

To identify and analyse how income and population is impacting on Generation X consumers shopping experience in retailing. And to investigate how retailers/brands are responding to the trends (identified above) which are impacting on Generation X consumers

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IV Abstract

The purpose of this assignment is to investigate how income and population are impacting on Generation X consumers. The literature review will demonstrate how income has had a negative effect on the consumer and how population has had a positive effect. It will also show how retailers have reacted to these changes.

From the reading of the literature review it will become apparent that consumer's income has decreased as a result of the recession. It will also be clear that they have made changes by purchasing own brands, show rooming and online shopping. Increasing population have led to increased prices changes that now consumers have a wider variety of products, an emphasis on healthier products and increasing population can lead to increased prices.

From the retailers point of view they have made many changes in order to keep up with the change in population and income. Some of these reactions include: the increase in technology, the introduction of own brands which entices the price conscious consumer, the enhancement of loyalty cards which feel will increase brand loyalty and finally the opening of new stores due to the increase in population.

It was found that the respondents had similar feelings to what was stated in the Literature Review. The consumers all felt they had suffered a decrease in income, leading them to be price conscious, since the beginning of the recession. The view of own brand products was overall positive, which is in line with the literature review.

Each respondent showed to some degree an interest in becoming healthier. It was also stated that they felt there was an increase in population, which has led to more variety of products available. In difference to the literature review the respondents didn't respond as well to technology as was expected. The use of loyalty cards has increased with respondents stating they made life easier. This was followed up by the use of sales promotions which were greatly appreciated by the budget conscious consumer.

v) Introduction

The first objective for this research is to analyse trends that are impacting on Generation X consumers shopping experience in retailing today. The two socio-economic trends being discussed are the Changing population that is affecting Generation X and the change in income of Generation X.

The second objective of this research is to investigate how retailers and brands are responding to the change in trends mentioned above which are impacting on Generation X consumers. For this proof will be show of how retailers are reacting to the changes of population and income of Generation X.

Our chosen consumers are Generation X, commonly abbreviated to Gen X, is the generation born after the Western Post–World War II baby boom. Demographers, historians and commentators use beginning birth dates from the early 1960s to the early 1980s. According to the CSO's Profile 2 Younger and Older Table 1A there are 1,913,111 people categorized as Generation X. (CSO, 2011)

It will necessary to carry out both primary and secondary research. The secondary research will be carried out before our primary research can begin.

Literature Review

We are now a very different consumer; very resourceful and vigilant. It's not just about spending money here and now, it's also about planning for the future

(Good Month, Bad Month, 2013)

Introduction:

The purpose of this literature review is to gain an insight on how consumers have suffered a decrease in income since the beginning of the recession, and the impact of a population change. It will also demonstrate how retailers have reacted by opening new shops, introducing new schemes, and entering the technological market. Literature has been taken from newspapers, websites, academic journals, and online reports.

1.1 Increasing population in Ireland

According to the CSO, the average life expectancy for females is 83.2 years and for males it is 78.7 years, which are above the EU averages. (CSO, 2011) This has resulted in smaller retailers opening up in locations where the elderly can access easily. This has had a positive effect on consumers as some of the older generation would be terrified of substantial retail shops, therefore leading them to not shopping as regularly as they should. The opening of the smaller retailers means that they can enjoy their shopping experience and only buy when it's needed.

Between the years 2003-2012 the population increased by 15.2% to 4.59 million people. The proportion of the population that contains 'Generation X' increased from 51.9% to 54.3% which is a 2.5% increase. (CSO, 2011) Since 2006, there has been a total population increase of 8.2% which is just under 350,000 people. (CSO, 2012) Ireland's population over the last 5 years has been steadily increasing due to the fact that Generation X has increased by 2.5% and that there are also 350,000 more people than there was in 2003. This has led to areas becoming densely populated which in terms of retail, means the possibility of increased prices for the consumer.

1.2 Population is on the rise and so is technology

According to shelflife.ie as cited by Mintel (2013), Supervalu have become the first Irish supermarket to introduce a grocery shopping app. This allows consumers to carry out their grocery shopping via a smartphone. Consumers can be precise, including requesting a specific cut of meat from the in-store butcher. Supervalu's 'Real Rewards' loyalty card can also be used in combination with purchases. As the population is constantly increasing, it comes as no surprise that people are becoming more technologically advanced. In response, Supervalu have spotted a niche in the market which is why they launched their app. This would not have been possible without the introduction of smartphone technology onto the Irish market.

In the report 'Online Retailing', Mintel (2012) states that fashion retailer New Look introduced a mobile version of its online website in April 2011. The new version includes an integrated store finder, as well as the ability for users to purchase items using a one click approach. It also highlights that the mobile website has increased sales by 45% and orders by 60%. The rise in 'Generation X's' population, as indicated earlier, may have been a key element in their decision to design the mobile website. The inclusion of an integrated store finder on their website is required as New Look is trying to make it easier for consumers to find them. They are aiming to keep up with the ever changing population, which are becoming more technological advanced every day.

1.3 Income Decreasing:

According to the CSO's Earnings and Labour Costs Table, in the first half of 2008 the average income of employees was €705.16 compared to the first half of 2013 which was €685.53 (CSO, 2013). Comparing 2008 to 2013, this is approximately a €30 decrease over 5 years. In the last 5 years, Irish consumers have seen a €30 decrease in their weekly income, having a negative effect on their shopping experience during recessionary times. Since the recession hit Ireland in 2008, consumers are not shopping in the same way as they are trying to get the best possible value for their money.

According to the Irish Times 1.18million adults say they have €50 or less left at the end of the month once all bills have been paid. (Pope, 2013) This indicates that people are struggling to cope with the economic climate, highlighting the fact that incomes are declining resulting in some consumers having to do without vitally important items such as life insurance.

1.4 The new era of online shopping and the show-rooming effect:

A new survey has suggested that 1 in 3 people are spending over 20 hours online every week with 63% of respondents using the internet for online shopping (RTE, 2013). Irish consumers will be the biggest spenders in Europe this Christmas season according to a recent eBay survey, with an average spend of €512.43 each. A large portion of this figure looks set to be spent online with 55% of Irish consumers expected to turn to the internet in search of that perfect gift (Irish Independent, 2013). The increase in online shopping had a large effect on consumer lifestyle. Consumers are now shopping from the comfort of their own home as opposed to the traditional method of shopping. By doing this, consumers are availing of cheaper prices and are getting better value for their money on their purchases. This is a common trend among consumers today.

In this era, Kennedy (2013) indicates that smartphones have made a dramatic impact on retail shopping with 80% of smartphone owners admitting they have viewed a product in store and then went home and purchased the same product online. Technology is drastically changing the Irish consumer's behaviour in terms of retailing today. With the introduction of smartphone technology consumers can now go into a shop and test the product they are looking for and then order it online for a cheaper price and have it delivered straight to their front door. Gone are the days of carrying bags around shops for this new tech-savvy generation.

