

**IMPACT OF PRIVATE LABEL BRANDS ON  
SKIN CARE PRODUCTS IN THE  
MILLENNIALS BUYING BEHAVIOUR IN  
IRELAND - A STUDY ON PRIMARK**

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### **Abstract**

Private labels have attracted attention mostly because they increase a retailer purchasing power, but rather because they damage the balance among retailers and suppliers by one of export markets to one of competitors. Antitrust regulations have been placed on legal leading experts to find out how to stop these activities. High operating expenses, rising market costs, and rising inventory risk may pose a significant threat to marketing strategy. In this research report, the customer retention of Millennials to the Primark product will be demonstrated. As a result, this study will have a two-fold effect: first, it will aid in identifying the actual impact of Brands and their role in shaping millennials purchase behavior. The massive growth and development of branded products (Private Label Brands) in many markets and international markets has dramatically altered the industry's financial theory, leading to a new brand landscape pattern. The study discusses the Private Label Brands influence, which is focused on Irish skin care labels. With the aid of various themes, that critical review focused on the results of past researchers is illustrated inside this research study. This study will aid the research community in gaining a fast understanding of Irish skincare products labels and their distinguishing features.

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## 1. Introduction

The aim of this chapter is to lay out the dissertation's structure. It also includes an analysis of consumer preferences, particularly among millennials, in terms of brand preference for private labels, as well as an explanation of why it is worthwhile to study this subject, as well as a personal argument for why it is important to the researcher. New tactics and innovations have been implemented in order to boost market results; competition has been more competitive than in the past, forcing companies to develop creative approaches in order to compete and step forward in order to better position themselves in the eyes of customers and attract a greater number of buyers.

### *1.1 Research Background*

Private labels are also known as home brands, own brands, own labels, supermarket brands, retailer brands, and likely more, according to (GULIYEV, 2015). A private label, according to (Steenkamp, 2007) is "*any brand owned by the manufacturer or distributor and distributed exclusively through its own outlets.*" As a result, brands like IKEA, Gap, H&M, Next and Tesco are considered private labels because their products are only available in their own stores.

As stated by (Daskalova, 2012) concerns regarding the effect of private label products on consumer health and competitiveness have grown over the last decade. Private labels have piqued interest not only because they boost a retailer's bargaining power, but also because they transform the relationship between retailers and suppliers from one of trading partners to one of rivals. Private labels are thought to create incentives for product chains to resort to policies that result in unfavorable outcomes for consumers because they put the retailer in the dual position of customer and competitor of its suppliers (Cuneo, Milberg, Benavente, & Palacios-Fenech, 2015). Misuse of a branded good's product details to launch rival private label products, de-listing of tertiary brands to replace them with undifferentiated me-too private labels, and abusing the strict rules on resale price maintenance to put the private label product in a more advantageous position vis-à-vis the brand are only a few examples of these activities. Legal experts and professionals have been pressed to figure out how antitrust laws could be used to curtail these practices.

A variety of factors have influenced the strategies used by large retail chains to remain competitive and increase sales volume, which is the ultimate objective of any company, over the last three decades. One of these factors is the global financial crisis that has affected the whole world over the last eight to ten years; another important factor is the purchasing decision, in which buyers assess things that will determine what they are buying, how much they can afford to buy, and whether the price they pay is justified by the product's quality (Goldshtein, 2018). According to the Private Label Manufacturing Association PLMA, supermarket labels account for 40% of the industry in countries like Switzerland, Portugal, and the United Kingdom, according to a 2012 study (PLMA, 2012).

### ***1.2 Problem Statement***

The main objectives of the private label brands are to differentiate the brand from its other competitors, to accelerate profit generation and gain market share (Mostafa, 2018). As the PLBs could be considered as the brands growth driver, there are significant challenges based on the operation of PLBs (Pepe, Abratt, & Dion, 2011). The high expenses based on research and development, increasing expenses of the market and increasing risk of the inventory could act as a prominent threat for the brands development. The millennials play a pivotal role in the market and influencing the buying behavior of the millennials are not at all easy. The increasing growth of the private labels, varieties of offers presented by the private labels further leads to its market value maximisation. The increasing competitiveness of the market can be managed or monitored with the private label brands. As it has an alternative path of success through establishing their prominent value of the shoppers through provisioning an assortment based on the product selection at a cost-effective range with a comparable or superior quality (Walsh & Mitchell, 2010).

### ***1.3 Significance of the research***

The research study specifically focuses on the impact of the private label brands based on the skin care products as per the millennials buying behavior in Primark. The research study will further determine the factors which helps in influencing the buying decision of the customers. The positive as well as the negative aspects of the PLBs will be discussed. The brand loyalty among the Millennials regarding the Primark brand will be illustrated in this research study. Therefore, this research study will foster two way significance, firstly it will

assist in understanding the key impact of the PLBs and its role in influencing the buying behaviour of the millennials and secondly, the PLBs could access the data and information gathered in this research study to strengthen their strategies. Further, the research study will be significant to the future researchers interested in working with the operational strategy of Primark.

#### ***1.4 Research Rationale***

The research study will draw light towards the essential aspects of the Primark brand which influence the buying behavior of the millennials. The research study will draw light towards the involvement of the millennials on the Irish skin care PLB market. Previous researchers have highlighted private label brands and their market reach, but failed to provide proper emphasis on the Private Label brand based on skin care products and their impact on the buying behavior of the customers. Here in this research a detailed investigation based on the Irish millennials buying pattern and the way they are influenced by the PLB Primark will be carried out.

## **2. Literature Review**

### ***2.1 Introduction***

The literature review section of the study aims to provide a clear idea regarding the existing literature based on Private Level Brands and their impacts of the buying behavior of the customers specially the millennials. The influential power of the PLBs which is specifically based on the Irish Skin care brands are elaborated in this section. The critical analysis based on the findings of the previous researchers are highlighted here in this research study with the help of different themes. This section will help the future researchers to develop a brief insight regarding the Irish Skin care brands and their influential characteristics. A brief idea regarding the importance of customer engagement and loyalty in the future prospect of the Private Level Brands is also determined. In order to identify the influential power of Primark, the literature review section will help in finding the role of other PLBs in Ireland as per the findings based on the buying behavior of the customers.

### ***2.2 Private Label Brands***

Private labels first appeared on the scene in the United States, Europe, and Australia many decades ago as low-cost, inferior goods. They were sold as "generics," with the product name, such as "milk" or "butter," written in plain script on a white background, rather than the retailer's name. They were mostly basic food items, canned goods, and paper goods, and they were sold at low prices that were comparable with the lowest-priced commodity in the category. The product line was attractive to shoppers on a tight budget. They were thought to be of poor quality but low cost. Since the product is already inexpensive and there is normally only one product to choose from, retailers seldom run price promotions. It is extremely well-known in the United Kingdom and Australia. As retailer tactics have changed, so have the approaches to include luxury store brands. Retailers have recognized the potential to distinguish their brands and thereby reach a new market segment. The most recent trend is to create high-quality items with distinctive packaging that are marketed by the manufacturer as a whole new product line aimed at competing with the top brands in the range states (Steenkamp, 2007). They further add that there are two types of premium brands:

- A premium private label that is exclusive, more expensive, and of better quality than rival brands.
- The premium-lite store brand, which is marketed as being on par with or better than rival brands in terms of quality while being less expensive.

### ***2.3 Taste the Difference is Sainsbury's premium line, Tesco Finest is Tesco Finest, and Asda Extra Special is Extra Special.***

These labels and packaging both communicate to the customer that this is the best product available. Since it has successfully branded its food lines as gourmet, high-quality food in the UK, the Marks & Spencer chain will charge premium rates for many of its own label food items. The fourth major subcategory of private labels is value innovators. Retailers who have adopted this strategy have concentrated on reducing costs and streamlining processes in order to simplify commodity development and marketing, allowing them to sell high-quality products at low prices. IKEA, a Swedish furniture corporation, has achieved this by cutting costs in the process and passing on the collection and assembly of pieces to the customer (Burt, Johansson and Thelandar, 2011).

According to (2020, p. shih et.al) results, the existence of large national brands has a positive spillover impact on the success of private labels in fashion social media, which in turn affects private label product sales.

Primark is a perfect example of this; it has a “look good pay less value” that reaches a out to the audience with a huge variety, a more comprehensive product of higher quality in all respects; the private brand industry has clearly identified market demands and produced a common brand at various levels; Primark is a perfect example of this; it has a Look good pay less Value that reaches a small audience with a huge variety, a more comprehensive commodity of higher quality in all respects; and it has Consumers become more inclined to store brands in difficult times, which offers distributors a great opportunity to reach deeper into the minds of buyers(Primark, 2019).The economic crisis and recession in Ireland and Europe made favorable for store or private brands.

