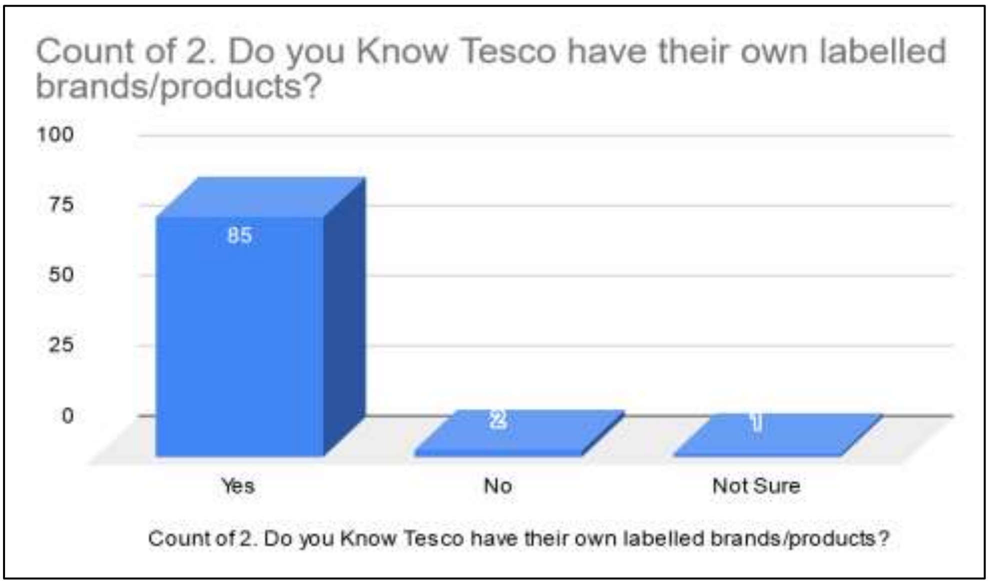
Bar Graph 10 shows the number of Millennials who often buy from Tesco Stores

4.4.2 Do you know Tesco have their Own label Products?

The figure 11 and 12 below indicates that total 88 respondents took part in survey out of which majority of 85 respondents (96.6%) knows about Tesco own label products whereas a small portion of only 2 respondents (2.3%) do not come across with Tesco own products and only 1 respondent (1.1%) not sure about private brands of Tesco.



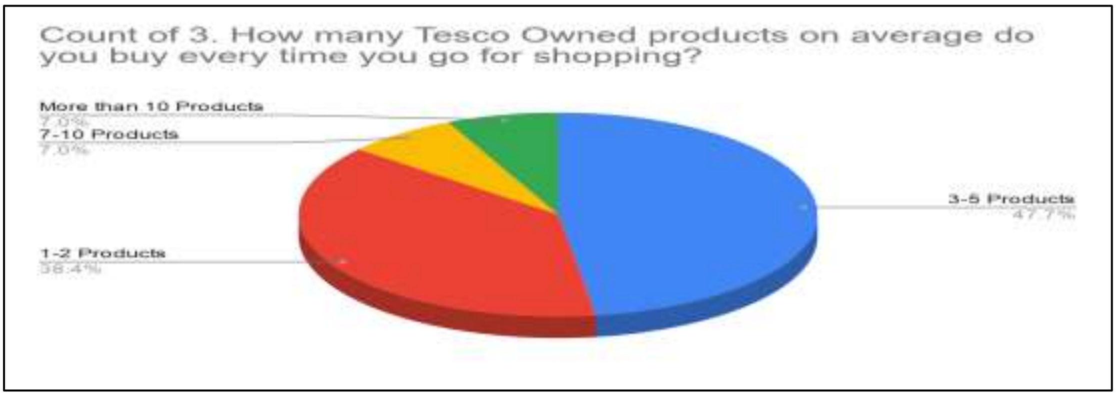
Pie Chart 11 shows percentage of Millennials who know about Tesco Own products



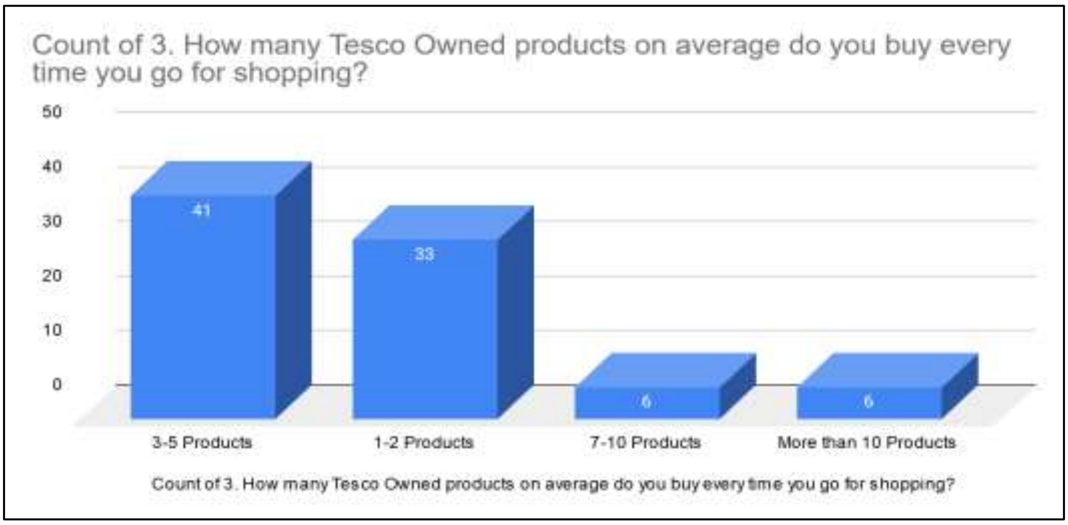
Bar Graph 12 shows the total number of Millennials who know about Tesco Own label products

4.4.3 How many Tesco Owned products on average do you buy every time you go for shopping?

The figure 13 and 14 exhibits the percentage of Millennials who buy Tesco own label products on an average from total 86 respondents. The majority of that people who buy 3-5 Tesco products every time they go to shop are 41 (47.7%), followed by the category of people who buy 1-2 products are 33 (38.4%). It is interesting to know that number of people who buy 7-10 products are similar to the percentage of people who buy more than 10 products every time they go for shopping which constitute of 6 respondents each (7%) respectively.



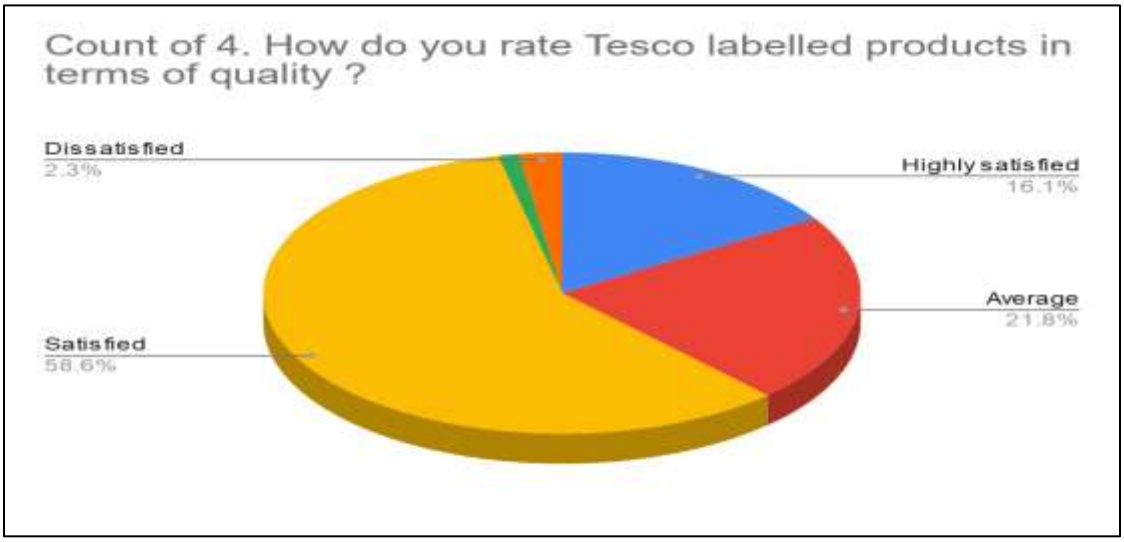
Pie chart 13 shows percentage of Millennials who bought Tesco Own label Products



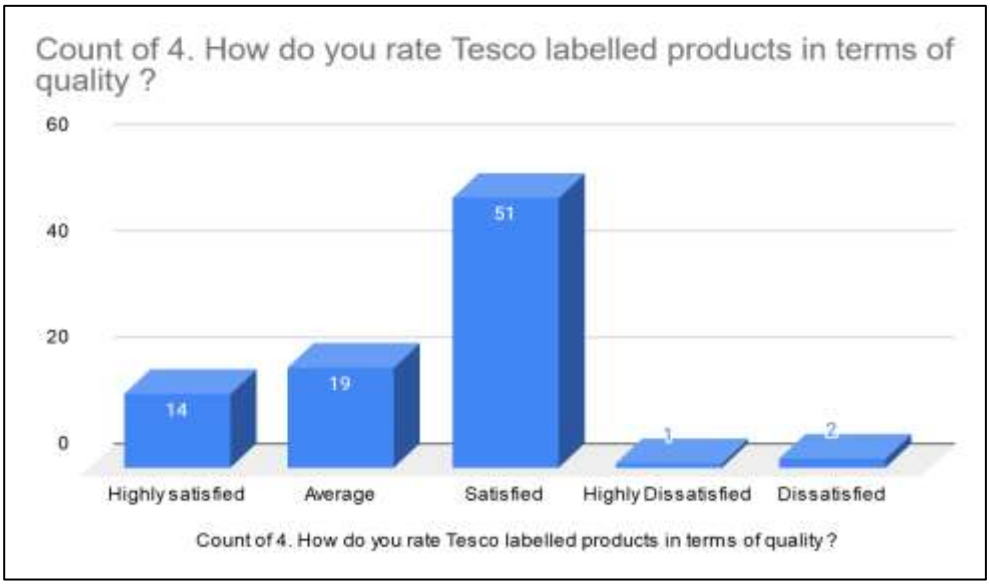
Bar graph 14 shows number of Millennials who bought Tesco Own label Products

4.4.5 How do you rate Tesco labelled products in terms of quality?

The figure 15 and 16 exhibits the rating level of Millennials who buy Tesco labelled products in terms of quality index. Out of 87 respondents the majority of participants satisfied in terms of quality of the product constituting 51 (58.6%), following with 19 (21.8%) who voted for as average quality; whereas 14 respondents (16.1%) rated it as highly satisfied and 2 (2.3%) rated as dissatisfied and lastly only 1 respondent (1.1%) was dissatisfied with the quality of the Tesco own product.