1.5 Unemployment in the Irish economy:

The unemployment rate in Ireland has decreased from 13.6% to 12.8% which is its lowest percentage rate since 2009. By the end of September the number of unemployed fell by 41,700 leaving the total number of unemployed at 282,900 (The Irish Times, 2013). Although the unemployment rate has decreased it is still substantially high compared to France which has only reached their highest unemployment rate in the last 16 years of 10.9% (The Irish Times, 2013). The high unemployment rate in Ireland has had a positive effect on Irish consumers. It has led to the opening of discount retailers nationwide such as Lidl and Aldi. This has led to a large proportion of the population shopping in discount retailers, to avail of the cheaper options offered. Irish consumers are now getting better value for money.

Analysis by Healy, Murphy, Ward and Reynolds (2012, pp 22) Table 2: states that 21-60 year olds are receiving €188 per week on social welfare which is costing the government €27 billion a year. In comparison, the total welfare figures in 2007 was only 17 billion (Welfare, 2007), this is an increase of 10 billion and is due to the growth in the unemployment rate which therefore means more welfare is being claimed. The mere €188 that a small percentage of Generation X is receiving each week is having a major effect on their shopping experiences. Irish consumers that receive welfare cannot afford the products they once were able to buy. Each year it is costing the government more on welfare which can also have a direct effect on retail, mainly due to increased VAT on products.

1.6 Every Little Helps

According to Mintel (2012) Supervalu's 'Real Rewards Programme' was launched in 2010 in order to help consumers during the economic downturn. As consumers were spending less during the recession, Supervalu decided to launch their loyalty card which offers added incentives to shop with them. As other retailers have had similar schemes in operation longer, Supervalu recognized that if they wanted to retain shoppers it was important to reward them regularly.

Last year, Paul (2013) highlights that Tesco introduced its 'price promise' which guarantees to match or better prices of their close competitors. If Tesco are unable to do so they will offer consumers a refund of up to €10 off their next shop. This creative but positive response should see Tesco gain a competitive advantage over other retailers. Tesco are hoping that by introducing this 'price promise' consumers will return due to guaranteed better prices which will lead to increased loyalty.

As quoted by Mintel (2012) in their 'Price Promotions & Loyalty Schemes' report, in 2011 O2 decided to re-introduce its 'Priority Moments' app. This allows consumers to avail of free gifts as well as early access to concert tickets via their online app. O2 felt that with the economic climate in 2011, it was the ideal time to re-launch 'Priority Moments' following its unsuccessfulness pre-recession. With income falling, O2 have recognized the importance of partnering up with various retailers in order to offer price discounts. They hope to entice new customers as well as reward existing ones, giving them a competitive advantage over rival firms such as Meteor and Vodafone.

1.7 They're here, they're there

In the 2011 Census it was recorded that there was 544,000 non nationals living in Ireland, compared to the 422,000 which were living here in 2006. (CSO, 2012) This increase of 222,000 is mainly due to the fact that people are emigrating from their home countries to Ireland with hopes of a better quality of life. Over the last 7 years there has been almost 50% increase of Polish people residing in Ireland with figures rising from 63,000 to 122,000 people. (CSO, 2012)

In the last 5 years the increase in foreign nationals has had a positive impact on Irish consumers. Due to the increase, there has been a better selection of foreign foods and clothes throughout the retail industry for consumers to choose from. With the likes of Lidl and Aldi opening in 2001 they have offered alternative products at a much cheaper price. Throughout the country there has also been an increase in the opening of Polish, Filipino and Vietnamese shops which have given the customer alternative options.

According to The Journal, there was approximately 165,700 applications received, of which 88,000 were visa applicants which was a 6% increase on the previous year. The remainder of the applications were residence, protection and citizenship (The Journal, 2013). This puts an added pressure on retailers to provide for the vastly different cultures. This opens up a market for competition among the retailers to gain customer loyalty from these new entrants to Ireland.

1.8 Health of the nation

Bord Bia's report 'Anticipating Tomorrow' suggests that consumers are focused on improving their health through healthy eating. There is a widespread increase in knowledge of the link between health and food. Consumers nowadays are more educated which means they have a thorough understanding of the link between health and food. The report also states that 'superfoods' can be expensive which means some people may not be as healthy as they are unable to purchase fresh produce. (Bord Bia, 2007)

When Irish consumers are going grocery shopping they are more aware of things such as sugar levels or calories, which stated below has led consumers to be more concerned about their diet and eating more organic and healthy products on a weekly basis. In a survey, consumers aged 50+ found that: 72% are eating healthier food than in the past; 57% consider their diet to be very healthy; 56% of consumers said they should do more about their health. (Pasley, 2010)

According to the CSO's Press release in 2012 on average €3,219 is spent by individuals on health care which is an increase of 33% since 2001 (CSO, 2012) The increased prices have mainly been due to the upgrade in technology and medicine. As consumers are spending more on their health, in theory it is helping them to live longer. As stated by Professor Charles Normand Edward Kennedy in his report 'The Health Care System in Ireland', he is suggesting that males born between the years 1970-1980 on average live 2.09 years more than the decade before. Females were stated to live 2.6 years longer. (Kennedy, 2012)

1.9 Discount Retailers Strike Back

Ciarán Hancock of The Irish Times indicates that 'Dealz' will bring their total number of stores in Ireland to 41 with the opening up of 11 new stores across the country over the next 15 months. He also states that they are attracting 250,000 customers into the retailer every day (Hancock, 2013). The increasing number of openings across Ireland has mainly been possible due to the increase in population. With areas becoming densely populated, retailers have reacted in a positive manner by expanding their customer reach. This has allowed them to provide cheaper prices to a larger proportion of the country with an average of 250,000 people entering the stores daily.

According to Ed Carty of The Irish Independent, discount retailer Aldi is set to open up 20 new stores creating up to 300 new jobs. (Carty, 2013) In doing this, Aldi has reacted in a confident manner by deciding to open up new stores leading to new jobs. By creating these new jobs it will lead to lower unemployment which will help raise public spirit. This should impact on emigration as people will not have to leave the country to find a job.

Lidl are now in partnership with Barretstown to create a €1million deal to help many children in need (Corbett, 2013). This shows that Lidl are rewarding the population by giving back to charity. In doing this, they are making themselves more attractive to Irish consumers as they will be more than happy to shop with a store involved with a local charity. By teaming up with Barretstown, this shows that they are here for the long haul. In turn, this will provide jobs in the future.

1.10 Private Label Brands:

It was recently noted by Mintel (2010) that 90% of Irish consumers have claimed they have got 'the same or better' quality when switching to own brands, while 80% claimed to have got the same or better value. The report also suggests that price is no longer an indicator of quality; this is a positive impact on the Irish consumer. The above statistic shows us that consumers are switching to own brand labels to avail of better quality and a cheaper price. By doing this, the consumers are saving money on purchases which can result in more disposable income.

According to TNS World-panel data as cited by Mintel (2010), sales of private-label goods in Ireland have increased by 9% year on year during the 3rd quarter of 2009. The same report states that private label goods have accounted for one in three purchases by Irish consumers. It also states that private label brands accounted for 35% of Tesco's sales in 2010 compared to only 32.5% in 2009. With one in three purchases being own brand, this has had a slightly negative impact on Irish consumers. Although these goods are cheaper, retailers have started to put up the prices of these goods.