The question is: what do consumers expect from the industry, what are their needs, and how can they be met, as well as how do they treat private label brands? If they can be satisfied, then every organization has a chance of building a profitable and stable brand (MOLLAH, 2014). According to Chowdhury, consumers' perceptions of private

label products must remain positive in order to maximize the brand's image and reputation in the marketplace (Chowdhury, 2016).

#### ***2.4 The relationship between price and quality in durable product categories with private label brands.***

As interpreted by Peter J. Boyle, (2018) despite little to no difference in overall quality standards, the price of NBs in durable goods was significantly higher than the price of PL brands, with the proportion of categories with higher PL quality nearly equaling the proportion of categories with superior NB quality. There was a moderate correlation between price and quality. Market expectations differed in accuracy based on how important a brand was in buying decisions for specific product categories.

#### ***2.5 Understanding Private Label Brands:***

##### **PLB Image: its relationship with store image and national brand**

According to (Archna Vahie, 2006), stores must concentrate on the store quality dimension to improve the credibility of their Private Label Brands, as it affects both the quality and affective aspects of Private Label Brands. Store environment, comfort, and price/value dimensions are other Store image dimensions that have a direct impact on either Private Label Brands efficiency or Private Label Brands efficiency. If the image and NB image are seen as congruent, the appearance of National Brands in a store has a negative impact on both the content and affective dimension of Private Label Brands, even though it is in line with the Store Image. Managers should make sure that their store's National Brands are consistent with their own Private Label Brand name.

As stated by Ashley (1998), because of their increasing success, private-label products have become a major threat to consumer-goods manufacturers. Non-branded goods, also known as own labels and store brands, currently account for approximately 15% of market share in the United States, more than 20% in France, Germany, and Switzerland, and nearly 30% in the United Kingdom. Private label growth can be attributed to their lower prices, higher profit margins for retailers, improved quality, and more aggressive marketing by retailers. Branded brands must be able to compete successfully with private labels if they are to survive.

### ***2.6 Why do firms set up their brand?***

According to J.MilbergaAndresCuneoabCatherineLanglois (2019), the competitive dynamics between leading brand producers and retailers have been significantly altered as a result of retailer consolidation across markets. The days of brand producers dictating the rules of the game to willing retailers are long gone. Retailers are no longer just channel partners, but business partners with whom to establish business-to-business partnerships, thanks to more powerful bargaining capacity. This is particularly true now that retailers have created their own private label labels (PLB) and are aggressively looking for brand manufacturers to supply them. Providing PLB to brand producers may have potential benefits, but it may also hurt income.

Private label brands' (PLBs) significant growth and transformation in many categories and markets around the world has significantly altered the economic reality of the industry, resulting in a new structure of the brand landscape (AndresCuneo, 2019). This effect has also led to the development of customer brand preference trends. There are four market segments defined by segmenting brand buyers based on their brand preference actions and psychographics, specifically lifestyles, such as buying different mixes of brand typologies, namely top-tier and second-tier producer products, as well as PLBs. Each segment's brand preference pattern is guided by various motivations.

### ***2.7 Risks involved in Private Label brands***

Private labels have emerged as a key piece of a retailer's assortment as more brands choose to sell direct to consumer, and those who capitalized on the trend did well this year. Lower-income shoppers used to be the primary drivers of the private-label sector. And there were the money-conscious millennials. Wealthier customers are now opting for private labels, putting pressure on national brands.

The retailers are utilising the PLBs for increasing the customer loyalty and most essentially profitability. As per the researchers, the consumers' decision varies regarding investing on the PLBs because of its perceived risks based on the various categories of product. On the other hand, the private label brands provide increasing risk to the parent brand. These PLBs allow the retailers in order to provide a wonderful experience which is hard to replicate easily. As per the 2018 trend it has been identified that the retailers are more willing to promote and cultivate the Private Label Brands more enthusiastically (Manikandan, 2020). The e-commerce giant Amazon has around 41 private label brands and

is continuously expanding. The PLBs could be a prominent risk for the manufacturers who are struggling in order to maintain proper equity in brands which the companies have built over a span of time.

### ***2.8 The retail and food and beverage industries also depend heavily on private label labels.***

There are about as many private label labels as there are other brands in every supermarket or superstore. According to Oracle's Private Label in North America study, the dollar value of private label products sold in mass retail grew by more than 41% from \$43.1 billion in 2013 to \$60.8 billion in 2018. Retailers and store owners will have a lot of brand and sales opportunities as a result of this. However, there are risks associated with such benefits, such as recalls, mislabeling, pollution, and so on. Establishing and fostering confidence in the era of openness and traceability is critical to a brand's private label products' development and sustainability. Consumers are more likely to trust new brands that are honest and authentic, according to Oracle's Setting the Bar report. We now live in an age of high consumer demands, new technologies, and complex supply chains, and brands must be more open. In the private label sector, there are many opportunities. The percentage of dollars spent on private labels has risen in recent years all over the world. According to a Nielsen survey, private label market share rose in 12 of 19 countries in 2019 and reached 30% or more in 17 countries. However, at 18 percent, the United States lags behind countries such as the United Kingdom and Australia. This suggests that the private label industry in the United States has much more potential. This potential also translates into sales for retailers and brands, as private label products have 25-30% higher margins than branded products. Private labeling also has long-term potential due to the value of loyal customers. According to another Oracle survey, 53% of customers shop solely for private label items at specific stores. This can contribute to brand loyalists over time, as 40% of shoppers choose to stick with their favorite brands rather than pursue new ones.

### ***2.9 Private Label Brand Specific to skin care***

The competitive market place has experienced a dramatic shift based on the brand landscape, which further results in visible shifts in the consumer brand choice as well as in



the consumption pattern (Dimitrieska, Koneska, Kozareva, & Teofilovska, 2017). The changes are more evident due to the transformation and presentation of the Private Level brands (PLBs), across various industries, product categories and countries. The development and the evolution of the Private Label Brands provides essential competitive challenges to the manufacturers and the brand managers and the PLBs also provide essential understanding based on the brand future. The revenue in Ireland in the Skin Care segment is around US\$183.5m in the year 2021. The skin care market of Ireland is expected to increase annually by around 2.74% (CAGR 2021-2025) (Statista, 2021). As per the global comparison, the majority of the revenue based on the skin care products are generated in the US that is around US\$18,702m in the year 2021 (Statista, 2021). The skin care market of Ireland includes various types of cosmetic products designed and manufactured from pampering and protecting the skin. The Moroccan Organica, Madara Organic and HSA cosmetics are some of the prominent examples of skin care Private Label brands (Organica Group, 2020; Madara, 2020; HSA, 2020).

### ***2.10 Key drivers for the market penetration and growth of the Private Label Brands (PLBs)***

The PLBs can be defined as the product generated by one manufacturer and further sold under a different company's name. As opined by Dimitrieska, Koneska, Kozareva, & Teofilovska (2017), private labels in one sentence can be elaborated as those which do not sell under the manufacturers instead it is sold under the retailers. The basic yet most essential drivers which helps in the market penetration of the PLBs includes the following.

- The Recession: In the economic crisis, the consumers mainly focus on the affordability, value and price as a result the recession is one of the drivers in expanding the PLBs because of its low-priced characteristics.
- Retail landscape: The retail concentration level is highly correlated with the private label penetration. The increased level of the trade concentration does not only enhance the retailer's negotiation ability against the manufacturer but it also gives a critical mass which is needed for the investment in the development process of the PLBs.
- Better quality of products: Various studies have illustrated that the difference in the product quality gap of the PLBs and the National Brands in reducing and the PLBs are providing much better-quality products after their evolution and transformations.

- Innovation or renewed Approach: In order to give proper stress on the different shopper segment and category management various new innovations and development are introduced in the Private Label Brands. The evolution and the increase in the product range of the private brands also act as an aid in the market penetration process.

The four-important evolution of the Private Label Brands includes the *initial or the first stage*, in which the customers does not have a first trust on the products quality, and the PLBs has the same name as the retailer chain or the retailer. In the first stage, it does not have its own brand logo, slogan, identity or packaging style.

