

The factors that drive consumers to purchase from premium /discount grocery retailers.

**The factors that drive consumers to purchase from
premium /discount grocery retailers**

Bowaah Addo

National College of Ireland

Master of Science in Marketing

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**Research question: What are the factors that drive consumers to purchase from
premium/discount grocery retailers?**

Abstract

There are two types of grocery store retailers in Dublin, these are premium grocery retailers such as M&S and Dunne stores and discount grocery retailers such as Aldi and Lidl. The various grocery retail stores in discussion have been around for some time and have been established in Ireland as grocery retailers. The topic of consumer behaviour has been long explored over the years, but do management and decision makers and individuals in authority ask themselves what drives the consumers to purchase from these grocery retail stores? Management is so fast to place strategies in place, but do they understand the factors that motivate the consumers to return to the store and purchase from them.

This paper aimed to explore the factors that drive consumers to purchase from premium and discount grocery retailers.

This study addresses the gaps in literature with that being that there is no overarching study that discusses the behavioural variables of impulse buying, hedonistic shopping behaviour, utilitarian shopping behaviour, and post purchase regret along with other demographic factors such as education, occupation, culture, age and gender as factors that drive consumers grocery retail preference.

The author took a quantitative method approach with the use of a questionnaire in carrying out this study with the use of Microsoft Forms SPSS and Excel. These software and apps aided the author in analysing and finding results to answer the research question.

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Chapter 1: Introduction

1.1 Background and Context

There are two types of purchasing behaviours that drives consumers to make purchases, such as, hedonic motivations, which are related to personal feelings, for example, happiness. The second one is utilitarian motivations, which are described as how much value a product has (Whitley, et al., 2018). There are two types of retailers when it comes to grocery shopping, the first one is discounted grocery retailers, and the second one is premium grocery retailers. Discounted grocery retailers such as Lidl and Aldi and are known for their affordable goods and low-cut prices on goods. Discounted grocery retail dates back to 1976 offering limited products displayed in cardboard boxes. They offer food brands that are recognised nationally and trade with less. Prices are also decreased to a minimum (Parker, 1978). Premium grocery retailers offer good quality products, thus often resulting in costly goods or more expensive goods. They offer a more lavish and fancy shopping experience to consumers, for example, Marks&Spencers and Dunnes stores. The previously mentioned retailers are also known as Department stores as they have other sections within their stores such as cafes and clothing department.

Bakhshi and colleagues' research (2024) claims that consumer motivation changes across cultures within the pre purchasing, purchasing, and post purchase stages. For example, there can be aspects about the Irish culture or other various cultures that might push a consumer to make a purchase. Rock shore Irish Lager Beer is an Irish originated beer. By reason of it being Irish originated, this can push and potentially act as a driver or motive behind Irish nationals making a purchase. The type of grocery retailer in which they make that purchase is down to them on the basis of feelings, value, prices, offers, sales, culture, location and what the store has to offer them in terms of product collections and ranges. (Bakhshi, et al., 2024).

1.2 Research Problem Statement

In this contemporary era, gaining an understanding of what factors drive the decisions of consumers when making a purchase with premium/discount grocery retailer stores is very significant. If firms can grasp what these factors are, they can use this as leverage and tailor their tactics. In return will have influence on consumers' purchasing intentions. It will also aid firms in terms of fostering relations with consumers through marketing methods, in regards, to

behaviours in related to buying. If firms get to a level where they know the way in which consumers feel, think, and act, this can generate income and aid firms in using tactics that will increase consumer engagement. Once they have influence, they can gain control over sales causing expansion by influence. Multiple studies and existing literature have explored the topics of drivers, motivations, consumer behaviour, purchase intention and the main themes of this study and shopping behaviours, which are utilitarian, impulse buying, hedonism, and post purchase regret.

The gap here in these various literatures are that there is no study that incorporates all four shopping behaviours (utilitarian, post purchase regret, impulse buying, and hedonism) in one study as drivers to shopping in premium/ discount grocery stores, along with other factors such as culture and age. There has been however, existing literature that has examined the concept of premium and discount stores (Jindal, et al., 2015) but, there has not been any studies conducted on premium /discount grocery stores all-inclusive with its geographic focus in Dublin, therefore, this paper will address this. This sets the foundation for this study. The research question is titled ***“what are the factors that drive consumers to purchase from premium / discount grocery retailers?”***. Hedonism, utilitarian buying behaviour, impulse buying behaviour, post purchase regret, culture, and age are significant elements that will guide this study and will be themes explored within the Literature review. This study aims to answer the research question, using participants from various multi-cultures, who reside in Dublin and, are between the target ages of 18 year to 50 years.

The conducted research will additionally assist in answering some of the sub questions;

- Does the mood of the consumers affect the outcome of their shopping experience?
- Are consumers moved by their budget or their emotions?
- Do consumers regret making certain purchases at the post purchasing stage?
- Does marketing tactics practiced by grocery stores move consumers to act spontaneously or impulsively?

This paper will be navigated through the following headings of an introduction, literature review, research question, methodology, findings and results, discussion, and conclusion. This study will be very beneficial as it will point out what exactly grocery retailers must identify and work on in terms of knowing the motivators, behaviours and purchasing intentions of

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consumers, which will profit from their companies or grocery stores in achieving higher profits and economic benefit.

1.3 Research Aims

This study aims to explore the various kinds of shopping behaviours when it comes to the grocery retail setting. It aims to explore the relationship between impulse buying and hedonistic and utilitarian shoppers and the relationship that post purchase regret have with impulse buying. It also aims to explore the effect that culture will have on shopping choices. Finally, it aims to investigate why consumers sometimes find themselves in a sense of regret after making a purchase (post purchase regret). This study is the first paper to examine, analyse, and incorporate all themes or factors that drives consumers to purchase from the two types of grocery retailers in the grocery store setting (discount or premium).

1.4 Research Objectives

The objectives of this study aim to determine whether the main shopping behaviour practiced is utilitarian. Another objective of this study is to test the new scale produced of this study, by removing the fifth item on the impulse buying scale. Another objective of this study is to investigate the relationship between the two variables, also known as, utilitarian and hedonism. Lastly, this study aims to investigate factors that might influence a person to make a purchase in premium or discount grocery retailers.

1.5 Research Question

The research question originated from the author's interest within the grocery setting and a sparked interest of the drivers or motives of consumers to purchase from the two types of grocery stores (premium or discount grocery retailer). Most at times businesses, shops, and

stores are always looking for methods to engage consumers to generate better income. As per the author's perspective, business companies place significant emphasis generating greater profits, rather than getting to know the behaviour of their consumers. Furthermore, due to this mindset of many business companies, strategies lose focus on consumer behaviour and satisfaction with product buying. Companies must gain an understanding of how consumers act as a response to their marketing cues and marketing methods used. Grocery stores must understand what triggers its consumers to make a purchase. Once this is identified, grocery stores can apply strategies to inflate consumer behaviour and expand consumer purchase and satisfaction. The topic on what influences consumers to make a purchase has been overlooked, despite some research available it is quite limited. Sometimes gaining an understanding of how consumers feel in pre-purchasing, purchasing, post-purchasing stages is very crucial, not just to use it as leverage, but to truly engage with consumers on a communicative level.

Other research papers have discussed impulse buying, hedonistic shopping behaviour, utilitarian shopping behaviour, culture and post purchase regret in their papers. The gap here is that there is no study that discusses the behavioural and demographic factors that inform grocery retail preference in Dublin all in one study. The behavioural factors include hedonism, utilitarian, impulse buying, and post purchase regret. The demographic factors include age, gender, race and ethnicity, occupation, level of education, and marital status. Some past papers categorised discounted grocery stores with terminologies like "grocery stores "or "hard discounters".

In the context of marketers and businesses within the grocery setting, being able to know what influences the different types of consumers to purchase is very significant. For marketers to truly communicate and connect with their consumers they must gain an understanding of the target of consumers they aim to attract.

For the sake of the decision-makers within a grocery setting, this study will aim to provide a better understanding of the changing aspects in the grocery stores. This includes consumer preference in terms of stores, consumer behaviour in terms of actions taken when shopping and after shopping, and the mood of the consumer at all stages in a purchase. This study will incorporate consumers from multi-cultural backgrounds including Nigeria, Ghana, India, Asia living here in Dublin, Ireland. It will also incorporate consumers from the different age groups from 18-50 years. It aims to get a better look at this topic from different age groups. This study also aims to contribute to the body of scholars.

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Based on this research, this paper will aim to answer the research question of “what are the factors that drive consumers to purchase from premium or discount grocery retailers?”

1.6 Research Hypothesis

This research question will be supported by the following hypothesis and will be tested based on the reliability of their scales. It will be presented through the results, findings, and discussion sections of this study. These hypotheses include the following:

- H1: Consumers who purchase from premium grocery retailers such as Marks & Spencers and Dunne stores are most likely utilitarian shoppers.
- H2: Gen Z's are the bulk of the respondents with the sample size for Impulse buying.
- H3: Culture is a predicting factor in premium or discount grocery retail choice.
- H4: Consumers who impulse buy often have post-purchase regret.

1.7 Dissertation structure and Outline

Chapter 1: Introduction

The introduction of this research sets the foundation for this study. This chapter will present an overall scope of the research and subject area. It will give a background to this study. It will also present gaps in the literature and the justification and relevance of carrying out this study. It will briefly introduce and give insight into the following elements of this study such as, the research problem statement, research aims, research objectives, research questions, and research hypothesis.

Chapter 2: Literature review

A detailed search and assessment of existing literature is widely researched on. This aims to give the reader an understanding of information within the selected discipline of study. It explores past literature of the main themes of this study being Hedonism, Utilitarian, Impulse buying, and Post purchase regret. It also explores other elements that support this study such as age and culture. It explores the different types of shopping behaviour to an extent and presents the link to premium / discount grocery retailers.

Chapter 3: Research Methodology

This section presents the research methodology chosen for the appropriateness of this study. It covers the headings of research philosophy, research design and rationale, data collection methods, sampling strategy and participant criteria, data analysis techniques and ethical considerations and approval. In this section, an overview of the approach taken for this study will be presented. This section will also discuss the chosen research design of a cross- sectional research as the most appropriate method of research for the nature of this study.

Chapter 4: Findings and Results

This section draws upon results from its questionnaire and presents its findings. It takes the following headings of, presentation of research findings, and objective and descriptive reporting. In this section the main objectives and hypothesis and question for this study will be answered by presenting its results.

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Chapter 5: Discussion

Based on results and findings of this study it will be further analysed in this section. The results will be critically evaluated within this section of the study. Discussions on scope for further research will be discussed in this section of the study as well.

Chapter 6: Conclusions and Recommendations

In this section based on the overall study, conclusions will be made, and recommendations will be given. Strategies will be proposed based on results. Methods will be given to both premium and discount grocery retailers. Recommendations for practice and policy makers will also be suggested.

Chapter 2: Literature Review

2.1 Introduction

In this section a review of the Literature with the respect to the relationship between hedonic shopping behaviour, utilitarian shopping behaviour, post purchase regret, impulse buying behaviour, age and culture will be discussed. The influence that these factors have on premium / discount grocery retail choice and consumers will also be presented. Literature in relation to hedonistic purchasing behaviour will be presented first, this will then be followed by utilitarian purchasing behaviour and then to impulse buying behaviour, post purchase regret, and finally, culture.

2.2 Hedonic shopping behaviour

What is the origin of Hedonic shopping value?

Hedonic consumption identifies aspects of consumer behaviour that are linked to the use of several senses, emotion, and imagination. These senses are often experienced by a consumer through a product (Hirschma & Holbrook, 1982). The explanation of the value of shopping experiences has evolved over time. Diverse ways of shopping have been developed as the acceptance rate of customers increases (May, 1989).

