

Dissertation

by Reneta Chomezova

***Investigating the relationship
between brand image and brand
loyalty: A case study of Asda.***



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Abstract

This research takes a look at the operations of and consumer satisfaction with the prominent UK grocery chain Asda. One hundred people participated in the survey, half of whom were clients of the firm. The majority of respondents in the poll said they shopped at Asda once a month, and a sizable percentage said they shopped there several times a week, suggesting that Asda may serve as a key location for weekly food shopping. Most respondents who used to regularly shop at Asda reported switching to other retailers for reasons like lower prices, better quality products, friendlier service, and more accessible locations. The findings, both quantitative and qualitative, may be used to inform the business's future decisions and strategies.

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Chapter 1: Introduction

1.1 Background

In today's very competitive business world, companies are working hard to develop and maintain strong brand identities that can connect with the customers they are trying to attract (Durmaz et al., 2018). A corporation may be able to differentiate itself from rivals and draw in a devoted consumer base with the aid of a strong brand image (Zhang, 2015). Brand loyalty is crucial to a company's long-term viability because it generates repeat business and favourable word-of-mouth referrals from satisfied customers. With a focus on Asda, one of the most well-known grocery chains in the United Kingdom, this study aims to analyse the link between brand image and brand loyalty. During the course of its more than 50-year history in the UK, the supermarket giant Asda has built a good reputation for offering consumers fair pricing and exceptional value. Nonetheless, the firm has faced fierce competition from rival supermarket chains in recent years, which has caused a drop in market share.

Any company that seeks financial success must be able to create a distinctive brand identity that appeals to its target market and fosters client loyalty (Chang, 2020). Customers' ideas and impressions of a brand are referred to as its image, and how often they make purchases from a particular brand may be a sign of their level of loyalty to it (Dam and Dam, 2021). Due to the intense level of competition in the grocery sector, businesses are spending large resources in the development of strong brand identities and the promotion of consumer loyalty to their own brands (Zia et al., 2021). One of the most well-known supermarket brands in the United Kingdom, Asda, has witnessed a decrease in market share as a result of the fierce rivalry it has been experiencing from other food firms. By analysing how Asda's brand image has changed over time and how it has influenced customer loyalty, this research seeks to determine if there have been any discernible changes in consumer loyalty as a direct consequence of changes in the company's brand image.

1.2 Rationale of study

It is critical to look at how Asda's brand image has changed over time and if there have been any significant changes in consumer loyalty as a result of those changes. It's important to evaluate if customer loyalty has changed noticeably when the company's brand image evolves.

Asda and other grocery companies may develop and use strategies that assist their customers in establishing and maintaining brand loyalty if they have a better understanding of the relationship between brand image and brand loyalty. As a consequence of this information, they will be able to provide their customers with better service.

The survey's findings will also contribute to the body of knowledge existing on brand loyalty and image while also offering significant fresh data to academics and researchers wishing to do further study on these issues. This research will provide a comprehensive analysis of the link between brand image and brand loyalty by using a case study technique. Other firms, not only those in the grocery industry but also those in other sectors, may utilise the information provided by these outcomes. The overall findings of the research are significant and relevant, particularly in light of the severe competition that exists in the supermarket industry and the crucial roles that a company's brand reputation and customer loyalty play in determining its level of success there.

1.3 Aims, objectives, and research questions

Aims

Aim of this research is to investigate the relationship between brand image and brand loyalty on Asda.

Objectives

Objectives of this research are:

1. To identify how brand image and brand loyalty are connected with Asda.
2. To investigate how brand loyalty influences organisational sales revenue.
3. To investigate the current promotional strategies utilised by ASDA.

Questions

The research questions are:

1. How are brand image and brand loyalty connected with Asda?
2. How does brand loyalty influence organisational sales revenue?
3. What are the current promotional strategies utilised by Asda?

1.4 Literature gap

While there is considerable literature on Asda's brand reputation and customer loyalty, there may not be enough study to examine the connection between these two factors. Also, there is a study gap in the techniques used to evaluate Asda's brand loyalty and image, since they each have the potential to provide diverse outcomes. As a result, this study may provide insightful understandings into the particular context of Asda and add to the body of knowledge on the connection between brand image and brand loyalty.

1.5 Dissertation outline

Chapter 1 Introduction: This section will include the background, rationale, literature gaps, and objectives of the study.

Chapter 2 Literature review: For this research, several contents have been studied. A review of those literatures are given in this literature review. Keller's module and Aaker module will be included in this section.

Chapter 3 Methodology: This research will follow the primary data (survey method) with positivism philosophy and mixed method. This section will analyse and state these aspects.

Chapter 4 Analysis of data: Collected data will be analysed in this section. Excel will be used for the data analysis.

Chapter 5 Conclusion and recommendations: Based on the data analysed on chapter 4, final conclusion and recommendations will be given in this chapter.

Chapter 6 Limitations of the research: Based on the research there are some caveats that need to be addressed.

Chapter 7 Further research: In this section recommendation for further research will be given.

Chapter 2: Literature review

2.1 Brand image and customer loyalty

Both academics and marketers are interested in the brand's image and customer loyalty since they have both been identified as significant factors in a brand's success over the last several decades. Given that Asda is one of the most prosperous retailers in the nation and has a sizable piece of the market share, this specific literature evaluation will concentrate on the case study of the British supermarket chain Asda. There is a relationship between brand image and brand loyalty in the context of Asda. Consumers' brand images are what customers think of a brand, including what they think of the company's principles, character, and overall identity.

According to Keller (1993), a brand's image may be created by a range of marketing initiatives, such as packaging, brand extensions, and advertising. When it comes to Asda, its competitive pricing and focus on value for money largely shape the brand's perception (Nandkeolyar, 2014). Asda's well-known campaign called Rollback offers discounts to customers on frequently bought products (Foster, 2017). This has helped Asda build a strong reputation as a retail outlet that offers reasonable prices. Brand loyalty refers to how much a buyer is willing to repeatedly buy the same exact goods from the same brand (Dick and Basu, 1994). Customer loyalty may be influenced by a number of factors, including a company's reputation, the calibre of its goods, and the degree of client happiness it offers (Yoo and Donthu, 2001).

