
INDEPENDENT PROJECT

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Dissertation Title: Exploring the Impact of Asda on the Local Consumer Market in the UK

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Abstract

The impact of Asda on UK local consumer markets is examined in this dissertation in terms of pricing strategies, promotions, and Asda's market presence concerning how they affect customer purchasing behaviour, customer shopping patterns, and the survivability of local independent retailers. A quantitative survey was held among 40 participants, who are regular customers of Asda. Further findings indicate that Asda appeals to most respondents based on competitive pricing, being the main shopping motivation for three-quarters of respondents (70%). Furthermore, the research includes how Asda has been able to reshape consumer shopping habits and preferences, with a significant (62.5%) respondents saying they have changed their purchase patterns since the entry of the supermarket. However, the fact that the supermarket was present has had a considerable negative impact in terms of sales for local retailers, as 75% of the respondents indicated that they reduced spending at independent stores. To address such impacts, the study provides strategic adaptations for independent retailers to mitigate these impacts via niche market specialization and community engagement. Additionally, this study suggests measures that balance economic growth and the expansion of local businesses. The study notes the shortcomings of a small sample size and application of a quantitative approach and recommends future research to employ mixed method, larger and more diversified sample, and longitudinal studies to penetrate further into the long-term market dynamics between supermarkets and local businesses.

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Chapter 1: Introduction

1.1. Background

The retail industry in the United Kingdom (UK) has been through a major change in previous decades due to changing consumer demands, technology advancement and the increasing strength of supermarket chains in the market (Fredman,2022). One of the leading retailers in the UK, Asada, has a huge role in developing the local consumer market based on its competitive pricing, wide product ranges, and convenient shopping experience.

Asda was established in 1949 and in a matter of a decade grew to be one of the 'Big Four' British supermarkets, along with Tesco, Sainsbury's, and Morrisons (ASDA, 2024). Asda's market power was enhanced following its acquisition by Walmart in 1999 and by the Issa brothers and TDR Capital in 2021, where the name of the company was further seen to continue impacting local economics by changing consumer shopping habits and shaping the competitive landscape (Murray, 2025).

One of Asda's main value propositions is its pricing strategy, which focuses on low prices and promotional offers to gain price-sensitive customers. The company's "Rollback" campaigns and price matching guarantees have altered consumer behaviour, and how price becomes the most important factor that is considered when purchasing (Viridi, 2025). According to Morgan (2025), Asda had an estimated market share of 12.6% in the UK grocery sector as of 2024, demonstrating its considerable significance in shaping customers' tastes for purchases and the development of local markets.

Furthermore, Asda's amplified e-commerce and home delivery services have altered consumer shopping habits even more, with 45% of users in the market, especially since the post-pandemic era, when online retailing has taken off in a great way (Kunst, 2020).

Moreover, the intrusion of Asda in local areas has led to significant repercussions on small business and independent retailers, who usually find it hard to keep up with the pricing might, range of selection and convenience supplied by supermarket chains usually result in lower retention of customers and dire economic consequences for the small independent local retailers (Ihle et al., 2020). Through its one-stop shopping approach, its aggressive pricing strategy and by being a price leader, Asda can instigate less footfall and by being a price leader, Asda can instigate less revenue to smaller retailers, raising long term sustainability fears of local high, Asda's presence has changed consumer loyalty patterns where customers generally prefer to buy on price and look less at brand loyalty. It highlights the influence of Asda's pricing strategies as a YouGov study shows that 58% of UK consumers are motivated by price and promotions when choosing their supermarket (Fernandes, 2024). Yet, Asda's influence on consumer behaviour and local retailers is explicit, but studies that recognize the degree of influence on consumer behaviour and local retailers, especially on the local market level, are scarce. Thus, it is crucial to understand the broader meaning of Asda's market presence to assess the long-term ramifications of the extent of customer loyalty, customer purchasing behaviour and the generation of competitive balance across local economies.

1.2. Problem Statement

The rising influence of Asda and other large retailers has generated a great deal of anxiety over the supermarket's effects on the local market for consumers and their impact on the small business. Asda's competitive pricing, product variety, as well as promotional campaigns are beneficial for the consumers in terms of affordability and choice. However, all these things place the small and independent retailers in intense competition. With Asda able to sell a larger number of products than smaller stores at discounted prices, customer loyalty is affected, and the retail sector suffers from a loss of diversity (Butler, 2025). It is reported that many small retailers in areas where there are supermarkets report declining revenues and customer attrition, creating problems for local economies (Word, 2025). The introduction of Asda in local areas, especially after the pandemic, has induced considerable behavioral changes in purchase as well as loyalty patterns from a consumer behaviour perspective (Ali et al., 2023). Customers favour supermarkets with higher convenience and a wider product range as well as lower prices. Meanwhile, this shift, however, has a paradoxical effect, which is the sustainability of local retailers and concomitant consequences on community-based economies (Omar & Fraser, 2020). While Asda's substantial impact on consumer purchasing decisions, shopping habit and loyalty patterns in the local markets cannot be overestimated, however, limited quantitative survey-based study is deemed appropriated because it will allow the collection of measurable and statistically significant data from a broad sample of consumers as well as local retailers (Ghanad, 2023). The advantage of quantitative research is that it offers a systematic way to appreciate consumer perceptions and draw general conclusions (Fischer et al., 2023). Survey-based research is a suitable approach for this study as it allows for the collection of primary data from a wide range of respondents across different locations, thus identifying what contributed to the purchase decision and loyalty patterns in local areas concerning Asda's pricing strategies, promotion, and convenience. In addition, survey studies can be used to analyse consumer attitudes on the competitive effect of supermarkets against small businesses, which were quantified in terms of perceived change in consumer preferences and shopping habits (Jamieson et al., 2023). Overall, the quantitative approach ensures that the research findings come from objective and statistical support, thus providing a better understanding of Asda's impact. It is possible to design a survey that can collect data on key variables, such as consumer price sensitivity, promotional response, shopping frequency, and perceptions of small business sustainability in the presence of supermarkets. Importantly, the survey data can be analysed by using statistical techniques (Surucu & Maslakci, 2020) to reveal the patterns and relations between the pieces of data to gain insights on how the dynamics of the local consumer market work.

1.3. Aim and objectives.

This study aims to assess the impact of Asda on the local market in the UK in terms of customer behaviour. Key objectives are:

- i. To examine the influence of Asda's pricing strategies and promotional offers on customer purchasing decisions in local markets.
- ii. To analyse changes in consumer shopping habits, preferences, and loyalty patterns following the introduction of Asda in local areas.
- iii. To assess the impact of Asda's market presence on small businesses and independent retailers in terms of competition and customer retention.