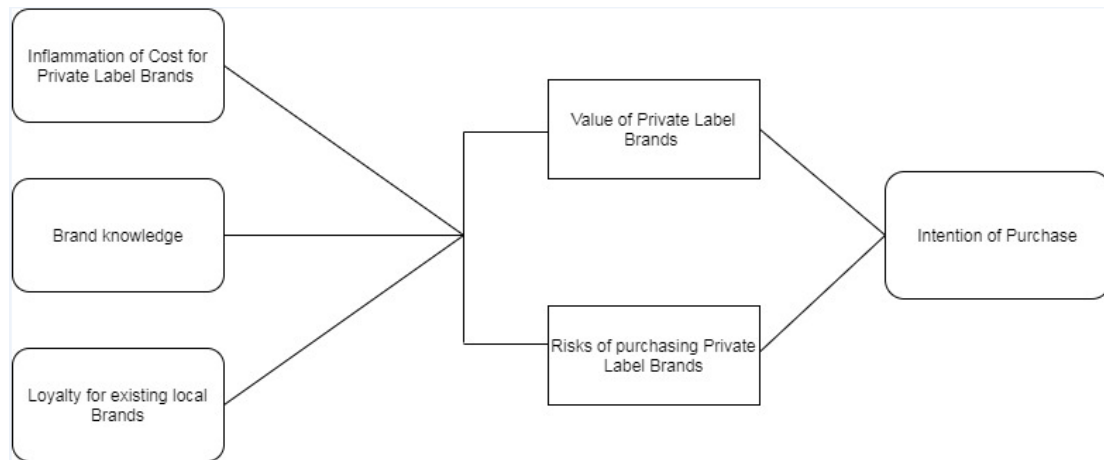
In the second stage the private label brands gradually gain minimum brand identity, products of the PLBs provide a certain level of quality but still have low competitive cost. In the third stage of evolution the Private Label Brands enhanced their product cost and quality but the price of the products was still less than the other National Brands. The cost effectiveness of the PLBs starts attracting the customers and builds effective customer loyalty. In the forth or the last stage of evolution a close cooperation between the Private Label Brands and the National Brands are witnessed. The products range of the PLBs increases dramatically with the commodity based products solely such as sugar, tea, fresh fruits and vegetables. The extended range of the PLBs in its final evolution includes products based on personal care, cosmetics, skin care, and household cleansers. Dairy items, frozen food and beverages.

### ***2.11 Why consumer choose PLB?***

Cultural, social, personal, and psychological factors all influence consumer behavior. They come together to shape the consumer's fundamental perceptions and viewpoints. Consumer purchasing behaviour, according to (Kotler, 2011), is the study of how people, groups, and organizations buy and sell products, services, ideas, and experiences to meet their needs and wants. Other aspects of the buying process are used by each buyer.

Internal or psychological factors, social factors, cultural factors, economic factors, and personal factors are among the forces that influence buying behavior, according to (Ramya, 2006). According to (Dany C. Coelho, 2013), the problem of private label goods is a matter of personal choice. For each customer, brands have a different significance, which aids in the development of buying patterns. The brand consists of essential elements in relation to the customer.

## 2.12 Conceptual Framework



*Figure 1: Conceptual Framework of Private Label Brands*

## 2.13 Literature Gap

The research signifies that Private Label brands have certain benefits that can help them to grab the local markets easily. In this study, it can be identified that different sectors of the market have endorsed their private Label brands differently, although in some points, further research about the brands was not possible due to lack of data present about it. There are many factors of choosing these PLBs, such as cost issues, supporting locals, psychological issues and many more. Different customers have different buying patterns which can be identified by their choice of products, but due to lack of time and proper understanding, those parts could not be explored in this study.

## 2.14 Summary

Many generations earlier, Private Labels initially emerged on the ground as low-cost, generic goods in Europe, Australia and USA. For both labels and the labeling convey to the consumer that this is indeed the finest product on the market. The parent company chain had charged higher prices on many of its own brand food products since it has effectively marketed its food lines as delicious, high-quality food in the UK. Cheaper costs, better profit margins for marketers, better quality, and much more targeted pricing by retailers are all factors contributing to private label development. The brand extension pattern of each customer is influenced by a variety of factors. The parental company risk grows as a result of

the private label brands. New products that are truthful and credible are much more likely to gain consumer interest. According to the study, Private Label brands have some advantages which can help companies quickly capture supermarkets.

### **3. Research Questions**

#### ***3.1 Research Questions***

- How does private label brands impact the skin care products buying behavior of the consumers of Primark?
- What are the advantages of private label brands?
- What are the major drawbacks of the private label brands?
- How does Primark attain a competitive advantage by producing the private label brands in the market?
- What are the observed impacts on the Irish consumers and their purchase behavior from private label brand skin care products of Primark?

#### ***3.2 Research Hypothesis***

H0: Private label brands does not have any positive buying impact upon the consumers purchase behaviour

H1: Private label brands have positive buying impact upon the consumer purchase behaviours

#### ***3.3 Research Aim***

The aim of the study is to assess the impact of the private label brands in changing the purchase behaviour of the Irish millennial consumers in pertinence to the skin care products of the Primark.

#### ***3.4 Research Objectives***

- In order to explore and investigate the impact of the private label brands and its products on the Irish consumer purchase behaviour.
- In order to understand the market trends of the major retail organizations in developing their own products under the home brands.
- In order to observe and evaluate the competitive advantage of developing private label brands in the market.

- In order to investigate the impact of the Primark produced skin care products under the private label brands on the Irish millennial consumers and their purchase behaviour.
- In order to assess the involved risks in the private label brands pertinent to the skin care products
- In order to explore and analyse purchasing intention and behaviour through the interpretation of the preferences of Irish consumers regarding the private label brands and its products.
- In order to conduct surveys from Irish retail consumers and interviews from marketing management of Primark as part of collecting primary quantitative and primary qualitative data information for developing the study.

## **4. Methodology**

### ***4.1 Introduction***

The aim of this chapter is to provide a description of the theory and approaches used to answer the research question and achieve the dissertation's objectives. The research approach is meticulously selected by the researcher, and it is based on the research goals. The researcher starts by gathering the necessary data for the study's intent. In order to perform the study, the inductive method design, theory, process, data collection sample size, and questions design are all included.

This approach establishes the rationale for the study of the subject, as well as the protocols and clarifications for the entire research process. In the following dissertation, the reason for using a mixed approach technique, both quantitative and qualitative, is also discussed. In addition, the researcher explains how the mixed approach technique was used to select participants.

In this dissertation, the researcher used a mixed method approach, which included both quantitative (questionnaires) and qualitative (focused group interviews) approaches. The aim of this study is to look at the impact of Primark's skincare as a private label brand on millennials' purchasing habits and brand preferences in the Irish market.

### ***4.2 Research Philosophy***

The study has selected interpretivism and positivism research philosophy to interpret the data that has been collected. Primary quantitative data and qualitative data includes both interview and survey methods in the study. It is therefore used to identify the impact of private level brands on skin care products and the buying behaviour of millennials in Primark situated in Ireland. The study has chosen an interpretivism and positivist method to gather knowledge and also the specific information and percentage data based on Primark through survey and interview. As opined by Žukauskas, Vveinhardt, & Andriukaitienė (2018), Research philosophy has been taken to interpret the quantitative and qualitative data of surveys and interviews based on a particular company and it also guides the detailed quantitative and qualitative data in the field of survey and interview analysis.

### ***4.3 Research Approach***

The study has selected an abductive approach to give the detailed information about the buying behavior in Primark through conducting a survey. Moreover, the study has chosen a deductive approach to specify the new change that occurs with proper collection of data to test the hypothesis. As stated by Lipscomb (2012), Abductive approach helps to specify the ultimate hypothesis of the study as well indicates a new change in that particular research and also guides to interpret the data accordingly for better understanding of the hypothesis. The abductive approach has mainly focused on interpreting the percentage and detail information of survey and interview analysis of Primark about impact of private label brands in terms of skin care products in the buying behavior of Millennials in Ireland.

### ***4.4 Research Design***

The study has selected the narrative and exploratory research design techniques for evaluating the survey and interview. It has aided the study to explain the complete process more appropriately. According to Abutabenjeh & Jaradat, (2018), this exploratory and narrative comes under mixed research design. The study has chosen exploratory and narrative research design to gather the data which is not mentioned in any kind of research in the past research studies for reference and interview is going to interpret the live example of subject matter for further research. Exploratory design and narrative design is going to represent the data based on Primark and buying behavior of Millennials on skin care products which carry private label brands.

### ***4.5 Research Strategy***

The study has selected primary quantitative and qualitative data which includes both interview and survey method analysis. For the further process of the research the study has taken 60 participants for a survey to interpret the buying behavior and impact of private label brands on skin care products in Primark situated in Ireland and 5 marketing management personnel of Primark. As opined by Johannesson & Perjons (2014), the survey and interview analysis is mainly conducted to analyze the quantitative and qualitative information, collected from a group of individuals. Respondents answer a series of questionnaires, both close ended and open ended as the researcher uses those results to improve the product or services accordingly.