Hedonism originates from the Greek term hedone meaning pleasure, happiness, and enjoyment. Hedonism is the belief that pleasure is what makes life good or worthwhile. In a physiological concept, hedonism explains that pleasure is the main source of longing, because motivation is established on the expectation of delight (O'Shaughnessy & O'Shaughnessy, 2002).

Within a moral philosophy, hedonism represents the notion that a good life mirrors a pleasurable life. Hedonism agrees with the concept that self-indulgent or seeking pleasure is the main driver within one's behaviour (Veenhoven, 2003).

According to Gultekin and Ozer (2012), hedonism highlights the philosophy of taking from existence pleasure over misery or sorrows. Customers may often have emotional connections with a brand. This is often activated through a shopping experience that is hedonic. Emotional arousal can be grounds for consumers to be driven within some product sections such as sports,

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games, activities, clothes, and food. This can formulate the outcome of a hedonic shopping experience (Gültekin & Özer, 2012).

Based on the origins and explanations of what hedonism is, a hypothesis can be made that individuals who are on the higher end of hedonism emulate feelings of happiness, joy, and pleasure. In this context this can lead to customers having a hedonistic shopping experience. In the same way, customers who are more drawn to premium grocery retailers such as M&S and Dunnes stores will be driven to products sold. This can be basis for the customers to be returning and loyal consumers. This same concept could potentially apply in a discount grocery retail setting.

In modern times, stores make significant use of visual appeal varying from messages to slogans to entice customer engagement and formulate positive relations in the cognitive of the consumer. Stores cultivate the concept of hedonism by using marketing cues, for example, music and aroma of food to engage the consumer (Demirag, et al., 2020).

Customers being motivated to make a purchase is defined by when one's desire to fulfil a purchasing need. These needs may be utilitarian or hedonic. Hedonic shoppers look for happiness in the process of making a purchase rather than the value that comes with the product. The feeling and fulfilment that comes with the shopping experience is what customers receive (Porral & Mangin, 2021). Customers are driven by one or the other. Thus shows the dual relationship that hedonism and utilitarian purchasing behaviour have with one another.

Hedonism and discounted grocery retailers

Overtime research on discounted grocery retailing has been widely explored in studies. As the name “discount” suggests. It is best known for its reduced costs. In comparison to other supermarkets such as premium stores, prices are reduced by at least 15-30%. It is also known for its wide range of limited product collections. Over time, Aldi and Lidl have well represented the “Hard Discounted” grocery retailers with their foods in boxes and their private label goods. Discount grocery retailers in recent times have made their shops more exciting and appealing. Strategies such as this are used for consumers to tap into a hedonistic atmosphere. This leads to more hedonistic shopping experiences (Katt & Meixner, 2020).

By discounted stores shaping the store environment into a pleasurable, happy and exciting place, it produces excitement and arousal in hearts and minds of its consumers. This has a direct hedonic influence on customers' shopping and encourages customers to purchase from them.

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Results from a study by (Olsen & Skallerud, 2011) proposed that hedonic shopping values has an interrelationship with personal relations. Results from this study also proposed that assessments made in the cognitive mind of consumers in regard to store attributes, has influence on their emotions during shopping trips. Discounts trigger motivation and excitement within the customer and encourage greater purchases. It is a personal driver that causes one to act. Discounted stores apply marketing methods such as flash sales or offers, and this is what triggers consumers and creates anticipation (Amijah, et al., 2024).

Hedonism and Premium grocery retailers

In recent times, the world has become rapid in terms of pace leading to individuals having less time to cook. By reasoning of these individuals now look for easy, flavourful, and enjoyable options for food meals that suit their needs. Consumers who are under time constraints also look for easy food options (Yoo, et al., 2020). Some premium stores such as M&S and Dunne stores offer food services such as Dunne's stores Café or M&S café. These small but mighty and helpful services give consumers the opportunity to take a break and enjoy. What this does is that it allows consumers to have a pleasurable time in store.

2.3 Utilitarian shopping behaviour

What is Utilitarian Shopping Behaviour

When utilitarian shopping behaviour was placed into google scholar search bar, it generated over 106,000 results thus indicating that many scholars have defined this topic overtime. Benefits received from utilitarian shopping value are functional, every day, contributory (Chitturi, et al., 2008). Utilitarian shopping mentality or behaviour believes that the right act will produce the best result. Utilitarian motivation or shopping value looks at the efficient benefits of the product, the quality of the product, the price and location, as well as time spent on the shopping experience (Chang, et al., 2023).

In contrast, hedonism is related to pleasant experiences that are had during the shopping spree. Customers would likely pursue for two things during their shopping experience. One is hedonism and the other, utilitarian shopping value.

Utilitarian shopping behaviour has a dual relationship with the post purchasing stage in relation to the functionality of product purchased. This means it looks to quality and functionality of the product (Bridges & Florsheim, 2008). As of now the two shopping behaviours of utilitarian and hedonism are at most times interlinked or interchangeable, however, there are other global factors that can create an influx of one type of consumer behaviour. This is relevant to the Covid 19 era and how hedonism was seen as more relevant than utilitarian. One is driven by emotions, and the other is driven by quality.

Customers can be driven by the quality of the good, this is all contingent on the discount and premium grocery retailers and how goods are presented. These are two factors that actively can push one to make a purchase in either setting.

By reasoning of the dual relationship utilitarian shopping behaviour and hedonism have with one another, research explores these two shopping behaviours together. There are a limited number of research papers that explore these two concepts on their own separately. Thus, embodying the strong relationship one has with the other.

(Indrawati, et al., 2022) emphasized that their research will be informative for marketers as it will help them understand the way in which consumers respond to functional values which is

seen as utilitarian values, and experimental values which is seen as hedonic values. Thus meaning that consumers might be driven by the exciting and pleasurable aspect (Hedonism) or they can be driven by the functional and beneficial aspect (utilitarian) of grocery shopping. (Li, et al., 2020) explored the hedonic – utilitarian perspective also known as the H/U perspective within their research paper.

This research paper also suggests that consumer behaviour and motive to purchase is all contingent on the way in which one views a purchase as being a utilitarian or hedonic purchase. As of 2024, 60-70% of the people showed interest in purchasing food and drink items (Davies, 2025). M&S is a premium grocery retailer based in the United Kingdom (UK) and has with branches across the Ireland and multiple parts of the world. M&S also known as the renowned British retailer at early stages was faced with the challenge of connecting with the younger audience. To combat this issue, M&S made use of experiential marketing also known as social media marketing to engage with the younger audience by aligning their products with the values and believes of the younger audience (Kelk, 2024). In order words they looked at what pushes the younger audience to make a purchase and aligned that with their strategy thus pushing the younger audience to purchase from a premium discount store such as M&S.

In the UK as of 2025, both premium (M&S) and discount (Aldi) grocery retailers ranked second and third place as the most popular supermarkets stores in the UK. Metrics saw 81 and 78 percent of the people drawn to the two grocery retailers (Department, 2025). Premium stores are best known for the quality of their goods and are best known for selling premium private label goods (Martinelli & De Canio, 2019), from this, a hypothesis can be made that M&S ranked second best because they are best suited to utilitarian shoppers who look at quality and has a means to an end.

The means ends theory (MET) suggests that customers don't just buy products alone, but they buy features of that product in return for a desired end state. MET trusts these desired ends are what motivates one to make a purchase (Wang, et al., 2024). For instance, discount grocery stores such as Lidl and Aldi offer food products at a reduced price compared to premium stores. Consumers most at times are aware of this, thus leading them to the desired end state of being financially satisfied. The consequence here is money being saved because of shopping at a discounted store. On the side of the premium grocery retailers, the same example applies, one may buy a product from premium grocery stores with the mindset of it being good quality thus

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leading to a desired end state of good value. For a utilitarian shopper, value is always important and this to the outcome of buying a quality product to the satisfaction of value.

2.4 Impulse buying shopping behaviour

What is impulse buying?

When impulse buying was placed into the search bar it generated around 515,000 results. Over time the concept of impulse buying has been explored by many scholars and in various research papers. Impulse buying is defined as the act of carrying out an unplanned purchase whereby the purchase was not considered in the mind of the consumer previously upon arriving at the store. Impulse buying is linked to the mood of the consumer while shopping is also known as a hedonic purchase. Impulse buying does not consider other purchasing activities (Mba, et al., 2015).

2.4.2 Previous Studies on Impulse Buying

Impulse buying behaviour in marketing mirrors the darker side of customer behaviour. Even though it may be perceived as the wrong thing to do, it still represents the large volume of shoppers yearly. Impulse buying is the display of one's desire to satisfy themselves (Kalla & Arora, 2011). (Iyer, et al., 2020) states that impulse buying is an immediate urge to buy something, without much rationale. Impulse buying is not subject to just one product category; impulse buying happens at all levels. Making purchases without assessment is also described as impulse buying or hasty purchase (Chen, et al., 2021). Self-control is a person's ability to adapt to one's thoughts, emotions, and forces. The Theory of Planned Behaviour suggests that self-control can facilitate or hinder performance. Research proves that self-control has a direct link to impulse buying. Impulse buying also interlinks with hedonic shopping. It also has a dual relationship with post-purchase regret as it is seen as immoral behaviour that often reflects on post-purchasing stages (Nyrhinen, et al., 2024).

Based on this research, hypothesis can be made that there are two stages to impulse buying, the first being the impulsive act where one acts irrationally and on the spur of the moment with feelings of pleasure and excitement (Hedonism), and the other being regret from acting impulsively (Post Purchase regret). According to Steve Browns book (2001) titled 'Torment your Customers', he states that customers who are participants in modern day marketing, don't know what they want and they don't know what they do want (Brown, 2001). Brown (2001)

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thus concludes that that customers can be irrational. Most decisions and actions made by consumers is a result of influence by stores, family, friends, and social media, leading to impulse buying. Despite impulse buying been researched and presented as being linked to internal causes, a study by (Iyer, et al., 2020) highlights that impulse buying is also linked to external causes such as market cues. The result of this study also suggests that women on a scale are anticipated to impulse buy over men. They also found that marketing cues indeed had direct influence on consumers.

The use of Visual Appeal and Hyperreality in impulse buying

Visual merchandising is defined as when companies create internal and external designs for the purpose of a good image to be seen by consumers. Consumers connect to these designs and in return it ends in positive relations that the consumer has with the business or company. Another way to see visual appeal is through a visual language as part of the company to the customers through things like sounds, product packaging or the store environment. All these marketing tactics lead to consumers making a purchase (Jaini, et al., 2022). Product Visual aesthetics positively impacts consumer attitude and actions (Peng, et al., 2025). This could also imply that the use of visual appeal in stores, may cause one to impulse buy. Stores like Lidi and Aldi (discount grocery retailers) often display products at the entrance of the store to trigger the impulse buying behaviour of customers. They might have not intended to by the product directly displayed upon entry but by reasoning of them chancing on it, this them gives them the urge, motive, and foundation to impulse buy.

Hyperreality

Premium grocery retailers often release new product innovations and promote using experiential marketing thus having influence on the audience pushing them to make impulsive and irrational decisions, with regards to purchase. An example is M&S viral sensation of the Dubai chocolate bar. This viral sensation when taken to TikTok generated over 120 million views. This mirrors the role that hyperreality plays within impulse buying. Hyper-reality differentiates between what is real and what is imaginative or fantasy. Within hyperreality what is said to be real is often formulated by media and pictures. The propaganda of the Dubai chocolate sensation was observed as a must have product, thus pushing consumers to act in a hyperreal and impulsive manner.