Chapter 2: literature Review

2.1. Introduction

Over the last decades, the global retail industry has undergone a huge change due to technological development, change of consumer expectations control, globalization, and development of digital commerce. Local and regional players with small-scale operations usually dominate retail. However, that shift toward a more organized retail format has completely transformed the competitive landscape, particularly in developed markets like the UK (Dolega et al., 2021). Moreover, this retail evolution sees the shift from unorganized to organized retail formats. They are loosely called unorganized retail, or small family run businesses or corner shops etc that in general run without much formality. On the other hand, in the organized retail category, big retail super-markets like Asda, Tesco and Sainsbury's to name a few, take part along with their structured supply chains, marketing systems and customer engagement (Narang & Tiwari, 2024). Since the 1990s, the widespread urban and semi-urban expansion of supermarket chains has quickly followed the development of the dominance of organized retail formats in the UK. The convergence between physical and digital platforms in the retail industry, commonly termed omnichannel retailing, is another critical development in the retail industry. Today's retailers use in-store promotions, marketing emails, tweet ups, mobile apps and more to reach their consumers in multiple ways (Roggeveen & Sethuraman, 2020). This has allowed large retail chains to keep their consumers loyal and gather live insights into their shopping behaviour. This chapter first develops global industry trends, then areas of

consumer behaviour and their local market impact. Then, it presents the theoretical grounds for consumer studies related to retail and then goes on to study pricing and promotional strategies. The shopping habits as well as the economic impact of large retail chains like Asda on the small businesses are followed. Finally, the research gaps identified will be discussed and will be used to justify the reason for conducting this current study.

2.2. Theoretical Frameworks

Ajzen (1991) devised the theory of planned Behaviour (TPB). Which implies that people's intention to perform a behaviour (e.g., shopping at a retailer) is found by three constructs: attitude towards the behaviour (AT), subjective norms (SN) and perceived behavioural control (PBC). AT is related to thoughts of the consumer concerning whether he/she likes or dislikes (a positive or negative evaluation) shopping and the shopping experience at Asda, while SN are associated with the social pressures such as suggestion by the family and the community. PBC is concerned with the individual's perception. Yet another attitude factor, of how easy or difficult it is to shop at Asda, which can be anything as measurements on store accessibility and the internet store current. TPB has been widely used in retail research to forecast customer responses to pricing strategies, promotional offers, or brand loyalty programmes (Mokhlis et al., 2022). In the case of Asda. TPB can explain how pricing perception and peer influence consumer loyalty and shopping frequency. The Stimulus-Organism-Response (S-R-O) model is a psychological perspective complementing TPB. The S-R-O framework, developed by Mehrabian and Russell (1974), proposes that external stimulus (e.g., prices, retail store layout and promotional signage), affect consumer's internal psychological state (organism), which on the other hand leads to behavioural responses (e.g., purchase decision, retailer switching, and more). Within the context of how Asda's store design, advertising and price promotions produce such sensory cues which in turn affect emotional and cognitive reactions, this model is relevant. In omnichannel shopping, emotions can boost dwell time and impulse buying, as in emotionally appealing promotions, or bright, spacious store designs as an example (Pereira et al., 2023).

Overall, these theories bring a robust foundation from which the effects of company brand, company store, store location and store size can be examined as influencing customer behaviour in multiple ways. While SOR describes environmental and emotional triggers of consumer responses to stimuli, TPB considers rational and social aspects of consumer decisions. These models allow for a nuanced analysis of the data, and they have informed the thematic organization of the study on price sensitivity, promotional influence, loyalty behaviour and market competition.

2.3. Implications of Pricing Strategies in Retail

Arguably, the retailer's approach can make major differences in the things consumers perceive as valuable, their choice of store from which to buy, and their willingness to be loyal to the brand. Price sensitivity is the sensitivity of a product's price to an average consumer's purchasing behaviour (Kintler et al., 2023). Price sensitivity is affected by such factors as individual consumer characteristics, product type, and market conditions. Nassar et al. (2021) argued that consumers are differentially price sensitive based on value perceived in a product and their financial outlook. Moreover, Nassar argued, the competitive environment also determines the price sensitivity of the markets; in case of markets with a large set of competing products, the consumers are likely to be more sensitive to price since the switching from one brand to another is easier. Personalized price sensitivity is critical for retailers to determine when setting prices (Hufnagel et al., 2022). Over-pricing can prevent price-sensitive customers from purchasing, resulting in lower sales, while under-pricing can translate into a lower profit margin or even a reduced value of the brand. Thus, retailers need to balance the prices where all the retailers can achieve some degree of profit and not ruin their volumes. Psychological pricing entails taking advantage of consumers' cognitive biases to shape their perception of prices and, accordingly, of value. The first is charm pricing. Where the prices are just below a round number, as in selecting \$9.99 instead of \$10.00. According to Priester et al. (2020), consumers see these prices as much lower than they are. However, such strategies are not very effective. As per Zou and Patrick (2021), psychological pricing, including the left-digit effect, may not have the same high impact it was believed to have as consumers are becoming more aware. Thus, this means that psychological pricing is still somewhat productive even though its impacts are dwindling somewhat as consumers become more perceptive. Another form of psychological pricing involves the use of price anchoring, wherein one sets a higher price first, for a later, lesser price to seem more appealing (Fenneman et al., 2022). For example, showing the original price and a discounted price of a product can help consumers perceive the product as valuable and give them a feeling of saving. Indeed, this is an effective strategy for increasing consumers' willingness to purchase because consumers feel like they are getting a good deal. Similarly, value-based pricing refers to offering the products and services at the price of rival firms (Gerpott & Bernds, 2022). In a highly competitive market, the type of products is similar, and this strategy is quite popular. Although it can aid in keeping retailers competitive, they could also get involved in price wars and bleed profit margins. Conversely, value-based pricing is concerned with setting prices according to the customer perceived value rather than the cost or competitor prices (Nagle et al., 2023). To undertake this approach, one would need to have an extreme grasp of the target market, as well as the advantages the product offers

to consumers. A study has reported that value-based pricing can offer a source of competitive advantages since it aligns price with the perceived value for the customer, which can result in increased customer satisfaction as well as customer loyalty (Sudirijo, 2023). To implement value-based pricing, however, it is important to communicate the product's value proposition to justify based pricing, however, it is important to communicate the product's value proposition to justify the price point at which it will be offered. This strategy will be most effective for products whose uniqueness or superior quality sets them apart from the competitors.

