4.2 Q2.Gender:

Male ☐ Female ☐

In question two the researcher identifies the gender. Also this is used to demonstrate if there is a correlation or difference between genders. —

Q2	Male	Female
	47	53

Here is the data collected and it shows that the researcher has not been bias when approaching both genders for an equal and accurate result. Which shows a near split percentage with females being just higher.

4.3 Q3.How often do you shop at Tesco Extra Wembley?

a. Once a week ☐

b. Once a fortnight ☐

c. Once a month ☐

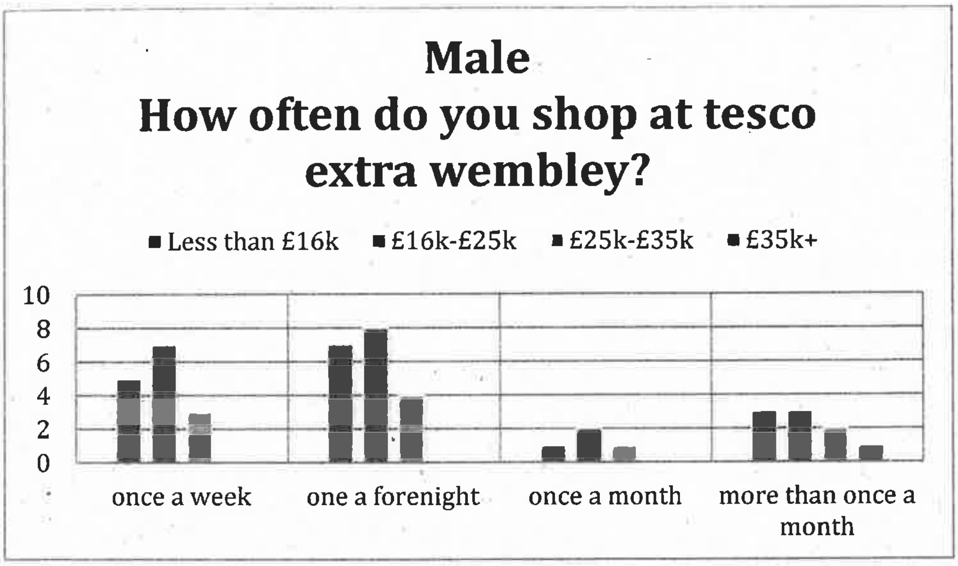
d. More than once a month ☐

e. Other ☐ If other please specify ______________________

In question three the researcher wants to know how often customers come to do they're shopping.

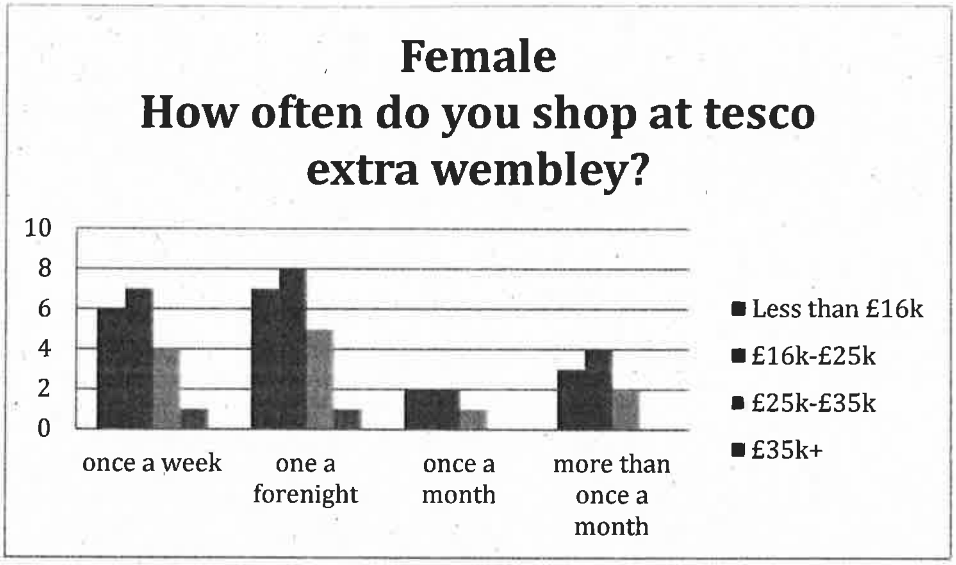
Q3	a	b	c	d	e
	33	41	9	17	-

The table above shows the response.



The chart shows the correlation between household income and the number of times consumers go shopping. The researcher has split the genders to show if there is any material that may be useful that correlates between males and females shopping more or less often.

Furthermore this charts shows that more consumers shop once a fortnight in comparison to once a month. However this chart also shows that consumers in the lower range income shop more often than consumers in the higher range income. Also the number of consumers that are earning £35k and more are only visiting Tesco more than once a month as shown in the chart.



Here the researcher has split the chart to show if there is any correlation between females and males. As you can see there is not much of a difference, there is still an important factor that consumers in the lower range income are more often likely to visit Tesco once a fortnight and once a week than the higher range income consumers.

4.4 Q4.what is your general food shopping?

a. All Tesco's own brand

b. Mainly Tesco's own brand, some branded goods

c. Half and half

d. Mainly branded goods, some Tesco's own brand

e. All branded goods

In question four the researcher is trying to identify what consumers buy more; only Tesco brand, mostly Tesco brand, half and half, mostly branded products or all branded products.

Q4	a	b	c	d	e
	13	34	32	20	1

The table above shows the response of 100 customers surveyed.

Here in the bar chart the researcher has shown household income and what is the customers general food shopping. The correlation here shows low-income consumers are more likely to purchase own-brand products. However the high-income consumers are more likely to purchase mainly branded products. Furthermore there is no data collected of anyone that is likely to buy only branded products. Also the researcher has split genders to identify if there is any correlation between male and female the customers purchases between branded and own-brand products.

This chart above shows females only; also here there is not much difference to male customers food shopping. It is still clear that the lower income consumers are more likely to purchase own-brand products.