Sarah McCabe of the Irish Independent, states that many of Ireland's best known brands have been hit hard as Irish consumers are opting for retailers own brand products. The article also suggests that nearly 50% of all milk sold is now own brand. (McCabe, 2013) With 'fast moving consumer goods' such as milk being bought more frequently than branded milk, this has led consumers to bulk buying. This has had a positive impact with consumers having to shop less for 'FMCG' goods.

1.11 Retailers Are Beginning To Own the Market

According to John Mulligan of The Irish Independent, Centra experienced a rise in sales of 3.5% since 2012 which amounts to €1.48bn. The managing director, Martin Kelleher states this is mainly due to the own brand range (Mulligan, 2014). Centra's reaction to the fall in income levels has been beneficial to the consumer. Their plan for the future is to continuously increase the number of own brand products sold within their store. This is favourable to consumers as they now have a wider range of products available for them to purchase at a cheaper price.

It was recently noted by Mintel (2010) that Marks & Spencer don't have a low-cost own-brand range, nor are they releasing one. Instead, they opted to reduce prices on many of their essential food items. In doing this, Marks & Spencer have reacted in a positive manner towards the recession. Being an upmarket retailer, they decided against releasing an own-brand range as this may have been harmful to their reputation. It is important that they are always searching for ways to increase their market share.

1.12 Conclusion

According to the research collected by the research team it was concluded that changes in income have had an adverse effect on the consumer and that the increase in population has meant that there is now a wide variety of people from different cultures living in Ireland. Retailers have reacted by trying to increase brand loyalty continuously, as opposed to waiting for the consumer to come to them.

Methodology

2.1 Problem Definition

“Problem definition is identification, clarification, formulation & definition of the specific marketing difficulty that necessitates decision related information”. (Domegan & Fleming, 2007, Pg 56)

2.2 Hypothesis

To establish that income and population are having a negative effect on consumers purchasing habits.

2.3 Research Objectives

- To examine how income and population are affecting Generation X’s shopping habits.
- To examine how retailers have responded to the above trends

2.4 Research Design Strategy

According to Domegan & Fleming “a research design strategy is a blueprint or overall action plan for the remaining marketing research study” (Domegan & Fleming, 2007 Pg 66) The research design strategy is the second step of the marketing research process and helps the researcher answer the questions of when, where, how and why the information is needed.

Research Design Strategy Choice:

The research design strategy the research team will be using is a mixed methodology approach. The two we will be using are Exploratory and Descriptive. We chose these because we felt as we were using a small sample size there was need to use causal. We also felt that it would give us a greater insight into the consumers shopping habits.

Table 1 Differences between research design strategies

| | <i>Exploratory Research</i> | <i>Descriptive Research</i> | <i>Causal Research</i> |
|-----------------------------------|---|--|---|
| <i>Data Type</i> | Qualitative. | Qualitative or Quantitative. | Quantitative. |
| <i>Aims</i> | To explore, chart, identity. | To describe, Quantify. | To establish cause and effect. |
| <i>Nature of variables</i> | Undocumented. | Known associations and documented. | Known exactly, Clearly supported. |
| <i>Degree of formality</i> | Relatively little | Some to extensive. | High mathematical content. |
| <i>Data</i> | Literature Review, Expert Survey, Focus Groups, In-depth interviews, Projective Techniques. | Literature review, Surveys, Observation, Panels. | Literature review, Expert Survey, Experiments, (Surveys), (Observation) |
| <i>Sample Size</i> | Small. | Small to large. | Large. |
| <i>Question Types</i> | Probing, Response driven. | Some probing, Interviewer driven. | No probing. |
| <i>Hypothesis</i> | Generates, Develops. | Tests and/or Generates, Develops. | Tests. |

(Domegan & Fleming 2003, Pg 66)

The table above shows the differences between Exploratory Research, Descriptive Research and Causal Research. The main difference between these three would be the sample size. Sample sizes range from small to large. Depending on the research being investigated, the researcher will choose one of the above options.

2.5 Collection of Data

The methods of collecting the data we used were secondary and primary research.

2.6 Secondary Research

“Secondary data is information that has already been collected by someone else for another reason, other than the on hand.” (Domegan & Fleming, 2007, Pg25)

There are nine types of external secondary data:

- 1) Government
- 2) Irish State-Sponsored Bodies
- 3) Directories
- 4) Trade/Professional Bodies
- 5) Databases/CD-ROMs
- 6) Internet/WWW
- 7) EU & European
- 8) Syndicated Services
- 9) Grey Material

Table 2: Advantages & Disadvantages of Secondary Research

| Advantages of Secondary Research- | Disadvantages of Secondary Research- |
|---|---|
| Diagnose the research problem | Relevancy and Accuracy |
| Develop an approach to the problem | Objective, Nature and Methods |
| Develop a sampling plan | Availability and Reliability |
| Formulate an appropriate research design strategy | |
| Answer certain research question | |
| Interpret primary data with more insight | |
| Validate qualitative research findings | |

(Domegan & Fleming, 2007)

The above tables shows the advantages and disadvantages of secondary research

2.7 Primary Research

“Primary Data is originated by a researcher for a researcher for a specific purpose of addressing the problem at hand (Problem Definition). The collection of primary data involves all seven steps of the marketing research process. (Domegan & Fleming, 2012)

Table 3: Advantages & Disadvantages of Primary Research

| <i>Advantages of Primary Research</i> | <i>Disadvantages of Primary Research</i> |
|--|---|
| <i>Specific Research Issues</i> - The marketer controls the research design. | <i>Cost</i> - expense in preparing and carrying out research can be high. |
| <i>Greater Control</i> - The marketer chooses the time of research, geography and the number of respondents. | <i>Time Consuming</i> - From start to finish primary research can take much longer to complete than secondary research. |
| <i>Spending</i> - The marketer chooses to spend as much or as little as is needed. | <i>Feasibility</i> - Some research projects are not within the reach of the marketer. |

(KnowThis.com 2013)

Table 4: Differences between Primary and Secondary Research

| | <i>Secondary Research</i> | <i>Primary Research</i> |
|-----------------------------|--|---|
| <i>Purpose</i> | Collected for other reasons by others. | Collected for specific problem in hand by researcher. |
| <i>Relevancy</i> | Some too little | Complete |
| <i>Objectivity</i> | Unknown | High |
| <i>Process</i> | Easy to gather | Difficult to gather |
| <i>Cost</i> | Relatively cheap | Relatively expensive |
| <i>Time required</i> | Relatively little | Relatively much |

(Domegan & Fleming 2003, Pg 78)

2.8 Profile of Respondents

The profiles of consumers chosen were between the ages of 30-60 both male and female in the Irish market, which are known as 'Generation X'. The investigation was undertaken to see how 'income' and 'population' are affecting consumers shopping patterns and how retailers have responded to these changes.

2.9 Sampling

Sample defined:

This term denotes a smaller group of items, members or objects, taken from a particular population that we measure or observe. It is a sub-set of the population or universe. A sample should be the miniature or mirror of the population under examination. (Domegan & Fleming 2003, Pg 29)

Sampling plays a central role in a marketing research study. There are two types of sampling methods. These are probability sampling and non-probability sampling. The researcher can choose between these depending on the nature of the research. Below the sampling methods are broken down into two tables.