There is a significant correlation between brand image and brand loyalty because consumers are more likely to remain loyal to a brand if they have a positive perception of it (Chaudhuri and Holbrook, 2001). Evidence of brand loyalty may be shown in the fact that over 18 million individuals shop at Asda shops on a weekly basis (Asda, 2022). In the instance of Asda, the growth of customer loyalty has been aided by its strong brand image as a low-cost retailer. According to the results of certain research, customers are more inclined to stick with a brand if they believe that it offers both good quality and great value for the money spent on it (Anderson and Mittal, 2000). Because of its commitment to offering low prices and great value, Asda has been able to build a network of committed consumers.

2.2 How are brand image and brand loyalty connected with Asda?

A positive brand image may result in increased brand loyalty among customers. Brand image and brand loyalty are connected. This is because consumers are more inclined to purchase goods or services from a business they trust. A lot of work has gone into developing the brand image of the British supermarket retailer Asda, which emphasises value and quality (Foster,

2017). This has aided the business in building a clientele that has remained loyal to the brand over time. Customers who have a positive opinion of Asda are more likely to visit the shop and recommend it to their friends and relatives.

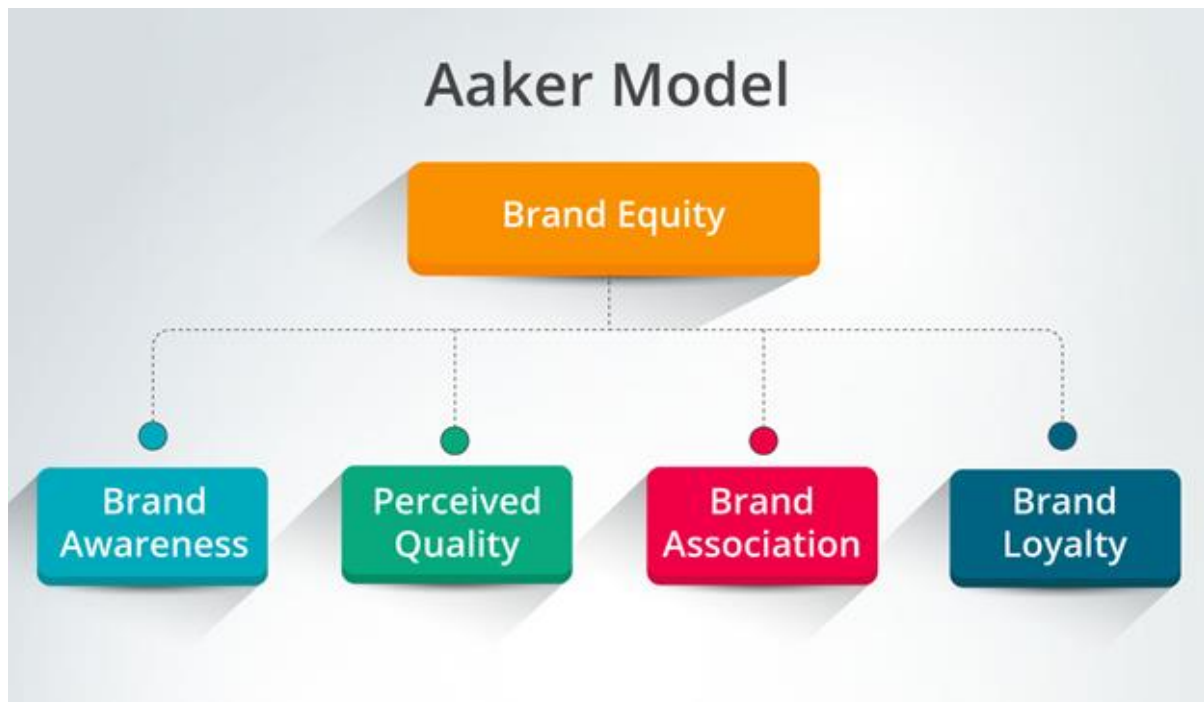
2.3 How does brand loyalty influence organisational sales revenue?

The amount of money a business makes from sales may be significantly impacted by brand loyalty. Loyal customers are more likely to spend more money overall, make more repeat purchases, and purchase more products from the same brand. Also, loyal consumers have the opportunity to represent the business as champions, which promotes positive word of mouth and draws in additional clients. Higher amounts of revenue and sales for the organisation might arise from this.

2.4 What are the current promotional strategies utilised by Asda?

Asda uses a number of marketing strategies to attract new customers and retain its current ones. One of their primary business strategies is price promotions, in which goods are provided at a reduced price to make them more affordable for customers. Additionally, Asda has a customer loyalty system known as the Asda Price Promise. The goal of this programme is to make Asda's prices competitive with those of its rivals (Nandkeolyar, 2014). Making sure Asda's customers always receive the greatest deal is excellent for the company as a whole since it fosters customer loyalty. Asda often runs promotions like the Big Brand Event and the Baby and Toddler Event to get customers in and get them to spend money there.

2.5 Aaker (1991) Brand Equity model



In addition to the practical advantages it offers, brand equity is the value that a brand gives to a product or service. The idea emphasises that brand equity can be quantified in terms of how customers perceive a firm and what they do as a result of those views. Brand equity is a mix of a brand's physical and intangible assets. Brand Loyalty is a dimension that assesses how devoted people are to a given brand and how frequently they repurchase that brand (Tanveer and Lodhi, 2016). High brand loyalty may result in repeat customers and a consistent flow of income. The Brand Awareness dimension gauges how well-informed a client is about a brand and how quickly they can remember it.

With a high level of brand awareness, a company may be able to stand out from its rivals and attract new consumers. To gauge how popular a brand is, the brand perceived quality dimension compares a company's goods and services against those of its rivals. As it may affect both consumer happiness and loyalty, perceived quality is an important factor. Brand associations, a component of non-product-related relationships with a brand, including consumer perceptions of a brand's appearance, personality, and values (Farjam and Hongyi, 2015). Building positive brand associations may aid in forging a close emotional connection between a business and its clients.

The other proprietary brand assets dimension includes any other assets that increase a brand's equity. These assets include exclusive technologies, trademarks, and patents, among other things. Marketers may better understand a brand's benefits and drawbacks and create plans to increase the brand's overall equity by analysing each of these elements and comparing the results (Ahmad and Mohsin Butt, 2012). This model is often used in the field of marketing research and has been applied to a broad variety of products and services, including consumer goods, financial services, and technological advancements. The Aaker model offers a comprehensive framework for assessing brand equity.