4.5 Q5. How do you see Tesco's own brand goods compared to their branded equivalents?

a. Considerably worse quality

b. Worse quality

c. The same quality

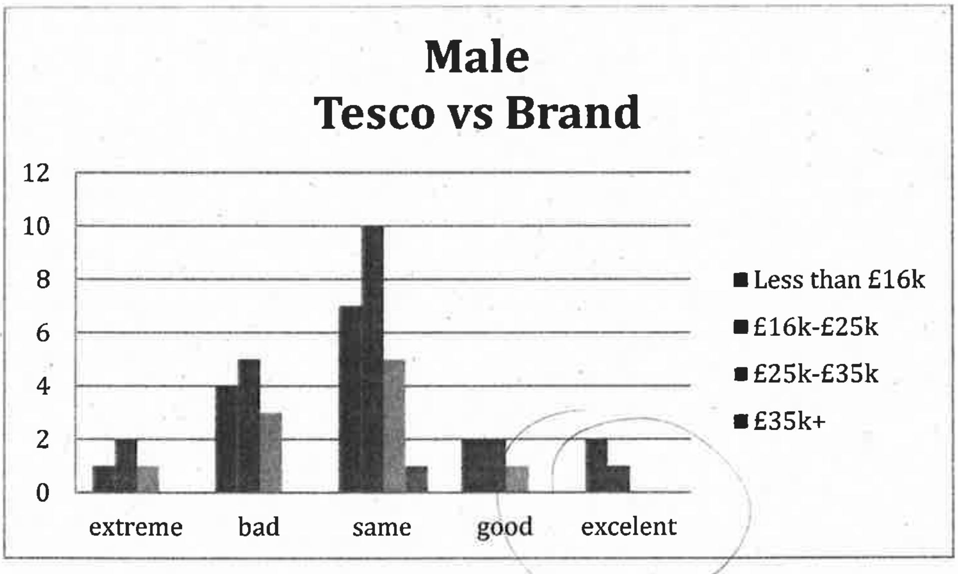
d. Better quality

e. Considerably better quality

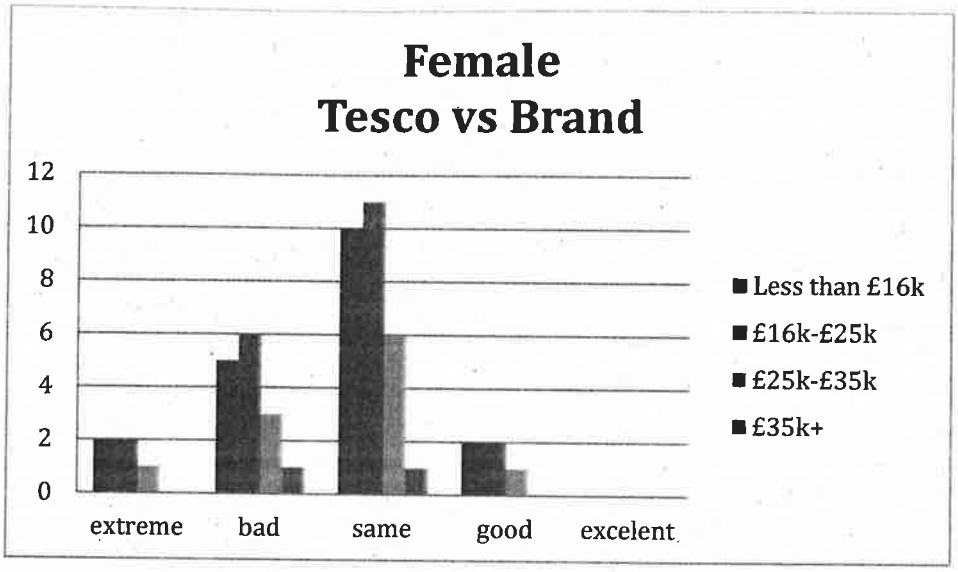
Here is question 5, in question five the researcher wants to identify what are consumer's opinions on Tesco own brand products quality compared to branded products quality.

Q5	a	b	c	d	e
	9	26	54	11	0

The data above shows consumers opinions on Tesco own-brand and branded products. 100 customers were asked this question; the average was between the worst quality and the same quality. Also the highest result shows that consumers think both branded products and own-brand products are of the same quality. However nobody answered that Tesco own brand is considerably better quality.



The above chart shows the correlation between household income and customers opinions on quality of Tesco's own-brand products. Here you can see that the majority of customers in all areas of household income say that the quality of Tesco's own-brand products are the same as branded products.



Also in question five the researcher has split the genders to try and identify if there is any correlation between males and females opinions on Tesco's own-brand quality. However there is no difference between genders as the same in questions 3,4 and 5.

4.6 Q6.Household income yearly:

a. £16,000 or less b. £16k to £25k c. £25,000 to £35,000 d. £35,000+

In question six the research wants to identify the house hold income for the data collection analysis. This data was used in questions 3,4 and 5.

Q6	a	b	c	d
	35	41	21	3

Above is the data collected, the average household income is between £16k or less and £16k to £25k. However, only three customers stated that they earn £35k and more. Question six was used in correlation between questions 3,4 and 5. Also the researcher has compared this data to identify if there is any correlation to consumer decisions depending on how much they earn.

4.7 Q7. Number the following factors in demand of importance to you when buying food products from Tesco's. (1= very important 6= least important)

a. Price

b. Advertising

c. Reputation

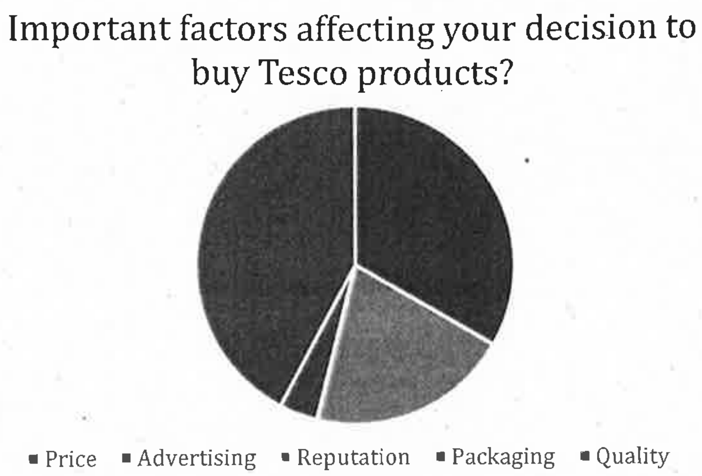
d. Packaging

e. Quality

In question 7 the researcher is identifying the important factors that affect consumer's decisions when buying Tesco own-brand products. Customers had to number between 1 and 6 for the following factors; price, advertising, reputation, packaging and quality. Numbering one meaning very important and numbering six is least important for them.

Q7	a	b	c	d	e
very impo					
1	60	0	37	7	76
2	28	0	28	0	15
average					
3	0	17	17	0	9
4	0	0	11	19	0
5	0	31	0	11	0
least impo					
6	12	52	7	63	0

The above table indicates the number of customers that answered each part of question 7. In 7a 60% of the customers said price is the most important factor when it comes to making purchasing decisions. In 7b the majority of answers said that advertising is not an important factor when it comes to making purchasing decisions. 7c shows there is a mixture of views when it comes to retail reputation. However the majority answered that reputation is very important. In 7d the researcher wants to identify if packaging is an important factor, 63% of customers answered that it was the least important to them. In 7e the question asks if consumers look at quality as a factor when it comes to a purchasing decision, 76% answered that it is very important. It is clear that the majority of consumer buying decisions come from two key factors. Shown below a pie chart that separates this data clearer.