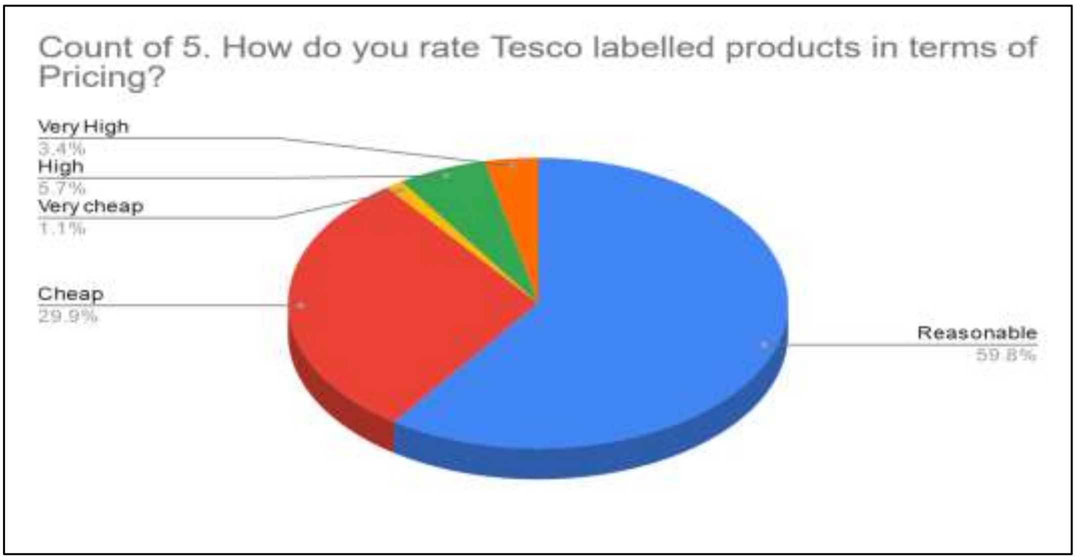
Pie chart 15 shows how percentage of Millennials rate Tesco label products in terms of quality



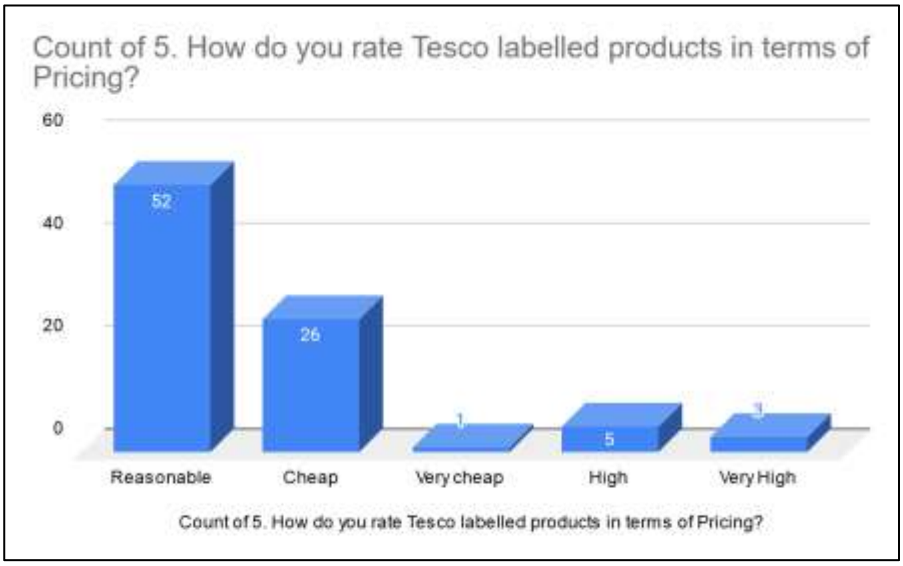
Bar Graph 16 shows how number of Millennials rate Tesco label products in terms of quality

4.4.6 How do you rate Tesco labelled products in terms of Pricing?

The figure 17 and 18 exhibits the rating level of Millennials who buy Tesco labelled products in terms of price index. Out of 87 respondents the majority of participants found Tesco own products reasonable 52 (59.8%), following with 26 (29.9%) who voted for cheap in pricing; whereas 5 respondents (5.7%) rated it at high priced and 3 (3.4%) rated as very high and lastly only 1 respondent (1.1%) found it very cheap with the pricing of the Tesco own product.



Pie chart 17 shows percentage of Millennials rate Tesco labelled products in terms of Pricing



Bar Graph 18 shows number of Millennials rate Tesco labelled products in terms of Pricing

4.4.7 Do you perceive Tesco labelled products as low-quality products?

According to the data gathered and analysed there is a mixed perception of Tesco own products in terms of low quality from 87 respondents. The figure 19 and 20 shows that majority i.e. 38 participants (43.7%) considered Tesco own brands as low quality products as sometimes whereas 30 respondents (34.5%) said definitely not in terms of low quality product which is important amount of sample used and 10 participants (11.5%) said never and lastly 9 respondents (10.3%) said definitely yes in terms Tesco labelled products as low quality products. To sum up some of the products of Tesco are considered as low-quality products by Millennials as compare to pricing in majority.

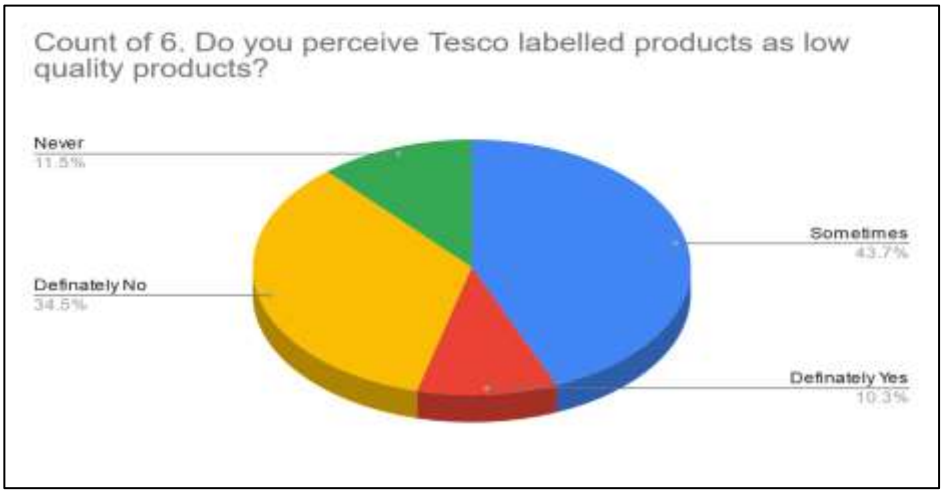


Figure 19 shows the percentage of Millennials who perceive Tesco own products as low-quality products.

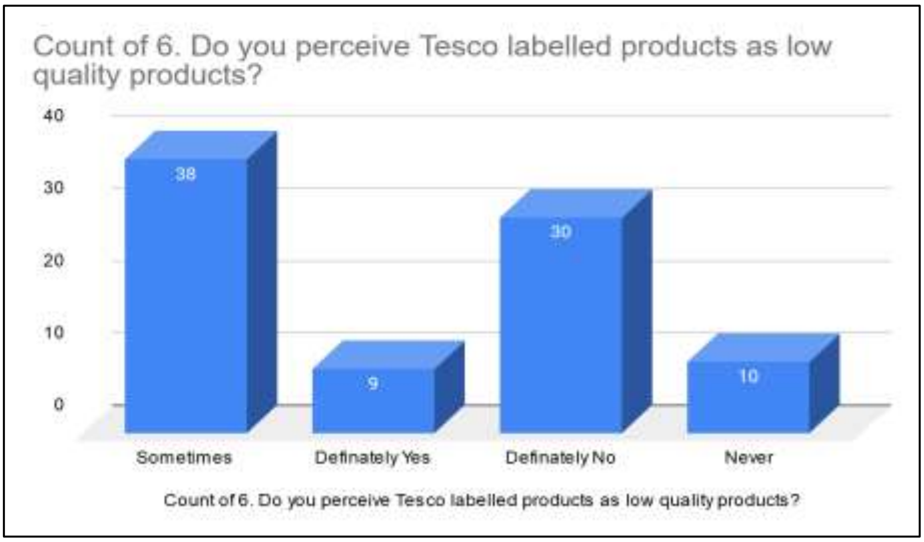


Figure 20 shows the total number of Millennials who perceive Tesco own products as low-quality products.

4.4.8 Do you consider Tesco labelled products as substitute over International brands/products responses

There are different perceptions and thoughts for this question; even some authors like (Laaksonen & Reynolds, 2002) explained that consumer become aware that quality of store brands increases, the perception regarding substitutes changes with the pricing of the product. In figure 21 and 22 that majority of respondents in the category i.e. 53 (61.6%) believes sometimes Tesco own products act as a substitute over national brands, followed by 24 respondents (27.95) believes definitely yes for the substitute over other brands and 7 respondents (8.1%) assumes definitely not for Tesco own brands over substitute products. On contrary, only 1 respondent (1.2%) each in categories of never and always assumes it is a substitute product which is quite contradictory.

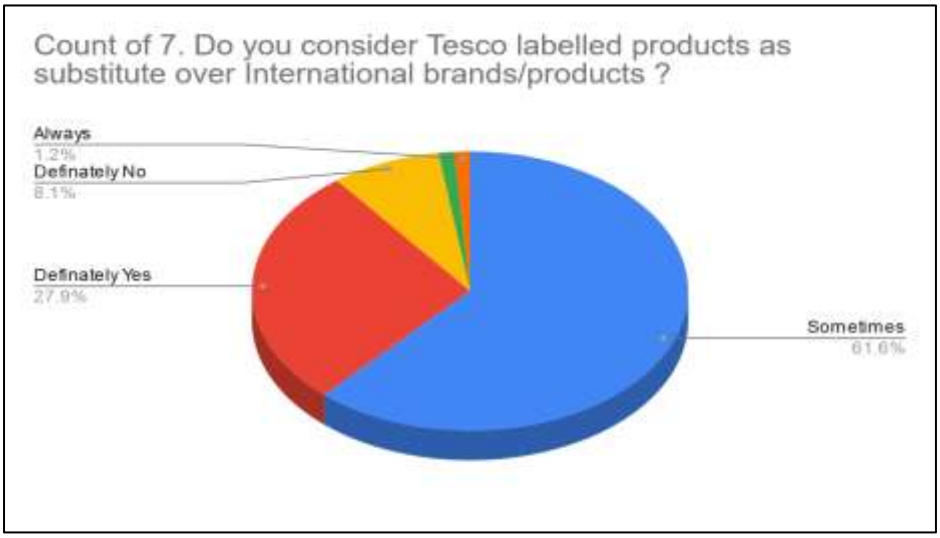


Figure 21 shows percentage of Millennials view Point on Tesco own products over National products

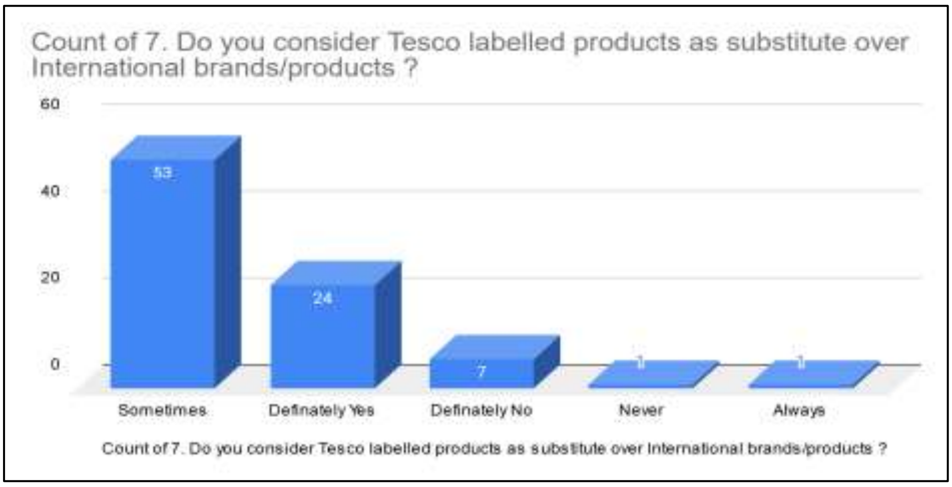


Figure 22 shows number of Millennials view Point on Tesco own products over National products