This paradigm takes into account a brand's material and intangible elements. Using this approach, it is simpler to assess brand equity and monitor changes over time since it places a strong emphasis on metrics like consumer surveys and financial analyses. Aaker's model may be modified to operate in a variety of locales and situations, making it a handy tool for marketers operating in many settings (Fayrene and Lee, 2011). The five model components might be difficult to examine and analyse, and their efficient application could demand a significant financial investment and a high level of skill. The Aaker model gives the customer experience less weight than the Keller model, but acknowledging the importance of this factor in creating brand equity. As the approach places a strong focus on physical brand assets like patents and trademarks, it is possible that intangible characteristics like a brand's personality and its emotional ties with consumers are ignored.

Brand Loyalty: Asda's consumer base exhibits a high level of commitment to the brand. Asda has built a loyal customer base as a consequence of its dedication to provide goods at reasonable costs and high standards of quality.

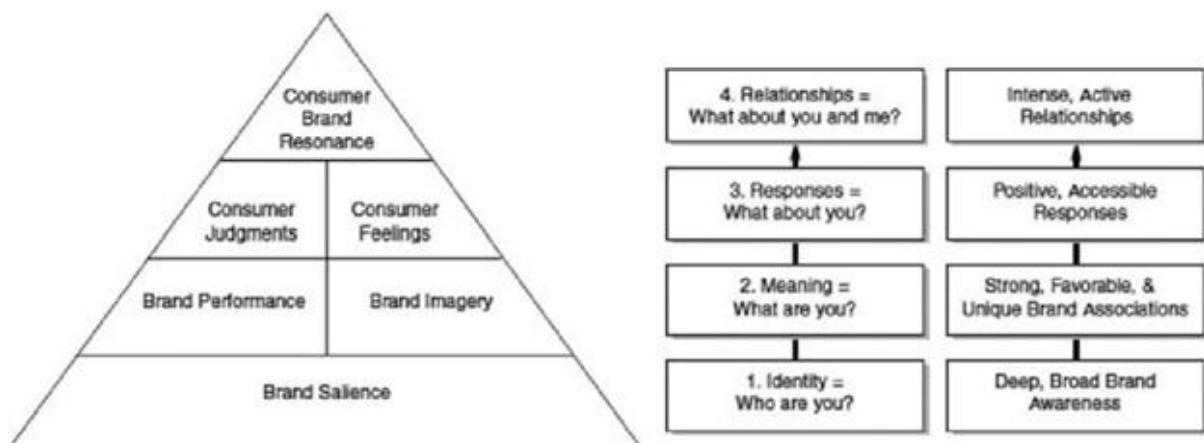
Brand Awareness: Asda has a significant internet presence in addition to a big number of physical locations, which helps to account for its high degree of brand recognition (Kuhn et al., 2008). The company's investments in marketing and advertising strategies have aided in increasing brand recognition.

Perceived Quality: Asda has a reputation for offering premium goods at competitive costs. The company's dedication to quality has helped it establish a strong brand identity and reputation.

Brand Associations: Asda's dedication to provide fair pricing, premium goods, and top-notch customer care has contributed to the development of strong brand relationships (Jara and Cliquet, 2012). Since it has cut down on both its carbon impact and plastic waste, Asda has become synonymous with sustainability.

Other Proprietary Brand Assets: The "Smart Price" and "Extra Special" product lines are a few of the many distinctive brand assets that the corporation has. These product lines are a crucial component of the Asda brand and are now widely acknowledged as such.

2.6 Keller's brand model



Source: Keller (2001b, p.10)

Kevin Keller developed the Customer-Based Brand Equity model, often known as his Brand Model, as a framework for building and sustaining powerful brands. The need of developing a strong brand identity that connects with consumers and forges favourable connections in their minds is heavily emphasised in the Keller method, which was created in 1993. To build a unique brand identity in the first phase, it is necessary to define the goal, guiding principles, and personality of the company. Prior to continuing on to the following step, this should be performed. At this stage of the process, organisations will determine the main strengths and distinctive qualities of the brand (Kuhn et al., 2008). Also, organisations will develop a verbal and visual identity for the company that appeals to its target market and expresses its personality.

The creation of a distinctive and alluring brand promise that conveys the advantages of the brand to clients is the second step in the process of creating a positive brand meaning. At this stage, organisations will also be in charge of developing connections with the brand that are relevant, distinctive, and memorable. The third phase of creating a powerful brand reaction is evoking positive emotional responses from brand-connected consumers (Keller, 2016). To do this, information about the brand may be provided to customers. Organisations will now concentrate on developing powerful brand connections and satisfying brand experiences via the marketing and communication initiatives.

The last step is to create brand resonance, which calls for developing a close relationship with clients in order to establish a high degree of client loyalty and advocacy. This is accomplished via the approach of creating brand resonance. Organisations will now foster a sense of community around the brand and use customer input to enhance both the products and services the brand delivers as well as the overall experience of the customer (Jara and Cliquet, 2012). The Keller approach strongly emphasises developing strong emotional bonds with clients, which, if accomplished, may result in increased client loyalty and advocacy. Marketers won't have any trouble comprehending or using the model's four-step road map for creating powerful brands since it is simple and doable.

Keller's approach offers a thorough examination of the concept of brand equity by taking into account both the intellectual and emotional components of consumer behaviour and attitudes. Because the technique places such a strong emphasis on emotional connections and individual interpretations of brand meaning, it may be challenging to define and analyse brand equity in a consistent and trustworthy manner (Keller and Brexendorf, 2019). Under Keller's strategy, the need of creating emotional connections with clients is emphasised more than the necessity of creating observable brand assets and achieving financial success. The notion may only be applicable in some contexts or occupations, such as those where establishing emotional bonds with clients is either less crucial or less likely to be successful.

Brand Identity: The first step in Keller's process is to develop a brand identity that distinguishes the business from its competitors. Asda is a well-known brand name for a chain of inexpensive supermarkets that offers customers low prices on a wide range of items.

Brand Meaning: The brand must then be given relevance in the second stage by being linked to specific benefits and attributes (Keller, 2016). Asda has created its brand meaning by emphasising its commitment to fair pricing, top-notch products, and exceptional customer service. As a result, Asda has built a strong image as a trustworthy business that offers value.