2.5 Post purchase regret

There are times when consumers make a purchase and find themselves in a state of regret. This is also known as post purchase regret. (Sinarwaty, 2025) defines post purchase regret to be an evaluation of purchasing decisions made on the part of the consumer that leads to dissatisfaction. Whereas (Dankwah, et al., 2024) defines post purchase regret as the doubt experienced by the customers whereby one questions the extent to which the decision made was appropriate. (Sameeni, et al., 2022) stated post purchase regret as a stage where the consumer gets to the realisation that a finer decision could have been made. Post purchase regret is also explained as a cognitive grounded feeling that says this state could have been better if an alternative decision was made. Although all three authors agree that post purchase regret occurs after the purchasing stage, one interpreted as an assessment of decisions, while others had interpreted based on a thought-related feeling that the purchasing decision made was wrong. Based on this we can assume that this post purchase stage is a stage of cognitive re-evaluation.

One of the five stages in the consumer buying process includes the post purchase behaviour wherein, post purchase regret falls under. This study also states that consumers often jump the first few stages of the purchasing process when impulse buying. After this leap they often experience what is said to be “cognitive dissonance “also known as post purchase regret (Huang & Esterhammer, 2017). This means that one trigger of post purchase regret is impulse buying. Another factor that causes post purchase regret is perceived risk (Biesok & Wyród Wrobel, 2025) and the uncertainty of the effect on making the purchase, this is what influences consumers to make the purchase out of curiosity or a guess and will later lead them in a state of regret which is post purchase regret. (Kumar, et al., 2020) also believe impulse buying is a trigger to post purchase regret. Impulse buying leads to revaluation of decisions made. Impulse buying brings about dissatisfaction and post purchase regret.

Discount grocery retailers such as Aldi and Lidl often offer foods at discount prices. They often put reduced sales in place such as offers or discounts or buy one get one free. In recent times, the response to this has been social stigmas whereby individuals judge others or seen them as cheap for even buying at a discounted price. This often leads consumers into post purchase regret.

Premium grocery retailers offer a wide range of products this includes fish, poultry, meat, frozen food, canned and dried and many more high-quality groceries. There are internal and

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external factors that potentially influence one to make a purchase. Luxury and premium stores have now incorporated the use of experiential marketing to market their products or use it as a channel for trends. Trends are a big motivator in consumers making a purchase.

Often at times consumers make purchases because of trends, and by reasoning them not being the ones who choose this certain product it often leads to post purchase regret (Andriana, et al., 2024).

One way in which premium/discount grocery retailers can combat this feeling of post purchase regret is by creating ads. Ads that explain what post purchase regret is and vividly displaying the consequences of impulse buying or hyper-reality how the same influence customers' decision on products. Another is by promoting a more utilitarian way of shopping. A utilitarian shopper is one who isn't moved by their mood but only moved by the quality of the good. Encouraging this type of shopping behaviour that will potentially promote stopping and thinking before making a decision. This method eventually can lessen the likelihood of consumers having post purchase regrets.

Another way discount / premium grocery retailers can combat post purchase regret is by hearing from their own consumers in terms of feedback. Monthly feedback forms can be displayed in stores and online too whereby it can be anonymous and request that consumers enlighten management on their post purchasing regret stage if they felt a sense of regret. Once this is completed and handed back to management, they can then use this as leverage and look for different tactics such as ads or social media campaigns or trends to combat post the feeling of post purchase regret.

2.6 Culture

Culture is an organisation of people, locations, and practices for an aim such as enforcing, reasoning, or preventing power (Causadias, 2020). Culture includes many ways of human living such as shared faiths, convictions, attitudes, and traditions (Naik, et al., 2023). Products or items that promote health may have various cultural meanings and relations to it, and this would influence customer purchase rates (Kaul, 2007). From Karl's report (2007), it implies that an individual's cultural upbringing has crucial effect on the way in which they shop. Cultural can have influence on things such as day-to-day products. Cultural elements such as individual values and beliefs shape how a consumer shops at stores. Marketing is adaptable to appeal a multitude of cultures.

Culture functions as a way in which consumers view the world, as well as having influence on them and shopping experiences. Decision makers, managers, leaders should adventure into incorporating the various cultures into the products sold to be successful in various markets (Bakhshi, et al., 2024)

Premium grocery retailers such as M&S offer their consumers local Irish and foods of other nations. Marks and Spencer (M&S) have dedicated a whole section to their international foods. An example of this is their Indian section, whereby they display and sell different foods associated with India. This strategy places M&S in good standing with the Indians, by engaging in their culture, by bringing a bit of home and their values in store it draws more non-nationals to shop at M&S.

On the other hand, discount grocery retail stores such as Lidl are into selling and promoting international foods from various countries such as France, Italy, and Greece. While the discount stores do make effort to tap into diverse cultures and engage their consumers culture wise, they do not dedicate sections towards cultural foods in comparison to premium stores. Aldi uses a rotation process whereby they change nontraditional products (culture related products) each week. Culture is a significant element in understanding consumer behaviour. From other studies it was discovered that culture can be used as a projecting variable. (Watanabe, 2019). Thus, meaning that culture is what influences consumers to act the way they do, it is what drivers their purchase intention, especially concerning non-Irish nationals. For example, let's take the strategy of M&S in engaging their international consumers. When the consumers with an Indian background observe food items or products that are similar to items in India, it

generates feelings of excitement and familiarity within them, thus driving and motivating them to make a purchase. Correspondingly, (Frez-Muñoz, et al., 2024) agrees with this anecdote. His study states that the level at which consumers are familiar with food has direct influence on experiences and pre consumption stages of the purchasing process. Culture plays an important purchase position in moulding various elements of consumer behaviour such as impulse buying shopping behaviour. Culture is a key moderator in human nature. Culture is formulated by values, beliefs, and internal influences such as family and external influences such as friends. This study found that culture triggers impulse buying behaviour (Bashar, et al., 2023).

For example, let's take the Irish nationals into consideration. Irish whiskey is sold at large between both premium and discount grocery retailers in Dublin. Consumers could choose to buy it for an occasion, or for a national holiday such as St. Patricks day to celebrate their culture. We can assume that around a period of Irish festival or celebration impulse buyers present themselves the most.

2.7 Age

Dublin is filled with various age groups such as Gen Z 's, Millennials, Gen X and Boomers. As per Census 2022 report, the average age of persons residing in Dublin was 38 years. There has also been an exponential increase of 65-year-olds and above in the population (Office, 2023). In this study we explore age as a demographic factor to purchasing decisions made. (Iyer , et al., 2020) study found no outcome of age on the behavioural factor of impulse buying.

The older generation are now seen as treasured customers. In the United States of America (USA), the older generation accounts for the vast amount of functioning consumers. The way in which a consumer purchases from a store or brand is contingent on consumer age loyalty (Mercredy et al., 2024). This also entails that customers who grow and age with brands are more likely to uphold their loyalty to their retailer. Older consumers may appear to be more faithful than the younger consumers due to their circumstance in terms of household size causing them to have smaller shopping categories scopes. Thus, indicating that the other generation are more utilitarian shoppers as they have experience and might already know what they want. Thus, it also indicates that the older generation have higher spending power. This same study found that the older generation have better brand remembrance than the younger generation (Mecredy, et al., 2024). In Huang et al.'s study (2023) saw that older people go

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through loss more in contrast to the younger generation in relation to post purchase regret. It was also discovered that both groups of older individuals and young adults often evade regret when making decisions based on themselves compared to others.

This analogy indicates a few important elements. This analogy tells us that across both age groups individuals are in terror of making decisions for others and have a stronger bond with the decisions that must be made for themselves. This can be known as the fear of making the wrong mistakes for others and being in a sense of regret. Thus meaning that if consumers fear to be regretful, this can act as a driver and motive to them doing assessments on their shopping trip and selecting a sensible criteria. Dublin City's disposable income continues to grow drastically. Dublin's disposable income sees individuals earning up to 32,000 per year. In relation to income per individual, it has increased by 14% in comparison to 2023. (Office, 2025).

This indicates that Dublin as a city have higher spending power across the age groups starting at 18 moving upwards compared to previous years, in contrast to the other various counties in Ireland. Dublin being a capital city gives rise to individuals spending power in terms of increase. Furthermore, individuals earn more money and more incentive for money to be spent. This could trigger impulse buying, post purchase regret, hedonism, and utilitarian shopping behaviour.

2.8 Theoretical concept

2.8.1 The prospect theory

Consumers make choices in three ways. The first being through the expected utility theory which states that consumers have all resources accessible to visibly understand choices made, this is also known as a rationale decision maker. The second one is the prospect theory which talks about the way in which consumers view decisions made regarding gains and losses. This theory states that consumers escape losses over gains. It is also known as an economic theory. The third one is satisfying, which states that consumers are self-conscious when it comes to making decisions.

Prospect Theory is a theory that stems from within the contemporary consumer module. The prospect theory was one of the primary descriptive theories that included illogical behaviour through empirical observation while also being methodical and visible. It was one of the primary coherent theories concerning irrational behaviour (Wakker, 2010). This theory was first formulated by Kahneman and Tversky in 1979. In contrast this theory was made by way of giving an explanation to the rationale behind why individuals make decisions under risk. Individuals often see the prospect theory as a second in line or a sub theory to the utility theory (Edwards, 1996). The two authors above are in agreement that the prospect theory considers irrational behaviour and taking decisions under risk as a form of irrational behaviour done on the part of the consumer or individual. Although the two authors are both in agreement they also have two different ways of seeing the prospect theory, one sees it as irrational behaviour and the other defines why consumers act irrationally by taking risks.

This theory is linked to one of the behavioural factors of this study which is post purchase regret. This is where one feels a sense of regret at the post purchasing stage or after making a purchase. (Mukherjee, et al., 2017) uses the anecdote of the feeling of gaining \$500 in contrast with the feeling of losing \$500 and places emphasis on the concept having a greater impact than gains. In post purchase regret, customers have the resources available to make the decision but could be constrained by time or influenced by others to make a decision. Sometimes when the discussion is not completely thought out or examined, it can lead to a feeling of loss or post purchase regret. Consumers may have likely acted irrationally as stated by Brown (2001). This theory is one of the theories that led the author of this study to explore post purchase regret as a factor to purchasing in premium / discount grocery retailers.

2.8.2 The Evoke set method

The Evoke set method is a theory within consumer behaviour in relation to decision making. The Evoke Method is described as the decision of the consumer concerning a set of brands or a good in which they feel is acceptable to purchase. This theory says that one's intention to purchase is based on consideration of the brand on the part of the consumer (Narayana & Markin, 1975). This involves some sort of evaluation or assessment that must be carried out by the consumer on the shopping experience before making the purchase. This is quite like utilitarian shopping behaviour traits whereby, one looks to the value of the product and what they can receive from use of the product rather than how they feel. The Evoke set method is all about consideration. (Goodman & Reczek, 2021) states that when a decision is being made, individuals can do it in two ways. The first involves inclusion whereby the consumers look to other options as an alternative to generate further concern. The second is exclusion whereby the individual discards replacements of small interest, just to consider other selections. This plan for consideration or concern of a set of brands or products allows the consumer to fully access what products will be best suited for them. This theory or concept of the evoke set method acts as a basis and underpins this study in terms of the behavioural factor that is utilitarian shopping behaviour. It gives rise to the rationale of why consumers act in a utilitarian manner when shopping and possess some traits in utilitarianism which is one key theme of this study.

Consideration sets is a strong basis for the way which decisions are made regarding consumer decision making. An advantageous effect can have influence on resolutions made on the part of the consumer in several ways (Barone , et al., 2017).

In regard to grocery stores, leaders or management can use this as leverage and give consumers qualities and visible strengths in the products that can then influence them positively to consider adding these products to their consideration set of brands or products thus later leading them to purchase the product based on strength.