#### ***4.6 Data Collection Method***

The study has selected the survey and interview method strategy for the collection of data. The survey has been conducted with 60 participants from Irish Millennials and an interview session has been conducted with 5 marketing management personnel of Primark. The study has also elaborated the ways through which the data will be collected from those executives with proper consent. Wherein, the study has gone through the social media accounts of those marketing personnel of Primark to check whether someone has posted something or not. From there the study has chosen the marketing personnel for the interview and survey has been conducted through providing questionnaires through google form.

#### ***4.7 Data Collection Tool***

As the present research study utilizes the primary data collection method in order to collect the primary quantitative data and qualitative data. The online google form will be used to gather the data. The Google form will help in order to collect and get the total percentage based on the survey participant's perception. The survey will further help in understanding the influence of the PLBs based on the skin care products in Ireland on the buying behavior of the millennials. The data collection tool used in this research study in the online survey platform that is the google form. Further, analyzing the data and comparing the data becomes easier with the utilization of the particular data collection tool. In order to collect the interview of the marketing management the google meet platform is utilized.

#### ***4.8 Data Analysis Technique***

The Data analysis technique can be defined as the process of inspecting or transforming the data gathered in order to answer the research questions effectively. The statistical analysis technique is used in this research study to identify the data and to interpret the statistical data gathered from the survey. In order to understand and draw light towards the transcript gathered from the interview of 5 respondents the discourse analysis technique can be successfully implemented. During at least four decades, discourse analysis like a means of investigation has strengthened shared understanding of the educational process. The discourse analysis technique would further help in evaluating the responses and understanding the key concept of their responses as the process helps to justify the underlying social shapes which can ensure exact results of the data collection process.



#### ***4.9 Sampling Technique and Sampling Size***

The sampling technique used in this research method will be random sampling and convenience sampling. In order to collect the quantitative data with the help of the survey, the research has introduced both probability sampling techniques as well as non-probability sampling. The random sampling in the survey will help in getting a proper idea regarding the views of the participants and it will mention the exact group of participants needed for the research and which are chosen randomly for survey analysis in this study. On the other hand, the convenience sampling helps the research study to conduct the interview with the convenient research samples. The convenient sampling method is easy to conduct, effective, and less time consuming.

#### ***4.10 Ethical Consideration***

In case of collecting or implementing primary quantitative or primary qualitative data the research study strictly followed the regulations based on data privacy. The data gathered from the survey or the interview is regarded as highly confidential, and none of the participants or the respondents were forced to share their viewpoint. The data collected from marketing management personnel of Primark is highly qualified with management and marketing degree as well as the interview only lasted for approximately within the range of 13 to 35 minutes of each respondent with their proper consent and participation. The data collected from the survey or interview is stored in the cloud platform and encrypted with a strong password. The anonymity and the confidentiality of the responses are maintained in the research study.

<b>Job Titles of five Marketing Management Personnel of Primark</b>	<b>Job Description</b>	<b>Duration of the interview</b>
Junior marketing executive	Supervise and develops the marketing campaigns.	15 Minutes
Junior marketing executive	Conduct research works for identifying target audiences.	22 Minutes
Financial executive	Stock control and management of the products.	13 Minutes
Junior operating executive	Development of strategic operational goals and communication with upper	30 Minutes

	hierarchy.	
Team leader of operation department	Stockroom and fitting room management and supervision.	35 Minutes

#### ***4.11 Research Limitations***

The findings of the previous scholars could have been helped by the research study to address the position of the PLBs in the Irish market. Time constraint and the pandemic is one of the major limitations in this research study. The samples of the interview or the survey could be increased to get a wide knowledge and perception of the customers as well as marketing management. Face to face interviews could be more effective and more scope of conversion is there but due to the spread of the covid 19, the online platform is solely used to collect the data.

#### ***4.12 Conclusion***

From the above study of methodology, it has been cleared that the study has been conducted through survey and interview method for further progression of the study. Based on the above it has also been cleared that the study has selected appropriate positivism and interpretivist research philosophy as well as narrative and exploratory research design to interpret the data more precisely after collecting it from five marketing personnel of Primark and 60 participants for survey analysis.

## 5. Findings/ Results

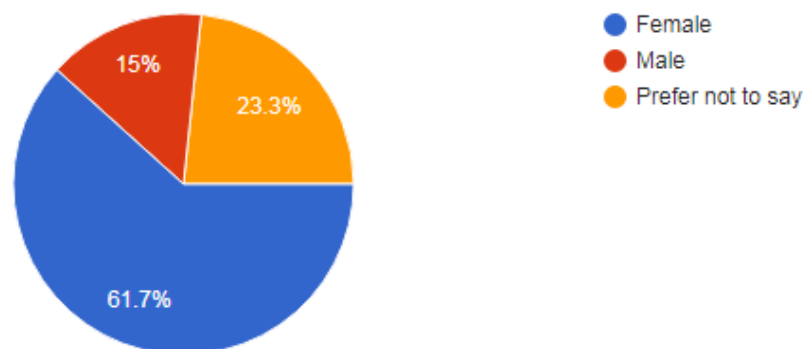
### 5.1 Introduction to the quantitative findings

The study has used the Primary quantitative and Primary Qualitative method for understanding the consumer behavior and purchase pattern of the consumers of the Irish market. Thus, based on the above literature review, 10 questions have been asked to the participants where demographic questions are also included in it. They answer the questionnaire online and therefore; 60 responses have been collected based on the survey. They answered the question as per their knowledge and based on the overview of the entire process, the data had been analyzed.

### 5.2 Analysis of the quantitative findings

#### 1. What is your gender?

60 responses



*Figure 2: Pie Chart of Survey Questionnaire 1*

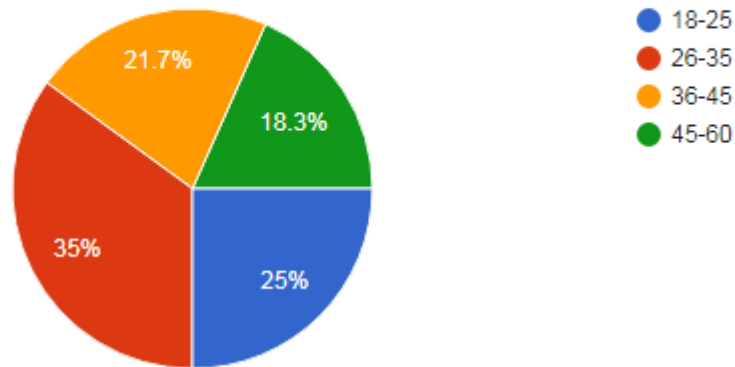
#### Analysis

From the above pie chart, it can be identified that most of the people who participated in the survey were women. It can be understood that females are more interested in taking surveys rather than men. It can be noticed widely that women are more sensitive in terms of taking care of their skin and they purchase more skin related products than men. About skin care products as 61.7% people were female, 15% were male and 23.3% of people prefer not to reveal their gender. Furthermore, from the above chart it has been concluded that the overall percentage of people whoever are using skin care comes under the 61.7% and 23.3%

as they do not prefer to say but can be assumed that most of them use skin care products for better result.

## 2. What age group do you belong from?

60 responses



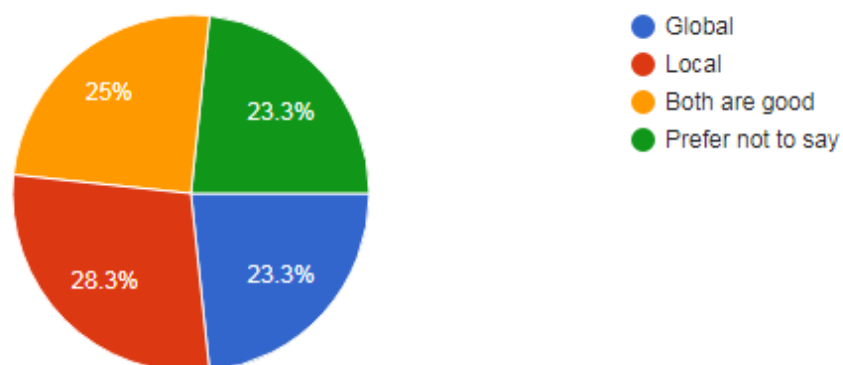
*Figure 3: Pie Chart of Survey Questionnaire 2*

### Analysis

From the above diagram, it is clear that different age groups have participated in this survey. In general, young and mid-aged people are more concerned about their skin as they are more likely to maintain their skin for a longer period of time. Almost 25% of people belong to the age group of 18 to 25, 35% of people belong to the 26 to 35 years of age group. There are 21.7% of people who are above 36 but below 45 years, rest of the people belong to the 45 to 60 years age group. Hence, different people of multiple age groups are interested to take the survey about skin care in Ireland. Therefore, youth are not that much inclined towards skin care products like other age groups.