Brand Responses: The third stage of Keller's process is to create brand responses by eliciting certain feelings and behaviours from customers. This means providing a wide selection of products, first-rate customer service, and an inviting environment for shopping. Asda has been so successful because it places a premium on giving its consumers a good time when they buy.

Brand Relationships: The last step in Keller's technique is to establish strong brand connections with customers. Asda has accomplished this through building a loyal customer base as a consequence of its commitment to competitive pricing, top-notch products, and first-rate customer service (Keller and Brexendorf, 2019). The grocery store chain also offers a number of loyalty initiatives and programmes that honour loyal customers.

2.7 Similarities and differences between Aaker (1991) Brand Equity model and Keller's brand model

Brand equity is a concept that is becoming increasingly important in today's marketing world. It refers to the value that a brand adds to a product or service beyond the functional benefits it provides. In other words, brand equity is the value that a brand brings to a business in terms of increased sales, customer loyalty, and other intangible benefits. According to Remi A., (2013) there are some advantages and disadvantages of each model :

Advantages of Keller Model:

1. Comprehensive: Keller model provides a comprehensive approach to measuring brand equity by considering all aspects of brand knowledge, including brand awareness, brand image, and brand meaning.
2. Customer-focused: Keller model emphasizes the importance of customers in building brand equity and proposes that customer-based brand equity is the key to building a strong brand.
3. Actionable: Keller model provides practical guidance for marketers to improve brand equity by identifying the key drivers of brand equity and the specific actions that can be taken to improve each driver.

Disadvantages of Keller Model:

1. Complex: Keller model is relatively complex and requires a lot of data to be collected and analyzed, which may be difficult for smaller companies with limited resources.
2. Narrow Focus: Keller model focuses primarily on customer-based brand equity and may not capture other important aspects of brand equity, such as financial and strategic value.
3. Lack of Flexibility: Keller model is a structured approach to measuring brand equity that may not be flexible enough to capture the unique characteristics of each brand.

Advantages of Aaker Model:

1. Flexible: Aaker model is a more flexible approach to measuring brand equity that allows for customization based on the specific needs and characteristics of each brand.
2. Holistic: Aaker model takes a holistic approach to measuring brand equity that considers both the internal and external factors that contribute to brand value.
3. Easy to Use: Aaker model is relatively easy to use and does not require as much data as Keller model.

Disadvantages of Aaker Model:

1. Less Comprehensive: Aaker model may not provide as comprehensive an approach to measuring brand equity as Keller model, as it does not include some important aspects of brand equity, such as financial value.
2. Less Customer-focused: Aaker model places less emphasis on the importance of customers in building brand equity than Keller model.
3. Subjective: Aaker model relies heavily on subjective measures of brand equity, such as brand personality and brand culture, which may not be as reliable or accurate as more objective measures.

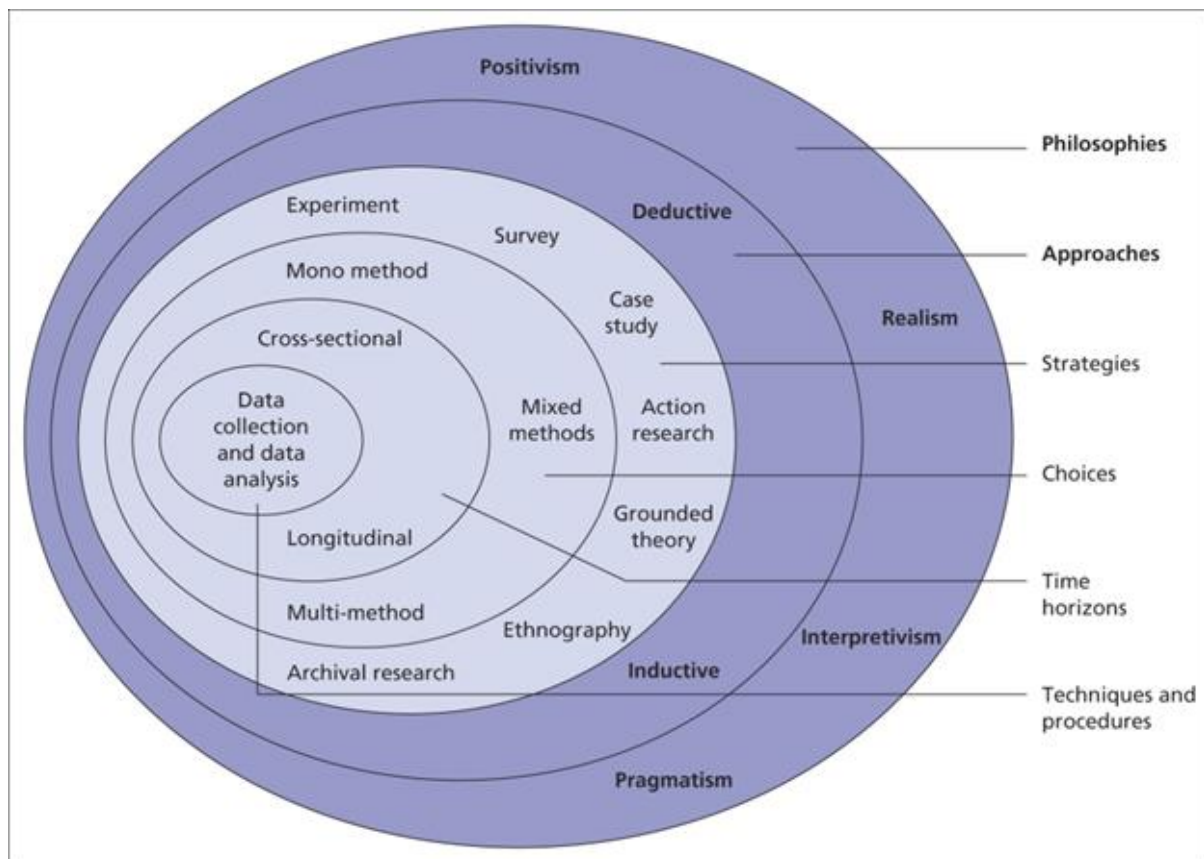
Both of these approaches place a great focus on developing a brand identity and establishing favourable brand connections in the minds of consumers. These models acknowledge the

complexity of brand ownership, which has both physical and intangible elements. This can be recognised by both models. These approaches recognise that creating and maintaining brand value is a labour-intensive process that requires patience and ongoing commitment. The five aspects of brand equity that the Aaker model emphasises are brand loyalty, brand awareness, perceived quality, brand associations, and proprietary brand assets (Kuhn et al., 2008). Keller's model, on the other hand, is organised around the following four steps such as brand identity, brand meaning, brand response, and brand resonance. The Aaker model is more quantitative and employs methods to analyse brand equity such as customer surveys, while the Keller model is more qualitative and emphasises forging emotional ties with consumers (Jara and Cliquet, 2012). The Keller model places greater emphasis on intangible factors like the brand's personality and customer interactions, while the Aaker model places more emphasis on the significance of physical brand assets like patents and trademarks.