4.4.9 You buy Tesco labelled products because of?

There are certainly a great diversity of factors and aspects of which each consumer considers while they choose Tesco wide range of own brands. Customers especially Millennials evidently possess their own criteria while judging Tesco own brands in terms of brand preference and perceptions; this question was set up with multiple eligible answers in the survey. Choices made by the millennials says that Tesco brand possesses a good value for money was chosen by 54 people (62.1%) of the surveyed respondents, followed by product quality which according to people is the second reason which influence them to go and buy Tesco own products, this option got 12 people (13.8%); then Tesco own brands and discount and promotions obtained a number of 10 individuals which represents (11.5%); substitute products accounts for 6 people (6.9%) and surprisingly, lastly none of the above as an option accounts for 5 respondent (5.7%)

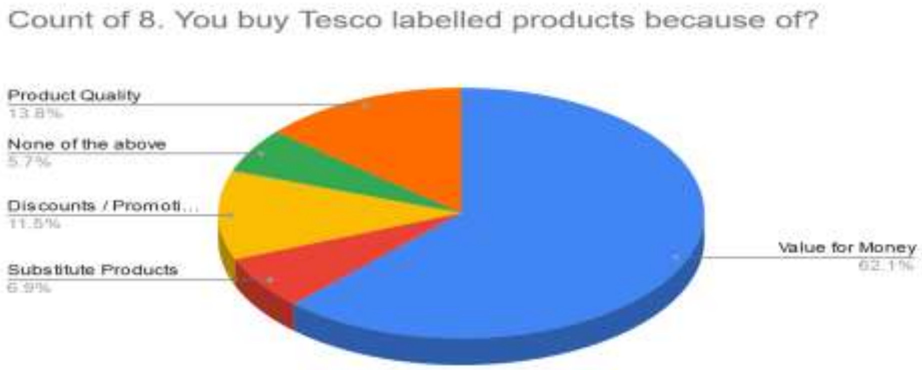


Figure 23 shows percentage of Millennials who buy Tesco label products because of the various reasons

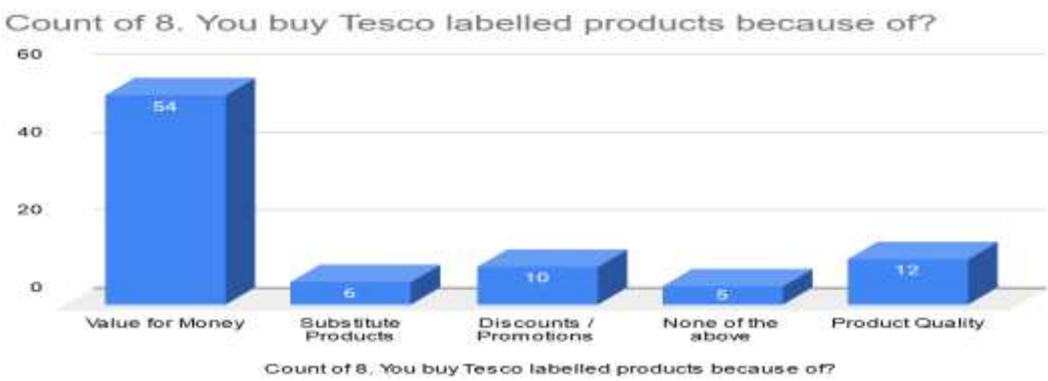


Figure 24 shows number of millennials who buy Tesco label products because of the various reasons

4.4.10 Does packaging and quantity in Tesco own labelled brands persuade you to buy them?

The findings obtained in this section were much divided; millennials have different perceptions about packaging and quality can persuade them to buy Tesco own products. Most of the sample 37 (42.5%) said yes, as those attributes can surely persuade them to buy own brands of Tesco, followed by 29 participants (33.3%) who said sometimes, packaging and quantity persuade them to buy Tesco brands in the groceries. A (18.4%) 16 people said No and said these attributes do not persuade them to buy Tesco brands and 4 persons (4.6%) said very often packaging persuade them to buy and lastly only 1 person (1.1%) said these attributes never convinced him to buy Tesco own products.

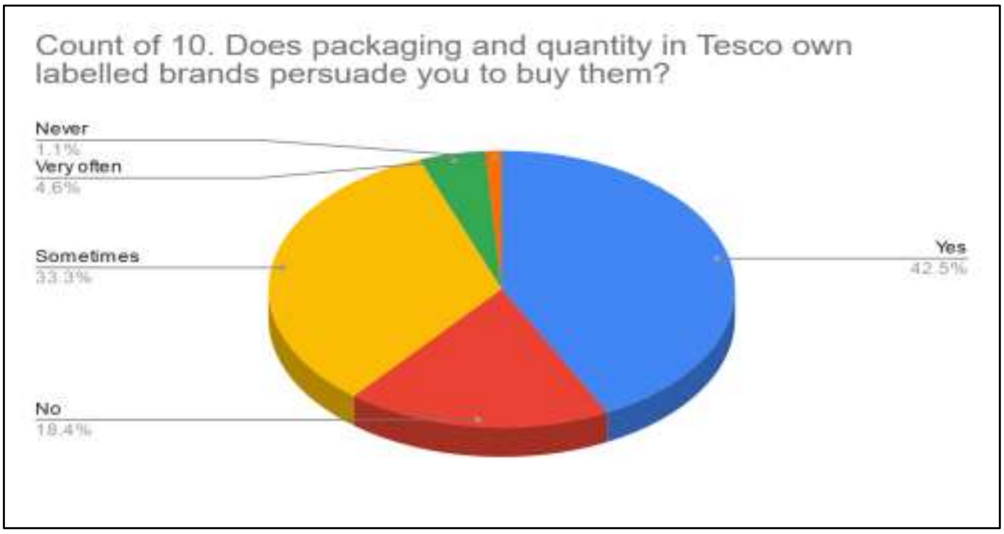


Figure 25 shows percentage of millennials who influenced by the packaging and quantity of Tesco products

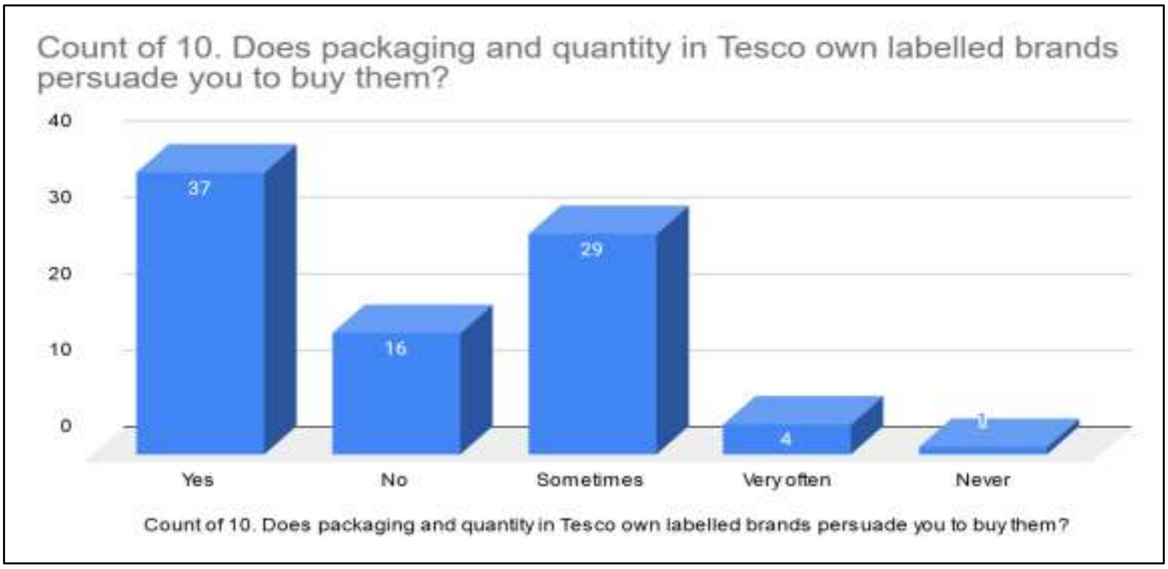


Figure 26 shows number of millennials who influenced by the packaging and quantity of Tesco products.

4.4.11 Does display of Tesco own products in shelf persuade you to buy them?

Findings obtained in this section were based on millennials purchase decision which can be influenced by the display of Tesco own products in the shelves. There are some interesting facts came out from the survey in which majority i.e. 30 of the participants (34.5%) said sometimes display influence their decision to buy Tesco brands. There is a tie between people who say yes and no and showed proportionate disparity of views in which display in shelves of Tesco products persuade them to buy products which are 25 participants in each category constituting total of (28.7% + 28.7%). A (6.9%) 6 people said display of products in shelves of Tesco never persuade them to buy and lastly only 1 person (1.1%) said very often display persuade him to buy own products of Tesco brand.