2.8.3 Cognitive Dissonance

Cognitive dissonance is a theory within consumer behaviour that justifies how people handle inconsistency through their cognitive mind and in their actions (Kretchmar, 2021). Cognitive

dissonance can be triggered in three diverse ways. The first is post decision where an individual decides and then faces the aftermath. The second, after being influenced to act or talk in a certain way, is against what the individuals believe in or against their values. The third by the aftermath of being subjected to conflicting information. The theory suggests that there are many ways to decrease dissonance, and they are as follows; a behavioural change, a change in the mind, a change in utterance in terms of judgement, doing one is best to remember information (OSHIKAWA, 1969).

In contrast (KAISH, 1967) stated that cognitive dissonance happens where a situation arises, where the consumer looks to fulfil their shopping needs and desires and is presented with options, and must pick between different goods. Products in the shops are sold by the seller and are out of the buyer's control. This now puts them in a situation where they must choose products that are influenced or highlighted by the seller. The issue here is on the part of the seller, the buyer now does not have relations or links with the product because it is not by their choice but by the choice of the seller.

Although the three authors above lay the foundation to what the theory of cognitive dissonance is. These authors also have three separate views on the theory of cognitive dissonance. The first author explains it as a basis for justification as to how individuals handle conflict through actions or teaching. The second author provides an insight into having cognitive dissonance is triggered in three ways, and the third authors explains it as a situation where the buyer looks to fulfil a shopping need but does not fully reach satisfaction, by reasoning of the products being planned by the seller.

This theory is quite similar and is linked to post purchase regret in which the consumer feels a sense of regret at the post purchasing stages and deems the decision made as inappropriate. Within cognitive dissonance theory it is evident that the seller is in the position to influence the buyer. By reasoning of the seller promoting products made on their own accord, it can cause the buyer to regret after making the purchase due to aspects like the product does correlate with the consumer.

For example, if a consumer where to shop in Marks and Spencer (premium grocery retailer) and the consumer in question is looking for their favourite model of the Dubai chocolate bar in Aldi (Discount) grocery retail. The consumer could attempt to search in Aldi but would only obtain an alternative to the product, not the product exactly sold in M&S. This could lead to cognitive dissonance, now if the consumer decides to make the purchase under the influence

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of Aldi or by time constraint or just by the fact that the consumer cannot find it in any grocery store. The shopper will then be pushed to make that purchase and it will lead to post purchase regret.

This theory underpins this study and supports this study in a sense that it portrays the nature of the consumer, it taps into the shopping intentions of the consumer, and their teaching process, the aftermath of the purchase, why and how they feel as if they are in a state of cognitive dissonance as well. It also underpins one of the behavioural themes of this study which is post purchase regret.

2.9 Theoretical framework

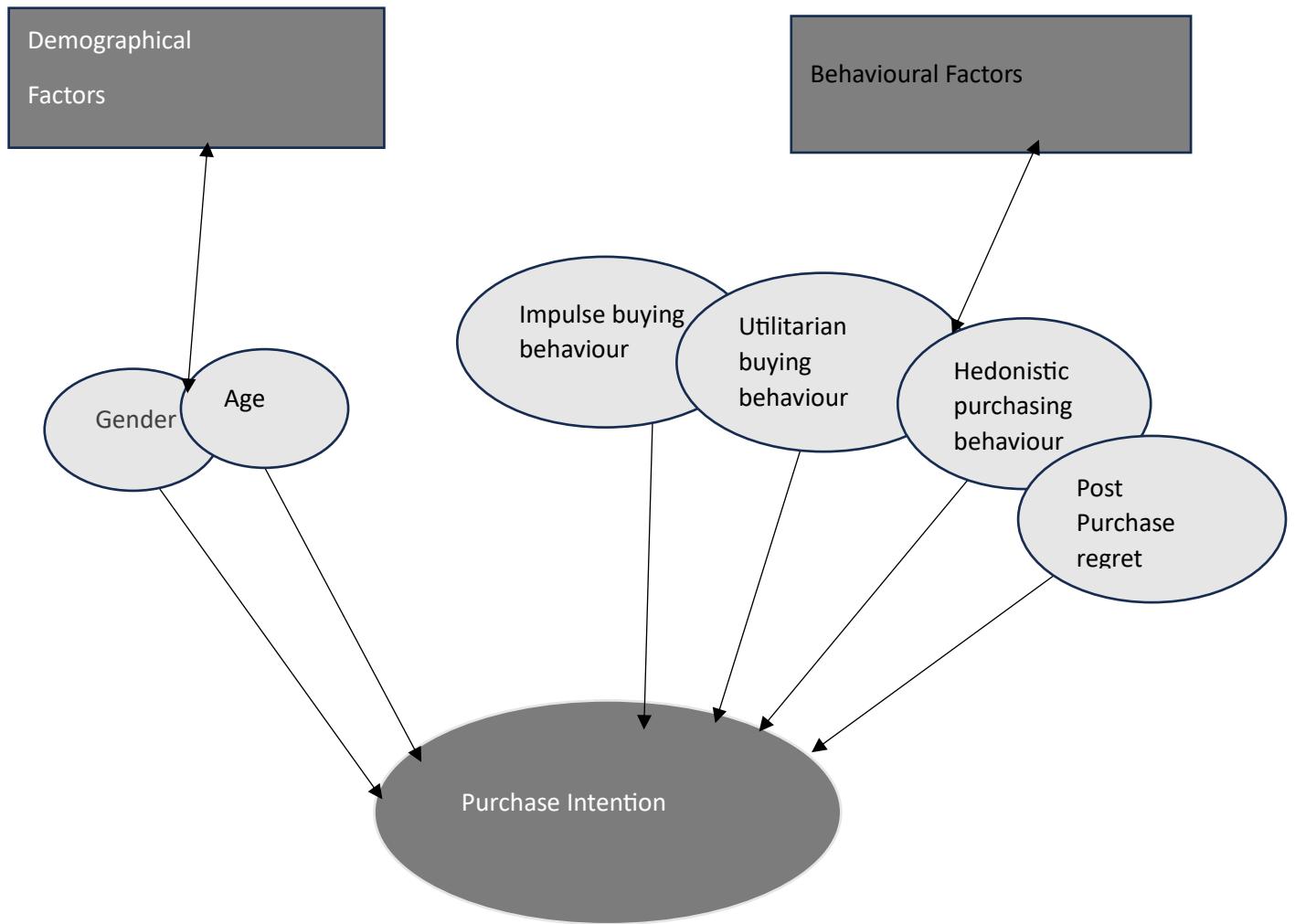


Figure 2.9.1 : Theoretical Framework

This study developed a new theoretical framework as part of its study to investigate the factors that drive consumer to purchase from premium and discount grocery retailers. From previous studies, the authors such as (Demirag, et al., 2020), (Chang, et al., 2023), (Peng, et al., 2025), (Andriana, et al., 2024), all discusses the behavioural factors of hedonic, utilitarian, impulse buying, and post purchase regret as forms of shopping behaviours that indicate that, these

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factors drive shopping decisions that consumers make. This study took the concept from past and previous studies and placed it into one study including the demographical factors such as age, gender, marital status, higher level of education, culture and occupation as supporting factors to choose grocery retail outlets. The basis for developing this new framework was by reasoning of there being no overarching study that discusses the behavioural and demographical factors as drivers of a consumer to purchase from premium or discount grocery retail stores. This study aims to contribute to the body of scholars as it has developed a new framework.

Chapter 3: Research Methodology

3.1 Introduction

(Kothari, 2008) defines research as profound activity that has been embedded in human nature from existence to present day. Research is for those who aim to find deeper truths and those who aim to explore the reality of such truths. Research is formulated by re and search. Re is also known as something that implies it has been done again, and search defined as something carefully assess or investigate. These two compositions of the term research form a noun defining a methodical study and assessment into a field of information or study done to conclude on facts and philosophies. (Kaur, 2013). Research defined is a contribution to the body of scholars. (Kumar, 2023). Based on this, the three authors above agreed that research requires one to search out something. Although they agreed on one aspect, one looks at it as a characteristic that genuine researchers should have, other asses it as an investigation into something, the last believe it to be an addition to past research.

Scholars and researchers form research questions in a quantitative manner within a quantitative study. Research design elements such as hypothesis and objectives are sometimes a navigator to shape a study. Research questions that are quantitative often ask questions about the relationship between the different variables that the researcher desires to know. This is the approach often used in survey studies. (Creswell & Creswell, 2018).

The main aim of this study is to use a quantitative approach to aid in answering the research questions. An evidence-based approach was used to guide this study. The purpose of this methodology section aims to enlighten the readers on the process taken in conducting this research. This methodology section will be navigated through the following headings of an introduction, research philosophy, research design and rationale, data collection methods, sampling strategy and participant criteria. It will further employ data analysis techniques, ethical considerations approval, limitations, validity and reliability issues.

3.2 Research Philosophy

3.2.1 Research Onion

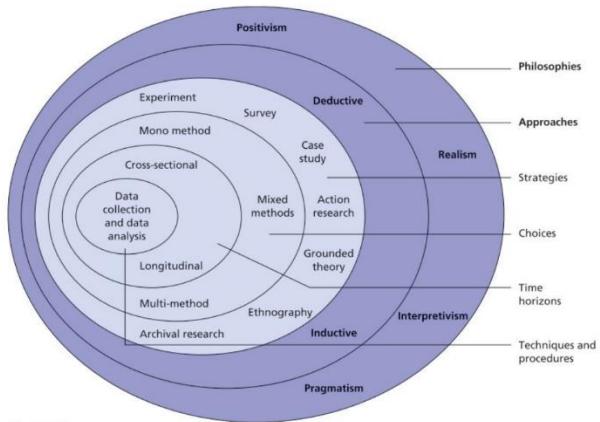


Figure 4.1
The research 'onion'
Source: © Mark Saunders, Philip Lewis and Adrian Thornhill 2008

Figure 3.2.1.1: The Research Onion (Saunders, et al.,2008).

Research onion is essential for any study as it is the basis on which any study should consult before research. The writer makes use of the Saunders et al (2019) research onion as a basis for this study.

Research philosophy defines the advancement of knowledge. Simply put it, developing knowledge within a certain field of study. The research philosophy one chooses to implement is all contingent on the assumptions they have and how they view the earth. Assumptions had will then support the chosen strategy and procedures. There are different philosophical approaches regarding research. These approaches include Pragmatism, Ontology, Axiology, Epistemology and many more. (Saunders, et al., 2008).

3.2.2 Pragmatism

Pragmatism is seen as an ideology that has its main emphasis on results. Pragmatism stems from the Greek word work. (Sharma, et al., 2018). Pragmatism is the leading method for assessing the realistic value and outcomes of philosophical views. (Pierce, 1905). This research did not adapt the pragmatism approach as it takes a positive approach with the use of surveys and relies heavily upon statistical analysis to draw conclusions.

3.2.3 Ontology

Ontology is another element in philosophy that believes that hypothesis or guesses made to agree with something is the reality. Better put, it's the philosophical study in relation to reality or having to become something. (Kivunja & Kuyini, 2017).

3.2.4 Epistemology

Epistemology is a physiological phenomenon practiced by researchers of scholars from existence to date. It is used by the world's best scholars; this incorporates intellectual pillars such as Aristotle and Plato. Epistemology is also known as the theory of knowledge. (Vejar, 2021). In contrast Aristotle states that epistemology stems from the Greek word for knowledge and the Greek word for theory, which formulates it to be the theory of knowledge. (T. Hillerbrand, 1988).

3.2.5 Positivism

Positivism is an approach to which scholars and authors view the process of research. Positivism is placed on the outer layer of the research onion as it is a philosophical concept. Positivism depends on exploratory inference to prove past research hypothesis that is often used within quantitative research. This form and view of research often occurs whereby efficient relationships can be seen between explanatory aspects such dependent and independent variables. Though, positivism relies on the method, which is hypotheticodeductive, it also sometimes can be in line with some qualitative studies also. (Park, et al., 2019).