4.8 Q8. Number the following, food products that you're more likely to buy from Tesco's own label range.

(1= very likely 6= very unlikely)

a. Fruits & Vegetables

b. Bakery & Cakes

c. Meats

d. Health Products

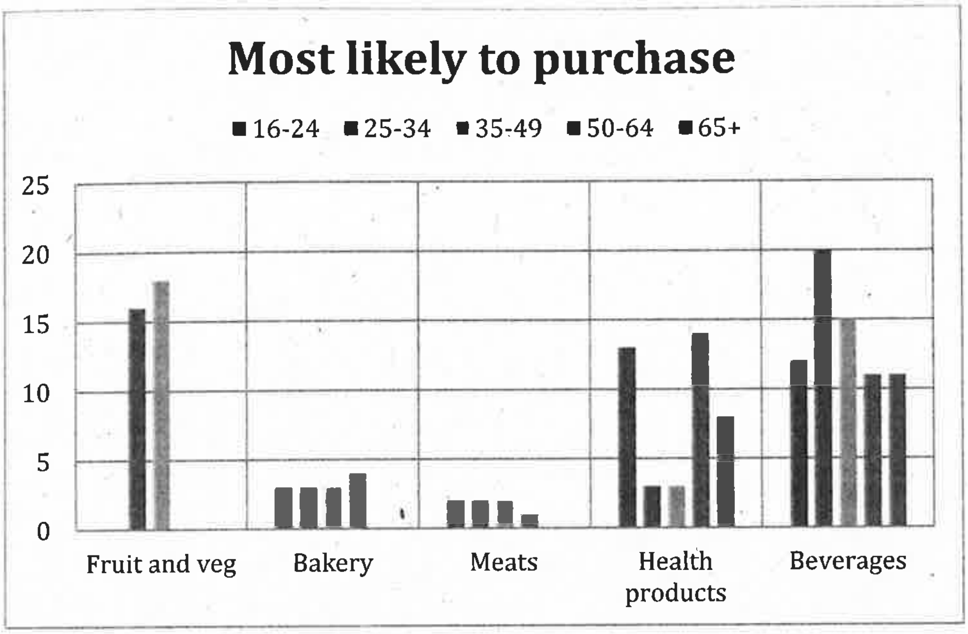
e. Water & Drinks

In question eight the researcher is identifying what kind of own-brand products do customers shop at Tesco. Similarly to question 7, the customers are answering by numbering between 1 to 6. Number 1 meaning their very likely and number 6 meaning very unlikely. The question asks six different types of products, fruit and vegetables, bakery, meats, health products and beverages.

Q8	a	b	c	d	e
very likely 1	0	1	2	67	58
2	0	0	0	0	0
average 3	6	0	0	11	21
4	0	26	0	0	0
5	10	34	19	10	15
Very.unlikely 6	84	39	79	12	6

The data above shows the answers from 100 customers that took part. In 8a the majority are very unlikely to purchase own-brand fruit and vegetables. In 8b there is a mixture, customers who answered vey unlikely to purchase bakery only accounted to 39%. Also in 8b 34% answered that they are unlikely to purchase bakery products from Tesco's own-brand range. In 8c 79% of customers answered that they are very unlikely to purchase meat products and only a very low 2% said they are very likely. In 8d the researcher asks if health products are products that customers purchased from the Tesco's own-brand range, 67% answered that they are very likely to purchase health products from Tesco. Though 12% of customers still consider that they are very unlikely to purchase health products from Tesco. In comparison 8e identifies that 58% of customers are very likely to purchase any beverages from

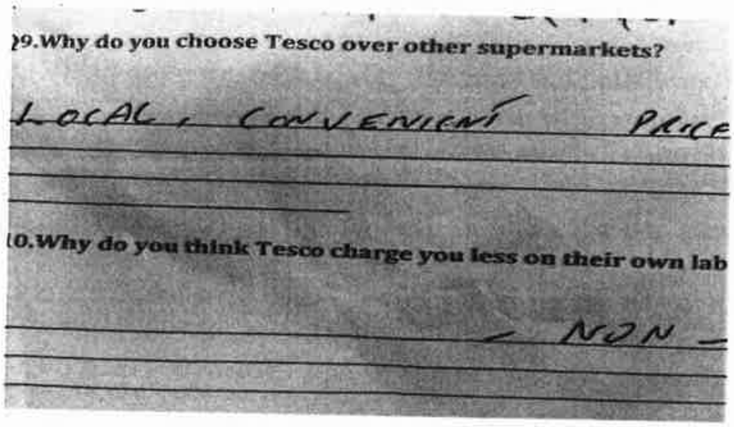
Tesco's own-brand range. However 21% said they are average when it comes buying Tesco beverages.



The above bar chart shows the correlation between age groups who are more likely to purchase 5 different own-brand products from Tesco. Customers who purchase fruit and vegetables are only between the ages 25-49. Though the Tesco bakery range shows that between the ages of 16-64 are all happy to but Tesco own-brand bakery. Similarly, meat products have the same purchasing age groups. However Tesco own-brand health products seems to be popular with customers aged 16-24 and 50-64. Here you can see that the higher age customers and the lower age customers were very likely to purchase own-brand health products. Although the age group between 25-49 were less likely to but health products. Customers who answered beverages were from all age groups, the chart above shows that the majority were aged 25-34, and the lowest were between 50 and 64.

4.9 Q9.Why do you choose Tesco over other supermarkets?

Question 9 was used for non-qualitative data research. However question 9 was used for the researcher to have an understanding on why customers choose Tesco over other supermarkets. Although not many consumers answered this question, the researcher has collected the answers and has seen a very positive correlation. The majority of customers said in question 9, that it was their local store and convenient for them. Also some answers stated it was the price that attracts them to Tesco.


9.Why do you choose Tesco over other supermarkets?