Table 5: Probability and Non-Probability Sampling

| | |
|-----------------------------|-----------------------------------|
| Probability sampling | Simple random sampling. |
| | Systematic random sampling. |
| | Stratified random sampling. |
| | Cluster and area random sampling. |
| | Multi-stage random sampling. |

| | |
|---------------------------------|-----------------------|
| Non-Probability sampling | Quota sampling. |
| | Purposive sampling. |
| | Judgement sampling. |
| | Convenience sampling. |

(Domegan & Fleming 2003, Pg 361)

2.10 Fieldwork

This phase of the research project refers to what type of contact is made with respondents, how the data collection instrument is administered, and how the data is recorded and returned for processing. (Domegan & Fleming 2003, Pg 296)

The method of data collection chosen by the research team was both qualitative and quantitative. The quantitative measurement tool selected was ethnography, and the qualitative measurement tool was mall intercepts. The purpose of ethnography is to document everyday experiences of individuals by observing and interviewing them and relevant others whereas mall intercepts fall under the category of personal interviews to gain a better insight.

Table 6: Information of the respondents involved

| <i>Respondent</i> | <i>Tool</i> | <i>Time</i> | <i>Date</i> | <i>Location</i> | <i>County</i> | <i>Age</i> | <i>M/F</i> |
|-------------------|----------------|-------------|-------------|-----------------|---------------|------------|------------|
| <i>A</i> | Ethnography | 19:50 | 06/02/2014 | Dunnes | Dublin | 41-45 | F |
| <i>B</i> | Ethnography | 18:30 | 06/02/2014 | Dunnes | Dublin | 51-55 | F |
| <i>C</i> | Ethnography | 13:00 | 07/02/2014 | Tesco | Dublin | 46-50 | F |
| <i>D</i> | Ethnography | 15:30 | 08/02/2014 | Dunnes | Dublin | 41-45 | M |
| <i>E</i> | Mall Intercept | 14:15 | 09/02/2014 | Lidl | Galway | 51-55 | M |
| <i>F</i> | Mall Intercept | 14:45 | 09/02/2014 | Aldi | Galway | 36-40 | M |

Limitations

1. As this was the first application of ethnographic research and mall intercepts, the research team is relatively inexperienced.
2. Only ¼ of the ethnography was carried out on males. The ethnographic research was primarily concerned with females.
3. There was a chance of interviewer bias with the mall intercepts as the respondent could be affected by the tone of voice of the researcher.

Justification of Choice

The decision was made by the research team to choose Ethnography and Mall intercepts as the research tools. By choosing ethnography, the research team were able to observe consumers shopping habits closely, gaining a better insight. Mall intercepts were chosen as these can be conducted easily and are a quick method of gaining information.

Data Analysis & **Findings**

3.1 Introduction

Data Analysis is a set of methods and techniques that can be used to obtain information and insights from data. (Domegan & Fleming 2007, Pg 430)

3.2 Data preparation and processing

Editing

Editing is the process of reviewing questionnaires with the objective of increasing accuracy and precision. (Domegan & Fleming 2003, Pg. 413)

Coding

There are two different types of coding. Pre-coded and Post-coded. Pre-coded questionnaires are usually used for telephone or independently by the respondent. Post-coded questionnaires are usually used for open ended questions. (Domegan & Fleming 2003, Pg. 414)

Tabulation

Tabulation consists of three activities: sorting, counting and summarizing. (Domegan & Fleming 2003, Pg. 419) Tabulation is broken down into two parts: simple tabulation and cross tabulation.

Summarization

There are two major kinds of summarizing statistics. The first provides measures of the midpoint of the distribution and is known as measures of central tendency. The second gives an indication of the amount of variation in the data comprising the distribution and is known as measures of dispersion. (Domegan & Fleming 2003, Pg. 423)

3.3 Key Findings

Objective One:

“To identify and analyse two socio- economic trends, that is impacting on Generation X consumers shopping experience in retailing.”

Ethnography & Mall Intercept Findings: 6 respondents classified Respondent A – F

Table 7: Income Findings

| <u>Findings</u> | <u>Analysis</u> |
|---------------------------------|---|
| <u>Income decreasing</u> | All respondents are in agreement that their income has decreased over the last few years. This has had the greatest effect on Respondent’s A, D & F. The remaining respondents have been affected, but not as substantially as A, D & F. |
| <u>Own Brands:</u> | <i>Quality:</i> Respondents A, B, D, E & F are all likeminded when it comes to the quality of own brands. They regard own brand products as equals to branded products. Respondent C is of a completely different opinion, stating that they are of a much lesser quality. |
| | <i>Purchases:</i> With regards to purchasing own brand products, Respondents D, E & F will buy whenever possible. The remaining three respondents vary when it comes to purchasing these goods. Respondent A occasionally buys own brand products as opposed to Respondent C who will never purchase own brand. This leaves Respondent B who will regularly purchase these products but does not see them as a necessity. |
| <u>Price conscious</u> | When talking about being price conscious all respondents agreed that they were to some level price conscious. Respondents A and F were found to be extremely price conscious whereas Respondents B, D and E identified themselves as being price conscious, but not too an extreme. In comparison Respondent C identified herself as not being very price conscious. |

The above table discusses the changes due to income that have affected consumers.

Responses were recorded from six respondents to gain an insight into these changes. Topics discussed were own brands, a decrease in incomes and what level of price consciousness they were at.

Table 8: Population Findings

| | |
|--|---|
| <p><u>Health conscious:</u></p> | <p>The respondents reacted in very different ways towards healthy eating. Respondents C and F would both consider themselves healthy and are willing to spend more in order to facilitate this choice. Respondents A, D and E all make small efforts to try and eat healthy, but it was not a major concern for them. Respondent B has recently started buying healthier foods in order to help her family become healthier, and plans to keep this up.</p> |
| <p><u>Increasing Population</u></p> | <p>When asked about the increases in population over the last few years, the respondents had a range of answers. Respondents A, B and F had all definitely noticed a difference in the amount of people, mentioning the increase in foreign nationals. In contrast to this respondents C and E had noticed no difference, claiming they do not pay attention to other people anyway. This leaves respondent D who has noticed a small change.</p> |
| <p><u>Variety of choice in foods:</u></p> | <p>When discussing the range of foreign foods available respondent F was the only one who loves to buy foreign food and will actively seek it out. Respondent B stated that they would be willing to try new things. Respondents A and C have no interest and wish to stick with what they know. Respondent E will pay no attention to what's in a grocery store but will visit designated foreign food stores.</p> |

The table above details the changes due to population. Respondents were asked a series of questions detailing choices of food, changes in the amount of people in Ireland, and the importance of health. Respondents differed in answers across the board.

Objective Two

To investigate how retailers/brands are responding to the trends which are impacting on Generation X consumers?