## 3. Do you prefer a Global Brand or a Local Brand?

60 responses



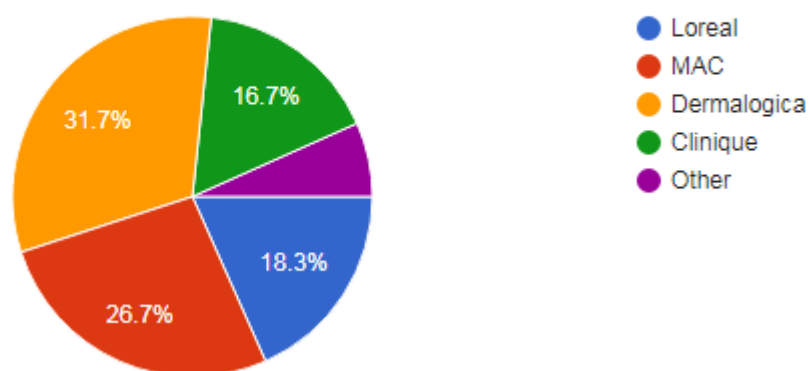
*Figure 4: Pie Chart of Survey Questionnaire 3*

### Analysis

There are so many global brands who are having a big share of profit in terms of selling skin care products in Ireland. Based on their utility and effectiveness, people tend to buy products of different brands for fulfilling their needs. The above chart shows that people of Ireland have different opinions about using brands for their own. 23.3% of the people are willing to stick on global brands, they do not want to explore the market, whereas 28.3% people like to explore the local market and try local products. 25% of people think that it is ok to use both products simultaneously and 23.3% of people prefer not to disclose anything about their opinion. Furthermore, it can be depicted that most of the female prefer local brands as it is easily available and at a reasonable price which is easy for them to afford.

#### 4. Which International brand do you like the most?

60 responses



*Figure 5: Pie Chart of Survey Questionnaire 4*

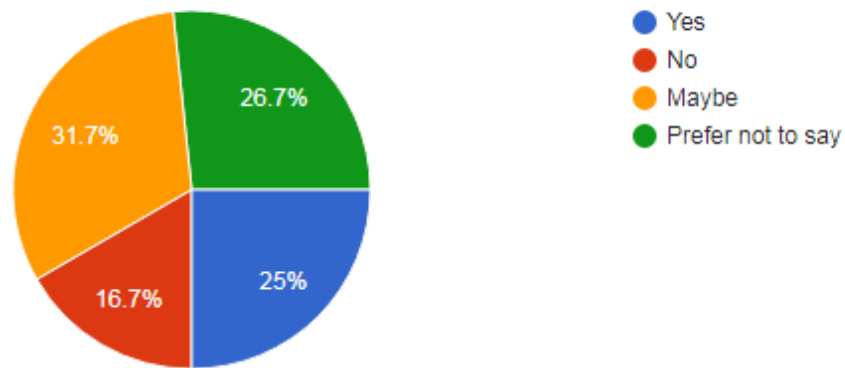
### Analysis

Irish people use various kinds of products for their daily grooming. They like to try different products of different brands in order to test the effectiveness of it. 18.3% of people like to use L'Oréal as their primary brand, where 26.7% of people chose MAC as their favorite international skin care brand. 31.7% of people, the majority has selected Demagogical as their liked skin care brand, Clinique has been opted by 16.7% of people. Rest of the people use any brand that can suit them. It is clear that people are not fond of any particular brand rather want to use different products from time to time. Preferences of every individuals vary and are not stuck in any one brand or one product which helps them to study

every kind of brand and their products through which the clarification can be done which one is more suitable for their skin.

5. Do you consider the price of a product before making a purchase?

60 responses



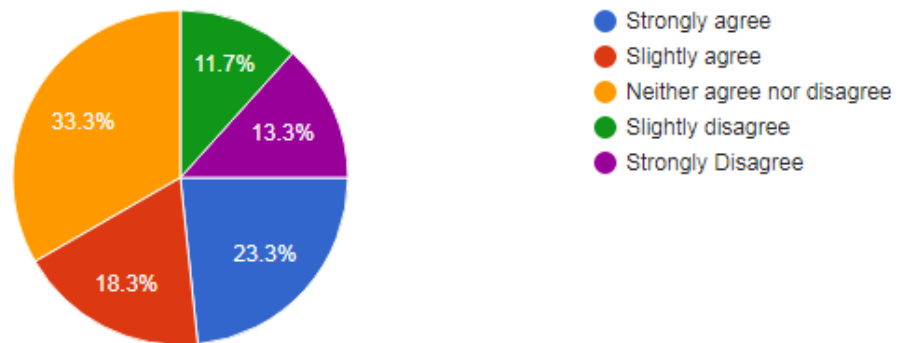
*Figure 6: Pie Chart of Survey Questionnaire 5*

### Analysis

Considering the purchase over the price is completely a personal opinion of a consumer. Many people tend to go through the price first as well as some people stick to their suitable brands, no matter how costly it is. From the above pie chart, it can be observed that 25% of people like to view the price tag before making a purchase of any brand. 16.7% of people do not like to make any compromise with their desired products based on the cost. 31.7% of people consider the cost based on their will. They are not totally dependent on the cost. Rest of the people do not want to reveal their opinion about costing, which signifies individuals have different approaches over evaluating product cost.

## 6. Do you choose skin products according to your skin type?

60 responses



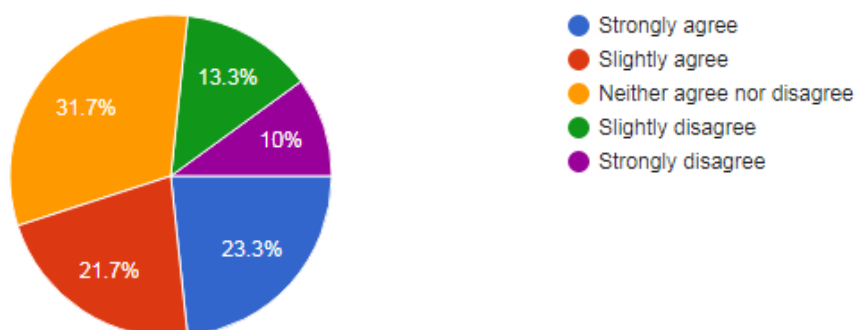
*Figure 7: Pie Chart of Survey Questionnaire 6*

### Analysis

People choose their skin care products according to their needs. Besides, some people try random products marketed in the sector to give them a try. From the above analysis, it can be predicted that the majority of the people around 33,3% have responded against neither agree nor disagree. Moreover, 23.3% have strongly agreed about the fact that the skin products are according to their skin types and they have no issue regarding that. Furthermore, it has also been cleared that 13.3% have strongly disagreed about the skin care product which does not match with their skin type.

## 7. Are Private Label products somehow beneficial for you?

60 responses



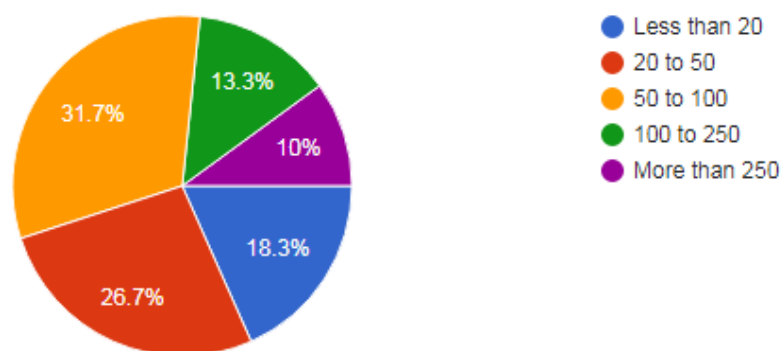
*Figure 8: Pie Chart of Survey Questionnaire 7*

### Analysis

From the above pie chart, it can be analyzed that the majority of the people around 31.7% have responded against neither disagreeing nor agree which state that private label products are not that much beneficial for them. Furthermore, it has also been depicted that 23.3% people have strongly agreed about the product benefits which clearly states that they are satisfied and also state that the product is beneficial for them. People are fond to use private label products as they are affordable and easy to use.