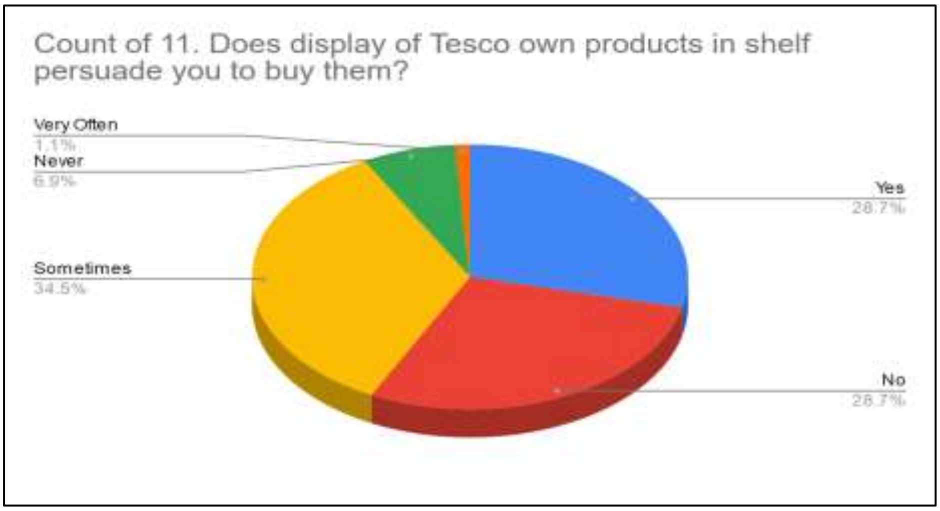


Figure 27 shows percentage of millennials persuaded by display of Tesco Products

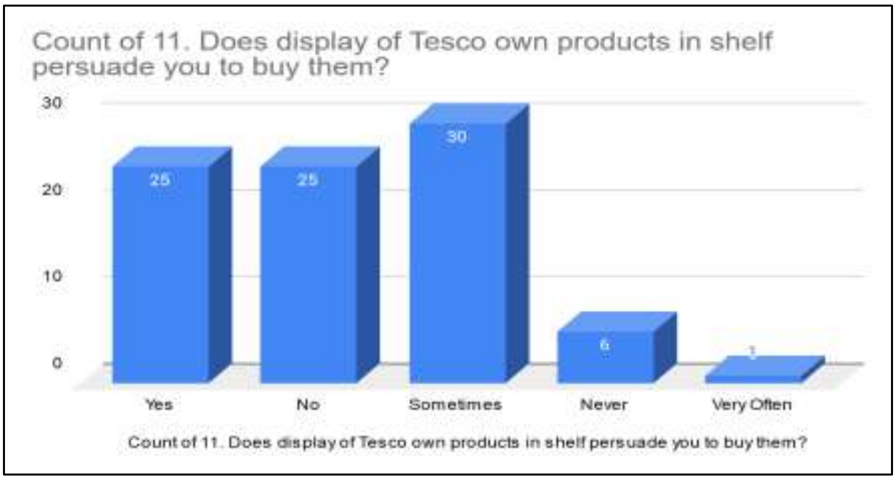


Figure 28 shows number of millennials persuaded by display of Tesco Products

4.4.12 What is the first word that comes to your mind when talking about Tesco labelled brands/ products?

In this division is indicated what were the first word that came to mind to all the people surveyed. So, this way it can be measure the type of perception participants have towards TESCO own brand. Table 29 and 30 exhibits various abbreviations of the brand preference of millennials while choosing Tesco own products. The majority around 32 respondents (36.8%) considered Tesco as value for money, followed by 25 people (28.7%) perceived it as low price product whereas 11 people (12.6%) considered it has wide variety, on the contrary 6 respondents (6.9%) considered Tesco brands as low quality, 2 people (2.3%) said they perceive Tesco have edge of having good display and lastly again 2 people (2.3%) do not find any attributes of Tesco and comes under the category of none of the above.

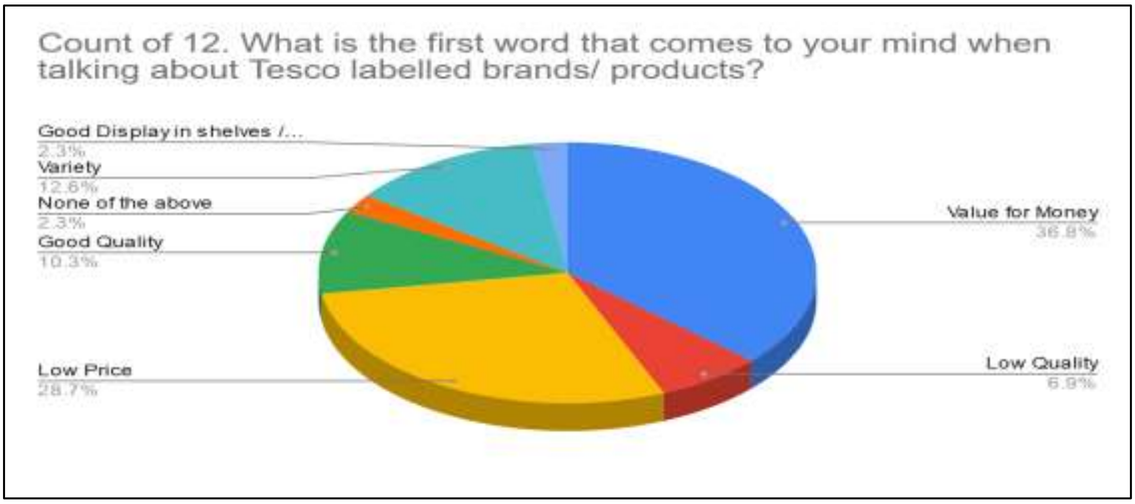


Figure 29 shows percentage of Millennials that perceive Tesco products at first time

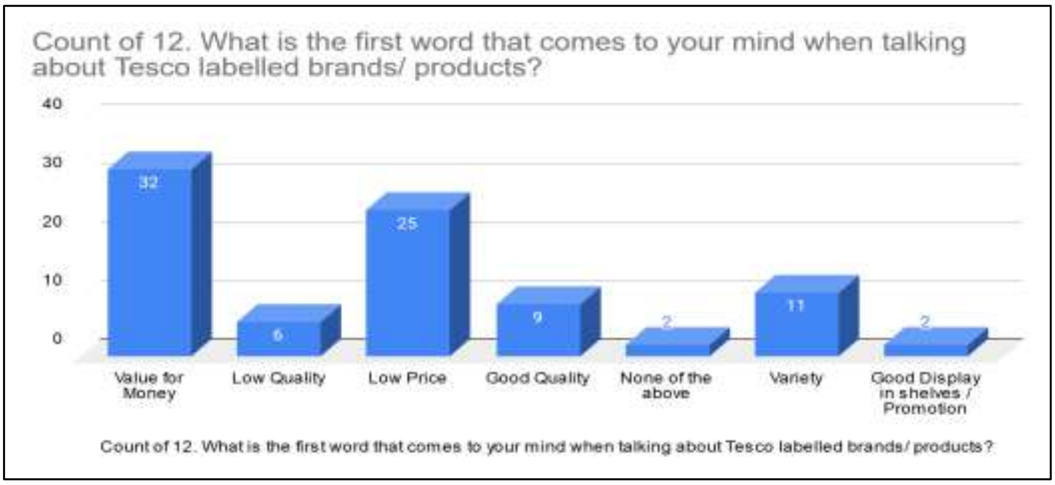


Figure 30 shows number of Millennials that perceive Tesco products at first time

4.4.13 Does Pandemic such as Covid -19 has any influence in buying Tesco labelled products?

The question was asked to identify whether respondents thought pandemic like situation Covid 19 influence them or not to buy store brands in general which are sometimes considerably cheaper than National brands. Figure 31 and 32 below indicates that 42 respondents (48.3%) of the sample surveyed which quite a considerable number said No, the pandemic situation never influenced them to buy Tesco own brands considering as it a cheaper product. Then, next 22 respondents (25.3%) said Yes it has influenced their buying decision as they prefer to buy cheaper products of Tesco own products comparative with national brands, closely 21 respondents (24.1%) was not sure whether pandemic like situation have ever persuade them to buy Tesco products as they do not assume Tesco products neither cheaper nor expensive and lastly only 2 people (2.3%) answered never was influenced by pandemic like situation to buy Tesco own products.

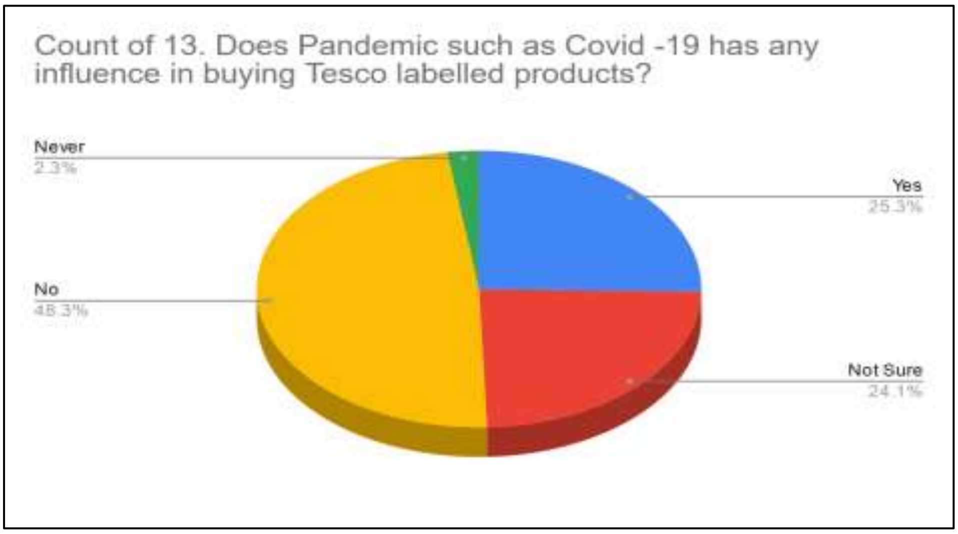


Figure 31 shows percentage of millennials who has influence from Tesco products during Pandemic situation

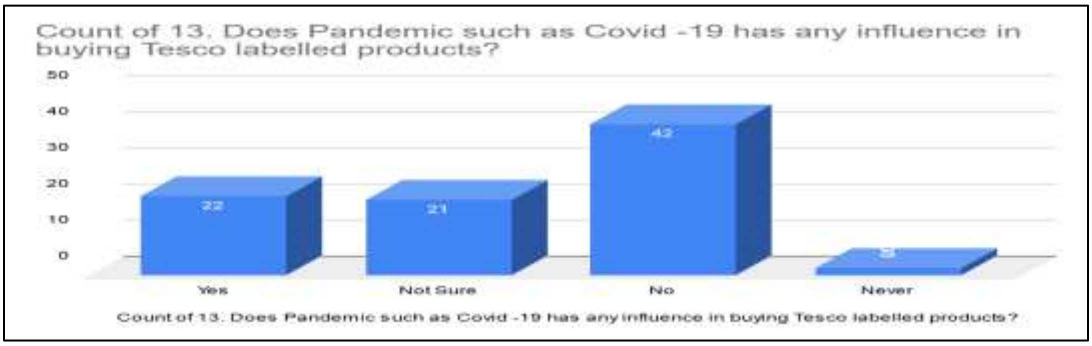


Figure 32 shows number of millennials who has influence from Tesco products during Pandemic situation

4.4.14 How satisfied are you with Tesco labelled brand/products?

The information gathered through the survey conducted to the sample used for this research demonstrated that 51 respondents constitute a large chunk of sample (58.6%) said they were satisfied with Tesco own products in general, followed by 19 (21.8%) who mentioned were neutral about the brand; then 16 individuals (18.4%) were very satisfied or highly satisfied which seems quite interesting and lastly only 1 respondent (1.1%) was highly dissatisfied with the Tesco own brands