2.4. Impact of Promotional Strategies on Customer Response in the Retail Sector

Retailers, like all marketers, can resort to promotional strategies as important tools to stimulate demand and boost brand awareness to create sales. Sales promotions such as discounts, coupons and short-term offers offer immediate value to the consumers and compel them to purchase something immediately (Diyaolu et al., 2022). These tactics can successfully boost short-term and bring price-sensitive customers. Sales promotions research shows that they can impact consumer buying behaviour by making consumers purchase immediately and making items seem worthwhile to them. According to Kartomo (2024), discounts are incentives for customers to patronize businesses, which in turn creates sales. However, the study notes that excessive use of promotions may cause consumers to be deal-prone and, in the process, devalue a brand and decrease the effectiveness of future promotions. In addition, the depth and the frequency of discounting can influence consumers. Deep discounts too often prompt consumers to wonder if the product or brand is simply cutting price excessively (Lion, 2024). Hence, the retailer should strategically plan the promotions to attract the customers and, at the same time, support the equity of the brand in the minds of the customers. Loyalty programmes are marketing efforts structured on rewards and later purchase follow-up. Retailers provide points, discount or exclusive benefits to returning customers to increase the likelihood of keeping customers and increasing the lifetime value of a customer. It has been shown that well-constructed loyalty programmes can lead to an increase in several repeat purchases from those enrolled in the loyalty programme, as well as improve customer loyalty (Haverila et al., 2022). According to research, loyalty programmes alter the course of the normal repeat purchase behaviour in the market pattern, which eventually contributes to an improved level of customer retention (Chandramouli, 2020). While these programmes are effective, some factors determine their effectiveness, including how the rewards are perceived, the level of ease in redemption, and how far it goes to meet the customer's preference. Moreover, it is noteworthy that although loyalty programmes increase retention, they

cannot by themselves guarantee a change in purchasing behaviour if the basic product or service does not meet customer expectations (Agarwal, 2023). As such, retailers must ensure that their offering provides more value than the value promised through loyalty programme incentives. Advertising and in-store marketing are critical in the retailer's promotional strategy to speak to the consumers at different levels of the purchase process. Using in-store marketing tactics like product displays, signage and demonstrations, the easy absorbent effect of the shopping experience as well as the product are enhanced (Hagtvedt & Chadukala, 2023). Scholars like Zaghi (2025) argue that in-store advertising, as stated in an article, is a form of targeting that aims at customers within the physical location of a store to direct their buying choice on the spot. In-store marketing is effective in terms of increasing impulse purchases as well as sales volume. Traditionally and digitally, advertising helps to raise brand awareness and communicate value propositions. Advertisements should be chosen to target audiences' preferences for advertising channels and the messages that they prefer to consumer through the media (Sachdeva & Goel, 2024). Thus, advertising programmes should be coordinated with other promotional activities, including sales promotions and loyalty programmes, to present a cohesive marketing approach, which is more effective.

2.5. Impact of Large Retail Chains on Local Markets

Not only has the existence of large retail chains affected local markets worldwide, but it has also led to the latter's expansion. Typically, these are called 'big box' stores or whichever multinational supermarket chains as they often bring competitive pricing, an economy of scale, and a wide product range (Elmore et al., 2024). A strategic method of entry into new markets is what many large retail chains often deploy. Mergers and acquisitions, greenfield investments, joint ventures, or franchise models are included among these strategies.

They generally expand with a big capital, an advanced supply chain system, and data-supported decision-making enabling them to scale fast and efficiently. According to Shine et al., (2020), the product mix and the store format are localized by multinational retailers to suit regional tastes and preferences, making for an easier launch into new communities. Additionally, many large chains enter the market with aggressive pricing and promotional tactics to capture market share quickly. It is a strategy called market penetration pricing, which is very useful for pricing-sensitive regions (Tien, 2020). This usually generates immediate and highly intense pressure on local retailers who are usually not financially flexible to respond in kind to such promotional offers.

From a consumers' point of view, a large retail chain allows customers to purchase goods at a lower price, at one location, within longer operating hours as well as offering more

variety of products. Such features usually attract consumers to large chain stores at the expense of what used to be a local business. According to Bonfrer et al. (2022), when a large chain opens close by, consumers tend to reallocate a large part of their shopping basket to the new entrant if they offer competitive promotional pricing and an environment that is more enticing than competitors. However, this change is not the same for every group. Although some consumers prefer personal service or cultural familiarity, some consumers prefer ethical factors. It is often local shops that give a feeling of community that big retailers find difficult to recreate, particularly in rural or culturally distinctive places (Aaker & Moorman, 2023). Nevertheless, in strategizing their operations and customer engagement, big chains increasingly succeed in attracting even a typically loyal customer. Discussion is ongoing on the economic effects of large retail chains on local economies. These chains can provide a positive contribution to the economy on the one hand, because they can create jobs, as well as invest in local infrastructure and even stimulate consumer spending. However, several other studies have shown how their function has been to displace local business and destroy the independent retail culture. For example, Helm et al., (2020) noted that the entrance of large 'big box' customers often results in the final obsolescence of small retailers because the small retailer cannot compete on price, selection, or marketing scale. Large retailers are also able to centralize their supply chains away from local suppliers in favour of national or global sourcing due to their size. This shift diminishes chances for regional producers and restricts the variety of products to which consumers can get access. In addition, the monopolistic features of dominant retailers like Amazon can weaken long-term competitors are out of the market (Rodrigue, 2020)

2.6. Conclusion

A review of the literature for this dissertation has considered several themes surrounding consumer behaviour and conditions of retail markets to establish what influence could be made by large retailers on the consumer markets in the local area. There has been technological innovation, rise of organized formats, and sophistication of consumers in the evaluation of the global retail industry. The ways pricing strategies, which equally include value based, competitive and psychological, can affect consumer sensitivity, perception, and, in turn, make it easier or harder for consumers to switch brands were discussed. Promotional tactics such as sales discounts, loyalty programmes and in-store marketing drive, both short-term behaviour and long-term brand engagement are also similar. Over time, consumer preferences today are becoming more and more driven by convenience/accessibility, and this is informed by store design, as well as ethical and sustainability factors that are now powerful purchase motivators.

However, there are still gaps. Several studies concentrate on consumer responses. This explains or economic impacts in isolation, creating a niche for integrated research which combines retailers' impact on consumer response and local competition why the current study seeks to appreciate the consumer market in proximate communities, an area that encompasses the behavioural insight together with competitive analysis.

Chapter 3: Methodology

3.1. Research Design

Philosophically, this study was based on the **positivist** paradigm, where reality is regarded as objective and measurable simply by way of empirical methods (Primecz, 2020). The positivist paradigm supposes that it is possible to investigate social phenomena with the same scientific rigour as in the natural sciences thus, it is possible to arrive at generalizable truths. The nature of the research aimed to quantify consumer behaviours, thus seeking to quantify impacts of Asda's presence in the local market and therefore require a positivist stance. Minimizing researcher bias as well as using structured survey instruments-maintained objectivity. The reason for developing this approach was that this one would be able to show relationships between these variables like pricing strategies and consumer buying decisions. With an emphasis on measurable outcomes, the study was able to make logical conclusions (deductive) from observed data patterns and either support or reject the hypotheses in place previously (Nyein et al., 2020).