LOCAL, CONVENIENT PRICE

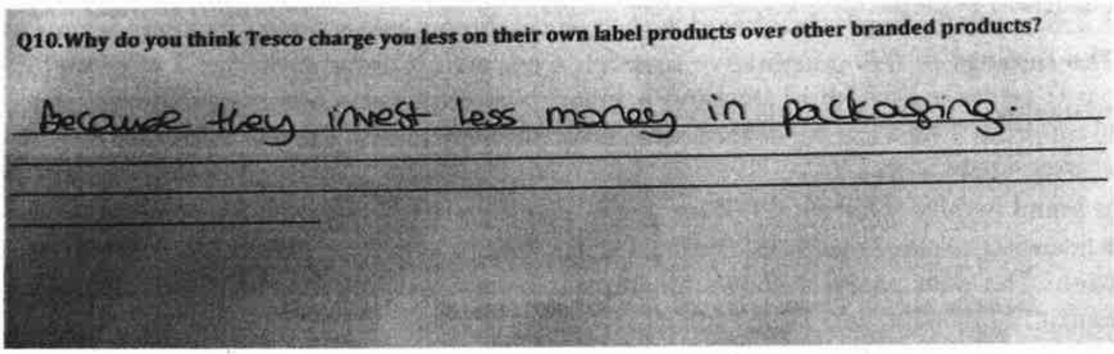
0.Why do you think Tesco charge you less on their own lab

NON

This picture is taken from one questionnaire, this shows one of the customers answer for question 9.

4.1.1 Q10.Why do you think Tesco charge you less on their own label products over other branded products?

Here is the researchers last question on the survey. Similarly to Q9, Question 10 intends to identify the nature of the customers answer and is not used for data collection. Also in question 10 not many customers answered this part. However some customers that did answer mentioned 'Tesco are competitive', 'Tesco spends less on packaging', 'financial crisis' and 'supply and demand'. Although this information is useful it is merely an opinion. Consequently, this information was not used, however it was useful to understand what opinions customers had thought concerning their retailer.


Q10.Why do you think Tesco charge you less on their own label products over other branded products?

Because they invest less money in packaging.

This picture is taken from the questionnaire; this shows one of the customer's answers from question 10.

Chapter Five: Research Analysis and Discussion

5.1 Introduction

In this chapter the researcher aims to identify key aspects of the literature review and combine it with the chapter four: Research Findings. The literature review contains five headings that show the researcher has developed an analysis to relate to the Specific Research Question (SRQ). The following headings; branding, retail branding, brand equity, brand loyalty and own-brand products are correlated with the result and analysed in the previous chapter.

5.2 Research Analysis

The findings of this quantitative research were mainly from questions 3,4,5,7 and 8. In question 3 the researcher looks into how often customers shop at Tesco. In relation to brand loyalty McIlroy, (2000) suggests that loyalty is a commitment to return to the store. The data analysis shows an impact to customer loyalty, in affect customers returning to Tesco more often to shop. McIlroy (2000) also suggests that once customers are satisfied with what they see valued for them, they will tell friends and family. Tesco Wembley has created a unique environment where customers are happy to return to, using extra services such as: Post office, Nandos, Subway, click and collect service, pharmacy, shoe fix store and world food section.

Question 3 identified that customers earning less income are more likely to visit Tesco more often than customers earning a high income. Although the significance is not largely apart, customers who earn less visited Tesco more often to buy what they need when they need it. This largely down to commitment of customer's financial earnings, it is important to understand that customers are less likely to spend on products for the long run and more likely to purchase on daily or weekly basis.

In question four the researcher wants to identify what the main products are that customers shop from Tesco, weather it is branded or own-brand. Also the researcher has compared between different household incomes to identify between the low range income and the high range income. Customers with the lower range income are more likely to purchase mainly Tesco branded products and less branded products. Although the literature states there is a purchasing increase in own-brand products, and that three factors; quality, pricing and packaging has changed to bring in more customers to purchase own-brand products (Wells and Farley, 2007). The researcher has acknowledged that it was key for retailers to change these factors; therefore there is a clear demand for more own-brand products over branded products. Consequently, there is more own-brand purchasing than branded products in the UK to when Tesco first started (Nielsen, 2005).

Question five looks at the correlation between male and female and household income to identify what consumers think of own-brand products quality, in comparison to branded products. Choi (2006) suggests that in the beginning own-brands was introduced as cheap low price alternatives to branded products. In correspondence with customers answers, 54% agreed that the quality is very much the same as branded products. However 9% of customers answered that own-brand products are considerably worse quality than branded products. This may be the reason that many retailers' own-brand products are now moving into premium products (Choi and Coughlan, 2006). Consequently, no new research shows own-brand products have improved quality since 2006.

In question seven the researcher takes an in depth look at consumers opinions on own-brand products. Five key aspects demonstrate what is more important to customers decisions when it comes to own-brand products. Burt (2000) suggests products are bought on crucial factors; these factors come from attractive packaging, labeling, brand image and quality. In correspondence with the result, the majority of consumers answered that Price is the most important and Quality comes after. Also packaging was the least important, this could be to past research and that retailers have developed a bigger awareness to their products. It could also mean that consumers no longer look for attractive packaging and brand image; they look at price as the most important factor to grocery shopping. Quality is also a high demand for customers; Wells (2007) suggests craving for quality and choice in products has allowed retailers to pursue premium priced and finest food products. Consequently retailers are combining quality and price to hit back at branded products. Huang (2009) suggests retailers have been competing, developing and marketing their own brand even though they are the big distributors of other branded products yet own-brand products are now ranked as top brand categories.

Question eight looks into the types of products that customer are most likely to buy from the own-brand range. Anchor (2009) indicates that Tesco's own label product is just another brand and is as good a quality as other shelf brands. The researcher has identified that customers in the 16-24 age group are the highest consume of the own-brand range. Burt (2000) comments that younger consumers have the highest purchasing of retail own label brands and more willing to take risk in unknown products when buying own label products. Consequently, the research in the past does match research done today and that some aspects still have not changed.

5.3 Discussion

The result indicates that from the sample of 100 respondents, 33% choose own-brand products over branded products because of price. And 42% of respondents chose quality as the most important factor when buying own-brand produce. These two key factors highlight the consumers decision when purchasing Tesco own-brand. Besides 4% of respondents indicated that packaging is the least important factor for purchasing decision from Tesco's own-brand range. Consequently, the researcher has identified that consumers are more likely to make a decision on price and quality rather than packaging and reputation. Also it is key to understand that there is no new research to clarify this, past research elaborates on own-brand being an alternative to branded products with higher quality (Choi, 2006), however 54% of respondents said that own-brand products and branded products are of the same quality. Burt (2000) suggests that consumers make decisions based on packaging and labelling, however the researcher has identified this is no longer relevant to consumers.

The researcher has looked at Customer loyalty in three different aspects; the first aspect observed was the number of times customers returned to shop at Tesco. From the 100 respondents, 41% earning £16,000 or less returned to shop at Tesco more than once a week. However, only 22% earning £25,000 to £35,000 respondents shopped at Tesco over once a week. The researcher has identified that customers who are earning less money are more likely to visit Tesco more often. As a result, consumers who earn a high income are more likely to shop less often. Customers with high income could purchase more goods in fewer visits to Tesco. Whereas the low range income have less to spend and are more likely to come more often and purchase less products.