#### 8. How much do you spend on your skin care products in a month (euro)?

60 responses



*Figure 9: Pie Chart of Survey Questionnaire 8*

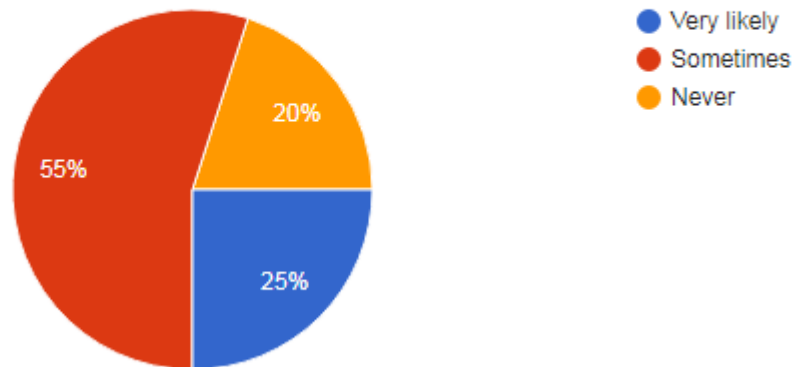
#### Analysis

Irish people like to spend money on their necessary skincare products. Most of the Irish people like to spend 50 to 100 euro in a month on their skincare products, while 26.7% people like to spend only 20 to 50 euro on an average. 13.3% of people spend money between 100 to 250 euro and 10% people spend more than 250 euro. It signifies that people spend money on the skin care products according to their needs. However most of the most Euro spend is from 50-100 which is about 31.7% which eventually indicates people are so much fond of skin care items in Ireland.



9. How often do you purchase Private Label products?

60 responses



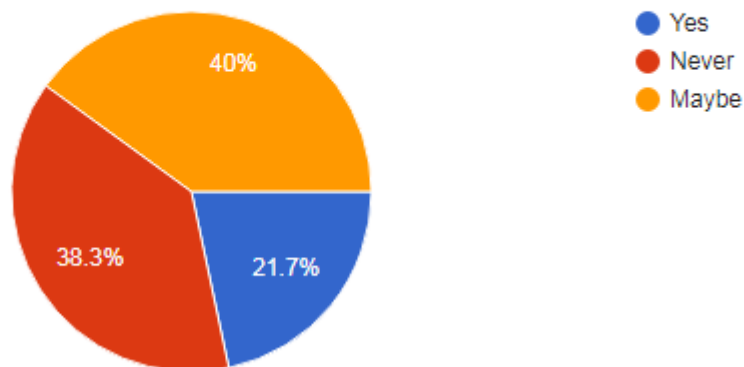
*Figure 10: Pie Chart of Survey Questionnaire 9*

**Analysis**

Most of the Irish people love to explore new skin care brands that come to the market. Majority of the people, which is 55% of people, purchase and use private label products frequently. They do not hesitate to use local brands, 25% of people are fond of local brands, hence they purchase Private label brands on a regular basis. Besides this, there are 20% people who can only rely on global brands and do not use any Private label brands. It signifies that there are a variety of opinions over purchasing of Private Label products in the Irish market. This shows people are very much inclined towards private labels brands related to retail of every store of Ireland.

10. Do you prefer using Primark skin care products or purchasing it?

60 responses



*Figure 11: Pie Chart of Survey Questionnaire 10*

**Analysis**

Primark does not have a sustainable market still in the sector. People are therefore choosing their skin care products according to their monetary conditions and also their skin condition and needs. From the above chart, it can be identified that Primark skincare brand still has not made that much of an effect on the Irish market. 38.3% of people declined the product and 40% opted for an option that maybe they will use the product in future. Only 21.7% people agreed on using it.

**5.3 Analysis of the qualitative findings**

**5.4 Introduction to the qualitative findings**

In qualitative research, the focus has been on fostering an optimal conversational style and illustrating the interviewer habits that can help achieve the desired results. This emphasis conceals all respondent's reflexive participation in the interaction, as well as the opportunity for a range of alternative interaction types. The incorporation of participant experiences would thus be helpful in supplementing the experiences expressed from the above literature. Here the interview has been conducted with 5 management personnel who stated their knowledge about the Private Label brand, Primark. The management personnel have answered 3 questions each according to their own point view and based on that, the study has justified the findings.

**Question 1:** How do you interpret the impact of the private label brands on the millennial consumer purchase behavior?

**Respondent 1:**

As per my opinion, the millennials are the major consumer base not only in Ireland but around the world, and their demands have been a significant propeller of our private label brand which are consumer centric and affordable. Therefore, the affordability of the products is influencing the consumers.

**Respondent 2:**

According to my observation the millennials are more focused on quality and affordable products. The growing number of private label brands in the Irish market has impacted on the consumer purchase intentions since these products are comparatively affordable than other brands.

**Respondent 3:**

The affordability of the products is the major influencer in driving the consumer purchase behavior. Additionally, these products are available in the Primark retail store as the home brands which make easy purchase options for the consumers.

**Respondent 4:**

At Primark, the private label brands have well-arranged product categories of the home brands in the Primark retail stores which is an easy option and influences the consumer to purchase the affordable skin care products and make a comparison with other brands.

**Respondent 5:**

As per my opinion, the private label brands of the Primark impacts on the potential millennial consumers with its affordable rates and easy availability.

**Analysis**

Based on the above responses, it is interpreted that the majority of the consumers are influenced by the affordable nature and easy availability in the dedicated stores. The affordable and consumer centric nature of the private brand label product influences the purchase intention of the millennials. Majority of the respondents have resorted to the fact that quality, affordability and easy availability has impacted on the consumer purchase behavior. Consumer purchase behavior is thus, an integrated part of the success of the Primark skin care products.

**Question 2.** How does the skin care products of Primark under the private label brand perform in the market?

**Respondent 1**

As per my opinion, the skin care products of Primark have a considerable place in the market considering the quality of the products which appeals to the millennials the most. The premium skin care products of the company are available in various quantities and are

presented in the market with multiple offers and discounts which results in better market performance in Ireland.

**Respondent 2**

The skin care products of Primark come with value based performance which ensures greater quality at affordable price segments. The millennials are the prime target market of the company therefore, multiple purchase options with discounts are provided which impacts sustainable performance in the market.

**Respondent 3**

Most of the consumers of the Primark skin care products purchase it because of its quality and result. The skin care products of the Primark are inclined to serve a vision “*look good pay less value*” which drives better response in the market.

**Respondent 4**

As per my opinion, the value centric approach of the Primark skin care products and services has resulted in better market performance and brand recognition.

**Respondent 5**

I think, more and more millennials in Ireland are considering the importance and quality of the private label brands as in the case of Primark as well. People and their response to private label brands has been beneficial in penetrating the market.

**Analysis**

Based on the above analysis, it has been observed that the skin care products of the Primark perform significantly in the market owing to its attributions of quality, affordability and availability in the Primark retail stores. Majority of the respondents have considered the quality and inexpensiveness of the products adds value which enhances the performance of the Primark skin care products in the Irish market. The products have a decent consumption in the Irish market and if properly marketed, it can be a good brand among the private label brands of skincare. Availability in the general market are one of the main causes of the consideration of the millennials in Ireland.

**Question 3:** What are the competitive advantages of producing private label brands in the market in presence of other performing brands in the domain?

**Respondent 1**

As per my opinion, I think private label brands have better cost-efficient performance since the manufacturing, sourcing and branding of the products require less expensive strategic measure which generates better competitive response from the market.

### **Respondent 2**

The cost-efficient factors such as low-cost measures in operation, manufacturing and ability to interpret consumer demands have generated better values and margin growth. Such cost-efficient measure of Primark being a private label brand enables it to draw better competitive advantage over the market.

### **Respondent 3**

The popularity and demand from the consumer end for private label brands and products have generated sufficient positive growth in the market. The consumer centric and customized product factors increase consumer loyalty which incurs sustainable competitive advantage in the market.

### **Respondent 4**

As per my opinion, I think the affordable product category of the Primark skin care products have served as a strategic measure to perform better in the market. Additionally, the premium categories of product range and availability of the product in the Primark retail store have developed a competitive advantage in the market.

### **Respondent 5**

Unlike other popular brands, the private label brand products of the Primark have better cost-efficient measures in Ireland in terms of product development and distribution capabilities which enhances the growth of the Primark in the target market.

### **Analysis**

Based on the above responses it is perceived that Primark has obtained competitive growth in the market because of its cost-efficient measures resulting from manufacturing process, product development and distribution processes. Majority of the respondents have claimed that affordability of the product and its performance have garnered prominence in the market with competitive edge than other popular brands. It has been perceived that, unlike the other brands, private label brands have advantage in terms of distribution process in the market. Cost effectiveness attracts more customers of all social levels so that they can enjoy skin care products according to their needs.