This research takes the form of positivism as it seeks to explore and investigate the relationship between the independent variables of hedonism, impulse buying, utilitarian, and post purchase regret, and the dependant variables which is the grocery retailers of premium / discount. This study aims to measure variables, test hypothesis, and carrying out a statistical analysis which are all elements of Positivist research.

3.3 Research Design and Rationale

This study used a quantitative approach due to the nature of this study. This study used surveys as a means of obtaining data from participants. The research design that this study took was cross-sectional research. (Wang & Cheng, 2020) defines cross sectional research as

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experimental studies that examine data from individuals at one point in time. The author of this study also aimed to investigate the extent to which the indicators or items on the scales had influence on premium/ discount grocery retail choice. For the sample size of the respondents, the most appropriate design of the study was a cross-sectional design. The sample size (people) that this study was able to obtain were 131 participants. Cross sectional design allows the author to gather data at one point in time.

3.4 Data Collection Methods

3.4.1 Questionnaire creation

Mazhar et al. (2021) states that before data collection takes place, a well-defined research problem must be explained as well as a plan for the research design. Accordingly, he states that authors of any study must select the type of data they would like to employ for their research. The author must make decisions on the data method that will be employed. Data collection is defined as the procedure of collecting, assessing, and analysing specific considerations for the purpose of research, with the use of distinctive valid methods. (Mazhar, et al., 2021)

This research paper employed the data collection method of a self-completed questionnaire or survey to generate responses regarding the factors that influence one to purchase from premium / discount grocery retailers. Survey research is defined as a method used to obtain data, and administrative decision makers ought to aid market goods and services. (Wienclaw, 2021).

Prior to the commencement of this study, this study was ethically approved by the ethics committee at the National College of Ireland. This questionnaire was generated using Microsoft forms. A section was written prior to the question sections of sections 1 to 6 to enlighten the respondents in relation to the purpose of the study and therefore the purpose of the survey. In this same section, a declaration of the rights of the respondents was declared. This was done so that the respondents are aware that these responses are for academic purposes only.

The process of the data collection commenced with the author looking for reliable scales to aid the study in question. It chooses scales based on the relations it had with the behavioural factors that is ; impulse buying behaviour, utilitarian shopping behaviour, hedonistic shopping behaviour, post purchase regret and the demographic factors of Gender, Age, Culture and Educational level.

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The author aimed for their study to be different in relation to carrying out a study that has not been done before in Dublin. The author used gaps within the study's that incorporated the scales to formulate a research question, aim and objectives. The author used some of the themes as an inspiration to this study. One brand new scales were created out of these past scales for the purpose of this study. The survey was formulated using twelve (12) close ended questions. Prior to the commencement of each section in the survey, a background information was given to the respondents to further aid their understanding on what they will be answering.

3.4.2 Demographical questions

Regarding this study, for the author to answer the research question of; what are the factors that influence consumers to purchase from premium / discount grocery retailers? The questionnaire moved to asking questions that will truly capture the demographics of the respondents. This section presented 6 questions, 5 closes ended. 1 open ended. The First 5 questions were based on Gender, Age, Culture (Race/Ethnicity), Marital Status, Highest level of Education. The final question on the demographics section was Occupation which was open ended for the purposes of allowing the respondents to tell the researcher what job they do without them being constraints as to options.

3.4.3 Grocery shopping retail preference

Within these sections two questions were asked with respect to the grocery retail choice of the respondents regarding premium / discount grocery retailer. The first question presented was regarding the retailer shops the respondents have shopped at in the last 30 days, the options being premium grocery retailers and discount grocery retailers. The next question presented was about the retailer outlets in which the respondents shop the most and the options were likewise with the first question.

3.4.4 Behavioural factors

In relation to this study and for the author to capture the impulse buying tendencies in relation to our participants this research paper relied upon the past scale incorporated by (WEUN, et

al., 1998). The Impulse buying question was with respect to respondents' impulse buying behaviour. The initial study by (Weun, et al., 1988) had a 5 item like-heart scale with item 1 and 2 on the scale being an ordinal scale with 1 being Very rarely, 4 being sometimes, and 7 being Very Often. Questions 3 to 5 on the scale were formulated using a like heart scale also with 1-7 with 1 being Strongly Disagree, 4 being Neither, nor 7 being Strongly Agree. The final item on this scale was reversed as it was coded in the wrong direction. Item number 5 on this scale was recorded to a recoded variable.

The hedonistic purchasing behaviour scale was employed in this study to capture the hedonistic purchasing behaviour of the respondents. It was also incorporated to identify whether participants' emotions drive them to make a purchase which was one of the sub questions within the literature review. The scale was taken from (Tarka, et al., 2023). This scale was a 10-item inventory scale. This scale incorporated a 7 point like heart inventory scale with 1 being Strongly disagree, 3 being agree nor disagree, and 7 being Strongly agree.

The utilitarian Purchasing behaviour scale was incorporated into this study capture and examined the utilitarian purchasing behaviour of the respondents and whether it influences their purchasing choice regarding premium / discount grocery retailers. This scale will also aid in getting results for 1 hypothesis which states that consumers who purchase from premium grocery retailers such as M&S and Dunne stores are utilitarian shoppers. The scale that was included in this study was from a past scale that was identified on (Zeeman, 2013). This scale was a 6 point Like heart scale with 1 being strongly disagree to 6 strongly agree.

For the author to truly identify if post purchase regret was a motivator to shopping in either premium or discount grocery retailer stores a question on regret needed to be incorporated within this study. The post purchase regret scale was a 5 itemed scale. It consisted of 7 points like heart scale with 1 being strongly disagreement, 2 being somewhat agree, 3 being Mildly disagree, 4 being neutral, 5 being Mildly agree, 6 being somewhat agree, and 7 being strongly agree. The post purchase regret scale on the initial survey was a 5-item scale but on this current research we combined both the post purchase regret scale and the impulse buying scale from the same paper and presented it to be answered all under the post purchase regret section. On this current study the last 3 items are from the impulse buying scale which was also a 7 point like heart scale with the same rating as the post purchase regret scale. The scale used in this paper was taken by (Marjerison, et al., 2022).

3.5 Sampling strategy and participant criteria

3.5.1 Convenience sampling

Convenience Sampling is also used in cases whereby writers or researchers are unable to capture the entire population. Convenience sampling is a non-probability sample method. It is used whereby the authors or writers have smooth access to its respondents. It can be defined by easy access, by geographic location or and readiness of the respondents at that given time. (Etikan, et al., 2016).

3.5.2 Snowball sampling

Snowball sampling is a method of sampling that is enforced when there is a struggle to get respondents. This includes immigrants and migrant workers. Snowball sampling is used in cases whereby the author struggles to locate respondents within a population. It also happens in situations where the respondents ask their friends or family to participate in the survey too. Snowball is defined as the procedure of accruing as each located person locates another. (Babbie, 2007).

3.5.3 Sample size

The sample size of this study was 131 participants. The respondents were targeted through primary quantitative data collection. This survey incorporated a mix methods approach to the survey by convenience sampling by reasoning of the author having easy access to participants using emails. The other primary quantitative data collection method used was snowballing sampling as the participants in total are not the entire population and encouraged and the survey encouraged respondents to share with their friends and sampling. The author also promoted the survey with social media and in the community contacts.

3.5.4 Location

The geographical location of this research was set up aiming participants that are living in Dublin. It was subject to Dublin because the author wanted to capture the shopping behaviour of respondents within the Dublin setting. The choice of premium / discount grocery retailers

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was subject to grocery stores in Dublin, this includes M&S, Dunne's Stores, and Supervalu as premium grocery retailers and Aldi and Lidl as discount grocery retailers.

3.6 Participant Criteria

3.6.1 Age

The Age limit for the study and the participants who participated in the questionnaire was 18 plus. The ages range from 18 plus to as high as 50 plus. This study wanted to capture the different age groups and really identify if there was any difference between the shopping behaviours age-wise in shopping in premium or discount grocery retailers.

3.6.2 Culture

The aim of this research was to target individuals from diverse backgrounds and nationalities such as Nigeria, Ghana, Ireland, Poland, Indian and many more residing in Greater Dublin. The study aimed to see if culture has any significant effect on the retail choice of the respondents. The criteria were that individuals from diverse backgrounds will participate in the survey.

3.6.3 Occupation

Another aim of this study was to capture the various occupations of the participants in Dublin in Dublin. This includes occupations from distinct groups such as unemployed, students, manual workers, healthcare workers, retail, services, and other professionals. The study aimed to identify if occupation had any significant impact in the choice of premium / discount grocery retailers.

3.7 Data Analysis Techniques

This research made use of different software to analyse the data. The process began with analysing the data on Excel and then through SPSS.

3.7.1 Excel

Excel was an essential part of the data analysis techniques. Excel was used to group responses across independent and dependent variables. Excel was used to give numerical groups. For instance, gender regarding male and females, men were equal to 0 and woman was equal to 1. Excel was used to do write up dummy variables for each section. Excel was also used to write V look up statements and If statements for the various variables. The multitask data analyser Excel also recorded the time taken about the response rate of the participants. Finally, Excel was able to capture 131 responses straight from the data analysis technique.

3.7.2 SPSS

SPSS was the main software used to analyse the data. SPSS was downloaded unto the authors laptop device to capture the data and analyse it. SPSS was represented by two views which were the variable view and the data view. SPSS had many functions starting from scale reliability analysis to descriptive statistics to regression and many more. The scale reliability testing was used as part of this research to test the reliability of the scales. Regression tests were also tested in SPSS to generate results. SPSS had serval benefits on this research as it was the tool used to either support or reject our hypothesis, objectives, aims, and aid the themes within the Literature review. SPSS was used to show the relationship between different variables using the regression model. Descriptive statistics was used to analyse the results of each variable.

3.8 Ethical Considerations

The questionnaire used as part of this study opened with a brief introduction and background to why individuals where being presented with an academic questionnaire. Participants were made aware that their participation was their decision and not the decisions of the researcher. Individuals where informed that the survey responses will be used for academic purposes only. Individuals were also informed about the main goal of the study in which the research question was presented and where informed that they could withdraw at any time they wish to withdraw.

This research was done for academic purposes and aimed at not offending anyone. In relation to the demographic questions specifically race /ethnicity an option was given for participants to type in their own ethnicity. It was done this way for there to be an equal chance for all participants to respond under no options obligations and constraints. The aim was for the study to be an equal opportunity based questionnaire. An option for non-binary was given in the Gender question for individuals to not be constraint to just two options and acted as other in this case. In relation to the question of marital status, it was not justified by the usual options of divorced married single, this study explored other options such as widowed, separated, and cohabiting again to give participants a wider range and fairer chance regarding their marital status.

Chapter 4: Findings and Analysis

4.1 Introduction

The following results section will present results for the overall research. It will begin by presenting results for the descriptive statistics on the demographic factors followed by results in relation to the behaviour factors and then finally the regression analysis. This results section will present results for 131 participants. This results section will take the following process of presenting results for Gender, Age, Occupation, Culture (race/ethnicity), Marital status, and Highest level of Education. Then results for grocery retail preferences 1 and 2 will be presented, followed by results from Impulse buying behaviour, hedonistic purchasing behaviour, utilitarian purchasing behaviour, and post purchase regret and finally the regression analysis results.

4.2 Demographical factors

4.2.1 Gender

Gender

Out of the 131 Participants there was only 1, “preferred not to say” which was expressed as 1 % on the data responses. Out of data there was 51 men which accounted for approximately 39% of the overall data set. The data responses generated 79 women which accounted for 60% of the overall data set. This Gender question found that majority or better put a higher percentage of the data set came from women. In summary the bulk of the respondents who participated in the survey were women. There was a difference of about 21% between the male and females

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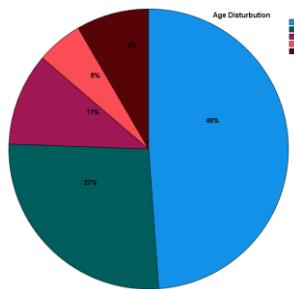


Figure 4.2.1.1: A pie chart depicting the age distribution of participants.