Chapter 3: Methodology

Research methodology refers to the systematic and structured process of conducting research in order to answer a particular research question or hypothesis. It involves the selection and implementation of appropriate research methods, as well as the collection, analysis, and interpretation of data. A well-designed research methodology is crucial to the validity and reliability of research findings and can help ensure that research results can be replicated and generalised to larger populations. (Smith, J. 2023)

Research Onion Model The research onion model is a conceptual framework for organizing and designing research projects. Developed by Saunders et al. (2012), the model consists of a series of layers, each of which represents a different stage in the research process, from selecting the research topic to reporting the findings. The layers include research philosophy, research approach, research strategy, time horizon, data collection methods, sample selection, data analysis, and research ethics. By using the research onion model, researchers can ensure that they have considered all the important aspects of their research project and have designed a comprehensive and rigorous study.



Source: Saunders et al. (2012)

Research Philosophy: Research philosophy refers to the underlying beliefs and assumptions that guide the research process. It is concerned with the nature of knowledge, the role of the researcher, and the relationship between the researcher and the research subject. There are several different research philosophies, including positivism, interpretivism, and critical realism, each of which has different assumptions about the nature of reality and the way in which knowledge is generated. Understanding the underlying research philosophy is important in shaping the research approach, design, and methods. The purpose of research philosophy is to provide a foundation for the research process and to guide the researcher in making decisions about how to conduct the study. By identifying the assumptions and beliefs that underlie the research project, the researcher can ensure that the study is coherent, rigorous, and appropriate to the research question. (Creswell, J. W. 2014)

The fundamental idea driving the research process is positivism, a research philosophy. Positivism's fundamental tenet is that knowledge may be gained by unbiased observation and analysis.

Research Approach: Research Approach: Two main approaches exist with the Research Onion Model. Inductive and deductive. Deductive research approach involves testing a specific hypothesis or theory using empirical data. It starts with a general theory or hypothesis and then proceeds to test the theory or hypothesis by collecting and analyzing data. The researcher begins with a set of predetermined variables and hypotheses, which are then tested through the collection of data. The goal is to confirm or reject the theory or hypothesis.

Inductive research approach, on the other hand, involves generating new theories or hypotheses based on empirical observations. It starts with data collection, followed by the analysis of the data, and then the development of a theory or hypothesis based on the patterns and themes that emerge from the data. The goal is to develop a theory or hypothesis that explains the observed patterns and trends in the data.

It is reasonable to analyse the study hypothesis using deductive research. In deductive reasoning, one begins with a hypothesis and then evaluates it using relevant facts (Pandey and Pandey, 2021).

Research Strategy: A research onion model is a popular approach to understanding the different layers of a research project. One of the key components of the research onion is the research strategies used in the project, which are situated at the second layer of the model. These strategies include action research, experimental research, interviews, surveys, case study research, or a systematic literature review. The choice of the research strategy is dependent on the type of data required for the research and the intended aim of the study. For example, a researcher looking to gain a deep understanding of a specific case or phenomenon may choose to use the case study research strategy. On the other hand, a researcher seeking to establish a cause-and-effect relationship between variables may choose to use the experimental research strategy. Furthermore, the selection of a research strategy can also be influenced by the research design, sample size, and data collection methods. Each strategy has its own strengths and weaknesses, and it is essential to choose the appropriate strategy that aligns with the research question and objectives.

The strategy for survey research is the action plan that details how the study goals will be achieved. A structured questionnaire will be given to a sample of the population that is being surveyed in order to collect data using the survey research strategy. When doing a literature

study or building a theoretical framework, secondary data may be an invaluable resource. Finding preexisting research results on the association between brand image and brand loyalty, as well as applicable theories or models, may assist direct the investigation.

Type of Investigation

Primary data gathering methods, such as surveys, may be used to get answers to particular questions from Asda's clientele. The poll may be tailored to incorporate inquiries on respondents' impressions of the Asda brand and their commitment to the retailer. The utilisation of secondary data may provide a wealth of information that can be put to use in formulating a study's theoretical framework and locating relevant prior studies' conclusions. The utilisation of secondary data may also aid in the discovery of applicable models or ideas that can direct the research. Secondary data is useful when primary sources are unavailable or irrelevant to the study at hand. It's possible that secondary sources don't provide as much insight as main ones do.

Advantages of Primary research method:

1. Control over data quality: Primary research methods offer the researcher greater control over the data quality. The researcher can design the study and collect the data according to specific research objectives, resulting in more accurate and relevant data.
2. Uniqueness of data: Primary research methods produce original data that is unique to the research study. This provides the researcher with an opportunity to make an original contribution to the field and to answer research questions that have not been addressed before.
3. Flexibility: Primary research methods offer the researcher greater flexibility in terms of research design, data collection, and analysis. The researcher can adapt the study design to fit the research question and can use a range of data collection methods.
4. Precision: Primary research methods allow for a greater level of precision in data collection. This can be particularly important in studies that require detailed or nuanced information. (Bryman, A. 2016)

Disadvantages of Primary research method:

1. Time-consuming and resource-intensive: Primary research methods can be time-consuming and resource-intensive. Researchers may need to spend significant amounts of time and money collecting and analyzing data.

2. Sample size limitations: Primary research methods may be limited by the availability and accessibility of participants, which can result in smaller sample sizes. This may limit the generalizability of the findings.