3.2. Research Approach

This study adopted a **quantitative** approach. Using this approach, the researcher was able to collect numerical data which was analysed statistically to establish patterns, correlations, and trends (Chang et al., 2020). When considering the study's aims aimed at explaining the existence of statistically significant relationship between variables such as the price, promotional offerings, and consumer loyalty/behavioural shifts, it was important to select a quantitative methodology, which was compatible with positivist philosophy and was deemed adequate to accomplish the study's purposes. Quantitative research gave a structured and systematic method of attaining data from a reasonably large sample base of such that it can be repeated and is reliable. It allowed for the use of instruments like structured surveys with closed-ended questions, providing a quick means of aggregating and analyzing data. Additionally, as the data was numerical, statistical comparisons such as the use of descriptive statistics, measures of central tendency and dispersion, and so forth, could be made that added rigour to the findings (Peterson et al., 2020).

3.3. Sampling Strategy

In this study, a non-probability sampling technique can be employed (also known as purposeful sampling). The implication of this technique was to select a person who was most likely to provide information relevant and rich concerning the research questions (Nyimbili & Nyimbili, 2024). The participants were chosen from the area where they were seen as regular shoppers, and they had experience of shopping in the area where Asda had a big presence to respond ideally to the objectives of the study. Forty participants were selected as part of the sample. However, the intention was to collect data from 50-100 participants, but response levels were lower than expected. For the small-scale quantitative study, data collection and analysis at the same time they grow enough consumer behaviour (Nyimbili & Nyimbili, 2024). Participants were recruited through local community groups, local forums, and social media platforms (Facebook) based on the theme that they were individuals who shopped at least once a week at a supermarket such as Asda. Adult consumers aged 18 or above who would decide on household shopping decisions constituted the criteria for inclusion by using this sampling method, the researcher was able to concentrate on a certain segment of consumers whose experiences were related to the topic of research. Although not statistically representative of the entire population, purposive sampling benefited by allowing for a depth and context relevance for understanding consumer response to retail strategies at specific geographic localities (Staller, 2021).

3.4. Data Collection and Instrumentation

The survey was conducted through a structured survey questionnaire, which was done online through Google Forms. Data collected in this mode is accessible, cost-effective, and available in a relatively short time and to spread out the base of participants (Aithal & Aithal, 2020). Additionally, an online survey was used to ensure that data was collected digitally, with no need for manual data entry, which would lead to errors. Closed-ended questions were employed in developing the questionnaire with items such as the Likert scale, multiple choice questions, and demographic questions. The objectives helped divide the questionnaire into several sections. In the first section, demographic information like age, gender, income, and shopping frequency were collected. This was followed by sections devoted to assessing opinions on pricing strategies, changes in promotional offer affect values, shoppers' habits, and preferences, and finally, consumer loyalty. The survey link was then shared on social media pages relating to the local communities as well as sent by email invites. At the beginning of the form. There were clear instructions, and participants were given a lot of them. Also, it was wholly voluntary to participate. The data collection method used in this study was able to provide a standard

format of answers to minimize variability and ensure compatibility with quantitative analytical nature of responses resulting in more honest and fair feedback by the participants.

3.5. Data Analysis Procedures

The analysis of the data from completed surveys used descriptive statistical methods. In this case, concentrated on understanding trends and describing the distribution of responses using measures of central tendency (i.e., mean, median, and mode) and measures of dispersion (i.e., standard deviation and range). For categorical variables frequencies and percentage breakdowns were calculated, which informs how often given view or behaviours were expressed. For example, the frequencies were used to indicate how many participants rated pricing strategy as influential for the purchasing decision. Consumer preference and the loyalty response were calculated by percentages. In appropriate places, graphical representations were built (bar charts, pie charts, and histograms) for the visualizing of the research results. Being a small-scale and descriptive study did not include inferential statistics like correlation and regression, but using descriptive statistics was enough to address the objectives (Ghanad, 2023). Tabulating responses in Microsoft Excel, calculating statistical measures and product of visual outputs was primarily the issue of using Microsoft Excel. The key findings of the project were compared to the literature found in the earlier chapters, and the data were interpreted using the patterns found in the measures. The structured approach to the analysis guaranteed that the findings were not only based on data but also analytically correct and relevant to the existing body of research on consumer behaviour retail strategy.

3.6. Ethical Consideration

Before the collection of data, ethical approval was sought and obtained from the research ethics committee of the University of Wales Trinity Saint David. Ethical applications such as the purpose of the research and how research data shall be out, informed consent procedures and how the data shall be stored were provided. The purpose of the research, participants' voluntary participation and their right to withdraw from the research at any stage without incurring penalty was made known to the participants. To begin with the survey, we included an electronic consent form that the participants were required to agree to before moving to the survey. Responses to the form explained the fact that the information would be kept anonymous, and data kept confidential and solely used for academic purposes. None of the information collected was personally identifiable. A password-protected Google Drive folder was used to store all responses, and all of them were only accessible to the researcher. Further individual identities were protected by

anonymising and aggregating data during analysis. No vulnerable populations or sensitive topics, including those that would cause psychological harm or discomfort to the participants, were studied.

Chapter 4: Analysis of Data and Discussion of Results

4.1. Introduction

This chapter provides an overview of the survey results which were obtained from a survey in which 40 participants were asked how much Asda has impacted the UK local consumer market. It methodically analyses survey data regarding Asda’s effects on consumer purchasing patterns, pricing appeal, in addition to the effects on regional independent merchants. To contextualise each finding, it has been presented on tables and figures. This is followed by the implications section, which reinforces strategic implications for retail management, policy considerations, and the local economic context in general.

4.2. Findings and discussion

The findings for each statement are presented using a table and graphs.

1. Do you shop in Asda?

The table below shows 100% shopping trend from Asda because the sample was chosen purposefully to include participants that have done shopping at Asda. Thus, only those participants who shopped from ASDA continued to complete the survey. This ensures that valid representative data is collected.