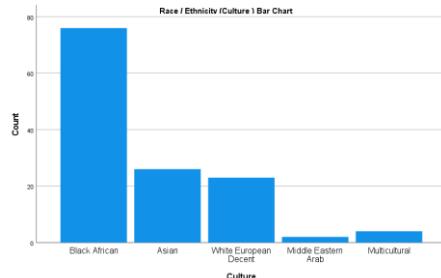


Figure 4.2.1.2: A bar chart depicting the culture/ethnicity of the sample.

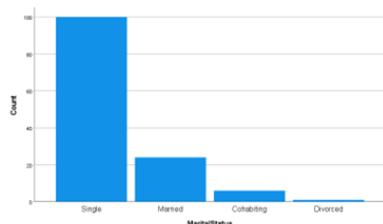


Figure 4.2.1.3: A bar chart depicting the distribution associated with participants' marital status.

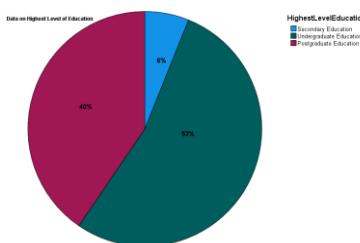


Figure 4.2.1.4: A pie chart depicting the distribution in respect to highest levels of education.

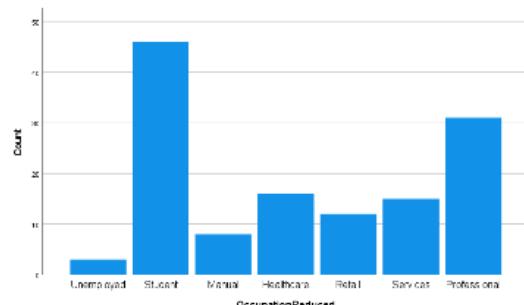


Figure 4.2.1.5: The distribution of occupations.

4.2.2 Age

Out of the responses from the questionnaire it was evident that there was some representation of different age groups ranging from 18 years to as high as 50 plus years. Out of the 131

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participants 64 indicated that their age was between 18 and 24 years, which accounted for 49% of the overall age group. 35 individuals opted for the ages 25-29 years on the questionnaire which accounted for 27 % of the overall respondents in terms of age.14 respondents chose the option of 30-40 years which accounted for 11% of the overall respondents.7 people were between the ages of 40-50 years which was 5% of the respondents.11 people were 50 plus years accounting for 8% of the individuals in terms of age. The biggest amount represented regarding the demographic question of age was the individuals between the 18-24 age group.

4.2.3 Race and Ethnicity

From the visual representation above it is evident that the larger sum of respondents were black Africans, followed by Asians, followed by White / European descent, to Middle Eastern Arab, and then to Multicultural. These are also the various cultures represented within this study also. There were 131 participants that responded to this question of which 76 individuals reported to be black which accounted for 58.02% of the overall participants of the study. There were 26 participants reported to be Asian which accounted for 19% of the overall responses within the race / ethnicity section. In terms of White /European Descent 23 respondents opted for this option accounting for 17% of the overall responses. There were 2 individuals that were middle eastern /Arab accounting for 1.5%. There was 1 individual that opted for the multicultural option which accounted for 0.7%. Finally, 3 participants gave responses regarding religion, which accounted for 2.2% of the overall participants' responses regarding culture. The biggest amount represented with respect to the race/ethnicity (culture) variable was Black Africans.

4.2.4 Marital Status

Regarding the demographic variable of marital status, 131 participants provided full answers with respect to this question. In relation to marital status, 100 people opted for the single option which accounted for 76% of the respondent responses. The married individuals were 24 people, which accounted for 18% of the overall data set regarding marital status. In terms of divorce, only 1 individual was divorced, this accounted for only 1 % of the respondents. There were no respondents that reported to be widowed or separated, which was represented as 0%. In terms

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of cohabiting, 6 people opted for this question which accounted for 5% of the overall data set. The biggest representation of the data set with respect to marital status was single.

4.2.5 Highest Level of Education

In respect to participants' highest level of education, of the 131 respondents 53 people indicated that their level of education was at post graduate level, this represented 40% of the sample. Regarding undergraduate qualifications, 70 participants indicated that they held an undergraduate degree, representing 53% of the sample. The remaining 8 people selected secondary level education, representing 6% of the sample. The largest qualification represented with respect to the highest level of education was the undergraduate degree.

4.2.6 Occupation

With respect to the demographic question of occupation there were 131 participants of which 3 individuals were unemployed, which accounted for 2.2% of the overall data set. There were 46 students, which reported for 35.1% of the overall participants. There were 8 manual workers, which accounted for 6.1 %. Of the 131 respondents, 16 people opted for the health care option which accounted for 12.2 %. In regards those participants working in retail there were 12 people, accounting for 16% of the overall attendees in regard to the question. In relation to service workers, 15 individuals reported to be service workers, which represented 11.4% of the data. Finally, 31 participants selected the professional option regarding occupation which accounted for 23.6 % of the data set. The largest representation was about students and professional workers.

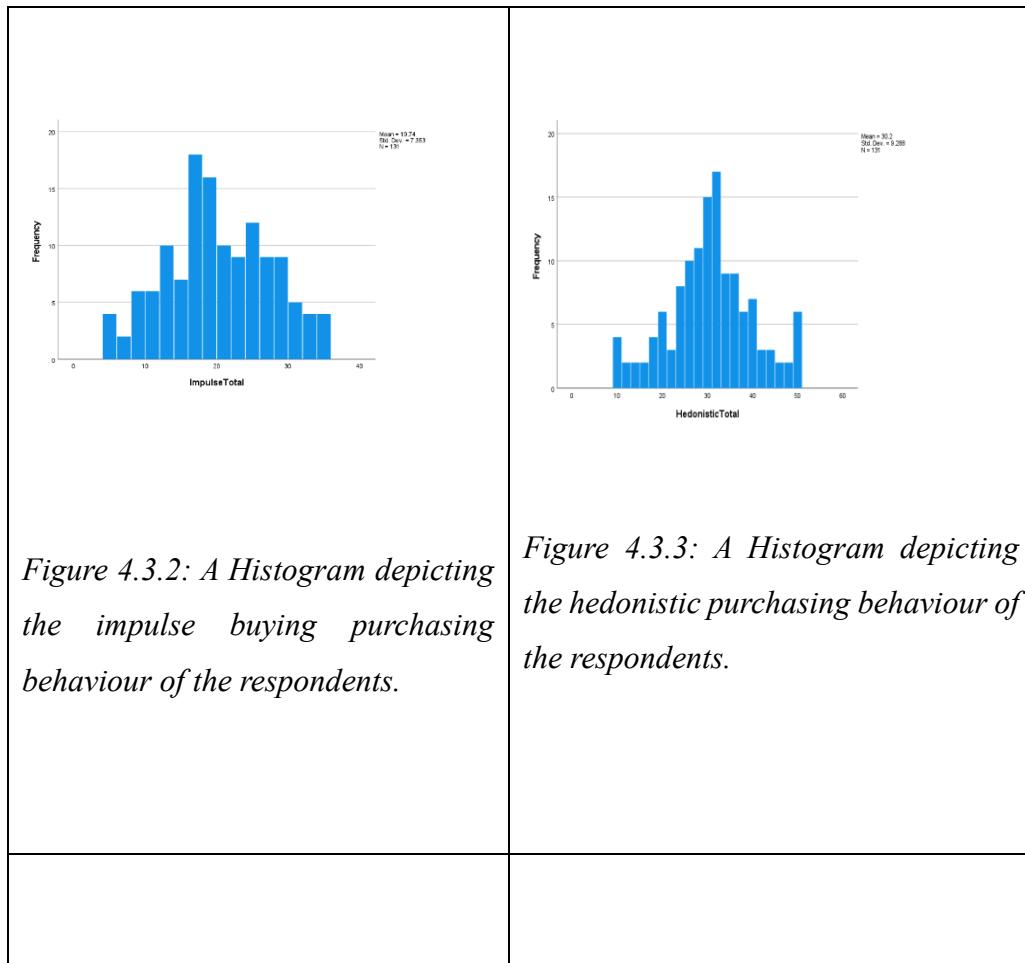
4.3 Behavioural factors

4.3.1 Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Statistic	Std. Error
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic

Impulse Total	131	5	35	19.74	7.353	.074	.212
Hedonistic Total	131	10	50	30.20	9.288	-.017	.212
Utilitarian Total	131	8	30	20.91	6.342	-.221	.212
Regret Total	131	5.00	35.00	21.9237	7.47058	-.423	.212
Valid N (listwise)	131						

Table 4.3.1 : Descriptive statistics of behavioural factors



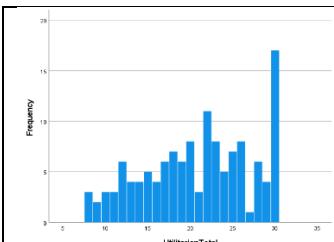


Figure 4.3.4: A Histogram depicting the utilitarian purchasing of the respondents.

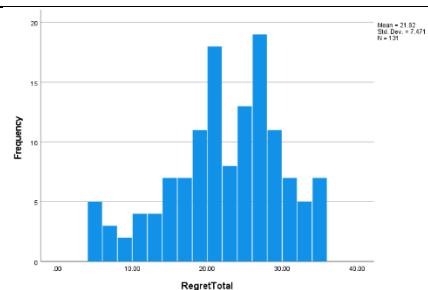


Figure 4.3.5: A Histogram depicting the post purchase behaviour of the respondents.

4.3.6 Impulse shopping behaviour

In relation to the impulse buying behavioural factor, all 131 participants gave full responses across all scale items. Regarding the behavioural variable that is impulse buying, the scores range between 5 and 35. On the scale participants scored on average 19.74 with an associated standard deviation of 7.353, distributional skewness was recorded at.074. The overall distribution was relatively normal. A histogram of the distribution of impulse shopping behaviour is depicted in Figure 6, and the full descriptive measures are listed in Table 2.

4.3.7 Hedonistic shopping behaviour

In relation to the behavioural factor of hedonism, 131 individuals opted to answer this question. This question regarding hedonism had a minimum of 10 and a maximum of 50 thus meaning that it ranged from 10-50. On average respondents scored 30.20 on the hedonistic buying scale. A skewness of 0.17 was reported on the left and.212 on the right. The standard deviation stood at 9.288. Hedonism reported similarities in terms of skewness on the right side which was reported as.212. A visual representation of the responses regarding hedonistic shopping behaviour is shown in Figure 7.

4.3.8 Utilitarian shopping behaviour

The Behavioural Factors of Utilitarian shopping behaviour saw 131 participants take part in this question. This question ranged from 8-30 on the utilitarian shopping scale. The average

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that individuals scored that was 20.91. The standard deviation here was reported as 6.342. The skew stood at -0.221 and.212 on the right and left in relation to utilitarian shopping behaviour.

4.3.9 Post Purchase regret

Concerning the post regret, 131 participants answered this question, and this was expressed as $n = 131$. This question ranged from 5 to 35 with a minimum of 5 and a maximum of 35. The average that participants scored was 21.9 which was expressed as the mean. The standard deviation was 7.47, the skewness was.423 and.212 on the right and left side.