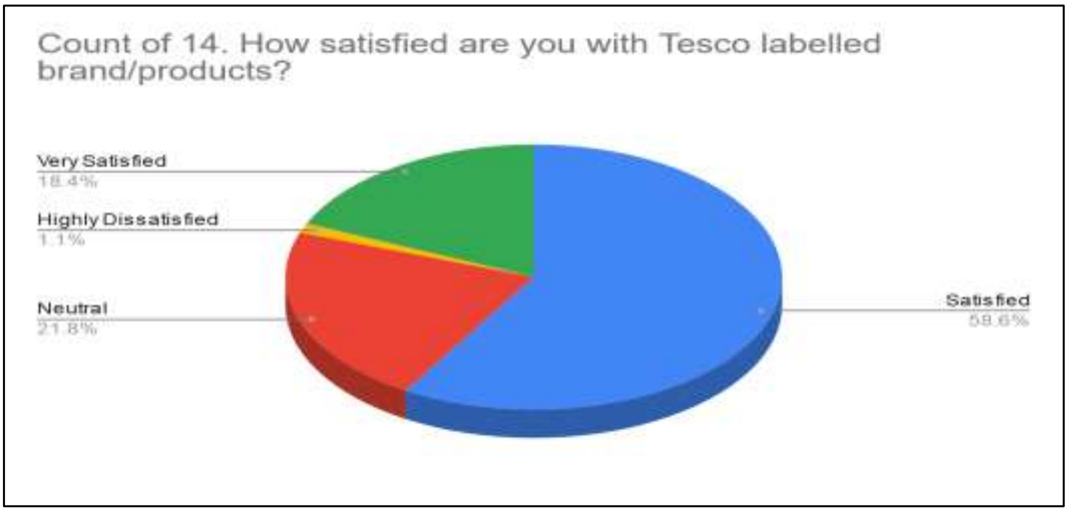


Figure 33 shows percentage of millennials satisfied from Tesco Own products

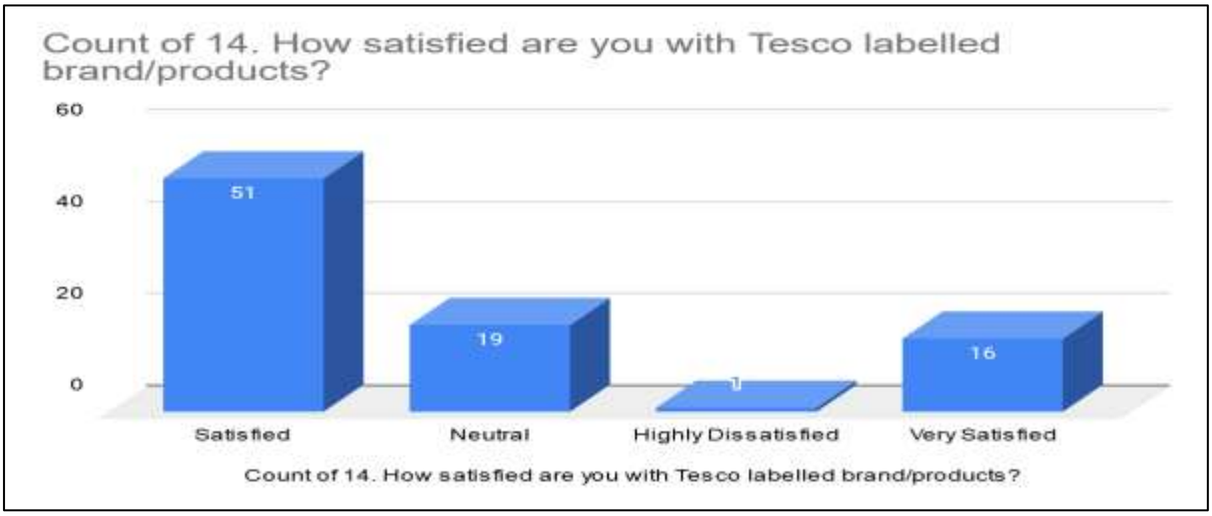


Figure 34 shows number of millennials satisfied from Tesco Own products

4.4.15 Would you recommend Tesco own labelled products?

The next question of the survey in figure 35 and 36 was to check if consumers would be willing to recommend Tesco own brands to others (family, friends, etc.) based in their own experiences and brand preference of the product. Almost half of the sample chosen 39 (44.8%) will recommending Tesco products to others whereas 25 people (28.7%) said they will recommend only some of these products which have been previously used by them in the scale of quality and price, followed by 16 respondent (18.4%) who categorically said definitely yes for recommendation and 6 respondents (6.9%) said No for categorically recommendation of the product and lastly, only 1 respondent (1.1%) said definitely not for recommendation of Tesco own brand

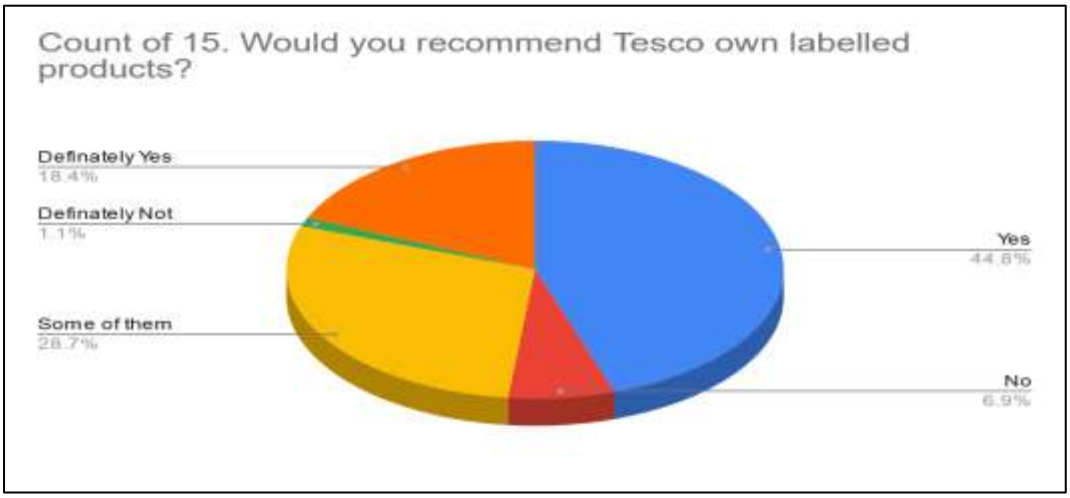


Figure 35 shows percentage of millennials who will recommend Tesco Own products

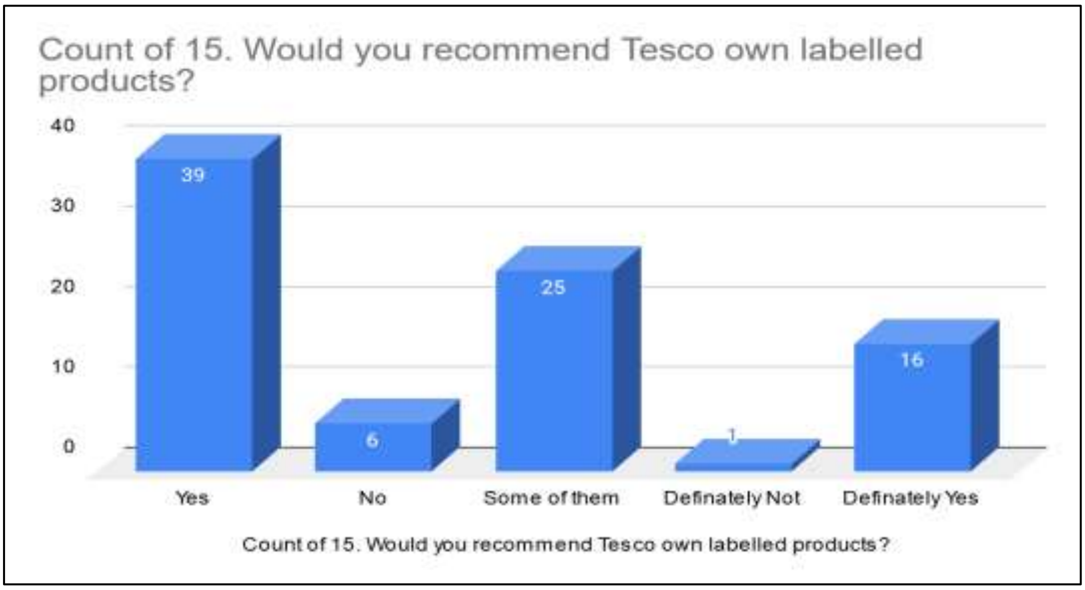


Figure 36 shows number of millennials who will recommend Tesco Own products

4.4.16 Do you consider Tesco own labelled products as an economical value over International brands/products?

The Figure 37 and 38 reflects how millennials perceive Tesco own brands as an economical value over other national / International brands. The findings of the sample reflect majority of the participants i.e. 55 (63.2%) found Tesco products as economical over other international brands in terms of pricing and quality and that constitute the core of the study in terms of brand preference, followed by 14 respondents (16.1%) considers some of them economical over international products and consecutively with a short margin of 12 respondents (13.8%) have said definitely yes for the economic value of the product and only 3 respondents in each category (3.4%) said no and definitely not in terms of economic advantage of Tesco products over other brands.

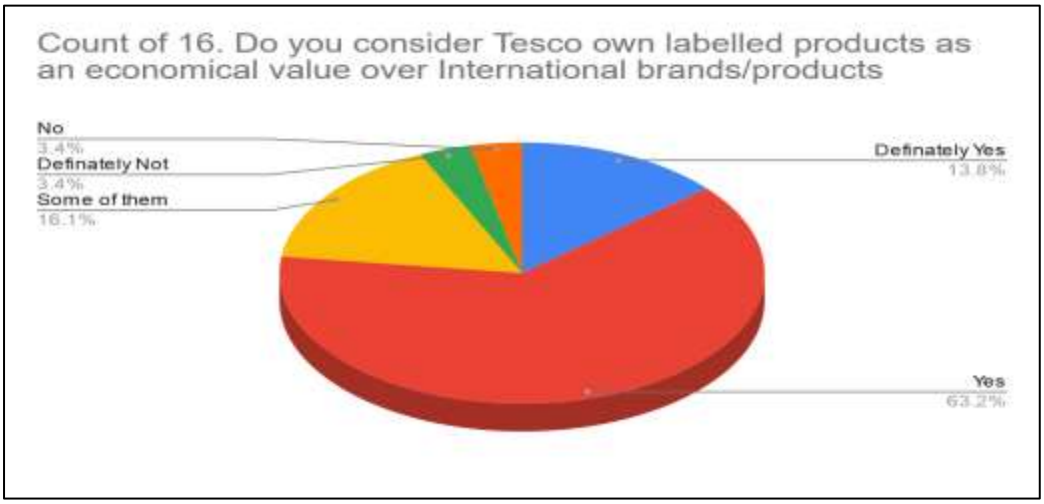


Figure 37 shows percentage of millennials who consider Tesco brand as an economical value

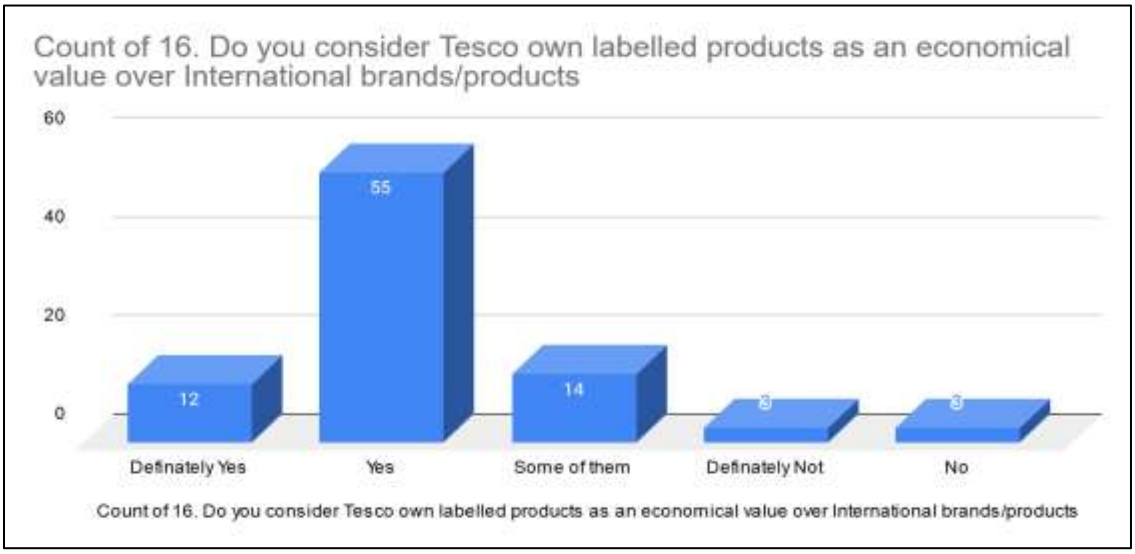


Figure 38 shows number of millennials who consider Tesco brand as an economical value

4.4.17 Do you get influenced in terms of brand preference by the marketing and promotion strategy of Tesco own labelled products?