Table 1: Shop at Asda

Response	f	%	valid	Cumulative %
Yes	32	82	100	100
No	7	18	0	100.0

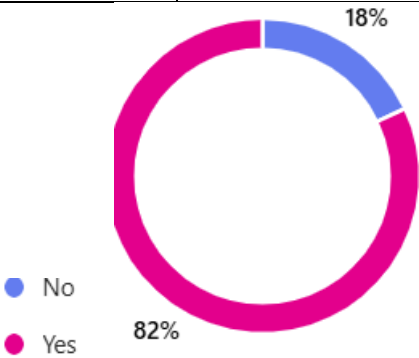


Figure 1: Shop at Asda

2. What is your age group

As displayed in Table 2 and Figure 1, the largest number of participants fall in the younger adult groups: 40% are 35 and 44 and 30% are 45-54. The majority of older demographics could be the result of their greater sensitivity to promotion strategies and encouragement with economic incentives like reduced pricing. These adults are, in general, sensitive to pricing and promotional offers because of budget constraints and lifestyle preferences (Zaman et al., 2025). Nevertheless, the sample consisted of only of only 2.5% younger consumers (18-24+), who might be less engaged with or prefer more traditional and local shopping modes, such demographic disparities indicate that Asda's focus on older consumers has worked well for them, but that focusing g on attracting younger customer segments to increase market penetration and customer loyalty would be of greater importance to the brand

Table 2: Age Group

Age group	f	%	Valid	Cumulative %
18-24	1	2.5%	2.5%	2.5%
25-34	7	17.5%	17.5%	20.0%
35-44	16	40%	40%	60.0%
45-44	12	30%	30%	90.0%
55-64	4	10.0%	10.0%	100.0%
Total	40	100.0%	100.0%	

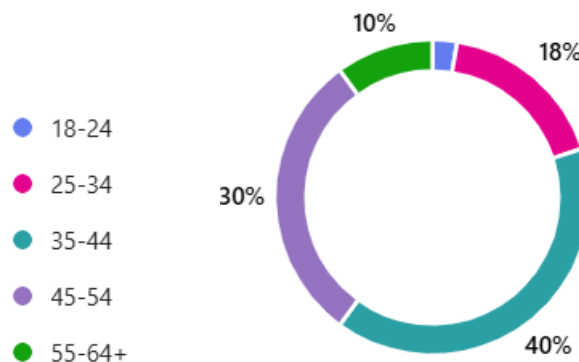


Figure 2: Age Group Participation (%)

3. the presence of Asda has significantly influenced my overall shopping habits compared to local retailers.

Table 3 and figure 2 show that most of the respondents (65%) agree or strongly agree with the fact that Asda’s presence has a profound effect on their shopping habits, while 0% strongly disagree. This strong influence indicates that Asda’s market strategies have a massive impact on consumer purchasing behaviours. In this, literature supports this finding as large grocery stores with larger supermarket chains impact consumer habits as they offer more convenient options, greater product selection and affordable options compared to local retailers (Bonfrer et al., 2022). The changed shopping habits conform with Asda’s consumer engagement tactics that have the potential to redefine the local market dynamics.

Table 3: Influenced shopping habits

Response	f	%	Valid	Cumulative %
Agree	18	45.0%	45.0%	65.0%
Strongly agree	8	20.0%	20.0%	20.0%
Neutral	8	20.0%	20.0%	85.0%
disagree	6	15.0%	15.0%	100.0%
Strongly disagree	0	0.0%	0.0%	100.0%
Total	40	100.0%	100.0%	---

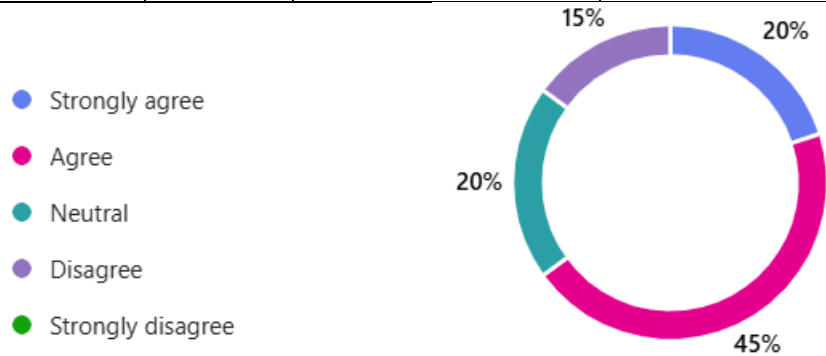


Figure 3: Shopping habits (%)

4. I believe that the lower prices at Asda make it more attractive than local stores.

Table 4 and Figure 3 underline the significance of lower prices in influencing the consumer to buy from this category of stores, with 77% either agreeing or strongly agreeing or strongly agreeing, while 0% strongly disagree. This finding is in line with more UK market studies, which highlight that UK consumers remain price sensitive in the light of cost-of-living pressures increasing (Meadows et al., 2024). Supermarket patronage is still determined by price competitiveness, particularly in low-income areas where consumers are very much governed by money matters. In this way, the response of consumers to Asda’s aggressive pricing has been depicted to be correct.

Table 4: Lower Prices Attractive

Response	f	%	Valid	Cumulative %
Agree	17	44%	42.5%	75.0%
Strongly agree	13	33%	32.5%	32.5%
Neutral	5	13%	12.5%	87.5%
disagree	4	10.0%	10.0%	97.5%
Strongly disagree	0	0.0%	0.0%	–
Total	40	100.0%	100.0%	

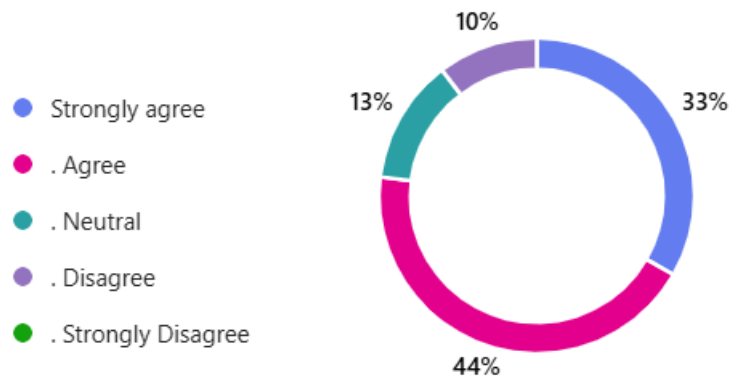


Figure 4: Lower Prices Attractive Agreement (%)

5. The growth of Asda has negatively affected the sustainability of local convenience stores and independent retailers.

From table 5 and figure 4, it is evidence that 65% of respondents agree (agree or strongly agree) that there is a negative impact placed on local convenience stores because of Asda's expansion. There is clear evidence that suggests the response described above is in line with existing evidence, which suggests that making larger supermarkets is a tendency to create pressures on small businesses and leads to their decline and closure (Burt et al., 2019). Small retailers often struggle to find pricing structures, product variety, and, in general, end up with negative customer reviews. Such findings have strong market implications and underpin the fact that while benefits do exist for consumers, the broad macroeconomic aspects of the implementation, especially for small retailers, must be strategically managed.

Table 5 Negative impact on local stores.