3. Potential for bias: Primary research methods are vulnerable to researcher bias, which can arise from the researcher's own opinions, beliefs, and assumptions. This can result in a lack of objectivity and may impact the validity of the study.

4. Ethical concerns: Primary research methods may raise ethical concerns, particularly in studies that involve human subjects. Researchers must ensure that their studies meet ethical standards and protect the rights and welfare of their participants. (Bryman, A. 2016)

Advantages of Secondary research method:

1. Cost-effective: Secondary research is often less costly than primary research because the data has already been collected and analyzed by someone else.
2. Time-efficient: Secondary research can be completed more quickly than primary research, as the data is already available and does not need to be collected.
3. Large sample sizes: Secondary research often provides access to large samples, which can increase the generalizability of findings.
4. Historic data: Secondary research can provide access to historical data, which can be used to identify trends and changes over time.

Disadvantages of Secondary research method:

1. Limited control: Secondary research provides the researcher with limited control over the data quality, as the data has been collected and analyzed by someone else.
2. Lack of specificity: Secondary research may not provide the specific information needed for a particular research question, as the data was not collected with that specific question in mind.
3. Biases and errors: Secondary research can be subject to biases and errors that were present in the original data collection and analysis.
4. Outdated data: Secondary research may provide outdated data, particularly in rapidly changing fields, which can limit its relevance. (Bryman, A. 2016)

Research Choices: In the framework of mixed method research, choices on the procedures for data collecting and analysis were made (Snyder, 2019). Data collection for the mixed method approach must be done in both qualitative and quantitative ways.

There are some advantages and disadvantages of using the mixed method.

Advantages of Mixed Methods:

1. **Comprehensiveness:** Mixed methods research allows for a more comprehensive understanding of the research problem. By using both quantitative and qualitative methods, the researcher can obtain a more complete picture of the issue at hand.
2. **Triangulation:** By using multiple methods, the researcher can verify and validate findings. This triangulation helps ensure the reliability and validity of the research.
3. **Flexibility:** Mixed methods research allows for flexibility in the research design. The researcher can adapt the study design to fit the research question, rather than forcing the question to fit a particular methodological approach.
4. **Increased generalizability:** By combining quantitative and qualitative data, the researcher can increase the generalizability of the findings. Quantitative data can provide statistical generalizability, while qualitative data can provide a deeper understanding of context and culture. (Creswell, J. W., & Creswell, J. D. 2017)

Disadvantages of Mixed Methods:

1. **Complexity:** Mixed methods research can be more complex than using a single method. The researcher must have expertise in both quantitative and qualitative methods, as well as knowledge of how to integrate the two.
2. **Time-consuming:** Conducting mixed methods research can be time-consuming. The researcher must collect and analyze both quantitative and qualitative data, which can be a time-intensive process.
3. **Cost:** Mixed methods research can be more expensive than using a single method. The researcher may need to hire additional staff or purchase additional equipment to collect and analyze both types of data.
4. **Difficulty in synthesis:** Synthesizing quantitative and qualitative data can be challenging. The researcher must integrate two different types of data, which can be difficult to do in a way that is meaningful and coherent. (Teddlie, C., & Tashakkori, A. 2009).

Research Time Horizons: The time horizons of a cross-sectional research are the length of the investigation as a whole. Information collecting is done across the cross-sectional time horizon at a certain moment.

Data collection and analysis:

A basic sample of all consumers will be used to randomly choose 100 regular Asda customers from around the nation. Regular Asda customers who have made purchases there in the previous month will be the only ones who may take part in the sample, according to the selection criteria. Selecting participants due to their ready availability and accessibility is known as convenience sampling, a non-probability sampling approach. In this situation, a convenience sample of 100 persons will be selected. Convenience sampling is a non-probability sampling technique that involves selecting participants based on their easy accessibility, availability, and willingness to participate in the study. While this method can be beneficial in some cases, it also has its drawbacks. Here are some advantages and disadvantages of using convenience sampling: Advantages:

1. Convenience: Convenience sampling is easy to implement, especially when time and resources are limited. Researchers can quickly and easily obtain the sample they need without spending too much effort on recruitment and data collection.
2. Cost-effective: This method is also cost-effective, as it requires fewer resources and less time than other sampling methods, such as probability sampling.
3. Time-efficient: Since participants are readily available, researchers can collect data quickly, which can help expedite the research process.
4. Increased response rates: Participants who are easy to access may be more willing to participate in the study, leading to higher response rates.

Disadvantages:

1. Sampling bias: Convenience sampling is prone to sampling bias, which occurs when the sample is not representative of the population being studied. Since participants are selected based on their accessibility, they may not be a good representation of the target population.
2. Limited generalizability: Due to the sampling bias, the findings from a convenience sample may not be generalizable to the larger population. This can limit the external validity of the study.

3. Lack of control: Since participants self-select to participate in the study, the researcher has little control over the sample composition. This can lead to uncontrolled variables that may affect the outcome of the study.
4. Inaccuracy: The use of convenience sampling may lead to inaccurate results since the sample may not be representative of the population. This can undermine the validity and reliability of the research findings. (Tavakol, M., & Dennick, R. 2011).

Since convenience sampling does not need a lot of preparation, manpower, or money, it may gather data quickly and cheaply. This approach is simple to adopt since it requires just recruiting people who are accessible and cooperative. Because participants are selected based on their convenience rather than via a systematic and random sample method, convenience sampling may not be representative of the population of interest. Selection bias may be introduced by convenience sampling if demographics are disproportionately represented or under-represented in the sample. A pre-designed questionnaire will be used to collect the main data from 100 distinct Asda consumers. To gather information on participant demographics, brand loyalty, perceptions of Asda's brand image, and comprehension of the company's promotional tactics, a survey with both open-ended and closed-ended questions will be employed (Patel and Patel, 2019). The firm website, news articles, and public reports are just a few of the sources from which the secondary data will be gathered. The questionnaire will have 10 questions and it will be online through google forms which will take around 15 minutes to be fulfilled.

Data Analysis: To analyse the response distribution, descriptive statistics like mean, standard deviation, frequency, and percentage will be employed. The open-ended questions will be analysed thematically to seek for any recurring themes or patterns. This will be accomplished by using a descriptive research technique and using Microsoft Excel as a tool for data analysis. A review of pertinent literature and current studies on the subject will come first in the study. This will serve as a foundation for creating the study's conceptual framework and hypothesis. Data for the research will be gathered quantitatively via questionnaires given to a sample of 100 individuals.