The figure 39 and 40 depicts how millennials can be influenced in terms of brand preference by the marketing and promotion strategy of Tesco own label brands. Findings of the sample reflects that majority of the participants 30 accounting (34.5%) said No in terms of promotion and marketing strategy of Tesco own products, followed by 27 respondents (31%) said Yes as they influenced by the promotion activity of Tesco, with 26 respondents (29.9%) said sometimes they get influenced by the tactics of promotion activity related to their own brands of Tesco and 3 people (3.4%) clearly denied and said they never get influenced with marketing strategy and lastly, only 1 respondent (1.1%) claimed very often he get influence over promotion strategy of the Tesco.

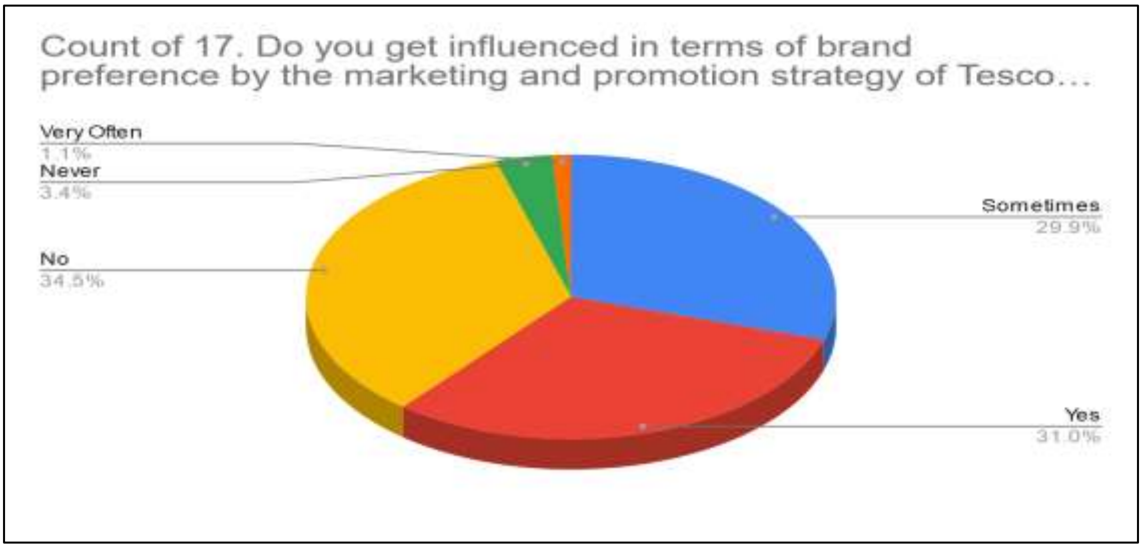


Figure 39 shows percentage of millennials who influenced by the marketing and promotion of Tesco own products

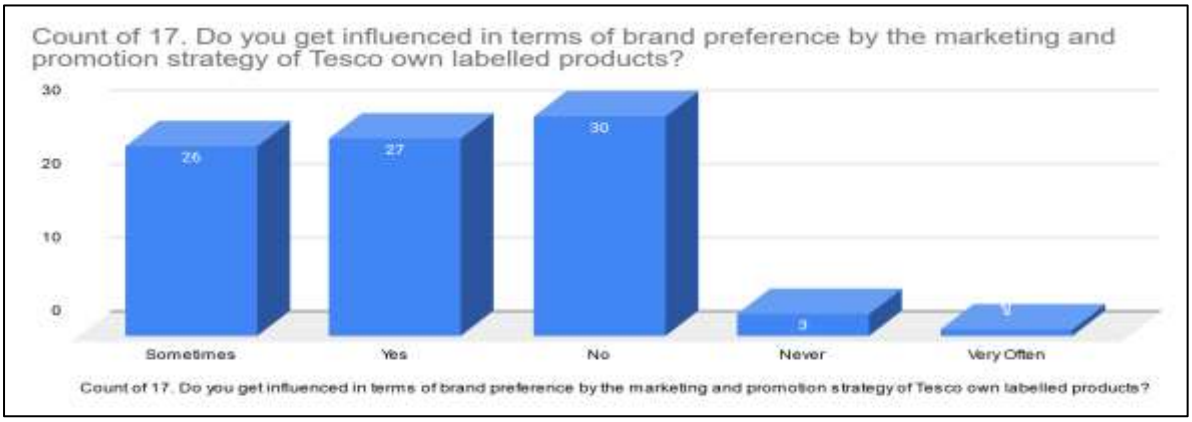


Figure 40 shows number of millennials who influenced by the marketing and promotion of Tesco own products

4.4.18 Does Pricing affect your decision making when buying Tesco labelled products?

According to the findings shown in figure 41 and 42 exhibits in detail participants agreement or disagreement in different levels whether Tesco own products prices affect or influence them when buying own products, it was found that most of the people who participated in the survey applied 43 respondents (49.4%) agreed with the idea that price is absolutely linked to decision making when buying Tesco own products followed by 33 respondents (37.9%) strongly agreed about influence of pricing factor. A (9.2%) 8 participants said they neither agree nor disagree with the pricing factor, followed by 2 (2.3%) who disagreed, and said that price does not have anything to do with their decision making when buying Tesco private labels and only 1 respondent (1.1%) strongly disagree with the fact that price had to do with their choice of buying Tesco products

Figure 41 shows percentage of millennials who influence by the Pricing of Tesco Own Products

Figure 42 shows number of millennials who influence by the Pricing of Tesco Own Products

4.5 FOCUS GROUP ANALYSIS

As mentioned in section 3.3.2, the focus group consisted of 5 individuals in one group and 10 individuals in second group, some of them were known to researcher and others were friends and colleagues and student of different colleges. There were many interesting and robust points expressed in different focus group and therefore being divided in to Focus Group 1 and 2 as each focus group interview held for at least 40-45 minutes in group of 5 and 10 individuals. The sampling was random and was chosen in the age group of Millennial which is the base of the research. All participants unanimously expressed a general preference towards Tesco's own brands except in specific categories. The theme of the discussion was purely based in grocery and daily requirement products but in times participants also discussed beauty and grooming, drugs, wines and beer line of categories consist of Tesco's finest, premium and everyday value product categories. The set of questions and discussion remained same as being surveyed in the online questionnaire so to keep the basis of the research same in both the aspect of quantitative and qualitative methods. The age group of every participants varies between 23- 36 years of age (Millennials) and study carried out to analyse the brand preference of millennials in buying Tesco's own labelled products. The first focus group was held at zoom call due to the time restriction and also to maintain social distancing guidelines whereas second focus group held at researcher's residence at spencer's dock at Dublin 1.

The basis of the focus group interview mainly consists of the factors of Tesco's own products over quality, pricing, satisfaction level, product packaging, substitute over national brands, perception of Millennials in terms of low quality, display in shelf, influence of Covid 19 pandemic in purchase attitudes, economical value of PL and marketing and promotion strategy on brand preference of Millennials and their buying behaviour.

The method used in focus group analysis is thematic analysis and coding as described as familiarisation with the data, searching for themes, reviewing and defining themes (Clarke & Braun, 2016). Whereas Terry, et al., (2017) describes the flexibility of thematic analysis as it decodes valuable information from 'traditional' face to face and focus group way of gathering data and can be used with textual data in qualitative surveys.

4.5.1 Focus Group 1

It consists of 5 individuals of different age group and all are student in Griffith college. The details of which are given below. The discussion was carried out through zoom call due to current Covid crisis and to follow the social distancing measures and the base of the discussion was revolved around the questionnaire analysis done in chapter 4.1.

Respondent	**Name**	**Age**	**Occupation**
R1	Aman	25	Student at Griffith College
R2	Yash	30	Student at Griffith College
R3	Dileep	30	Student at Griffith College
R4	Hamza	25	Student at Griffith College
R5	Srinivas	23	Student at Griffith College
Total	5		

Table 1

4.5.1.1 How you rate Tesco Own Products?

Some of the respondents said they buy once in a week and others regularly like chocolate, milk and basmati rice and majority of them said they rate Tesco products moderately in terms of pricing and quality as compare to the competitor like Aldi and Lidl. Respondents also said some of the own brand product of Tesco like dish washer and bleech are good and long lasting. Price remains cheaper in majortiy of the respondent when asked from other brands like Dunnes, Aldi and Lidl in grocery items like Tesco everyday value. Majority used Tesco basmati rice and found it cheaper with good quality but some respondent will buy products from national brand like kelloggs as perception of that local products have less quality. Interestingly ,Tesco ice cream is also consumed and rated good. Some agreed that Tesco chopped tomotoes are cheap in 40 cent with good quality.

4.5.1.2 How you Rate Tesco own products in Quality?

Most of the respondents said satisfied with the quality of the products as the kind of price we pay as compare to own products are satisfied but majority said they will refrain in buying Tesco beauty products as they will happily pay euros 10 for Nivea cream as compare to euro 2 for tesco brands of grooming products. Most of the respondents judged that quality would be an issue when using personal care products and they are more inclined to buy Tesco grocery products in comparison. Surprisingly, respondents also said Tesco medicines brands like multivitamins and minerals are cheaper and they frequently buy as they can easily identify combination of drugs in labels.

4.5.1.3 How you rate Tesco products in terms of Pricing

This is the answer which majority of the respondents agree as reasonable compare to national brands and even some products from Aldi / Lidl where they have to compromise with the quality.

4.5.1.4 How you Perceive at first when you see Tesco Own Products

The perception which comes out of the mind from millennials when they see Tesco products are fresh groceries, reasonable price, British chain products, variety of offers in alcohol. Ironically, all respondents restrict themselves to buy personal care product from Tesco label as they have assumption it not matches with brands like Loreal or Nivea or Colgate. They also acknowlege that Tesco promote other brands also by offering discounts. The respondents agree that Tesco also mean for convenience shopping and had variety of grocery product range, thus saving their time.

4.5.1.5 Tesco Own brands as Substitute over National brands

Respondents argued that they do not consider substitute but pocket friendly or tough competitor on grocery. One respondent said he thinks it can be substitute for certain products like chocolate spread which look alike Nutella with cheaper price and Tesco biscuits which look similar in look and quality as compare to other brands.

4.5.1.6 You buy Tesco own brands because of ?

Value for money, reasonable pricing, good quality and in some products as substitute over other convince millennials to buy Tesco brands and make it as one of the favourite brand preference.

4.5.1.7 Does Packaging and Quantity affect in choosing Tesco own product?

Quantity does matter as mostly the respondents are student and prefer good quantity but majorly denied that packaging influence their decision in buying own products as standard of packaging is same in whole Ireland and they do not go with fancy packaging.

4.5.1.8 Does Display of Tesco products in Shelves influence your decision in buying product?

Given the following discussion, majority said No, as display does not matters as mostly millennial compare with premium brand with local brand and whoever seems cheaper will buy in case of groceries. Sometimes, wide variety of display persuade them to try for own products of Tesco.