Table 9: Retailer Findings

| <u>Finding</u> | <u>Analysis</u> |
|--|---|
| <u>Sales Promotion & Special Offers</u> | When shopping respondents A, B, E, and F all stated that they would actively search for special offers in store. Respondent C does not actively look for any sales promotions or special offers, instead picked them up not realizing they had a deal. Respondent D will occasionally purchase special offers, but relies heavily on own brand products. |
| <u>Loyalty Cards</u> | On the topic of loyalty cards respondents C and E agreed that they do not like loyalty cards. Respondent E did state though that this is out of “sheer laziness”. Respondents A, B, D and F all have loyalty cards that they will frequently use. Respondent F stated that they have five. |
| <u>Technology</u> | When discussing technology while shopping respondents A, D and E found that technology can be helpful with the overall experience but felt that it was something that they only use occasionally. Respondent’s B and C were like minded when they both stated that they both disliked technology interfering with their shopping process. Respondent F stated that they loved technology as they felt it increased the shopping experience greatly. |

The above table shows changes by retailers to facilitate consumers. The introduction of technology was appreciated by respondents for the most part. Loyalty cards were also valued as consumers felt this was a helpful way of saving.

3.4 Triangulation

Ethnography/ Mall Intercept vs Literature Review

Findings from the literature review are supported by the primary research. The literature review states that consumers are changing their shopping habits due to population and income changes. Consumers are now show-rooming, bargain hunting and are more health conscious compared to what they were years ago. It also highlights that retailers have reacted to these changes in a positive manner by increasing the popularity of loyalty cards, opening new stores and improving technology.

In keeping with the literature review, the primary research indicates similar findings. Respondents claimed they were suffering from a decrease in income which led to them changing their shopping habits. These changes included purchasing own brand goods on a frequent basis, keeping a look out for sales promotions. Consumers are also more concerned about eating healthy. In regards to the retailer, they are putting a greater emphasis on sales promotions and special offers in order to attract price conscious consumer.

To conclude, the secondary research evidently shows that technology and loyalty cards are now a contributing factor whilst shopping due to the improvements in both areas. In comparison, the primary research indicates that the importance of technology and loyalty cards can vary from respondent to respondent when shopping.

Conclusion & **Reccomendations**

4.0 Conclusion

It is evident that Generation X consumers have suffered a decrease in income (CSO, 2013) since the recession. This has led to an increase in own brand purchases (Mintel, 2010), show-rooming (Kennedy, 2013) and online shopping (RTE, 2013). It will also be clear that there has been a population change which has affected the consumer. It has benefitted the consumer through an increase in foreign nationals (The Journal, 2013) meaning a variety of foreign foods, consumers are now becoming more health conscious (Pasley, 2010) and finally how a population increase can lead to increased prices (CSO, 2012) All of the above are due to income and population changes.

Through the secondary research, it was found that retailers have reacted positively to the above changes. The introduction of technology (Mintel, 2012) in shopping has greatly alleviated pressures on the consumer as they are able to assess items on the company's websites. Another reaction by retailers has been the increased number of own brand ranges (Mulligan, 2014) which overall valued by consumers. The opening of discount retailers (Carty, 2013) and enhancement of loyalty cards (Mintel, 2012) have led to vast competition in the retail industry.

The method of primary research conducted was ethnography & mall intercepts. Through the research it was discovered that consumers are price conscious and the majority are no longer brand loyal. In comparison to the secondary research, consumer's opinions of technology and loyalty cards differed.

From the afore mentioned, the research team came to conclude that the hypothesis generated was disproven due to population having a positive impact on Generation X as opposed to a negative one.

Recommendations

1. *Geo-fencing*: To combat the increasing show-rooming trend, retailers should engage in geo-fencing. This allows them to send a message to consumers in the general vicinity trying to entice them into their store. (Hiscott, 2014)
2. *Loyalty Cards*: Retailers should place a greater emphasis on loyalty cards. This should help retain consumers, benefitting both parties.
3. *Healthy Options*: As there is a greater emphasis placed on health, consumers are will to spend more on healthier options. Thus, the retailer should provide a wider variety of options.

Appendix

5.1 Respondent A: Field Notes

Screening Questions

Gender: Male or **Female**

Age: 25-30 31-35 36-40 **41-45** 46-50 51-55 56-60

Location: Dunnes Stores

Occupation: Hair Dresser

Level of education: Leaving Certificate

- Sales promotion - lasagne 2 for 4 euro
- Picked up half price family pie, decided to put it back
- Was comparing prices between own brand and Brennan's bread.
- Was looking at 6 organic eggs for €2.09 but decided to go with 12 own brand eggs for €3.65
- Sales promotion again - Muller yogurts - 2 for €6 euro
- Was comparing Knorr soups - 2 for €3 euro but picked up another own brand instead.
- Philadelphia was €2.45 but decided against it.
- Went for 'Charleville' without comparison
- Took mobile phone out whilst looking at beer
- My assumption was she was comparing prices online
- Was looking at 2 litres of milk for €1.99 but went for 3 litres for €2.59
- Was looking at a 2 for €2 euro, Was knowledgeable and picked up 2 single ones for €1.98
- Was buying snack bars but noticed promotional sign for penguins 3 for €2. Gets triple the amount of bars.
- Maxwell coffee was 4 euro but paid an extra 2 euro for Nescafé. Compared Dunnes tea bags to Lyons. Was paying extra for Lyons tea bags but obviously prefers Lyons.
- Shopper purchased Coke without considering alternatives
- Was looking at pizza for 3 euro but noticed the meal deal
- Nutella was bought, no comparison here either

- Picked up bottle of wine without a price, used the price checker. Decided to put it back due to the price
- Was buying Rice Krispies 510g but noticed 700g. Was 2 euro dearer, went for 2x510g
- Was in the queue and realised she forgot butter but mentioned she still had to shop in Aldi fruit, veg so she will get it there
- No meat purchased

Used coupons and produced loyalty card when purchasing.

5.1.1 Respondent A: Q&A

1. *In the last number of years have you noticed a change in your income?*

I don't want to go into exact details but I am earning a lot less now than I was.

2. *I noticed that you purchased numerous items that were part of a sales promotion, can you tell me exactly why you done so?*

As a consumer, I am always on the lookout for a bargain. Whilst shopping the 3 for 2, buy one get one free signs etc. always catch my eye and attract me to the product.

3. *It came to my attention that you prefer certain own brand goods over branded goods, can you talk me through this?*

Bread – In my opinion, bread is bread

Eggs – I was getting better value for money over the organic ones

Soups – I haven't tried the own brand before and just fancied a change

Washing up liquid – Its going down the drain anyway, might as well be cheap

4. *Why did you pay more for tea and coffee?*

I paid more for the coffee as my husband is a big Nescafe fan. He is fussy and will not drink any other brand. I've bought Lyons tea bags for years so it's just habit at this stage.

5. Do you consider technology helpful while shopping?

Smartphone – While shopping I am able to go online and compare prices from multiple shops

Price checker – These machines can be a bit finicky sometimes so you have to wait on a member of staff to fix the machine for you, but I still use these on a regular basis

Self-scan – If I'm doing a small shop I will use the self-scan system as they are easy enough to use. If it's a larger shop I will go to the checkout

6. While observing your early shopping behaviour, I noticed you decided against a number of products. Why?

At the start I felt uncomfortable doing my usual shop as I wasn't used to people observing me

7. I noticed that whilst shopping, you were aware of what gets you the best value. Would you have done this before the recession?