4.4 Kendall correlation analysis

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4.4.1 Correlations Table

						GroceryRetailPreferenceOverall	
		ImpulseTotal	HedonisticTotal	UtilitarianTotal	RegretTotal		
Kendall's tau_b	ImpulseTotal	Correlation Coefficient	1.000	.272**	.081	.151*	.011
		Sig (2-tailed)	.	<.001	.186	.014	.877
		N	131	131	131	131	131
	HedonisticTotal	Correlation Coefficient	.272**	1.000	.063	.171**	.071
		Sig (2-tailed)	<.001	.	.308	.005	.333
		N	131	131	131	131	131
	UtilitarianTotal	Correlation Coefficient	.081	.063	1.000	.100	.148*
		Sig (2-tailed)	.186	.308	.	.103	.045
		N	131	131	131	131	131
	RegretTotal	Correlation Coefficient	.151*	.171**	.100	1.000	-.091
		Sig (2-tailed)	.014	.005	.103	.	.214
		N	131	131	131	131	131
GroceryRetailPreferenceOverall		Correlation Coefficient	.011	.071	.148*	-.091	1.000

Sig (2-tailed)	.877	.333	.045	.214	.
N	131	131	131	131	131

Correlation is significant at the 0.01 level (2-tailed).

Correlation is significant at the 0.05 level (2-tailed).

Table 4.4.1: Correlations Table

4.4.2 The relationship between behaviour constructs and purchase

In this section we present the results associated with an analysis of the strength of association between each of our behavioural variables and purchase intention choice. In particular, we present the results associated with a Kendall correlation analysis.

Regarding the relationship between impulse buying behaviour and purchase intention, we observed no significant correlation, $r = .011$, $p = .877$. Similarly, there was no evidence of significant association between hedonistic behaviour and purchase intention, $r = .071$, $p = .333$. Considering the relationship between utilitarian tendencies, we observed a small statistically significant correlation, $r = .148$, $p = .045$. Higher utilitarian behaviour was associated with purchase intention to shop at premium stores. We observed no statistically significant relationship between post purchase regret levels and purchase intention, $r = -.091$, $p = .214$. All the results are presented in Table 2

4.5 Predicting purchase decisions

4.5.1 Results for regression analysis

A hierarchical binary logistic regression was conducted to explore the impact of demographic factors (Gender, Age, Culture, Education Level) and behavioural factors (Impulse Buying Behaviour, Hedonistic Behaviour, Utilitarian Behaviour, and Post-Purchase Regret) on the likelihood of consumers making a Premium versus Discount Retail Purchasing Decision. The dependent variable was binary (0 = Discount Retail; 1 = Premium Retail). Demographic variables were entered in Block 1, followed by behavioural variables in Block 2, to assess the incremental value of behavioural predictors. The analysis was conducted using SPSS.

The first model, comprising demographic predictors (Gender, Age, Culture, and Education Level), marginally statistically significantly predicted Premium versus Discount Retail purchasing decisions ($\chi^2 (17) = 26.898, p = .060$). The inclusion of behavioural variables (Impulse Buying Behaviour, Hedonistic Behaviour, Utilitarian Behaviour, and Post-Purchase Regret) in the second block statistically significantly enhances the model's predictive power (Block $\chi^2 (4) = 12.380, p = .015$). The final comprehensive model, incorporating both demographic and behavioural predictors, demonstrated strong overall significance ($\chi^2 (21) = 39.278, p = .009$) and explained 38.9% of the variance in the purchasing decision (Nagelkerke R²). Classification accuracy was moderate at 79.4%, correctly identifying 92.0% Discount Retail purchasers and 38.7% Premium Retail purchasers. The Hosmer-Lemeshow test further confirmed good model fit ($\chi^2 (8) = 7.021, p = .534$).

A single demographic predictor (Culture) statistically significantly contributed to predicting retail purchase decisions (B = 1.347, S.E. = .665, W (1) = 4.094, p = .043), specifically the category of White European decent where they were more likely to purchase from Premium stores. They were approximately four times more likely to purchase from Premium stores compared to all other cultural categories (OR = 3.844).

Two behavioural variables (Hedonism, Utilitarian) statistically significantly contributed to predicting retail purchase decisions. Regarding Utilitarian behaviour, levels of utilitarian behaviour was associated with an increased likelihood of wanting to shop at Premium retail outlets (B = .140, S.E. = .053, W (1) = 7.064, OR = 1.150, p = .008) higher. Higher levels of utilitarian behaviour increased the odds of wanting to shop at Premium outlets by approximately 15.0%. Regarding Hedonistic behaviour, hedonism levels statistically significant predicted of shopping outlet choice (B = .069, S.E. = .037, W (1) = 3.442, OR = 1.071, p = .064). Higher levels of hedonistic traits were associated with an increased odds of shopping in Premium stores, particularly those odds increased by 7.1%.

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Overall, these results suggest that demographic characteristics, particularly culture, combined with specific consumer behavioural traits, such as hedonism traits, and utilitarian attitudes significantly inform Premium versus Discount Retail Purchasing Decisions among consumers.

Chapter 5: Discussion

The main overarching aim of this study was to understand the factors that drive consumers to purchase from premium / discount grocery retailers. Based on the theoretical framework a whole collection of behavioural factors was identified. The framework was developed from previous studies such as (Demirag, et al., 2020), (Chang, et al., 2023), (Peng, et al., 2025), (Andriana, et al., 2024). These studies separately discuss the behavioural factors of hedonistic shopping behaviour, utilitarian shopping behaviour, impulse buying behaviour, and post purchase regret. The demographic factors include age, gender, marital status, race/ethnicity, occupation, and highest level of education. These were possible predictors of decision-making factors based on literature and were the outlook of this study from the beginning but have evolved and changed through each section of this study. Also, based on the literature it was identified that there were several important behavioural psychometric variables which included impulse buying, hedonism, utilitarian, and post purchase regret.

In relation to this particular study, the final model presented in the results sub section 4.5 identified several interesting characteristics. With respect to the variables that were used in attempt to predict decision making regarding whether one will shop at premium grocery retailers or discount grocery retailers. Unusually the demographic variables as a collection had no predictive power in relation to determining if or not a consumer will shop at a discount or premium grocery store. The results for gender were quite unusual as (Iyer, et al.,2020) identified that Gender had some sort of effect but in relation to this study, we found that gender was not an impacting factor. Similarly in relation to Age (Iyer, et al.,2020) found that there was no effect, and in relation to this study there was also no effect for Age. This is quite unusual as the argument in the literature in relation to age is that the older generation are seen to be more loyal consumers by circumstances such as large households, thus indicating that they have higher spending power and disposable income. Thus, indicating that the older generation will more likely go to premium stores over the discount stores. Additionally, there was no statistical evidence to prove hypothesis 2 that states that Gen Z where the bulk of the study of the respondents who impulse buy.

The demographic variables again as a collection had no significant effect. The demographic variables that are marital status, occupation, highest level of education, gender, and age had no significant effect. The only demographic predictor that had effect alongside other behavioural indicators such as utilitarian traits and hedonistic traits was based on culture also known as

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race/ethnicity for the purposes of this study. Culture contributed to predicting grocery retail purchase choice. It particularly was shown to be statistically proven in individuals of White/European Descent. This study found that people of White/European Descent were most likely to shop at premium stores. These findings agree and statistically and prove hypothesis 1 that says, consumers who purchase from premium grocery retailers such as M&S and Dunne stores are most likely utilitarian shoppers. It also proves statistically and agrees with Hypothesis 3 that says that Culture is a predicting factor in premium or discount grocery retail choice.

Interesting in relation to the behavioural variables, the previous literature identified many psychrometric variables that might have impact on the decision-making process regarding purchasing from premium or discount grocery retailers, for example the impulse nature of individuals. The nature of impulse buying behaviour suggests that impulse buying might be associated with the premium grocery retail preference or discount or retail grocery stores. Similarly, this is the case with post purchase regret. However, the results do not find these as statistically significant drivers. Again, this unusual as (Huang & Esterhammer,2017) study indicates that consumers jump the first few stages of the purchasing process often leading to impulse buying then to post purchase regret. Here it is evident that there is a relationship between post purchase regret and impulse buying in relation to (Huang & Esterhammer,2017) paper. In relation to this paper there was no effect that post purchase regret and impulse buying had on premium/discount grocery retail choice. The findings of this study do not agree and do not statistically prove hypothesis 4 that says, consumers who impulse buy often feel a sense of post purchase regret.

Overall, we identified 3 significant factors, many of the factors that we considered were not statistically significant. 3 factors did come through as statistically significant predictors of decision maker purchases regarding premium /discount grocery retailers was culture, hedonism, and utilitarian shopping behaviour.

The first factor was utilitarian behaviour. Utilitarian behaviour is defined where an act in shopping produces the best good. A utilitarian shopper looks at quality and price, location, and time spent on the shopping experience (Chang, et al., 2023). Thus, indicating that utilitarian shoppers seek quality over pleasure within a shopping trip. Our research identified that higher levels of utilitarian behaviour are associated with an increased likelihood of wanting to shop in premium stores. Higher levels of utilitarian behaviour are associated with a 15% increase in

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the likelihood of desiring to shop in premium stores relative to discount stores. This is a significant finding especially for those working in marketing be it in premium or discount grocery retailers and would provide evidence to the argument that when advertisements are created, the main theme in the advertisement should be to shift people's perspectives on that scale. In terms of premium stores, marketing executives should try to persuade consumers by developing ads that will push them towards the higher end of the utilitarian scale. The ads should push consumers' perspectives on shopping in premium grocery stores and make sure they do not have any post purchase regret moving up to these levels. Whereas discount stores should develop ads that will push consumers away from the higher ends of the utilitarian scale for them to shop at discount stores.

The second factor was hedonistic behaviour. Hedonistic shopping behaviour is related to individual feelings such as happiness (Whitley, et al., 2018), whereby the behaviour of the consumer is linked to several senses, emotion and imagination (Hirschma & Holbrook, 1982). Consumers feel hedonism through purchasing a good, this is also known as hedonistic shopping behaviour. Hedonistic shopping behaviour increased the odds of purchase choice in terms of premium stores by 7.1%, relative to discount grocery stores. Based on this study in order for the discount grocery retailers to also gain consumers they must advertise and push their consumers to act in a more utilitarian manner as utilitarian shopping behaviour increased the likelihood of shopping in premium stores over hedonistic shopping behaviours. By discount grocery retailers incorporating a similar proposed strategy to that of premium stores, they can also draw consumers in.

The third factor that indicated an understanding of consumers' purchasing decisions was culture. From the previous literature it was understood that culture is a way in which customers view the world indicating a great influence on their shopping experience, other research purposes culture to be incorporated in stores to be successful in different markets (Bakhshi, et al., 2024). The variable of culture was good indicator that showed that consumers will shop more in premium stores. It was 4 more likely specifically in people of White / European Descent. This could indicate that premium stores offer products that have relations with people that have the background of white/European Descent. Based on this, a proposed strategy to both premium and discount grocery retailers is to identify the types of consumers that they are dealing with and tailor their products to link and have relations with them.

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It is one thing to just sell products to consumers, but it is another thing to connect with them through their likes and dislikes, their backgrounds, their hobbies. Marketers need to understand what drives the consumers to come into the store and tailor their marketing tactics to suit those desires. Decision makers should implement a purchasing intention desire strategy whereby they can identify what motivates the consumer to consistently return as a loyal consumer. Combating post purchase regret should be key in both premium and discount stores. Being able to reduce feelings of post purchase regret has an odd of either increasing them to move to premium stores or away from them. Another proposed strategy is that the ads can be centred around consumers having the feeling of regret and then turning them to reducing regret by shopping at discount stores. On the side of the premium stores, they can also use the same strategy to reduce regret.

Overall, these findings show and suggest that the factors that drive consumers to purchase from premium/ discount grocery retailers are Culture alongside traits of hedonistic shopping behaviour and traits of utilitarian shopping behaviour.