4.5.1.9 Does Pandemic like Situation Covid 19 persuade you to buy Tesco Own products?

Partially some say yes as uncertainity of job, made them to spend lesser on ready food from restaurants like ordering pizza from dominos instead they buy frozen pizza from tesco brands, some argued it has not change their decision to buy more own brands as products from Aldi, M&S and Dunnes are little expensive.

4.5.1.10 Tesco own product as economical value over other brands?

This question is very subjective and depends on product to product as personal care range is not economical and they prefer to buy from national brands. For grocery and basic essentials majority said Yes but they vary in the range of luxury chocolates and confectionary items

4.5.1.11 Does you influence by Marketing and Promotion activity from Tesco Own brands?

Majority of the group agreed that Tesco do not have any marketing strategy irrespective of only loyalty card which is common to all, most of the staff do not tell about discounts or promotion on counter, its either buy it or leave it.

4.5.2 Focus Group 2

It consists of 10 individuals of different age groups and consist of mixed occupation as table attached below. The discussion was carried out on face to face meeting at researcher's residence at Spencer Dock at Dublin 1. The base of the discussion was revolved around the questionnaire analysis done in chapter 4.1

Respondent	**Name**	**Age**	**Occupation**
R1	Rohit	36	Employed in IT company
R2	Divyansh	23	Student in NCI
R3	Trushita	25	Student in DBS
R4	Hanshu	28	Employed in Restaurant
R5	Awadhesh	32	Employed in IT company
R6	Chris	25	Employed
R7	Carolina	36	Unemployed
R8	Jigata	25	Student at DBS
R9	Shreyas	29	Employed in IT company
R10	Prateek	27	Student in DBS
Total	10		

Table 2

4.5.2.1 How many Tesco own products you buy and why?

The participants were disjointed in answering the question, as some said 2-3 products while others shop twice a week and buy around 8-10 own brand products which include softener, butter, detergents, cottage cheese as the quality is same like national brands and particularly Indian cottage cheese is cheaper than buying from asian stores. One interesting thing which whole group agreed that Tesco targets masses with different geographical locations and as Dublin is multi cultural city, Tesco promotes its own brands by localizing the products according to different soceity like Tesco tea bags who identically look like packing of indian tea, tesco chips, cleaner and breads.

4.5.2.2 Tesco own brands in terms of Quality and Pricing?

The group unanimously answered Tesco brands in terms of quality as good as compared with its competitors like Aldi and Lidl and majorly satisfied with the groceries. Contrary to this one member was quite satisfied with beauty products like tesco brand anti dandruff shampoo range. It was generalised thought that tesco express is costlier and do not have much own brand options and most of the millennials wants to shop from big Tesco stores like Jervis Mall or Parnell street as compare to tlbot street which has wide range of products. In terms of pricing the group agreed that Tesco own brands always be affordable for their pockets.

4.5.2.3 Do you perceive tesco Product as low quality product?

Majority of the people said No for this particular question but agreed sometimes it has low quality such as product of M&S has good quality but again higher in pricing and spread of carry gold has huge difference in quality as compared with tesco brands. Quality differs from product to product such as one member was quite influenced by the packed can of chick peas and kidney beans of tesco in terms of high quality.

4.5.2.4 Do you consider Tesco brands as Substitute over other national brands?

The group agreed with the one fact that Tesco is again localizing its own products in terms of geography and locations. The majority consider it is a substitute in gorcery item as compare to national brands and it competitor like Spar or Lidl just to capture greater market share. Product like cottage cheese which is widely used in indian dishes is soon become substitute product as previously people buy it from asian stores but now the quality and price attracts them to test and trial the product and also chutneys, frozen chicken biryani and chicken tikka.

4.5.2.5 Does Pricing and Packaging influence your decision?

The participants in the group agreed that yes pricing is the major factor which influence the decision to buy tesco brands as mostly have started their journey as student here, and have limited money to spend for the grocery items so, as comparing with Dunnes, Aldi or M&S, the price seems economical with good quality in major items and as packaging is concerned all agreed that Tesco packaging and logistic are clean and consistent.

4.5.2.6 Does Pandemic like situation like Covid 19 influence their preference to buy Tesco own products?

There were conflicting answers in the group as some participants who are student and searching for a job said yes and others who are employed said no. Particularly 2 respondents who are students have temporarily laid off from their work so they prefer to buy cheaper products from Tesco. Eg one respondent use to drink Red bull but due to such circumstances switch to Tesco energy drink and do not find any major difference but yes Red bull is a brand and price was commendably higher. Some said purchasing of grocery never change their decision as it was needed and essential.

4.5.2.7 Do you recommend Tesco Own Products?

All the participants unanimously said yes and said they will recommend their colleague and friends for some of the own brands of tesco like turmeric, basmati rice, frozen beans, salt, spices and frozen chicken due to lower price and good quality. One member even promoted tesco brands outside the country as she bought Tesco brownies, garlic bread and muffins as Tesco targets cosmopolitan population of different tastes.

4.5.2.8 Do you influence by the Marketing and Promotion Strategy of Tesco Own brands?

The group was distorted in this question as some were influenced by their weekly basis promotion on all products, club cards discounts. But some said they never influenced by the promotion strategy of Tesco as they never promote their own brands on ads or in social media but only do inhouse marketing of brands by displaying in the aisle. The group also recommended that Tesco should provide better consumer expereince (CX) while shopping and should increase the number of counters for smooth billing of the products which was again a recommendation provided.

5 Discussion

5.1 Introduction

Before discussing above data in detail, let us understand the purpose of the current study, specifically research question and its objectives: the author of this thesis set out the following research question to be answered.

(1) What are the brand prefrence of Millennials in choosing Tesco's own label brands over national brands?

(2) Does Pricing influence Millennials to buy Tesco's own labelled products?

In the pursuit of answering these questions, the author also set out to accomplish the following objectives: 1) To identify the attitudes and purchase behaviour of Millennials in choosing Tesco's private label brands over national brands in terms of brand preference. 2) To identify whether Millennials consider Tesco's store brands as a possible substitute for national brands. 3) To evaluate if Tesco's brands are perceived as lower quality products in brand preference of Millennials. 4) Does Pricing play an important role in brand preference of Millennials in choosing Tesco's own labelled products over national brands.

5.2 Millennials attitudes and purchase behaviour in terms of brand preference (Pricing and Quality) towards Tesco's Own Products

As seen from figure 15 and 16 majority of the total sample satisfied in terms of quality i.e (58.6%) of the Tesco own products and also in figure 17 and 18 (59.8%) of sample termed Tesco brand as reasonable and would choose these local brands over national brands if it constitute two major element i.e good quality and reasonable pricing. This feedback reinforces the hypothesis of Dhar & Hoch (1997), that the larger the price difference between rival products, the more likely it is for consumer to choose more affordable product as they assure that consistency of the quality will not be compromised in the process.

Further examining millennials preferences and in particular the reasons why consumers prefer Tesco products over national brands, the responses from the survey for both the categories revealed that price benefit of Tesco brands is still the key reason why consumers are attracted to them. However as seen in both focus group millennials chose quality of some product even in the product line of beauty and grooming and cleaning product as good in quality. This demonstrate how the investment by Tesco to improve their own brands has resulted in improved attitudes from their customers especially of millennials towards their own label product. What is interesting about this finding is, as discussed in chapter 2, a major obstacle for PLs is to catch up with NBs who are continuously innovating their packaging to retain a competitive advantage and to be viewed as higher quality in shop shelves (Sutton-Brady, et al., 2017) as cited in the literature. However as figure 25 and 26 in chapter 4 regarding packaging and quantity of the product in Tesco own brands persuade them to buy, in which majority (42.5%) said yes that good packaging attracts them to buy the product whereas in terms of good display of product in shelves again majority (34.5%) said good display influence their decision to buy PLs however this was present in the negative context in focus group, whereby “value” range of Tesco in terms of packaging and display not persuade them to buy as they prefer more for quality products and reasonable price. According to focus group 2 every product has standard packaging in Ireland. This brings up the interesting point of greater value and good quality in light of this report as mentioned in chapter 2 by (Nenycz-Thiel & Romaniuk, 2009 ; Parker, 2018). This leads the researcher to question whether impact of product’s packaging and display of products in aisle plays a predominantly sub conscious role in customer decision- making – something perhaps worth researching in greater depth in a future study.

5.3 Does PL made Millennials more Price Concsious

As can analysed from figure 41 and 42, majority of the respondents (49.4%) agreed with the idea that price is absolutely linked to decision making when buying Tesco own products and also discussed in focus group 2 that pricing is a important element to consider while purchasing of private label brands over national brands in millennials. With this in mind major, the author hypothesis that element of ‘price consciousness’ as cited by Walsh & Mitchell (2010) argued PLB achieve market attraction by competiteveness and low costs and then step up market over in terms of ingredient component selection, marketing style and selection of customers. When respondents were questioned if the rise in PLs across product categories resulted in a greater selection of range of products based entirely on price, the feedback was less clear, while the majority of participants either strongly agreed or less agreed. The findings from the focus group helped elaborate a bit further as what make the private brands of Tesco much cheaper as it compromise with the quality in certain products or its inferior with other national brands as one of the participant argued that personal care product which are available in 2 euros would be of 10 euros in brands like nivea, will its quality would be inferior? This contradicts the theory of ÖZSOY (2016) in the chapter 2 which argued that consumer tend to purchase a particular brand in a product category just because of a better perceived picture of a brand and the price is not the significant determinant.

This limited perspective indicates that contrasting phenomenon identified by Gabrielson and Sorgard (2007) about brand addict and switcher exits with the population of millennials. When choosing preferred brand or product "brand addict" will not pay much attention to price while "price conscious" will select the brand that offers best value and worth buying in lesser price.

5.4 Tesco Private Labels act as Substitute over National brand products

In figure 21 and 22 that majority of respondents in the category i.e. 53 (61.6%) believes sometimes Tesco own products act as a substitute over national brands, whereas in focus group 1, espondents argued that they do not consider substitute but pocket friendly or tough competitor on grocery while in focus group 2 that Tesco is again localizing its own products in terms of geography and locations. The majority consider it is a substitute in gorcery item as compare to national brands and it competitor like Spar or Lidl just to capture greater market share. This supports the theory given by Laaksonen & Reynolds (1994) in chapter 2 that scope of own brand growth in Europe is considerable as there are variation in own brand market share in terms of brand penetration, categories, products and retailers and also narrate the literature of chapter 2 in which Amrouche & Zaccour (2007) discussed about the positioning in merchandising and shelf spacing which helps PLs to be substitute of NBs to attain greater market share.

This was an argument raised during the focus group – where the price difference is too wide this begs the question of how much cheaper will one be than the other? In fact, one focus group participated commented, while deciding two chocolate spread- one tesco spread and comparing it one of Nutella brand which considers a close substitute product and similarly other participant while comparing the taste of Red bull with Tesco energy drink found taste almost similar except of commendable high pricing. This supports Sutton-Brady, et al.,

(2017) theory that that the design of many private label items matches national labelled goods and it become difficult to distinguish between national and private label brands which act as a substitute goods.