No, I don't think I would've paid too much attention. Before the recession I was earning a lot more money than I am now. Whereas nowadays I feel it's important to spend my money wisely, anyway it's better off in my pocket than theirs.

8. With a couple of your purchases you didn't compare alternatives. Explain why?

Ah my son would be having a fit if I was buying something other than Nutella. He really does love it. Normally I'd stay away from fizzy drinks and chocolate bars but we are having a party this weekend so it's a once off thing.

9. *When you've been grocery shopping in the last few years, have you noticed more people in the shops?*

Yes I have. There used to be a time when I'd fly around the shop in about 40 minutes. But these days you spend more time waiting around in queues more than anything else. So yeah I suppose there are more people.

10. *Have you noticed a wider variety of products available in stores?*

Now that you mention it, I do see some foreign products that just don't interest me at all as I'm not one for trying new things. My husband on the other hand would purchase these the odd time.

11. *What do you make of discount retailers such as Aldi & Lidl?*

Aldi's and Lidl's seem to be popping up all over the place recently, but I will always use the local Aldi. I wouldn't trust their meat as it's probably all horse. But I would usually pick up a few bits such as my fruit and veg as I feel they have more to choose from.

12. *Since the recession retailers have been offering incentives to shop with them such as coupons. What is your opinion of these?*

I receive coupons every month as I have a loyalty card. They generally influence what I purchase. My relatives don't use coupons so I normally just take them all.

13. *Is there any reason why you didn't buy any meat?*

I use the local butcher as he's been looking after me for years.

5.2 Respondent B: Field Notes

Screening Questions

Gender: Male or **Female**

Age: 25-30 31-35 36-40 41-45 46-50 **51-55** 56-60

Location: Dunnes Stores

Occupation: Sales Assistant

Level of education: Leaving Certificate

- Respondent has a shopping list
- Shopper took 10mins before putting 1st item in trolley (Artificial Behaviour)
- Picked up Finches twin pack as it was on special at €3
- Compared 'Avonmore' fresh milk with Dunnes own brand. Picked up own brand milk, 3x3litres at a price of €2.19
- Robinsons Fruit-shoots were €3 bought 2, whereas own brand were not considered
- Was at curry sauces at was comparing Knorr curry sauce with own brand, decided to pick up only 1 own brand and 2 Knorr.
- Cow and Gate baby food were purchased for €10.49
- Also picked up 'Dolmio' Bolognese sauce over own brand
- The shopper picked up 2 packets of own brand rice at €0.99
- Purchased Kellogg's Corn Flakes for €3.99 and Coco Pops for €4.15
- Picked up small bag of Roosters Potatoes for €5.00 + Large Dunnes Stores Potatoes for €5.97
- Picked up 3 packets of soup. €1.19 each
- Heinz beans were on special for €3.00. Respondent had no hesitation here.
- Customer was looking at cheese. Was comparing prices of Dubliner Cheese to Dunnes Grated Cheese. Decided with own brand €2 per bag
- Was comparing 'Ristorante' Pizza with own brand. Went for 'Ristorante' at €5.96.
- Shopper bought 4 Loaves of 'Johnston Mooney & O'Brien' at €1.72 saving 33cent on each pan. The respondent didn't consider any other options when choosing bread.
- Picked up Irish breakfast pack on special for €3.00
- Shopper picked up Deny pack of ham for €4.00

- Corned beef (4 packs at €1.49 each), Mince Beef (2 at €3.69 each), pork chops (2 at €3.00 each) were all of Irish background.
- Also picked up hot chicken instead of frozen chicken for €5.49
- 2 Apple Bags were purchased at €1.79 each, 1 pack of bananas at €1.79, and small bag of cherries at €0.89.
- Continued onto checkout. Produced loyalty card. And paid with visa.
- *Note that no veg and little fruit were bought*

5.2.1 Respondent B: Q&A

1. *I noticed that you had a shopping list with you today. Would you usually carry one?*

Normally I'd have one doing a weekly shop because nine times out of ten I'd realise that I'd have forgot something when I get home. If I just had to pick up a few bits though, I wouldn't have one.

2. *It took you about ten minutes before you put anything in your trolley. Is there any particular reason for this considering you had a shopping list?*

It just felt a bit weird at the start being observed to be honest with you. I've never had anything like that done before.

3. *A lot of the time you were comparing own brand products with branded products. What is your thinking behind this?*

Well I suppose it was mainly price. I can't say I notice too much difference taste wise with own brand products, so it makes sense to save an extra few quid wherever possible.

4. *When you've been grocery shopping in the last few years, have you noticed more people in the shops?*

Oh yeah definitely. You used to be able to go around the shops no bother but these days they do be jammers. It does be a nightmare trying to find a parking spot.

5. *When selecting meat, I noticed everything was of Irish background. Is it important to you to buy Irish?*

Yes it is to be honest. It never used to bother me where it came from but in the last few years I really have tried to buy Irish. I like to be able to trace my meat back to its origins, especially since the horse meat scandal.

6. *I noticed that you purchased a few things which were on special. Do items on special tend to catch your eye?*

Yeah I'm a sucker for a bargain. A lot of the time I don't even need whatever it is I'm buying but I just can't help it. It wouldn't even be on my shopping list. My husband is always giving out about it, telling me I'm throwing money away.

7. **Have you noticed an increase in options when you are doing your shopping?**

Well I have noticed more foods that I haven't heard of before. If it's on a deal I do like to try new things.

8. **What do you think of technology helping you with your shopping?**

I hate technology, any sort of machine seem to break down on me when I use them. Shopping can stick to the old way as far as I'm concerned.

9. *What do you make of discount retailers such as Aldi & Lidl?*

I don't mind them to be fair. I'd normally stick to Dunnes or Tesco for my big shop but if I just needed a few small bits I'll happily go to either of them.

10. *There were a few products which you picked up without hesitation. Can you talk me through these please?*

Dolmio Sauce – I've always bought that so that's the only reason.

Corn Flakes – Cereal is just something that my family are very picky on so I don't think that will ever change.

Coco Pops – Same answer as Corn Flakes.

Denny Ham – I have come to trust this ham as I have bought other ham before and found it to go off quickly.

11. *In the last number of years have you noticed a change in your income level?*

Yeah I have certainly noticed a drop. I've had to cut my spending in a number of areas but thankfully I can still afford to spend roughly the same as what I was pre-recession on groceries.

12. I noticed that you purchased a small amount of fruit. Is healthy eating important to you?

It's a struggle to get the kids to eat some fruit. At the minute it's just me and my husband so I don't need to buy a lot. We're trying to be healthier of recent and were hoping that this will set a good example for our kids.

13. When you were at the check-out I noticed you had a loyalty card, these have become a big part of shopping these days. Why do you use a loyalty card?

To be honest with you I only signed up for one a couple of weeks ago. My friends were always saying I'm mad not to have one because I spend a lot on groceries. I suppose there right, so hopefully I notice some savings.