### ***5.5 Key findings***

Based on the above findings of both the qualitative and quantitative analysis based on survey and interview it has been found that the majority of the consumers are not satisfied with the overall skin care products. From the first analysis of the survey it has been found that most of the people participated in this survey are women and it has also been depicted that females are more eager to talk about the skin care items and the percentage count of the female participants have been above 61.7% and male are not interested about this topic due to which only 23.3% are male and rest of the participants have not been disclosed which is matter of confidential fact. Furthermore, from the second analysis it has been found that most of the participants who have participated in this survey belong from 26-35 which is about 35% and only 25% are youth who have participated as because 18-25 years of age comes under the youth. Thirdly, the next finding has depicted brand preference which includes global and local brands. Among them 28% of the majority of consumers of Ireland only prefer local brands and others are towards global brands. From the above analysis, it has also been found that most of the Irish customers prefer and inclined towards the Demagogical brand which is medically approved and good for skin types as well. Next talking about the skin type products most of them have responded against the neither disagree nor agree about the fact of satisfaction regarding the skin care product they use.

Based on the above analysis, it can be seen that most of the people are cautious about the price of their skin care products. They like to overview the price tag of the product before purchasing any brand whether it is local or global. Rest of people do not compromise on their choices and hence, choose their favorable brands instead of high costing. The charts show that the majority of people disagree with the fact that Private label products are somehow beneficial for them. Furthermore, 23.3% of people are there, who get benefits of using private label products. Most of the Irish people spend 50 to 100 Euro on their skin care products whereas there are some participants, who spend 100 to 250 Euro or more than that. It is clear that they purchase their products according to their needs where some of them do not make any compromises with their choices for any means. Majority of the people like to purchase Private label products frequently as they like to try local products and the rest of the people rely on global brands. Despite having popularity among people, brands like Primark are hugely underrated. Most of the people declined the view of using Primark skincare products regularly. Only 21.7% of people agreed to buy it and use it. It shows that Primark still does not have a sustainable position in the market.

On the basis of the analysis of primary qualitative data gathered from the interview of 5 marketing management personnel of Primark it has been analyzed that the PLBs have their properly synchronized product categories which are affordable as well as act as an easy option for the customers. As per the view of the company's marketing management personnel's majority of them identified that the millennial has the tendency of giving more focus on the product affordability and the quality. The performance of the skin care Primark products under the PLB perform well in the Irish market, the value based performance of the product successfully grabs the attention of the millennials. Additionally, the offers or the discounts offered by the PLB skin care products act as a strong customer influencing factor. The marketing management personnel's have witnessed the penetration of the private label brands in Primark and its continuous growth and popularity. Overall the responses of the Primark marketing management personnel depict that the skin care products of Primark provide competitive advantage on the market. On the basis of the responses it can be stated that private label brands have a prominent capacity to attract the millennials of Ireland and its influential powers over the millennials buying behavior is proven. Apart from the above given benefits of the Private Label Brands, The Private Label Brands works effectively in gaining higher profit margin and improves brand loyalty among the customers.

Based on the interview analysis, it has been observed that unlike the other popular brands in the region, Primark obtains competitive advantage and benefits from the cost-effective measure in the manufacturing and distribution process. The distribution of the private label brand products is considerably less expensive than other market performers which incurs profitable margins for the Primark from Irish retail market. Additionally, the popularity of the private label brand products among the Irish millennials, product affordability, quality and the consumer loyalty has also developed better market performance for the company. Therefore, according to the analysis one of the theories is based on consumer behavior. According to Trafimow (2009), *Theory of reasoned action* is applicable which aims to express the overall buying behavior or nature of humans with their attitudes and behavioral intentions. This theory of behavior lies within the expectation that a human being carried towards the particular thing and the outcomes of that expectation decides the overall attitudes and purchasing behavior of the particular product.

### ***5.6 Conclusion***

Based on the above discussion, it can be concluded that the majority of customers are dissatisfied with overall skin care items. The survey had a questionnaire which was a set of 10 questions based on the consumer behavior. The Private Label Brands have their properly synchronized product categories that are affordable and serve as a convenient choice for the consumers, according to the study of primary qualitative data gathered from the interview of 5 marketing management staff of Primark. According to the majority of brand management staff at businesses, millennials have a proclivity to place a greater emphasis on product affordability and efficiency. Primark gains a strategic edge and profits from the production and distribution process's cost-cutting measures. The marketing of private label brand goods is considerably cheaper than some other market performers, resulting in profitability for Primark in the Ireland retail market. Furthermore, the success of private labels goods among Irish consumers, product accessibility, efficiency, and customer loyalty have all contributed to the company's improved economic performance. The skin care Primark goods under the Private Label Brand perform well in the Irish market, and the product's real worth performance effectively captures the interest of the customers.

## **6. Discussion**

### ***6.1 Linkage between the findings and literature***

Private-label goods, also identified as own as well as store brand goods, are increasingly capturing share of the existing brands, about which countless of marketing money were lavished, as multinational consumer-products firms contend with a downturn in aggregate demand. Own-brand goods are usually often less expensive than their branded counterparts (Andrew Edgecliffe Johnson, 2001). However, private labels therefore really compete solely on price. According to the findings, the majority of people are concerned about the cost of their skin care items. They like to look at the price of a product before buying it, whether it is a local or international brand. The rest of the population does not make compromises in their preferences, opting for their preferred labels over high-priced products. Private-label products have become more appealing to consumers as a result of exclusive partnerships with major retailers and significant investment in innovative products (Andrew Edgecliffe Johnson, 2001). The study aimed to depict a clear picture of Private Label Branding of Primark and their effects on consumer buying behaviour, especially



among millennials. Many decades earlier, private labels also emerged on the ground as a low-cost, inferior market in the United States, Australia and England. Instead of the stores brand, they became marketed as "generic versions," with the product description, such as "dairy" or "cheese," written in simple type on a light backdrop. All were marketed at low prices equivalent to the category's least product. The product range of Primark appealed to budget-conscious shoppers but they were assumed to be limited but low-quality before. Buyers are more open to retailer labels in face of high difficulty (Lamey, Deleersnyder, Steenkamp, & Dekimpe, 2012). As a result, retailers should take advantage of times of budget deficit. The value propositions of supplier brands span a wide range of prices, from luxury to low-cost (Nenycz-Thiel & Romaniuk, 2016). As a result, various retailer brands provide different value propositions to come with various customer profiles.

The following analysis shows brand choice, which includes both multinational and local brands. The majority of them (28%) prefer local brands, but they do not want to opt for Primark skincare range, while others prefer multinational brands. According to the results of the above review, the majority of Irish customers prefer and are inclined towards the Demagogical brand, which is medically certified and suitable for all skin types. When it comes to skin items, the majority of them have replied that they neither disagree nor agree with the fact that they are satisfied with the skin care product they use or their willingness over using the products of Primark. There are also opposing viewpoints, with some claiming that the perceived consistency of Private Label labels is identical to that of big brands (Immonen, 2010). Many analysts have evaluated this factor, demonstrating that different characteristics, such as labeling, the item content, or the stores own logo, can influence satisfaction level (Immonen, 2010). However, buying behavior of customers towards the dermatologic product or any kind of cosmetic related product is on trend from a single shop of their own convenience as well. During the time of lockdown also the clean and beauty wellness was same according to women and their skin is one of the top most priority. In addition to this many of the skin care stores and the brand are cutting down the plastic use or waste products and redefining what beauty is all about in their own handmade skin care products in Irish markets (Chhabra, 2020). One of the key objectives of the study has signified to explore and investigate the impact of the private label brands and its products on the Irish consumer purchase behavior. Based on this context, it has been found in this research that the majority of the survey participants used to purchase private label products sometimes, very likely or never. In addition to that, most of the participants of the survey in this study have provided uncertain responses regarding using the skincare products of

Primark or purchasing of the Primark skincare products. Therefore, the objective regarding the impact of the skincare products of Primark based on private labeling and the perception and buying behavior of the consumers has been accomplished through primary quantitative research.