The second aspect was observed through what customers are more likely to buy; mainly branded, mainly own-brand or a mixture of own-brand and branded products. From the 100 respondents, 34% answered that they shop mainly own-brand and 32% answered a mixture of both. However, only 20% of respondents said that they shop mainly branded products. As a result, the researcher identifies customers are shopping more own-brand products than branded. Also the researcher has identified that household income, in the low and the high range are similar when choosing own-brand products. Accordingly own-brand products have improved to customer's satisfaction from past research.

The third aspect observed, was how consumers thought of the quality difference between Tesco own-brand products compared to branded products. From the 100 respondents 54% said that Tesco own-brand product is the same quality as branded products. Also 0% answered that branded products are considerably better quality than own-brand products. Therefore, branded products are no longer seen as high quality compared to own-brand. Retailers have rapidly changed consumers opinions in the past, retailers have developed a reputation and impression for its own-brand products that reflect its brand standards rather than the standards of the well-known brands in each category (Wolff Olins, 2013). Moreover, Tesco have seen an improvement in consumer purchasing, consequently Tesco has seen a rise in profits and are the leaders in the retail grocery market in the UK.

Chapter Six: Conclusion and Recommendations

Conclusion

In conclusion, Tesco has improved the retail shopping experience through technology segmentation and research to adapt to consumer demands. The researcher has identified that own-brand products are more influential than branded products; also consumers are more interested in quality and price rather than reputation and labeling. The researcher has developed an understanding of key issues that consumers demand in regard to loyalty. Brand loyalty has not been key to this research, however loyalty to Tesco is seen as an advantage to both the retailer and the consumer. Consumers are happy to give their purchasing information in return for discounts and offers. Thus, Tesco are happy to supply this in order to gain consumer behaviour information to adapt to consumers demand.

In return Tesco are able to change and influence consumer purchasing behaviour by collecting data, this data is then transformed into key segmentation targets.

Also, the researcher has identified that consumers in the low income have a higher purchasing rate than consumers in the high income. Due to the financial economy, customers are spending less at grocery retailers. However, even though customers are spending less, the research identified that the less you spend in the retail store the more often you're likely to return.

It would be reasonable to conclude that, consumers are happy to purchase own-brand products for price and quality rather than visual labeling or reputation. Equally, loyalty scheme cards influence customers to return to Tesco, although loyalty has no attachment to own-brand products.

Recommendations

The researcher recommends three aspects that Tesco or other retailers should consider changing.

The first aspect, Tesco should consider expanding their loyalty scheme cards to own-brand products only. This can provide more customer loyalty through own-brand products. Equally Tesco can provide more loyalty points to customers who choose own-brand products over branded products.

The second aspect considers retailers like Tesco to look into younger customers, the researcher identified that younger consumers are more likely to buy own-brand products. Tesco should provide teenager and students loyalty schemes, where students are able to gain more loyalty points for fewer products. In effect this will provide Tesco with more customer retention.

The third and final aspect the researcher recommends is Tesco should consider spending less money on packaging and labelling but rather look into pricing their products at a lower cost. Consumers have no big interest in packaging when it comes to a purchasing decision, Tesco should be able to sell more products that cost them less. In effect both consumers and retailers will gain loyalty and reputation in return.

Consequently, Tesco want to make their customers happy and consumers demand good quality and competitive pricing. If these considerations were taken into affect the consumers overall satisfaction and Tesco's Profit margins could increase.

Bibliography

Books

Brassington, F. and Pettitt, S. (2003) The Principles of Marketing London: Prentice Hall

Bratton, J., & J. Gold, (2007) Human Resources Management, Basingstoke, Hampshire: Palgrave Macmillian

Collis, J. & R. Hussey, (2009) Business Research, Basingstoke: Hampshire, Palgrave Macmillian

Saunders, M.N.K (2009). Research Methods for Business Students. New York: Financial Times Prentice Hall.

Journals

Aaker, D.A. (1991), Managing Brand Equity, Free Press, New York, NY.

Aaker, D.A. (1996), Measuring Brand Equity across Products and Markets, Free Press, New York, NY.

Ailawadi, K.L. and Keller, K.L. (2004); "Understanding retail branding: conceptual insights and research priorities", Journal of Retailing, 80 (Winter), pp. 331-342.

Anchor, J. (2009), 'Consumer perceptions of own brands international differences', Journal of Consumer Marketing. 26 (6), 437–449

Bloemer, J., de Ruyter, K. and Wetzels, M. (1999), "Linking perceived service quality and service loyalty: a multi-dimensional perspectives", Journal of Marketing, Vol. 33 No. 4, p.1082-106.

Burt, S. (2000), 'The strategic role of retail brands in British grocery retailing', European Journal of Marketing. 34 (8), 875-890

Burt, S. and Davis, S. (1999), "Follow my leader? Look-alike retailer brands in non-manufacturer-dominated product markets in the UK", International Review of Retail, Distribution & Consumer Research, Vol. 9 No. 2, pp. 163-85.

Byrom, J. (2001), "The role of loyalty card data within local marketing initiatives", International Journal of Retail & Distribution Management, Vol. 29 No. 7, pp. 333-42.

Bloemer, J., de Ruyter, K. and Wetzels, M. (1999), "Linking perceived service quality and service loyalty: a multi-dimensional perspectives", Journal of Marketing, Vol. 33 No. 4, p.1082-106.

Calder, B.J., (1977) Focus Groups and the Nature of Qualitative Marketing Research, Journal of Marketing Research, 14 (3) pp. 353-364.

Chaniotakis, I and Lymperopoulos, C. (2010), 'Consumers' intentions of buying own-label premium food products', Journal of Product & Brand Management. 19 (5), 327-334

Choi, S.C. and Coughlan, A.T. (2006), “Private label positioning: quality versus feature differentiation from the national brand”, Journal of Retailing, Vol. 82 No. 2, pp. 79-93.

Clarke, I. (2000), ‘Retail power, competition and local consumer choice in the UK grocery’, European Journal of Marketing. 34 (8), 975-1002

De Chernatony, L. (2009), “Towards the holy grail of defining “brand”, Marketing Theory, 9(1), pp. 101-105.

Dick, A. and Basu, K. (1994), “Customer loyalty: toward an integrated conceptual framework”, Journal of Marketing Science, Vol. 22 No. 2, pp. 99-113.

Fearne, A and Duffy, R. (2005), ‘Justice in UK supermarket buyer-supplier relationships: an empirical analysis’, International Journal of Retail & Distribution Management. 33 (8), 570-882

Gle´met, F., Gonza´lez-Andio´n, S., Leita˜o, P.M. and Ribeiro, R. (1995), “How profitable are own brand products?”, The McKinsey Quarterly, No. 3, pp. 173-5.