Ethical Considerations: The study will abide with the ethical standards that should be followed while doing research, including gathering informed consent, maintaining confidentiality, and maintaining anonymity. The participants will be informed of the study's goals, their rights, and its duration before to participating (Mishra and Alok, 2022). Moreover,

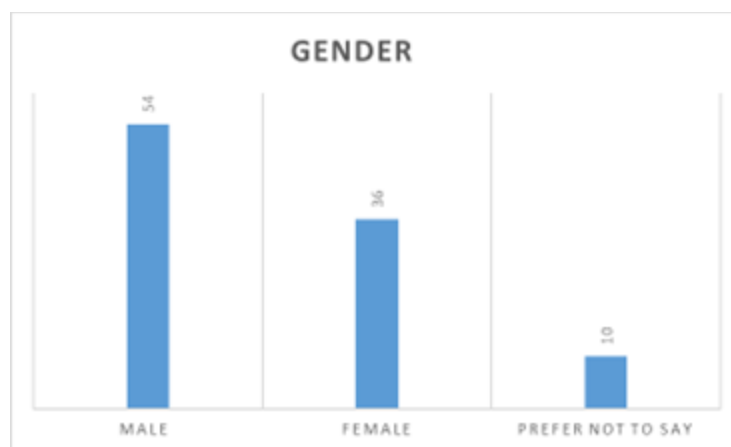
users will be given the assurance that the information they provide about themselves will be kept private and used solely for research.

Limitations: The results may not be generalizable to a broader population because of the study's limitations, which may include its narrow focus and small sample size. The outcomes could have been impacted by the participants' social desirability bias.

Chapter 4: Data analysis and presentation

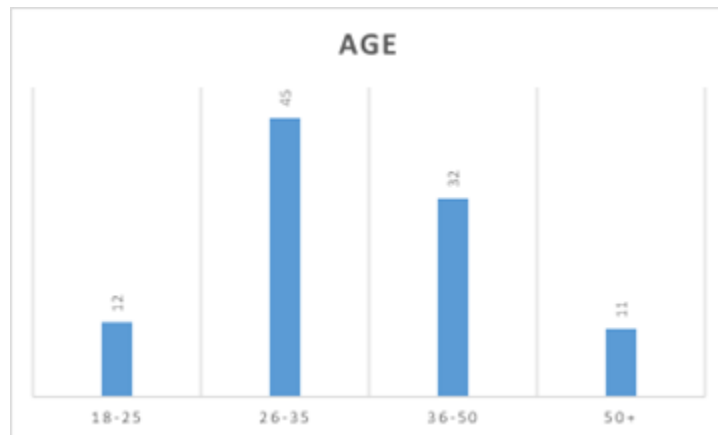
4.1 Data presentation

1. Gender



According to the data, 54 men, 36 women, and 10 respondents who declined to state their gender were among the 100 persons selected for the Asda study. One probable takeaway from this information is that there seems to be more men than women involved. This might be attributed to contextual variables such as the location and time period of data collection, as well as to individual variances in buying behaviours and product preferences.

2. Age



According to the data provided, the following is the breakdown of ages among the one hundred Asda shoppers who volunteered for the study: Twelve were in the 18-25 age range, forty-five were 26-35, thirty-two were 36-50, and eleven were older than 50. The bulk of participants are adults between the ages of 26 and 50, which may provide some qualitative information. This may suggest that the majority of Asda's clientele fall within this age bracket, or that people of this age are more willing to take part in surveys and focus groups.

3. Shopped at Asda



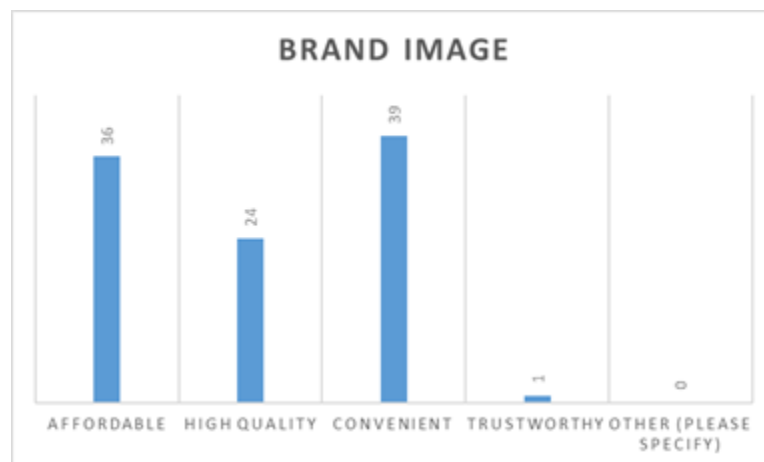
According to the data provided, 69 of the 100 respondents randomly selected for this study on behalf of Asda answered "Yes" when asked whether they had shopped at Asda over the previous six months, while 31 of the 100 said "No." This may indicate that Asda has a large group of regular customers who are committed to shopping there. Another interesting takeaway is the sizeable percentage of respondents who had not bought at Asda in the last six months. If this is the case, Asda should probably look into why certain consumers have quit shopping at their shops and fix any problems may have contributed to the exodus.

4. Shopping at Asda



According to the data provided, the percentage of each group that shops at Asda on a weekly basis is as follows: Eight customers shop there every day, 15 every week, 37 every month, 30 very seldom, and 10 never. The bulk of participants likely make monthly purchases at Asda, which may be interpreted qualitatively. This may indicate that consumers prefer to shop at Asda when they have a need to make less regular or more substantial purchases, such as when they need to stock up on food or home supplies. One possible takeaway is that a large percentage of respondents regularly purchase at Asda, suggesting that the store is a go-to for weekly groceries for certain consumers.

5. Brand image



One hundred Asda employees were randomly selected for this study, and each was asked to rate the extent to which they associated certain characteristics with the company. What we found is as follows: A total of 36 respondents selected "affordable," 24 "high quality," 39 "convenient," and 1 "trustworthy." Nobody selected "Other." The data may reveal, for example, that customers link the Asda name with low prices and ease of shopping. Although many respondents valued "High quality," it was not as popular as "Affordability" and "Convenience."