5.3 Respondent C: Field Notes

Screening Questions

Gender: Male or **Female**

Age: 25-30 31-35 36-40 41-45 **46-50** 51-55 56-60

Location: Tesco

Occupation: Lawyer

Level of education: 3rd Level

- Picked up bag of Irish carrots
- Goes for cheaper option on strawberries even though there was less strawberries
- Picks up Tesco wild rocket €1.47
- Picked up punnet of mushrooms for €0.99
- Picked up Tesco celery for €0.49 saving €0.40 over other celery as it was on special
- Bought Roosters over tesco
- Looked at Tesco well-being option on the veg aisle
- Picked up fruit from the well-being selection
- Compared Cully and Sully soup with Tesco. Went for Cully and Sully at €2.49
- Sales promotion on meat - 3 for €10 euro Bought 2 - All products where Irish.
- Compared Tesco rice with 'Uncle Bens'. Picked up 'Uncle Bens' even though it was €2 dearer
- Dolmio sauce was buy one get one free. Picked up 2 jars
- Compared 'Flora Light' with 'Dairygold'. Saved €2 by going with healthier option
- No hesitation when getting 'Benecol' 6 pack for €4.99
- Purchased 'Liberte' 0% fat yoghurt whilst on special for €2
- Compared 'Onken' fat free €1.85 with Tesco Irish low fat €0.55. Went with branded yogurts
- Picked up Diet Indulgence desert for €2. Was on promotion
- Purchased Avonmore light milk €1.89 over Tesco own brand (3x3 litres)
- Was looking at chocolate which was on special. But decided against it.
- Hesitated when picking up 2 bottles of 7up free. Which were 2 for €3.20
- Compared Lyons tea bags to other competitors. Bought Lyons tea bags.

- Walked by Tesco club card Deal brochure. Wasn't interested.
- Picked up Centrum tablets €8.09
- Picked up Vitamin C tablets for €3.29
- Shopper picked up 'Gillete' Shaving Gel. 2 for €4
- Picked up Comfort fabric softener for €8.79
- Picked up Persil Non-Bio for €9.79
- Picked up Finish Power Ball for €10.49
- On above products, Tesco own brand was never an option for this consumer or any other brands that were on special
- Picked up 4 packs of 'Belvita' biscuits whilst on special for €1.84
- Picked up 'Canderal' over Tesco version. Was €2.99 whilst Tesco was €0.99
- Picked up Brown Soda Bread for €1.79 – Competitors weren't considered here
- Customer continued onto queue
- Paid by cash
- No coupons used.
- Nor no loyalty card used.
- Shop Assistant offered consumer a sheet to sign up for club card. Wasn't interested!

5.3.1 Respondent C: Q&A

1. *When I was observing you, I noticed that you buy a large amount of fruit and veg. Why did you do so?*

I think it's very important to get my five a day. As I don't have the time to be going to the shops every day it makes sense to buy a lot in one go.

2. *The following products were the only ones which were on special offer that you purchased. Can you bring me through your thought process on these please?*

Meat (3 for €10) – Well 3 for €10 seemed too good to refuse plus as its Irish traced I'm supporting local farmers. I only buy Irish meat as I wouldn't trust anything else.

Dolmio Sauce (buy one get one free) – I was planning on getting the sauce anyway so I'm not going to leave a second one behind.

7up Free (2 for €3.20) – I was planning on buying sprite but seen this on special so went with it instead. Sure there basically the same thing anyway.

Gillette Shaving Gel (2 for €4) – My husband asked me to pick it up.

Belvita (on special) – Belvita biscuits are my favourite I didn't even realise they were on special

3. *Why did you decide against purchasing the chocolate?*

I was going to pick it up for my husband as I'm not a big fan of chocolate, but he can pick it up if he wants it.

4. *While picking up products for your washing machine and dishwasher you never considered own brand, why?*

My cheap skate of a husband bought own brand before and he hasn't heard the end of it since!

5. *On the topic of own brand, do you think the products are of any less quality?*

In my opinion own brand goods are of much lesser quality than branded goods, so I stay away from them.

6. *I noticed that when you were picking up dairy produce, all the products were of a healthy variety. Is being healthy important to you?*

Being healthy is extremely important to me. For many years I have been going to the gym as well as eating healthy. These two things have made a massive difference in my life, and I feel as good as I ever have been. In the last number of years I have noticed a larger number of healthier options throughout the stores I shop in.

7. *When shopping, have you noticed a wider variety of foreign products on the shelves?*

Particularly in the last few years I have noticed an increase in the number of foreign items, such as Indian and the odd Moroccan dishes.

8. *What is your opinion on technology helping while shopping?*

I hate all those machines' like those self-scans, that's why people are employed, to put my groceries through for me.

9. *The Tesco club-card offers consumers major incentives such as coupons. Why does something like this not appeal to you?*

To be honest, loyalty cards in general don't appeal to me as I'm always in different stores. I'd end up having three or four of them so it's not worth the hassle.

10. When you've been grocery shopping in the last few years have you noticed more people in the shops?

I'm not really an observant person, I can't really say I have noticed anything.

11. Can you finish the following sentence: Lidl and Aldi are ...

Extremely cheap and lacking majorly in the quality section

12. Do you ever shop online?

I've only bought online once before and that was a dress for a wedding. I had major problems and it was nuisance. So I refuse to shop online after that experience.

13. A yes or no answer is acceptable: Since the recession, has your income changed in any sort of way?

Yes it has. It's only been a small decrease as I work for a large company.

5.4 Respondent D – Field Notes

Screening Questions

Gender: ~~Male~~ or Female

Age: 25-30 31-35 36-40 **41-45** 46-50 51-55 56-60

Location: Dunnes Stores

Occupation: Bus Driver

Level of education: Inter Cert

- Shopper was going to purchase a JMOB white pan but bought 2 at €1.72 each saving €0.84
- Bought Brown Brennans batch for €1.97
- Shopper compares Kilmeaden cheese with own brand, opts for Kilmeaden x2 at €2 each
- Compares own brand milk with Avonmore. Buys 2x2 litres of own brand at €1.49 each
- Picked up own brand sausages after comparing them with Denny sausages costing €1.59
- Bought own brand sausage rolls for €1
- Compared Dairygold butter with Connacht gold and the bought Dairygold x2 at €2.69 each saving €1.38
- Purchased Lucozade Sport 6pk for €4.29
- Compared both Erin and own brand soup, ended up buying both at €1.59 and €0.59
- Compared Goodfellas pizza with own brand, bought own brand at €2
- Purchased Markies Dog treats for €2.25
- Bought own brand pork chops and minced beef at €4 each
- Shopper purchased own brand orange juice over Tropicana and Innocent after five minutes comparing them at €1.45
- Compared Golden Nuggets with Coco Pops , went for Golden Nuggets at €2.49
- Bought Country Store without hesitation for €3.49
- Purchased HB Iceberger 4pk after putting them back a couple of times at €3.49
- Shopper decided to buy Skips instead of Meanies at €2

- Shopper didn't buy any fruit or veg
- Shopper used value clubcard and coupons on purchase

5.4.1 Respondent D: Q&A

1. *Since the recession, have you noticed a changed in your income?*

Oh don't talk to me about the recession. It's really taking a major effect on the house. My wife lost her job last year and I'm on half the amount of money I was on. It's been a big struggle.