Griffith, R and Leibtag, E. (2009), ‘Consumer shopping behavior: How much do consumers save?,’ The journal of economic perspectives. 23 (2), 99-120

Huang, Y. (2009), 'Retailers premium own-brands: creating customer loyalty through own-brand products advantage', International Journal of Retail & Distribution Management. 37 (11), 975-992

Huczynski A. A. and Buchanan, D.A. (2007), "Organizational Behaviour (Sixth edition)", FT Prentice Hall.

Keller, K.L. (1993), "Conceptualizing, measuring, and managing customer-based brand equity", Journal of Marketing, Vol. 57, pp. 1-22.

Martenson, A. (2007). A study of the store as a brand, store brands and manufacturer brands. Corporate brand image, satisfaction and store loyalty. 35 (7), 544-555.

Gray, D. E. (2009), "Doing research in the real world (2nd edn)". London: Sage Publications Ltd.

McIlroy, A. and Barnett, S. (2000), "Building customer relationships: do discount cards work?", Managing Service Quality, Vol. 10 No. 6, pp. 347-55.

Noordhoff, C., Pauwels, P. and Odekerken-Schröder, G. (2004), "The effect of customer card programmes: a comparative study in Singapore and The Netherlands", International Journal of Service Industry Management, Vol. 15 No. 4, pp. 351-64.

Pellegrini, L. (1993), "Retail brands: a state of the art review", Proceedings of the 7th International Conference on Research in the Distribution Trades, University of Stirling, September 6-8, pp. 348-63.

Ponterotto, J. G., & Grieger, I. (1999). Merging qualitative and quantitative perspectives in a research identity. Using qualitative methods in psychology, 52 (2) pp. 49–62. Thousand Oaks, CA: Sage.

Stancec, R. (2003), 'The effect of the brand on perceived quality of food products', British Food Journal. 105 (11), 811-825

Saunders, M, Lewis, P., Thornhill, A., (2009), "Research Methods for Business Students". Pearson Education Limited. London

Sopanen, B. (1996), "Enhancing customer loyalty'', Retail week, December, P.21-24

Uncles, M. (1994), "Do you or your customers need a loyalty scheme?", Journal of Targeting, Measurement and Analysis for Marketing, Vol. 2 No. 4, pp. 335-50.

Wells, L and Farley, H. (2007), 'The importance of packaging design for own-label food brands', International Journal of Retail & Distribution Management. 35 (9), 677-690

Wulf,K and schroder,G. (2005), 'Consumer perceptions of store brands versus national brands', Journal of Consumer Marketing. 22 (4), 223-232

Zikmund W. G., (2002). "Business research methods". Thomson South-Western

Websites

Nielsen, A.C. (2005), "The power of private label", available at: http://www.microsofttranslator.com/BV.aspx?ref=IE8Activity&a=http%3A%2F%2F www.acnielsen.se%2Fsite%2Findex.shtml (accessed 20 November 2013)

Oxbridge writers, (2013) [online] available at: http://www.oxbridgewriters.com/essays/business/tesco.php#ixzz2Os71zWv3 (accessed: 13/03/2013)

Telegraph, (2013) [online] available at: http://www.telegraph.co.uk/finance/markets/2788089/A-history-of-Tesco-The-rise-of-Britains-biggest-supermarket.html (accessed: 11/03/2013)

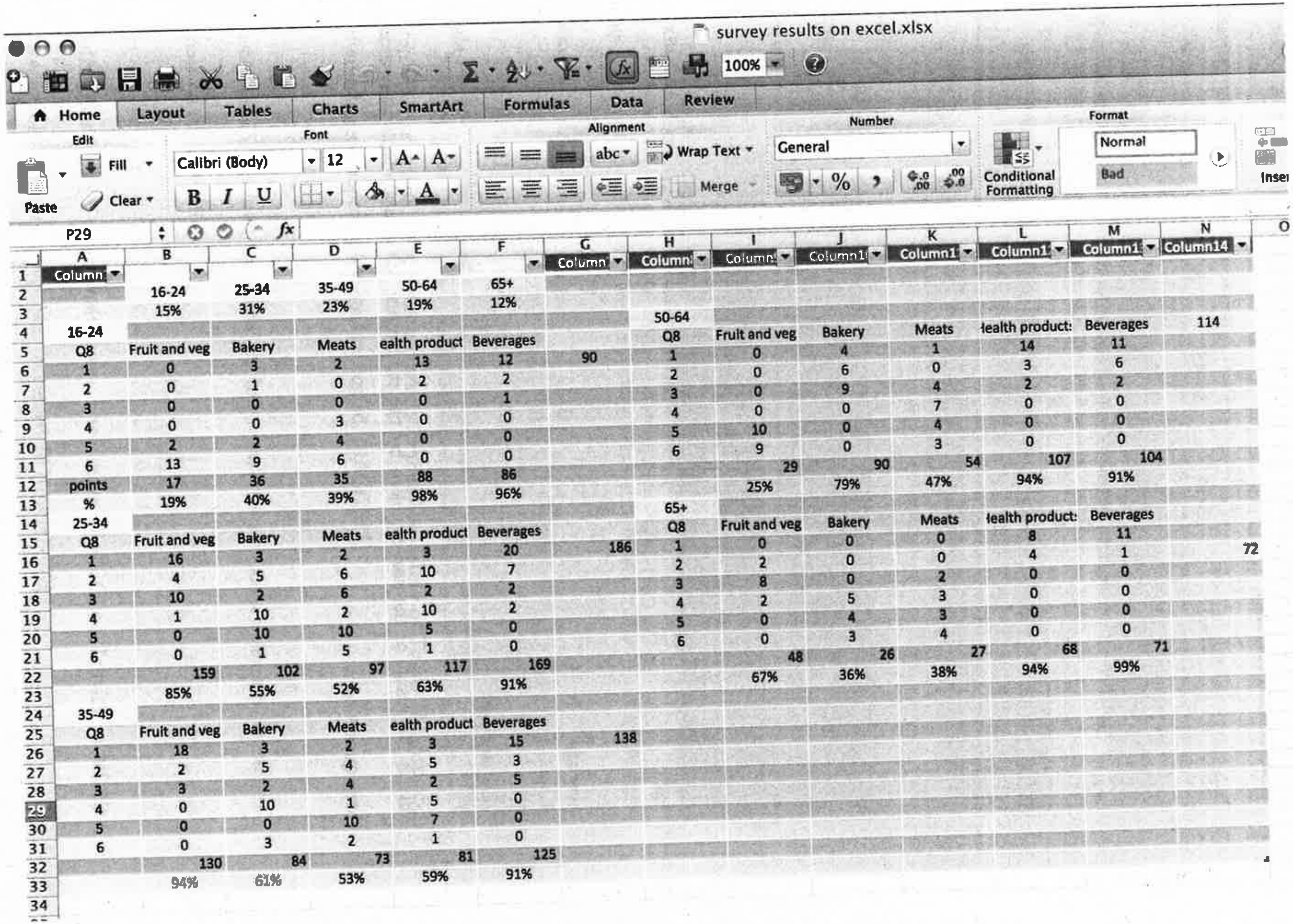
Tesco, (2013) [online] available at: http://www.tescoplc.com/index.asp?pageid=11 (accessed at: 19/3/2013)

Wolff Olins (n.d.), Tesco. Shelf lively. Case study, Wolff Olins, London, available at:www.wolff-olins.com/tesco.htm (accessed 20 November 2013).