Response	f	%	Valid	Cumulative %
Agree	14	35	35	35.0
Neutral	5	13	12.5	47.5
Strongly agree	12	30	30.0	77.5

Strongly disagree	8	20	20.0	97.5
Disagree	1	2	0	100.0

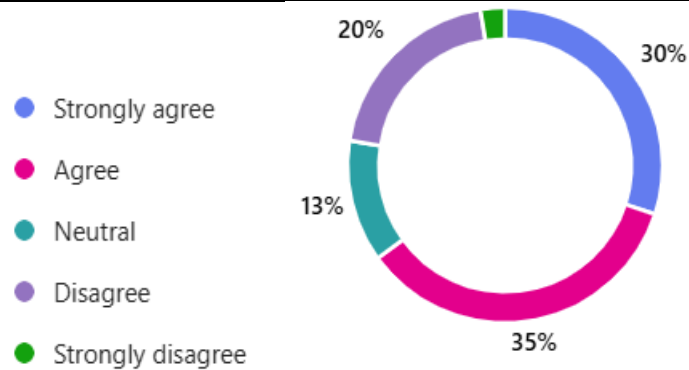


Figure 5: Negative impact on local stores (%)

6. The shopping experience at Asda, including factors like convenience and customer service, is superior to that of local shops.

According to Table 6 and Figure 5, 68% of the participants agreed or strongly agreed that Asda gives better convenience and customer service in shopping. The notion that big supermarkets take full advantage of resources to improve the consumer shopping experience by storing better, providing ample parking and better customer services supports the premise that big supermarkets (Minhaj & Siddiqui, 2019). Considering these factors, it has resulted in increasing the level of consumer satisfaction as well as retention of customers, which enhances competitive advantage against smaller local retailers who may be unable to offer the same standards.

Table 6: Superior shopping experience

Response	f	%	Valid	Cumulative %
Agree	20	50.0	50	50.0
Strongly agree	7	18.0	17.5	67.5
Neutral	9	23.0	22.5	90.0
Disagree	4	10.0	10.0	100.0
Strongly disagree	0	0.0	0.0	100.0

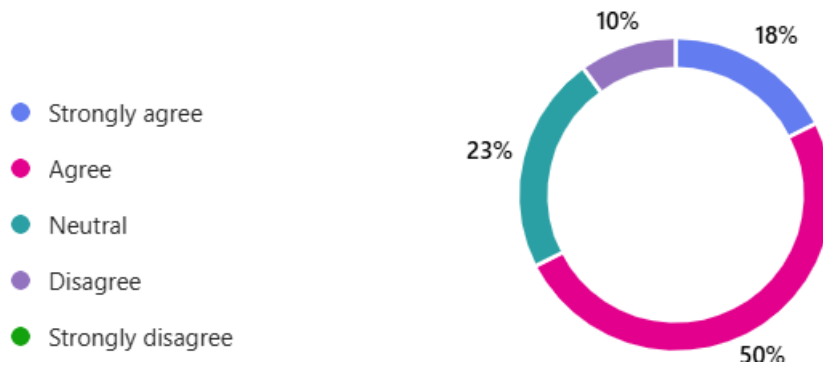


Figure 6: Superior shopping experience agreement (%)

7. On average, how frequently do you shop at Asda?

The most common shopping frequency was monthly with just over a third of respondents indicating this (35%) shop monthly, and a good number shopped weekly (32.5%), as shown in Table 7 and Figure 6. . Regularity of consumer visits is taken from existing literature as a major key performance indicator for supermarkets that affects the overall market stability and growth (Alawadh & Barnawi, 2024). However, 0% shop every day on the shopping ground; however, they do so occasionally, which accounts for 32.5%.

Table 7 frequency

Frequence	f	%	Valid %	Cumulative %
Weekly	13	32.5	32.5	32.5
Monthly	14	35.0	35.0	67.5
Occasionally	13	32.0	32.5	100.0
Daily	0	0.0	0.0	100.0
Never	0	0.0	0.0	100.0
Total	40	100.0	100.0	

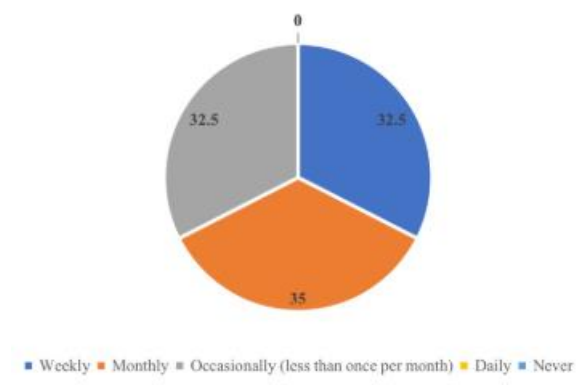


Figure 7: Shopping Frequency (%)

8. When deciding between ASDA and a local store, which factors in choosing your choice the most?

It can be seen from Table 8 and Figure 7 that the most influential factor in choosing Asda over local dependent retailers is that 23% of consumers claim lower prices. This further supports the idea that price sensitivity is the major factor in consumer behaviour. Directly, lower prices have a significant influence on the decisions of consumers regarding the acquisition of the product. Especially in communities where the disposal income is limited or the demographics have a propensity to be conservative with their budget (Roy et al., 2021). Furthermore, 23% noted a wider product range as another essential factor in choosing the preferred supermarket, pointing to studies that assert the need for products in addition to a low price in determining which supermarket is chosen (Arunachalam et al., 2020). However, around 13% considered supporting local businesses as a vital factor, while 10% considered the convenience of Asd's location as an influential aspect.

Table 8: Most Influential Factor

Factor	f	%
Lower prices at ASDA	23	26
Great product range at ASDA	23	26
Convenience of ASDA's location	11	13%
Familiarity trust in ASDA	5	6%
Supporting local businesses	4	5%
Personalised service at local store	1	1
Product available	14	16%
Better deal/trust in ASDA	3	3%

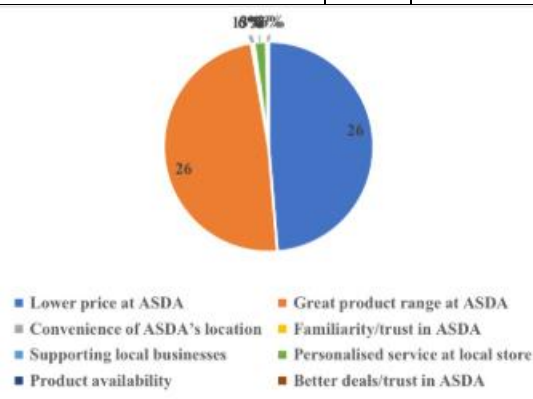


Figure 8: Most influential factor (%)

9. How has the opening of Asda affected your spending at local independent stores?

Table 9 and Figure 8 show that 75% of respondents had spent less on the local independent stores because of the opening of Asda, either a slight or a significant decrease. The pronounced shift and the concentrated impact Asda had on the market fall in line with the studies which identify large retail establishments as key disruptors to the retail economies of cities and places (Che et al., 2023). It presents serious sustainability risks for the local economies with the associated loss of independent stores and their closure, as well as reduced community vibrancy. Proper consideration of strategic community-oriented interventions is required to sustain local retail viability.