2. *At the beginning of observing you, I noticed that you seemed to be hesitant to start shopping. Can you explain why?*

This was the first time I've experienced somebody observing my shopping habits. At the beginning I was just too cautious of you following me.

3. *Over 70% of your trolley was own brand products. What is your opinion of own brand products?*

For me own brand are the exact same as branded goods except for certain ones. Goods such as Coca Cola or Fairy Washing up liquid that I would on a regular basis and wouldn't even consider the own brand ones. With own brand goods you are getting the same or even better quality 90% of the time.

4. *Also for a number of goods you compared prices. Can you bring me through your thought process?*

Kilmeaden cheese – Too me cheese is cheese but the Kilmeaden was on special offer so I chose that. No other reason really.

Dairygold butter – I prefer Dairygold but was just comparing it with other butters to see if I could save any money.

Golden Nuggets – My son likes both Coco Pops and Golden Nuggets for breakfast. So I'll buy whichever one is cheaper when I go shopping.

5. *In recent times have you noticed an increased number of consumers in the shops?*

I would agree that there are more people around the shops these days. But I wouldn't say I have paid that much attention to others. I just want to get my shop over and done with.

6. *How come you didn't buy any fruit or veg?*

I use the local fruit and veg shop on a regular basis. I find the fruit and veg in there to be a little bit more expensive but of a much better quality.

7. *Do you consider health to be important?*

I go through phases where I am really healthy and unhealthy. As a man, I would eat healthier than other men but I can go off the boil very easily after a long week of work.

8. *When purchasing, you used coupons and a loyalty card. Do you use these on a regular basis?*

Both my wife and I have loyalty cards for this shop. We both have one because we rotate on who does the shopping. We are always cutting coupons out of the newspaper and things like that and would use coupons on every visit to a store.

9. *Do you use technology to help you shop?*

Well I will check on my phone to compare prices of things if that what you mean. But I don't do it too often.

10. *I noticed that your shop wasn't the largest. Do you shop in other stores?*

I shop in numerous stores. My largest shop would in Aldi but I would also pick up some bits and pieces in our local Centra.

11. What is your opinion of discount retailers?

Discount retailers are just shops in my eyes. They are no different than Dunnes Stores or Tesco. The products in Aldo or Lidl are the exact same as what you would get anywhere else and at a bonus of much cheaper prices.

12. Finally, have you noticed a wider range of foreign products available in stores?

I haven't noticed myself but my wife is always bringing home foreign dishes. My answer would have to be no, but I am aware of the products.

5.5 Mall Intercept: Respondent E

Screening Questions:

Male or Female

Age-25-30 31-35 36-40 41-45 46-50 **51-55** 56-60

Employment- Guard

Level of education- Leaving cert

- 1. Have you noticed a change in your shopping habits since the start of the recession?**

Yes.

- 2. Have you noticed a change in your income in the last number of years?**

Yes I have noticed a change. It's not in right direction though.

- 3. What are these changes?**

As part of my route home I go to the discount retailers meaning Aldi and Lidl and bulk buy cereals drink rice pasta etc.

- 4. Do you shop around?**

Yes. Yes if I am aware of deals I will travel and get these deals.

- 5. Are you willing to spend more money on fresh healthier foods?**

There is a limit to this is I see a free range chicken for €13 which had a healthy lifestyle and it cost €13 to buy no I won't buy this chicken. But on vegetables and things like that I guess I will, it depends on how much money I have that week.

- 6. Do you buy own brand products?**

Yes certainly. The chances are the main producer sold this to Dunnes or Tesco and they relabelled it.

7. Do you find a difference between own brand products and branded products?

No. but my daughters would say otherwise. They like the colourful packaging of the big brands. It's all about the way the product is advertised. An example of this is a packet of cornflakes at about €6.50 alongside this on the shelf is own brand for half the price.

8. What supermarket would you visit most often?

Joyces of Headford for convenience but it is expensive. But you are paying for the convenience.

9. Do you avail of deals within the store?

Yes definitely. I'm a sucker for the two for the price of one. I will certainly check out any special offers.

10. In the last few years have you noticed more people in stores?

No I can't say I have noticed any difference.

11. Have you found an increase in foreign foods in supermarkets?

They are there but I don't pay any heed to them.

12. Do you shop in foreign stores?

Yes we go to the Indian store in Galway particularly to buy the basmati buy bags of rice where we make a big saving as it is a bulk bag. You can get a 5kg bag of rice for about 18. This is a significant saving on any of the other stores. Of course when cooking Indian it is great to get all the different herbs and spices.

13. Do you have any loyalty cards?

Yes but I don't use them. Out of sheer laziness. I typically don't pay heed to them.

14. Do you use technology while shopping?

For the most part I will use them. I'll use the self-scan depending on the size of my shop, or I'll google things to find better deals if I think a product is too expensive.

5.6 Mall Intercept: Respondent F

Screening Questions:

Male or Female

Age-25-30 31-35 **36-40** 41-45 46-50 51-55 56-60

Employment- Unemployed

Level of education- 3RD Level

- 1. Have you noticed a change in your shopping habits since the start of the recession?**

100%. I could definitely say that I have noticed a really big change.

- 2. Have you noticed a change in your income in the last number of years?**

Well I lost my job, so yes I have.

- 3. What are these changes?**

I find that I am constantly on the lookout for deals that can save me money. Money can be tight these days.

- 4. Do you shop around?**

I go around different shops for particular items.

- 5. Are you willing to spend more money on fresh healthier foods?**

Yes I am willing to spend more on healthier foods. Even though money is tight I still want to stay healthy. There is so much processed food out there and you just don't know how they will affect your body.

- 6. Do you buy own brand products?**

Yes all my products are own brand as I can't afford anything else.

7. Do you find a difference between own brand products and branded products?

No not really. Certain items like cereal I find a difference. But otherwise I think they are perfect quality.

8. What supermarket would you visit most often?

I generally shop in Aldi or Lidl they are both nearby for my main shop. And I go to a local vegetable shop for my veg.

9. Do you avail of deals within the store?

Yes. I love when I can look at my receipt at the end of a shopping trip and see that I have saved €20. Deals make my life so much easier.

10. In the last few years, have you noticed an increase of people in stores?

Yes, I definitely have noticed a lot more people from other countries here. I think this is great as it adds to the spirits of the country.

11. Have you found an increase in foreign foods in supermarkets?

Yes and I love it. I travelled a lot when I was younger and I think it's great that I can cook food from these countries easily. It's a real reminded of my past.

12. Do you shop in foreign stores?

I love going into the polish and Indian shops. The polish food is so different to what Irish people eat.

13. Do you have any loyalty cards?

I have a few loyalty cards, Dunnes, Tesco, Boots, Topaz, and Super Club.

14. Do you use technology while shopping?

Yes I would. I enjoy the self-scan equipment; I always wanted to have my own shop. Or those price checker machines they always come in handy.

5.7 Respondents receipts/savings

Respondent E



Respondent F



Respondent C: Price Promise



5.8 Respondents Loyalty Cards

Respondent E



Respondent D:



5.9 Respondent Coupons

Respondent A: Coupon



Respondent C: Coupon



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