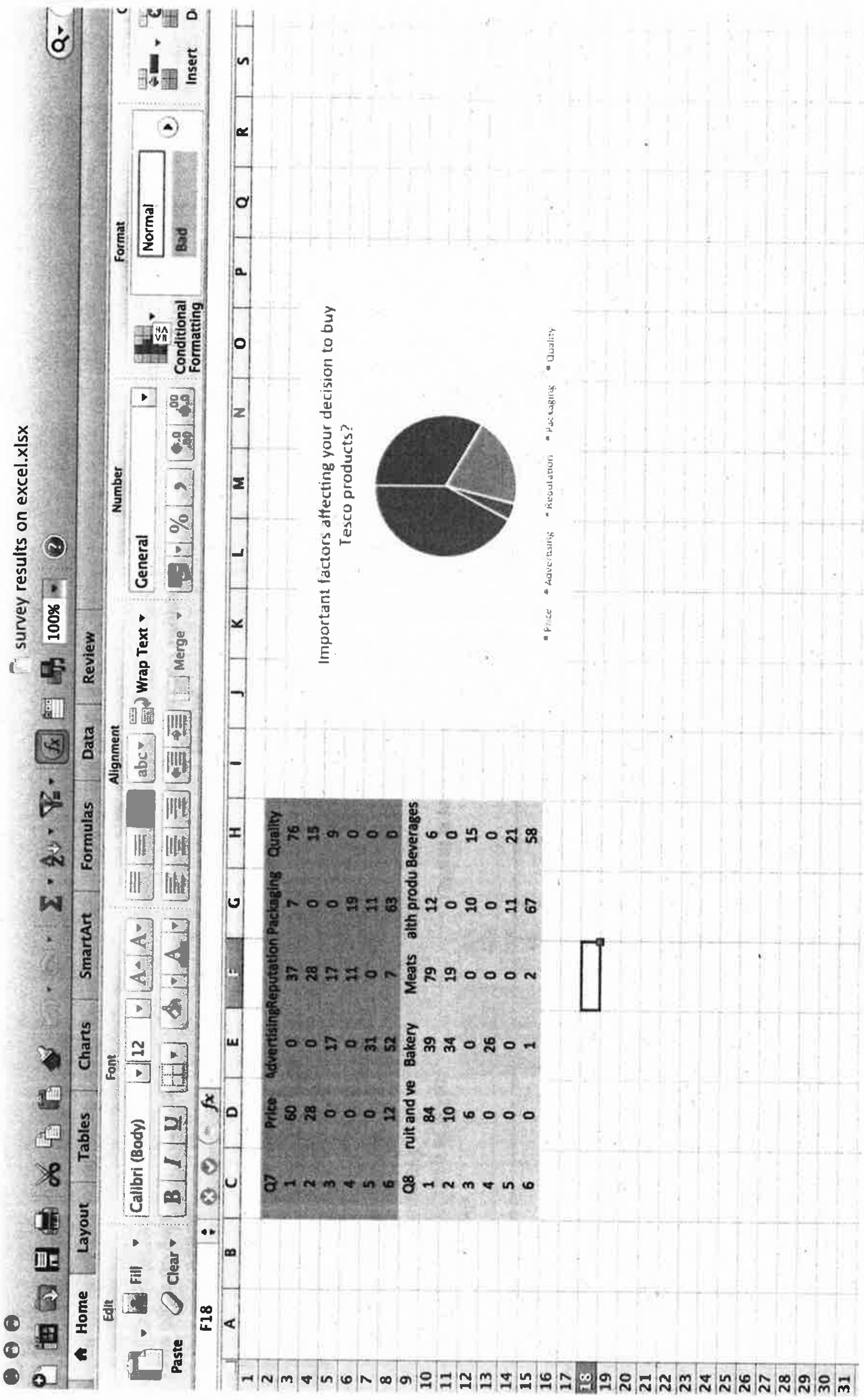
Appendices

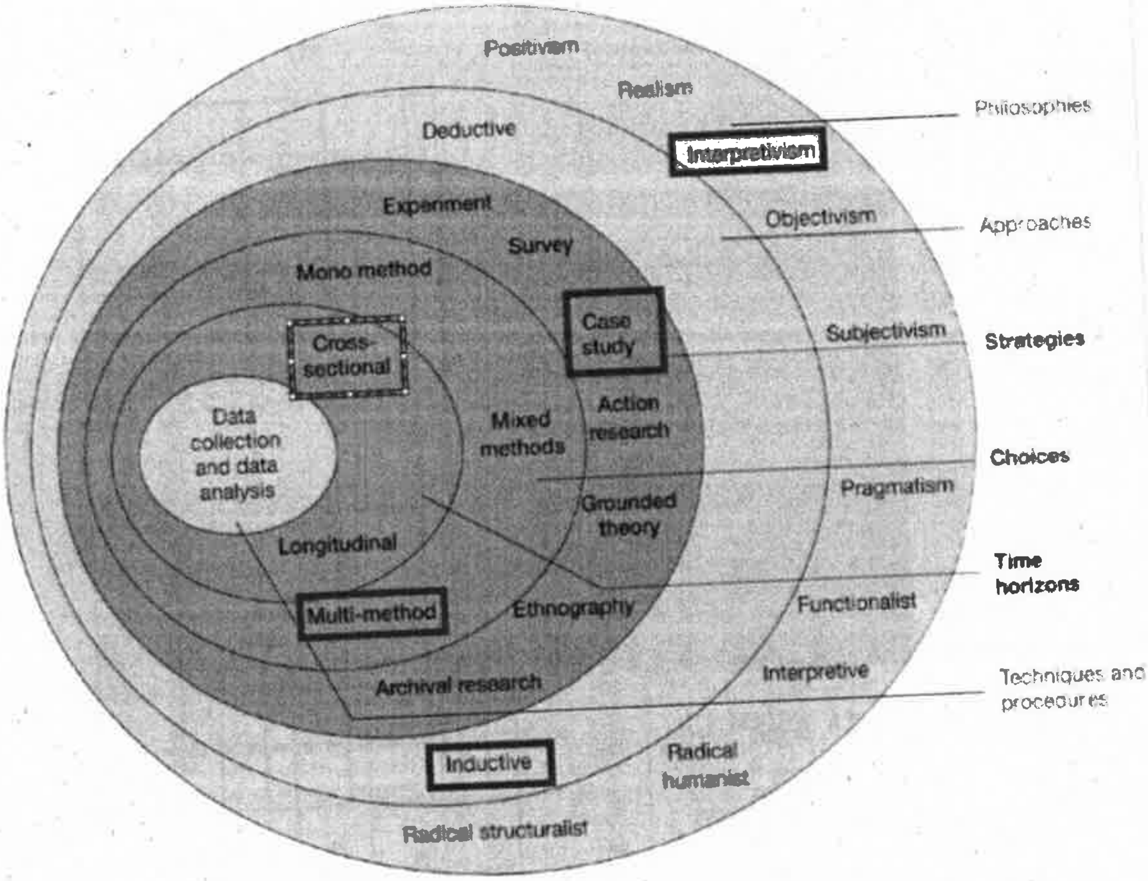
Q1	16-24	25-34	35-49	50-64	65+
	15	31	23	19	12
Q2	male	female			
	47	53			
Q3	a	b	c	d	e
	33	41	9	17	-
Q4	a	b	c	d	e
	13	34	32	20	1
Q5	a	b	c	d	e
	9	26	54	11	0
Q6	a	b	c	d	
	35	41	21	3	
Q7	a	b	c	d	e
very impo 1	60	0	37	7	76
2	28	0	28	0	15
average 3	0	17	17	0	9
4	0	0	11	19	0
5	0	31	0	11	0
least impo 6	12	52	7	63	0
Q8	a	b	c	d	e
very likely 1	0	1	2	67	58
2	0	0	0	0	0
average 3	6	0	0	11	21
4	0	26	0	0	0
5	10	34	19	10	15
Very.unlikely 6	84	39	79	12	6

This is the result of the survey taken by the researcher, 100 respondents answered these questions.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Column						Column	Column	Column	Column1	Column1	Column1	Column1	Column14
2		16-24	25-34	35-49	50-64	65+								
3		15%	31%	23%	19%	12%								
4	16-24							50-64						
5	Q8	Fruit and veg	Bakery	Meats	ealth product	Beverages		Q8	Fruit and veg	Bakery	Meats	lealth product:	Beverages	114
6	1	0	3	2	13	12	90	1	0	4	1	14	11	
7	2	0	1	0	2	2		2	0	6	0	3	6	
8	3	0	0	0	0	1		3	0	9	4	2	2	
9	4	0	0	3	0	0		4	0	0	7	0	0	
10	5	2	2	4	0	0		5	10	0	4	0	0	
11	6	13	9	6	0	0		6	9	0	3	0	0	
12	points	17	36	35	88	86			29	90	54	107	104	
13	%	19%	40%	39%	98%	96%			25%	79%	47%	94%	91%	
14	25-34							65+						
15	Q8	Fruit and veg	Bakery	Meats	ealth product	Beverages		Q8	Fruit and veg	Bakery	Meats	lealth product:	Beverages	
16	1	16	3	2	3	20	186	1	0	0	0	8	11	72
17	2	4	5	6	10	7		2	2	0	0	4	1	
18	3	10	2	6	2	2		3	8	0	2	0	0	
19	4	1	10	2	10	2		4	2	5	3	0	0	
20	5	0	10	10	5	0		5	0	4	3	0	0	
21	6	0	1	5	1	0		6	0	3	4	0	0	
22		159	102	97	117	169			48	26	27	68	71	
23		85%	55%	52%	63%	91%			67%	36%	38%	94%	99%	
24	35-49													
25	Q8	Fruit and veg	Bakery	Meats	ealth product	Beverages								
26	1	18	3	2	3	15	138							
27	2	2	5	4	5	3								
28	3	3	2	4	2	5								
29	4	0	10	1	5	0								
30	5	0	0	10	7	0								
31	6	0	3	2	1	0								
32		130	84	73	81	125								
33		94%	61%	53%	59%	91%								
34														


survey results on excel.xlsx
Important factors affecting your decision to buy Tesco products?
Price
Advertising
Reputation
Packaging
Quality



(Model 1) Source: Saunders et al (2003, p.83)