Table 9: Rating of importance of factors when choosing to shop at ASDA (% and f)

Factor	Very important	important	indifferent	Quite Unimportant	Unimportant
Price/value for money	35.3	32.4	29.4	2.9	0
Product rang	29.4	35.3	32.4	2.9	0
Store location/ convenience	29.4	32.4	29.4	2.9	5.9
promotion/discounts	35.3	23.5	26.5	11.8	2.9
Quality of products	35.3	20.6	35.3	2.9	5.9
Customer service	20.6	38.2	35.3	0	5.9
Online shopping experience	20.5	26.5	20.6	11.8	20.6
Ethical/environment products	23.5	5.09	29.4	30	11.8
Loyalty programs	26.5	29.4	32.4	5.9	5.9

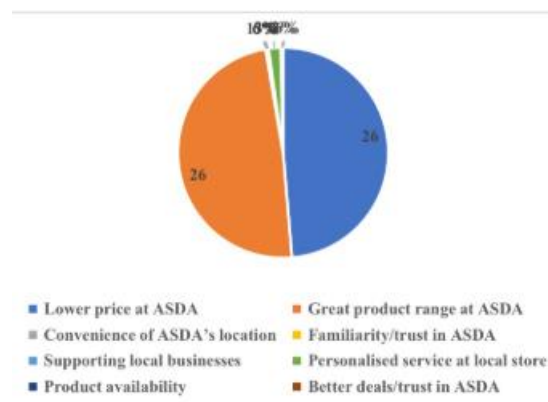


Figure 9: Rating of importance of factors when chosen to shop at ASDA –very important (%). The responses, which can be contextualised within the broader literature studies on consumer shopping preferences, are important.

10. What product category do you MOST OFTEN purchase from Asda rather than a local shop?

The product category with the most purchases indeed from Asda (82%) is groceries, as Table 10 and Figure 9 suggest. This is congruent with typical patterns of consumer behaviour as seen in supermarket shoppers for the sake of primary food products, which they can enjoy the price advantage from and the product range (Dudziak et al., 2023). The results additionally showed clothing and accessories products (18%) to be purchased at a minor level, including the appeal of convenience in clothing buying behaviour. This is a behaviour of consumers who support supermarket strength in clothing and accessories supply provisions, which in turn further strengthens Asda's influence on community shopping routines. Surprisingly, no participants bought household products, ready-to-eat meals and electronics and appliances from Asda.

Table 10: Product Category Purchased Most Often

Category	F	%
Groceries	14	82%
Household products	0	0
Ready-to-eat meals	0	0
Electronics and appliances	0	0
Clothing and accessories	3	18

● Groceries	14
● Household products	0
● Ready-to-eat meals	0
● Electronics and appliances	0
● Clothing and accessories	3

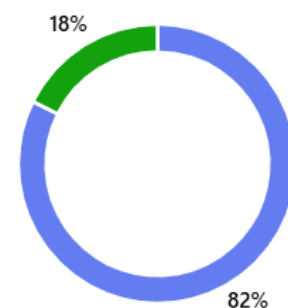


Figure 10: Product Category Purchased Most Often (%)

4.3. Implication based on findings

The study results have important implications for retail market strategy, consumer behaviour phenomena, and local economic policy. Findings demonstrate that Asda's

pricing strategies and promotional offers affect consumer purchasing decisions, as Asda competes with retailers like Tesco to offer cheaper prices. 67.7% of the respondents explicitly mentioned their motivation to choose Asda over local individual retailers was due to lower prices; hence, retail managers of Asda and other such supermarket firms should constantly rely on pricing strategies.

As per BULUGBE and BULUGBE (2019), these points are in favour of competitive pricing, as it is good for capturing and retaining price-sensitive customers. At the same time, it underpins that overreliance on pricing could make it difficult for smaller retailers, promoting policymakers to investigate measures that help even out the competitive playing field, for instance, by shielding local businesses or by market regulation (Hamilton et al., 2020).

Moreover, consumer research scholars like Mason and Jarvis (2023) highlight significant changes in consumer ways of shopping, favour, and loyalty post the entry of supermarkets in the local markets. The responses also imply that a huge proportion (62.5) of the respondents admitted that their shopping behaviour changed significantly, showing that their usual shopping behaviour is transformed by Asda's marketing and operational strategies, such as convenience and services quality. For these reasons, retail strategists should devote efforts to improving the elements within which customer experience can be achieved, such as store accessibility and service excellence, and product diversity (Shuja et al., 2024). On the other hand, Local independent retailers may have to alter their market positioning and concentrate on a niche product, better personalized services, and community branding, which is difficult for large retailers to match. Policymakers and local business councils could assist by offering training and resources so smaller retailers can adapt and excel despite their market presence as well as its effects on small businesses and independent retailers; the implications are huge economically. According to 75% of the respondents, smaller businesses in areas where Asda has established a strong market presence are at risk of survival, as reported a decline of spending at local independent stores. This shift has the possibility of reducing economic diversity and locally diverse employment opportunities in independent businesses, as well as dampening community vibrancy, without strategic intervention. This finding will depict persuasive proof to policymakers to implement measures to avoid 'spillover effects' (Chung et al., 2022) such as local economic revitalization programmes, financial incentives, or grants for small business enterprises, as well as policies that encourage large retailers such as Asda to participate in local resilience by local sourcing initiatives and compel community reinvestments.

Importantly, the social implication of these insights implies that consumer choice, driven mostly by economic factors, may deteriorate the local economic structures unwittingly, and the need for increasing consumer awareness through consumer awareness programmes necessitates bringing forward the advantages of supporting local businesses. Awareness of this could help consumers to make a more informed choice between individual economic benefits and the wider community's well-being (Fay et al., 2022). Overall, this study's implications call for an integrated approach that incorporates strategic manoeuvres on the part of large retailers, evolutionary innovations by small businesses, setting up supporting local economic conditions, and educating consumers to generate sustainable local economic ecosystem when market players such as Asda become powerful.

Chapter 5: Conclusion and Recommendations

5.1. Summary

The primary goal of this study was to examine the effects of Asda's entry into UK local markets, including how it changed customer buying patterns and decisions, and consequently, how it affected small and independent UK merchants. The study used a quantitative survey approach to gather responses from 40 participants who regularly shop at Asda.

The analysis of customer demographics showed that this segment was the largest - younger age group, those aged from 18 to 34, were the main customers of the services. This is a representation of a wider consumer trend that shows younger demographics readily respond to price strategies and promotional offers. 70% of the participants noted that Asda's competitiveness was the most important factor that influenced their buying decision. The study also demonstrated that the presence of ASDA transformed shopping habits and consumer choice at the local level. Asda's acknowledgement after its inception saw a majority (62.5) of them admitting to a change in their shopping habits, with sources of influence including convenience, a comprehensive range of products, and overall product experience. With 65% of respondents strongly agreeing that Asda provides superior shopping experience, seen in ease of access and whole package customer service, it proves the ability to enhance consumer satisfaction and to cultivate loyalty. The findings also had major implications for local independent retailers. Respondents reflected the powerful impact of the supermarket on the local retail economy as a significant proportion (75%) reported a decrease in spending at smaller, local stores following Asda's establishment. At Asda, the most popular category for the customers became groceries, which is more than 50% of purchases going to the groceries category.