6. Conclusion and Recommendations

6.1 Introduction

This chapter attempts to demonstrate the findings obtained for the analysis undertaken, by summarizing all the results provided in the chapter above, with the goal of having a clearer interpretation of those and a clear conclusion for the research conducted. Recommendation is given at the end of the chapter for more analysis.

This study set out to attempt to answer the question of Impact of Tesco's Private Labelled brands on buying behaviour of Millennials in terms of brand preference in Irish market. Accompanying this question were objectives that the author hoped would elaborate and help to give further deep understanding towards millennials decision making process in buying private brands in terms of quality, pricing or as a substitute product.

6.2 Conclusions

The aim of this dissertation was to examine and analyse brand preference of millennials towards Tesco's private brands. In order to carry out this study, a key goal that also had sub objectives was set, all the theoretical material that supports all the subjects treated in the analysis is included in the literature review, which has been extensively reviewed.

The primary objective was fulfilled in chapter 2 and in chapter 3 of the finding and analysis c by integrating primary and secondary data. The number of respondents who usually showed a positive perception towards Tesco own products was very high considering the use of various adjectives to describe it such as reasonable pricing, wide variety, convenience shopping, value for money, quality product at low price and even in some cases substitute product over national brands. In total 88 respondents from online questionnaire survey and 15 from focus group interview took part for the research.

The acceptance of private brands and their effectiveness when it comes to be considered as substitute products over national brands by the millennials in numerous ways but majority of them around 53 participants constituting (61.6%) think of a private label brands as a substitute for other national brands which are promoted by diverse campaigns, at par quality, quantity, packaging and display, which is the aspect that distinguishes them and creates a positioning in the mind of the consumers. Whereas in focus group private brands were found as tough competitor in terms of pricing and the second focus group also mentioned that it is the strategy of Tesco to localise its branded products according to different geography and location. However, when the quality perception of the Tesco own brands was certainly divided with the majority of participants satisfied in terms of quality of the product constituting 51 (58.6%) out of 87 respondents, whereas (21.8%) voted for average quality but as compare in focus group majority of millennials will refrain to buy beauty products and will prefer more of grocery products. Furthermore, there was a mixed perception towards the brand preference, when it comes to packaging and quantities, the majority of the participant in this research around 37 (42.5%) out of 87 respondents said yes, as those attributes can surely persuade them to buy own brands of Tesco, whereas (18.4%), 16 people said No as these attributes do not convince them to buy these products. Similarly, in focus group majorly denied that packaging influence their decision in buying own products as standard of packaging is same in whole of Ireland and they do not go with fancy packaging.

The effect of pricing in choosing Tesco own products have shown many different aspects of millennials and the decision was unanimously same. Out of 87 respondents the majority of participants found Tesco own products reasonable i.e. 52 (59.8%) but when asked the same question that whether Tesco products are economical over national brands, the discussion was disjointed in focus group as they found groceries as economical over personal care product and it is subjective and depends on product to product and around majority of the participants i.e. 55 (63.2%) out of 86 respondents in the survey found Tesco products as economical over other international brands in terms of pricing and quality and that constitute the core of the study in terms of brand preference.

The author also asked the question whether pandemic like situation such as Covid 19 has any influence in buying Tesco labelled products in which majority of the respondents denied the fact in which 42 respondents (48.3%) of the sample surveyed which is quite a considerable number said No whereas in focus group partially said yes as uncertainity of job, made them to spend lesser on ready food from restaurants and prefer to buy less expensive products from Tesco brands. The question related to perceive Tesco labelled products as low-quality products gathered mixed perception from 87 respondents from which majority i.e. 38 participants (43.7%) considered Tesco own brands as low-quality products whereas contrary to this in focus group majority denied it as low-quality product and agreed that quality changes with the product range as beauty product assumes to be of low quality as compare to national brands.

Finally, millennials have spoken about the level of satisfaction they have got in terms of Tesco private label; a very high number of participants around 51 constituting a large chunk of sample (58.6%) said they were satisfied with Tesco products (very satisfied 18.4% and neutral 21.8%). This information is very acceptable and it reveal that due to the high degree of acceptance, which is closely linked to the image of the goods and the brand itself being study, the role of the consumer (Millennials) in terms of quality and price is very well received and acknowledged.

To sum up, this research presents every facet and numerous issues pertaining to Tesco's own product in terms of brand preference of millennials in terms of pricing, quality, packaging, substitute of product and lastly satisfaction level which is covered in different chapters of the dissertation. All the data collected were gathered from 88 participants from online survey and two focus group conducted in the group of 5 and 10 people each who had the ability to give feedback of their own behaviours, brand preference, perceptions and expectations towards the brand and at the same time enable the researcher to complete his thesis. Ultimately, it was found that there is mixed of perceptions, attitudes, brand preference towards Tesco's own brands in terms of pricing, quality, economical value, generic brand, satisfaction level and as a substitute product over national brands. Of the 103 people who engaged in this research (including surveys and focus group), optimistic views prevail. However, there were inconsistencies among occasional buyers in some respects as some others expressed their dissatisfaction with the goods of factors such as quality, price, brand preference, assumption for national brands regardless of their prices.

6.3 Recommendations

From the results of the current research, the author believes that general perception held by Tesco consumers particularly millennials has improved, the preference for national brands in certain categories like premium products (beauty, luxury chocolates, wines, beer and grooming brands) is higher due to the trust built up over the years. Furthermore, in analysing the responses given by focus group, it was evident that consumers lack a clear understanding of why they feel level of confidence in particular national brands like Loreal, Nivea, Kellogg's, Haagen-Dazs. It requires a prolonged exposure of trust and time and less emphasis on price and focus on satisfaction and promotion strategy of the NBs to build same kind of trust in Tesco PLs in such categories

Therefore, author's recommendations are as follows:

- Extensive study should be conducted with larger sample groups, to understand a better understanding of what is being studied as it has wide scope of research in the area of brand preference of millennials in private label brands as it will unpack more robust understanding and scope of the study.
- Further research on Tesco private labels or even competitors like Aldi, M&S, Dunnes, or Lidl certainly provide more accurate information regarding millennials attitude, perception, buying behaviour and brand preference towards private brands.
- Evaluate brand preference and perception at different locations across Ireland in different areas where social class have more or less disposable income to see if they perceive in the same way as current study strictly conducted in Dublin with less random sampling.
- Improve product packaging and innovation to the standard specifically premium brand of Tesco like "Finest" range and to rebrand some items of "Everyday Value" range across the categories which shows weakest sales and revenue.
- To carry out different marketing and promotion activities specifically for Tesco's private label brands to strongly position the brand in consumers mind in terms of better quality than NBs
- The author suggests offerings samples in store that would aid in greater reach and potentially convert as "switcher"

6.4 Direction for Future Research

The author suggests many prospects for the future research of Tesco's PL in terms of performance, quality, brand preference and pricing over NBs and what motivates millennials to choose private brands over national brands. There is area identified by author that could be further investigated and how the current method in the study can be improved or adopted.

In future studies, an increase in the sample size would be of great benefit. Since the current study was time limited as its fulfilment of Master's program, it was not possible for the researcher to devote more time to extending the study and as a result the findings from this study cannot be generalised due to a smaller number of samples.

Time is a major constraint for the research as the author believes that future studies in this field would benefit considerably without such restrictions. Lastly, another area for the improvement of using larger focus group (at least 5 groups) with the participation of 7-10 members each of different demographics and coming from multi-cultural background which would provide much needed insights of brand preference, brand attitudes and product perception and selection.

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Appendices

Online Questionnaire

Impact of Tesco's Private Labelled brands on buying behavior of millennial's in terms of brand preference in Irish market Quantitative

<u>Research Questionnaire for Quantitative Research</u>

1. Gender ☐ Male ☐ Female

2. Age ☐ 22-25 ☐ 26-29 ☐ 30-33 ☐ 34-38

3. Occupation ☐ Student ☐ Intern ☐ Executive ☐ Employed ☐ Unemployed

4. Net Average Monthly Income ☐ Less than €1000 ☐ €1000-€2000 ☐ €2000-€3000 ☐ €3000-€4000 ☐ €4000-€5000 ☐ Above €5000

5. How often do you buy from Tesco Stores?
   ☐ Daily ☐ Once a week ☐ Twice a week ☐ Thrice a week ☐ Monthly ☐ Never

6. How many Tesco owned products on average do you buy every time you go for shopping?
   ☐ 1-2 Products ☐ 3-5 Products ☐ 7-10 Products ☐ More than 10 Products

7. How do you rate Tesco Labelled products in terms of quality?
   ☐ Satisfied ☐ Highly Satisfied ☐ Dissatisfied ☐ Highly Dissatisfied ☐ Average

8. How do you rate Tesco labelled products in terms of pricing?
   ☐ Cheap ☐ High ☐ Average ☐ Reasonable ☐ Very High ☐ Very Cheap

9. Do you perceive Tesco labelled products as low-quality products?
   ☐ Definitely Yes ☐ Definitely No ☐ Sometimes ☐ Never ☐ Always

10. Do you consider Tesco labelled products as substitute over International brands?
   ☐ Definitely Yes ☐ Definitely No ☐ Sometimes ☐ Never ☐ Always

11. You buy Tesco labelled products because of?
   ☐ Product Quality ☐ Value for Money ☐ Promotions ☐ Good Shelf Display
   ☐ Substitute Products ☐ None of the Above

12. Does pricing affect your decision making when buying Tesco labelled products?
☐ Agree ☐ Strongly Agree ☐ Neither Agree nor Disagree ☐ Disagree
☐ Strongly Disagree

13. Does Packaging and quantity in Tesco own brands persuade you to buy them?
☐ Yes ☐ No ☐ Sometimes ☐ Very Often ☐ Never

14. Does display of Tesco own products in shelf persuade you to buy them?
☐ Yes ☐ No ☐ Sometimes ☐ Very Often ☐ Never

15. What is the first word that comes to your mind when talking about Tesco own brands products?
☐ Variety ☐ Low Price ☐ Value for Money ☐ Convenience ☐ Good Quality
☐ Good Display ☐ Promotion ☐ Low Quality ☐ None of the Above

16. Does Pandemic such as Covid-19 has any influence in buying Tesco own products?
☐ Yes ☐ No ☐ Not Sure ☐ Never

17. How satisfied are you with Tesco own brand products?
☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

18. Would you recommend Tesco Own brand products?
☐ Yes ☐ Definitely Yes ☐ No ☐ Definitely Not ☐ Some of them

19. Do you consider Tesco Own products as an economical value over national brands/products?
☐ Yes ☐ Definitely Yes ☐ No ☐ Definitely Not ☐ Some of them

20. Do you get influenced in terms of brand preference by the marketing and promotion strategy of Tesco own products?
☐ Yes ☐ No ☐ Sometimes ☐ Very Often ☐ Never

Focus Group – Consent Form

An Investigation into the Impact of TESCO's private labelled brands on buying behaviour of Millennials in terms of brand preference in the Irish Market

Tanveer Samdani, MSc Marketing Student at National College of Ireland

1) I confirm that I understand what the research is about and have had the opportunity to ask questions.

2) I understand that my participation is voluntary and that I can withdraw at any time without giving a reason.

3) I agree to participate in the research.
Please tick box
Yes No
4) I agree to the use of recording equipment.

5) I agree to the use of anonymised quotations in publications.

Participant's name: ……………………………………… Signature:
………………………………………….
Researcher's name: ………………………………………. Signature:
………………………………………….
Date: ………………………….