Thank you for agreeing to take part on this survey. (We have checked and tested each question will take an average of 40 sec). Please take your time to complete questions. All questions will be used for academic publishing only and will not affect you under any circumstances. Please do not hesitate to ask any question in regard this questionnaire.

Q1. Age:

16-24 25-34 35-49 50-64 65+

Tick that applies to you.

Q2.Gender:

Male Female

Q3.How often do you shop at Tesco Extra Wembley?

Once a week

Once a fortnight

Once a month

More than once a month

Other

If other please specify ____________________

Q4.what is your general food shopping?

All Tesco's own brand

Mainly Tesco's own brand, some branded goods

Half and half

Mainly branded goods, some Tesco's own brand

All branded goods

Q5. How do you see Tesco's own brand goods compared to their branded equivalents?

Considerably worse quality

Worse quality

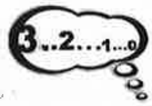
The same quality

Better quality

Considerably better quality

Q6.Household income yearly:

£16,000 or less £16,000 to £25,000 £25,000 to £35,000 £35,000+

Number 1 – 6 

Q7. Number the following factors in demand of importance to you when buying food products from Tesco's. (1= very important 6= least important)

Price

Advertising

Reputation

Packaging

Quality

Q8. Number the following, food products that you're more likely to buy from Tesco's own label range.

(1= very likely 6= very unlikely)

Fruits & Vegetables

Bakery & Cakes

Meats

Health Products

Water & Drinks

Q9.Why do you choose Tesco over other supermarkets?

Write your answer 

Q10.Why do you think Tesco charge you less on their own label products over other branded products?

TES4506847NI: Thank you for your email enquiry to Tesco - Windows Internet Explorer provided by Roehampton University

Reply | Reply to All | Forward

TES4506847NI: Thank you for your email enquiry to Tesco

customer.service@tesco.co.uk [customer.service@tesco.co.uk]

Sent: 10 November 2013 20:38

To:

Dear Customer,

Thanks for your email, we really value our customers' feedback, we'll be in touch with a personal response shortly.

Kind regards,

Sue Cox
Customer Service Operations Manager

TESCO