That is a preference that focuses on the strength and competitive advantage of supermarkets that supply these items for households as compared to other competitors at a more competitive price. Similarly, from the research, in general, Asda's strategic market practices have considerably contributed to the price and ease of shopping for consumers, and at the same time, they have been challenging smaller, local businesses. The outcomes derived from the survey results are essential to understanding the nuances of the relationship between large retail chains and local markets, as well as supermarket expansion's relationship to the local economy in both positive and negative ways.

5.2. key Recommendations

Based on findings from this study, some strategic recommendations can be proposed for different stakeholders such as Asda, local independent retailers, and policymakers. The **first** thing Asda must do is to keep, or better yet, improve the way it prices and offers promotions. Ongoing competitive pricing and regular promotional campaigns should be the priority, as low pricing often determines consumption. Moreover, Asda should think of ways to diversify its promotional strategies to better attract its older customer demographics who are deemed less engaged but could prove to be profitable. Targeted marketing and customer loyalty programmes aimed at older age groups specifically could help widen Asda's customer base. **Secondly**, delivering high-quality customer service is critical. Since Asda has been well received for its shopping experience, further investment in the elements of customer service training, shortening the checkout processes and better in-store amenities will still strengthen consumer loyalty and repeat business. Growth at lion supermarkets is also expected to come from expanded product ranges, especially in fresh and organic produce, which corresponds with consumer growth trends, enthralling environmentally and health-conscious consumers. **Thirdly**, local independent retailers require strategic adaptation to stay relevant. For smaller businesses, it is recommended to develop niche specialisations or premium services that supermarkets find hard to determine or practice easily. Personalised customer relationships, local sourcing, and local community engagement could be emphasized to strengthen consumer loyalty to independent buying and selling channels despite competitive pricing advantages held by chain stores. Collaborative marketing strategies and a local loyal programme with other small businesses may increase collective competitiveness. **Finally**, from the policy side, local government and economic development authorities should take and implement support measures for independent business affected by the expansion of supermarkets. Nevertheless, factors influencing a small business's resilience to change include its financial incentives, training, and support scheme, which may include lower business rates, grants for local sourcing, or marketing support. Additionally, encouraging larger supermarkets like Asda to inclusively participate in community economic initiatives, like

enforcing mandatory local supplier quotas or various CSR projects, would complement the competitive landscape in the country and make the economy more inclusive.

5.3. Limitation and Future Research

The main drawback concerns the relatively small sample (40 respondents) resulting in limited potential to generalise the results obtained. The study aimed to recruit more respondents but received fewer responses than expected. Further studies would benefit from a large and more diverse sample to confirm and potentially extend these results as they need externalising across different geographical and demographic contexts. Second, the exclusive application of quantitative survey methods restricts a deeper understanding of individual consumer motivations and phrased experiences. Further exploratory research could be conducted with a qualitative or mixed method, including interviews, focus groups, or case studies. This method could lead to a deeper understanding of consumer behaviour, the socio-economic effects of supermarket expansion in local communities, and a deeper understanding of consumer motivation. Third, a limitation of the study is the cross-sectional design, which only includes data from a single moment in time.

Longitudinal research is recommended to observe how consumer habits, local business impacts, and competitive dynamics shift over time. The opportunity to study Asda in a more in-depth fashion would therefore be provided by long-term studies that would enable a better understanding of the sustainability of the market dynamics or trends ushered in by large retailers such as Asda. Furth, it failed to dig deeply into the role of the socio-economic factors, ethnicity, and geographical distinctions- all of which would be found to have huge impact on consumer preferences and retailer impacts. Eventually, these variables would be considered for future research to learn whether there are disparities and what local market characteristics may influence the adoption of supermarkets and the subsequent economic impact.

Finally, future investigations could concentrate on investigating whether policy interventions aimed at preserving local independent retailers are effective. Also, comparisons across different regions with contrasting policy measures could provide more insight into successful policy instruments in striking a balance between the economic interests of big supermarkets and smaller businesses.

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Appendix: Survey questionnaire

1. Do you shop at Asda?

Yes ☐

No ☐

2. What is your age group?

18-24 ☐

26-34 ☐

35-44 ☐

45-54 ☐

55-64+ ☐

3. The presence of Asda has significantly influenced my overall shopping habits compared to local retailers.

Strongly agree ☐

Agree ☐

Neutral ☐

Disagree ☐

Strongly disagree ☐

4. I believe that the lower price at Asda make it more attractive than local stores.

Strongly agree ☐

Agree ☐

Neutra ☐

Disagree ☐

Strongly disagree ☐

5. The growth of Asda has negatively affected the sustainability of local convenience stores and independent retailers

Strongly agree ☐

Agree ☐

Neutral ☐

Disagree ☐

Strongly disagree ☐

6. The shopping experience at Asda, including factors like convenience and customer service, is superior to that of local shops.

Strongly agree ☐

Agree ☐

Neutral ☐

Disagree ☐

Strongly disagree ☐

7. On average, how frequently do you shop at Asda?

Daily ☐

Weekly ☐

Monthly ☐

Occasionally (less than once per month) ☐

Never ☐

8. When deciding between Asda and a local store, which factors influence your choice the most? (Select up to 3)

Lower prices Asda ☐

Great product range at ASDA ☐

Convenience of ASDA, s location ☐

Familiarity/ trust in ASDA ☐

Supporting local business ☐

Personalized service at local store ☐

Products availability ☐

Better deals/trust in ASDA ☐

9. Please rate the importance of the following factors when choosing to shop at ASDA:

Price/value for money

Unimportant	Quite unimportant	indifferent	Important	Very important
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Product range

Unimportant	Quite unimportant	indifferent	Important	Very important
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Online shopping experience

Unimportant	Quite unimportant	Indifferent	Important	Very important
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Store location/ convenience

Unimportant	Quite unimportant	Indifferent	Important	Very important
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Promotion/discounts

Unimportant	Quite unimportant	Indifferent	Important	Very important
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Quality of Products

Unimportant	Quite unimportant	Indifferent	Important	Very important
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Customer service

Unimportant	Quite unimportant	Indifferent	Important	Very important
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Ethical/environmental products

Unimportant	Quite unimportant	Indifferent	Important	Very important
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Loyalty programs

Unimportant	Quite unimportant	Indifferent	Important	Very important
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10. What product category do you MOST OFTEN purchase from Asda rather than a local shop?

Groceries ☐

Household products ☐

Ready-to-eat meals ☐

Electronics and appliances ☐

Clothing and accessories ☐