## ***6.2 Discussion on the obtained knowledge***

According to Gil-Cordero, Rondan-Cataluña, & Rey-Moreno (2020), manufacturers are shifting away from big discounts and offers and instead raising prices to meet the requirement of customers who want higher-quality Premium goods. In this way, distributors are recognizing that a portion of the client base values outstanding performance over price, and so as a result, the various retailers are adjusting to this fact (Geyskens, Gielens, & Gijsbrechts, 2010). According to Martinelli, De Canio, & Marchi (2019), Within the marketplace, the picture of a retail store is a multifaceted aggregate of associations linked towards the brand. Those coordination networks of knowledge bound to a label, that could accommodate not only opinions well about a brands quality, as well as the products that originate from them, are not waste. That is, the label's advantages and behaviors that the customer identifies with it. As a result, they can deduce that perhaps the brands reputation would be affected to some degree by its business activities. This conduct can be seen in the financial and operational areas of the company (Jones, Comfort, & Hillier, 2007). From the other side, it is worth noting that brand image strategy has become more complex with the aging process (Juan Beristain & Zorrilla, 2011). As a consequence, companies have to examine this argument in light of the leadership quality to see if what certain analysts have to say about the subject also applies to Private Label products (Juan Beristain & Zorrilla, 2011). From the above analysis also, it is clear that the Irish customer base frequent types of choices regarding their skin care brands. Some of them consider cost and some of the others consider quality greatly. Primark does not have a sustainable market still in the sector. People are therefore choosing their products according to their monetary conditions and also their skin condition and needs. Social media marketing is also a boon for the market, where Primark does not have any strong base. According to Boyd & Ellison (2007), people are attracted towards those products much more which are marketed over online. Expected visits are described as the number of times a customer visits a store also with the purpose of purchasing a particular item (Martínez-Ruiz, Jiménez-Zarco, & Izquierdo-Yusta, 2010). It is obvious that they buy their goods based on their requirements, with some of them making no concessions

in their choices for any reason. The majority of consumers choose to buy private label goods because they want to try local products, while the rest of the population relies on multinational labels. Despite their widespread success, brands such as Primark are vastly underappreciated. The majority of people were against using Primark skincare products on a daily basis. Since both Luxury and regular retailer labels carry a higher degree of social uncertainty than producers' labels, customers prefer some for market segments with such a strong economic or operational risk. Since they become much more acquainted with the supplier brand's products for each order and access to the store (Fischer, Völckner, & Sattler, 2010).

### ***6.3 Limitations of the study and methodological approach***

The research only focuses on certain questions which are 10 in count including the demographic questions. This could not give a proper justification to the study as many of the important aspects are missed in the questionnaire. Secondly, the Interview was only conducted for 5 persons which is not adequate to come to a conclusion over the topic. Only 60 participants were taken part in the survey. More participants can be included for more optimum results. All of the process had been online, so there are many possible flaws in the process, which are indeed the gaps of the present research.

The research has chosen an abductive approach to provide accurate details about Primark's purchasing conduct. Furthermore, the study defines the new shift that happens as a result of proper data collection to test the concept. The abductive approach aids in the specification of the ultimate concept of the research, as well as indicating a new shift in the analysis and guiding the interpretation of the data for a clearer understanding of the assumption. There are some flaws that can be found in the research. Firstly, the study has chosen ***Primary qualitative method*** and ***Primary Quantitative method*** only, as there is no use of the secondary approaches.

## 7. Conclusion

### *7.1 Summarization of the Research*

From the above discussion, it has been concluded that the private labels are mainly homely brands which have its own labels and supermarket brands and it is a brand that is owned by the manufacturer itself to distribute to its own outlets. Moreover, it has also been noticed that brands like IKEA and H&M are private labels because their own products are only available in their store itself. However, the effects of these private label brands and their products are very much imp active on consumer health and competitiveness which have grown from last decades. Primark, according to the above discussion, is not well accepted by the Irish market still, as it is clearly visible that people are willing for Private Label brands and switching their global brands with the new ones, but they are not not very appreciative about using the brand, “Primark” as their staple brand. This has also transformed a relationship between retailers and suppliers as this has boosted the bargaining power in the market for retailers. It has been depicted that private labels are thought to create only incentives in terms of product chain and resulted in unfavorable outcomes which is mostly not possible as because customers are very much inclined towards branded clothes in reasonable price wherein they will not have spent any kind of unreasonable money in those stuffs which does not carry any kind of famous brand label. Therefore, customers, retailers and suppliers form a connective bond regarding branded clothes and their private label gave some positive impact on customer retention. Furthermore, it has also been observed that misuse of those private label brands has occurred which has caused a huge loss for the specific company. Eventually, misuse of good brands has detailed launch in terms of rival private label products and undifferentiated with me too products private label brands. There are some issues which also came up during private label branding of Primark as because private label brands are meant to be different from its competitors and which accelerate the profit as well as generation demand and also gain market value with good market share. According to many of the research it has been found that private label brands have emerged long ago in the United States, Australia and Europe and were considered as low cost inferior goods for the market and for other consumers.

According to the analysis of qualitative findings it has been concluded that most of the respondents have interpreted that the majority of the customers can easily afford and the nature of availability of private brands have influenced them without any hesitation from decades. Moreover, the affordable brands and customer centric nature of the stores have had also influenced the purchase intention of the customers of the millennials in Primark. On the other hand, it has also been concluded that skin care products of the primark has influenced the market with its quality and significant performance due to which it became famous and are easily available in the retail store of Primark. Eventually majority of the respondents have also spoken about the quality and expenses of the products and added the value in the market due to which consumers got inclined towards the skin care products of Primark retail store. Cost management has a great impact on the consumer behavior and profitability of the firm. Moreover, it has been found from the above analysis that private labels brands are mostly cost efficient in the market of huge and unaffordable prices, wherein respondents have also cleared the doubt of performance of skin care products in Irish market with their reply on performance of private label brand in Irish retail market wherein Primark is one of the famous who sells private labels skin care products wherein millennials trust and buy accordingly with proper satisfaction on product. Similarly, it has been concluded that Primark is one of the famous in Irish market due to its competitive growth and also because of cost efficient measures which includes manufacturing, quality product and delivery process or distribution.

From both the overall primary and quantitative data analysis it has been concluded that people are satisfied with the overall skincare products and from the survey it has also been found that majority of the participant whoever have participated are women and it also depicts that females are more eager about skincare product as compared to men and percentage of female participants were 61.7%. Furthermore, from the second part of analysis of the survey it has been concluded that from the age of 26-35 which is about 35% and also 25% of youth has also participated among which most of them are women in Ireland. From the overall discussion, it can be found that the information and analysis meet the H1 hypothesis of the research which is private labels brands have a positive impact on consumers purchase behavior as well it has met all the objectives of research from impact of private label brands on millennials and risk which are associate with it as well as the ways it has been mitigated from the Irish market.

From the above it can also be concluded that most of the customers of Ireland is very much attracted towards the skin care products of every brand and it does not matter which

brand they are mainly paying for, only matter of fact is if they are satisfied with the product or not as because in Irish market females are mostly conscious about their skin care items which should be 100% pure and natural so that it do not harm their skin any way due to which most of the brands focus on skin friendly products and are distributed accordingly in the Irish market.

### ***7.2 Future research possibilities***

Research conducted has highlighted the fact of private labels brands on skin care products in Irish market and the buying behavior of millennials which has a positive result on purchasing products from Primark retail stores. However, it can be also presumed that people are enough happy with the skin care product as it is cost efficient and of good quality as per the report of survey analysis and interview session. This is going to be an important possibility in the future research and also to the research scholar as no other researcher has spoken about this specific topic of skin care products and their private labels impact of millennials purchasing behavior in retail stores of Primark in Irish retail Industry. There are some issues which were faced by the researcher during the study, as being an academic research, the study needed to be done within an appropriate time. The process was finished in the mentioned time, although more findings can be added in the future research for more accurate results and more prominent conclusions. In some cases, there are monetary problems from the students' side, for which they are not being able to add more variations in their writings. However, this research is also beneficial for the executives of Primark so that they can maintain their image and competitive advantage in the Irish retail market as well as this will influence them to bring up more private label skin care products in the market to influence the customers as well it is also affordable in price for the millennials. Moreover, future research scholars will get influenced by this topic and they may also conduct study based on this kind of topic or similar to it.

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## Appendices

### *Appendix 1: Interview Questionnaire*

- How do you interpret the impact of the private label brands on the millennial consumer purchase behavior?
- How does the skin care products of Primark under the private label brand perform in the market?
- What are the competitive advantages of producing private label brands in the market in presence of other performing brands in the domain?

### *Appendix 2: Survey Questionnaire*

1. What is your gender?
  - Male
  - Female
  - Prefer not to say
2. What age group do you belong from?
  - 18-25
  - 26-35
  - 36-45
  - 45-60
3. Do you prefer a Global Brand or a Local Brand?
  - Global
  - Local
  - Both are good
  - Prefer not to say
4. Which International brand do you like the most?
  - L'Oréal
  - MAC
  - Demagogical
  - Clinique
  - Other
5. Do you consider the price of a product before making a purchase?
  - Yes

- No
- Sometimes
- Prefer not to say

6. Do you choose skin products according to your skin type?

- Strongly agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree
- Strongly disagree

7. Are Private Label products somehow beneficial for you?

- Strongly agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree
- Strongly disagree

8. How much do you spend on your skin care products in a month (euro)?

- Less than 20
- 20 to 50
- 50 to 100
- 100 to 250
- More than 250

9. How often do you purchase Private Label products?

- Very likely
- Sometimes
- Never

10. Do you prefer using Primark skin care products or purchasing it?

- Yes
- Maybe
- Never