Chapter 6: Conclusions and Recommendations

6.1 Conclusions

Consumer behaviour has been a topic long explored over time. This research aimed to find out the drivers of consumers purchasing from premium/discount grocery retailers. The view of the author with the backing of previous literature was that there were many factors that drive consumer grocery store retail preference. These factors included behavioural variables such as hedonistic shopping behaviour, utilitarian shopping behaviour, impulse buying behaviour and post purchase regret behaviour. These factors also included demographic variables such as age, occupation, gender, marital status, highest level of education and race / ethnicity. Based on the literature hedonism is when one looks for the happiness aspect of life.

A hedonistic shopper or a consumer that has hedonistic traits within them is one who looks for pleasure in a good or a product or even a shopping experience. Hedonism could not be mentioned without mentioning utilitarian shopping behaviour. Utilitarian shopping attitudes defined is when one seeks quality in a good and believes that the right act will produce the right result. Again, a utilitarian shopper considers elements like time, location, quality, and quantity when purchasing a good. Additionally, another key theme of this study was one behaviour we all fall into which is impulse buying shopping behaviour. Impulse buying was described as when one did not have the intention to buy but ends up still buying that good. Other authors described it as the act of carrying out an unplanned purchase. Another key theme and factor of this study was posting purchase regret whereby consumers regret the decisions made on shopping trips. Coming to the demographic variables, the author's view was that age and gender would be significant indicators in the shopping decisions as to whether one will shop in premium discount grocery stores. The results showed that these two were not significant indicators and had no statistical effect on purchase choices.

Marital status and Occupation and highest level of education were another variable in the author's eyes that would have informed purchasing decisions within grocery retail preference. The original taught of the author of this study is that occupation can show the level of spending power that one has, and from this it could have been a factor, but the results showed otherwise that marital status, highest level of education and occupation had no effect. The only factors between the behavioural and demographic variables that had significant effect was culture accompanied by hedonistic shopping behaviour and utilitarian shopping behaviour. These 3

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variables combined answered the research question of what are the factors that drive consumers to purchase from premium / discount grocery retailers. The factors that inform consumers decisions by reasoning of this research are culture, hedonism, and utilitarian shopping behaviour. This research also used sub questions to guide this study to answer the main question. Based on the results the results agree with the first sub section that asks whether the mood of the consumer affects the outcome of their shopping experience. This was linked to hedonism and from the outcome of the study it is evident that the mood of the consumer (hedonism) informs the shopping experience in premium / discount stores. The remaining sub questions were not statistically proven. Lastly out of the hypothesis, which was also used to guide this study, this research could only agree with Hypothesis 1 and 3.

6.2 Recommendations

Recommendations for marketers, decision makers and management in charge with discount and premium discount grocery retailers is that they should incorporate more of the shopping behaviours in their ads and show consumers what it truly means to be a utilitarian shopper or a hedonistic shopper. A proposed strategy would be for managers to get to that level where they are showing consumers the type of consumers they want in their stores, thus drawing more customers in their shop floors. Also, they should endeavour to connect and have relations with consumers by showing them that their shopping behaviour is seen and valued.

A proposed recommendation would be for management to encourage all shopping behaviours excluding post purchase regret. Regret is a challenging behaviour to get rid of, but management can put measures in place to reduce the level of regret in the stores or after the shopping experience. A recommendation for this would be those stores like Aldi and Lidl, M&S and Dunne stores should offer taste tests on some of their food items such as cakes, biscuits, or breads, drinks, snacks and many more. This gives consumers a chance to taste the good even before making the decision to purchase to reduce regret levels. Another recommendation would be for premium / discount grocery retailers to pay close attention to detail on their products for things like not displaying expired food, not displaying foods that are open, not displaying items that are faulty, all these small but mighty acts can aid in reducing regret levels of a consumer in and out of the store. Policy makers should uniform prices for goods in both premium and discount grocery stores, allowing individuals with lower income to purchase good and quality products despite their financial instability.

The final recommendation would be for people in charge and management to emphasise more on culture by selling some of other nationalities foods. It is a strategy the premium / discount grocery retailers are already doing but needs to be done at a higher level. There are many cultures based here in Dublin such as Nigerians, Irish, Ghanaians, Indians, Polish, Spanish and many more. Premium and Discount grocery stores should attempt to incorporate if not all but some cultural aspects such as Afrocaribbean products or even snacks throughout their stores. Department stores such as M&S and Dunne stores have food and clothes sections; other cultures stuffs can be spread out across sections. It was evident that three variables (Culture, Hedonism and Utilitarian) informed decisions across both stores, thus meaning that culture is one factor that drives consumers to make a purchase in these stores. Management can use Culture, hedonistic shopping behaviour and utilitarian shopping behaviour as methods to

The factors that drive consumers to purchase from premium /discount grocery retailers.

leverage and draw more consumers into the premium / discount grocery retail markets in Dublin.

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Appendices

Appendix A

Email sent

Hello everyone

I hope all is well .

My name is Bowaah Addo .I am currently conducting research as part of my dissertation for my masters degree on The factors that drive consumers to purchase from premium / discount grocery retailers .

I am extending an invitation to you all to participate in this survey which will take no longer than 10 minutes .Your support and responses are very much appreciated

Kindly access the survey via the link below :

<https://forms.office.com/e/tSKBhDrCi7>

If you could also share this to your friends and family and classmates it will be very much appreciated .

Thank you for your support.

Kind Regards ,
Bowaah Addo .

Appendix B

Introduction and consent section of questionnaire

The factors that drive consumers to purchase from premium /discount grocery retailers .

Dear Respondents,

My name is Bowaah Addo a Masters of Science student at the National College of Ireland .

I am conducting research towards my dissertation on the topic of The factors that drive consumers to purchase from premium/ discount grocery retailers in Dublin .

The purpose of this survey is to assess the drivers that motivates one to buy from ,premium/ discount grocery retailers .This survey is a requirement in my dissertation process .

The goal of this study is to identify what drivers come into mind , or influences one when shopping in premium/discount grocery retailers .

Prior to your participation in this study ,please note the following :

- 1.This study is produced for academic reasons only and all answers are confidential .
- 2.Your personal details will be anonymous
- 3.Note that participating in this study is your decision alone and you can choose to withdraw at any time

Thank you for completing this survey .

Demographic questions

Demographics

In this section you will be asked a number of questions, specifically in relation to your specific demographic characteristics .

1. Please select your gender *

- Woman
- Man
- Non-binary
- Prefer not to say

2. Please select your age : *

- 18-24 years
- 25-29 years
- 30-40 years
- 40-50 years
- 50+ years

3. Please indicate your race/ethnicity : *

Enter your answer

4. Please select your marital status : *

- Single
- Married
- Divorced
- Widowed
- Separated
- Cohabiting

5. Please indicate your highest level of education : *

- Primary Education
- Secondary Education
- Third Level - Undergraduate
- Third Level - Postgraduate

6. Please indicate your occupation : *

Enter your answer

The factors that drive consumers to purchase from premium /discount grocery retailers.

Grocery retail preference

Section 2

...

Grocery shopping Retailer Preferences

In this section you will be asked questions based on your grocery shopping retailer preference .

7. Which one of these types of stores have you shopped at in the last 30 days ? *

- Premium Grocery Retailers (For example: M&S, Dunnes Stores, or Super Value)
- Discount Grocery Retailers (For example: Lidl or Aldi)

8. Do you mainly shop at premium or discount grocery retailers ? *

- Premium Grocery Retailers (For example: M&S, Dunnes Stores, or Super Value)
- Discount Grocery Retailers (For example: Lidl or Aldi)

Behavioural questions

Hedonism

The factors that drive consumers to purchase from premium /discount grocery retailers.

10. Please indicate your level of agreement with ...
the following statements: *

For me , shopping is truly a joy .

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

I shop not because I have to but because I want to .

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

Shopping feels like an escape .

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

Compared to other things I could do , the time spent shopping is truly enjoyable .

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

When shopping I enjoy being immersed in exciting new products .

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

I enjoy shopping for its own sake, not just for the items I may purchase.

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

I have a good time shopping because I am able to act on the "spur-of-the-moment."

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

When shopping, I feel the excitement of the hunt.

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

While shopping, I am able to forget my problems

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

While shopping, I feel a sense of adventure.

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree
Strongly Agree			

Utilitarian

Utilitarian Purchasing Behaviour

In this section you will be asked questions in regards to what you accomplish at the end of your shopping trip which is known as utilitarian purchasing behavior .

11. Please indicate your level of agreement with *** the following statements: *

It feels good to know my shopping trip was successful .

Strongly Disagree	2	3	4
5	Strongly Agree		

On a particular shopping trip , it is important to find items I am looking for .

Strongly Disagree	2	3	4
5	Strongly Agree		

It is important to accomplish what I had planned on a particular shopping trip .

Strongly Disagree	2	3	4
5	Strongly Agree		

I like to feel clever when I reflect on my shopping trip .

Strongly Disagree	2	3	4
5	Strongly Agree		

I prefer if I get my shopping done as fast as possible .

Strongly Disagree	2	3	4
5	Strongly Agree		

I prefer to get all my shopping done in one place , rather than having to go to multiple places .

Strongly Disagree	2	3	4
5	Strongly Agree		

The factors that drive consumers to purchase from premium /discount grocery retailers.

Impulse buying

Impulse buying Behaviour

In this section you will be asked a number of questions in regard to your perception of your buying/shopping behaviour

9. Please indicate your level of agreement with ...
the following statements: *

When I go shopping, I buy things that I had not intended to purchase.

Very Rarely	2	3	4
5	6	Very Often	

I am a person who makes unplanned purchases

Very Rarely	2	3	4
5	6	Very Often	

When I see something that really interests me, I buy it without considering the consequences.

Very Rarely	2	3	4
5	6	Very Often	

It is fun to buy spontaneously.

Very Rarely	2	3	4
5	6	Very Often	

I avoid buying things that are not on my shopping list.
(Reverse Coded)

Very Rarely	2	3	4
5	6	Very Often	

Post purchase regret

Post Purchase Regret

In this section you will be presented with statements in regards to your perception of your shopping behaviour and post purchase regret.

12. Indicate your level of agreement with each ...
of the statements: *

Sometimes I wish I had chosen something other than what I purchased.

Strongly Disagree	Somewhat Disagree	Mildly Disagree	Neutral
Mildly Agree	Somewhat Agree	Strongly Agree	

Sometimes I regret the product choice that i made .

Strongly Disagree	Somewhat Disagree	Mildly Disagree	Neutral
Mildly Agree	Somewhat Agree	Strongly Agree	

If I where to go back in time I would choose something different .

Strongly Disagree	Somewhat Disagree	Mildly Disagree	Neutral
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The factors that drive consumers to purchase from premium /discount grocery retailers.

Sometimes I wish I hadn't bought a product because it is useless to me .

Strongly Disagree	Somewhat Disagree	Mildly Disagree	Neutral
Mildly Agree	Somewhat Agree	Strongly Agree	

Sometimes I regret a purchase because I did not need the product .

Strongly Disagree	Somewhat Disagree	Mildly Disagree	Neutral
Mildly Agree	Somewhat Agree	Strongly Agree	

Sometimes I make spontaneous purchases .

Strongly Disagree	Somewhat Disagree	Mildly Disagree	Neutral
Mildly Agree	Somewhat Agree	Strongly Agree	

Sometimes I make unplanned purchases .

Strongly Disagree	Somewhat Disagree	Mildly Disagree	Neutral
Mildly Agree	Somewhat Agree	Strongly Agree	

Sometimes I could not resist making purchases during sales .

Strongly Disagree	Somewhat Disagree	Mildly Disagree	Neutral
Mildly Agree	Somewhat Agree	Strongly Agree	