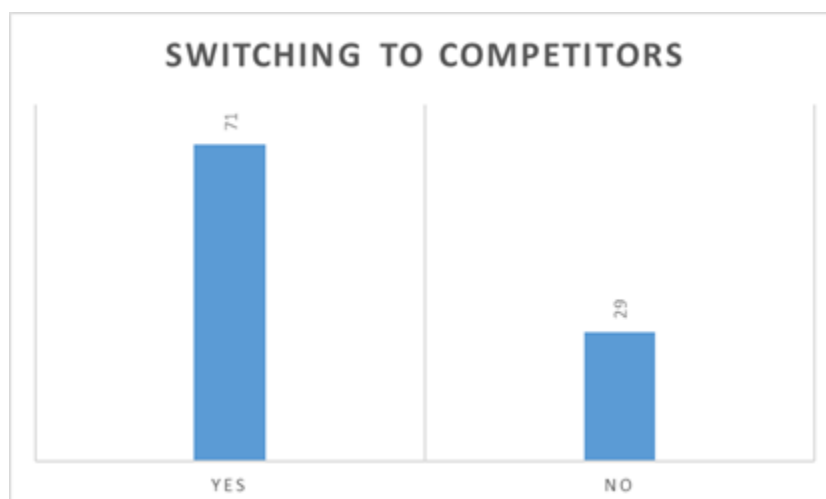
This may provide some more explanation. This might imply that some consumers value Asda primarily for its cheap pricing and convenience rather than its reputation for high-quality items.

6. Recommending



One hundred Asda employees were randomly selected for this study, and each was asked to evaluate on a scale from 1-10 how likely they were to suggest Asda to a friend or family member based on the information provided. What we found is as follows: 7 respondents rated it a 1, 9 gave it a 2, 1 gave it a 3, 4 gave it a 5, 8 gave it an 8, 3 gave it a 7, 2 gave it an 8, 51 gave it a 9, and 9 gave it a 10. One interesting qualitative takeaway from this data is that a large proportion of respondents gave Asda a 9 or 10 on the chance that they would suggest the shop to others, indicating high levels of satisfaction. This may indicate that Asda has a large number of dedicated consumers who are willing to spread the word about their favourite retailer.

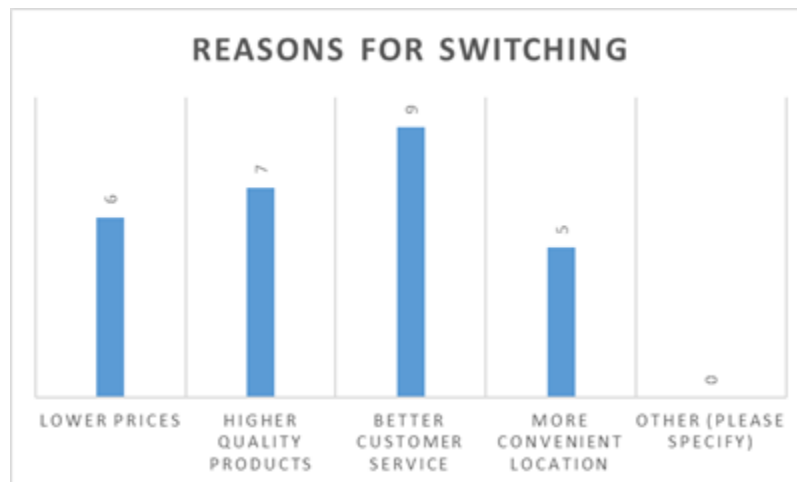
7. Switching to competitors



One hundred Asda customers were randomly selected for the study, and all were asked the same question: "Have individuals ever shopped at a competitor after regularly shopping at Asda?" What we found is as follows: Of those surveyed, 71 said "Yes," while 29 said "No."

Quantitative analysis of this data may reveal, for example, that many respondents no longer buy at Asda but instead prefer another retailer. This may indicate that Asda might benefit from expanding its product selection, enhancing its product quality, enhancing its customer service, or reducing costs in order to reduce customer churn.

8. Reasons for switching



Seventy-one respondents replied "yes" to the question "Have individuals ever switched to a competitor after shopping at Asda?" Those respondents were then asked to elaborate on the information provided as to why they made the transfer. What we found is as follows: With 6 respondents citing "lower prices," 7 citing "higher quality products," and 1 citing "other," Nine people chose "better customer service," while five opted for "more convenient location." No one opted for the "Other" option. One potential qualitative takeaway from this data is that consumers have a wide range of motivations for abandoning Asda in favour of a rival. Some respondents highlighted the cheaper costs and higher quality items, while others highlighted the superior customer service or more accessible location. This shows that consumers place varying values on various components of the shopping experience, and that Asda may need to work on enhancing different parts of the customer experience to keep customers from leaving.

9. Loyalty program



According to the data provided, 65 of the 100 respondents "Yes" to the question "Have individuals ever participated in a loyalty programme offered by Asda?" whereas the remaining 35 respondents "No." From this information, we may speculate qualitatively that Asda's loyalty programme is probably well-known and liked by its clientele. The fact that more than half of the registrants have used the programme demonstrates that Asda is providing valuable incentives and perks to its consumers. This might be seen as proof of the customers' dedication to and interest in the brand. It's important to note that a sizable percentage of respondents (35%) had never signed up for Asda's loyalty programme.

10. Price for decision



53% of respondents, based on the data provided, said that pricing is either "Extremely important" or "Very important" when deciding whether or not to shop at Asda. This indicates that Asda's price strategy may have a significant role in attracting and keeping consumers. A sizeable minority of respondents (31% to be exact) cite pricing as "not very important" or "not

at all important" when deciding whether or not to buy at Asda. This would suggest that consumers' choices are influenced by variables other than price, such as product quality, convenience, or customer service. Qualitatively, this data suggests that Asda may benefit from striking a better balance between its emphasis on cheap costs and other parts of the customer experience in order to appeal to and keep a more diverse customer base.

4.2 Discussion

It seems from the presented statistics that the majority of Asda's clientele are adults between the ages of 26 and 50. While many respondents were long-time patrons, a significant minority had not visited the store in over six months, prompting Asda to wonder what may have caused their departure. Most respondents shop at Asda once a month, which may indicate that it is a regular stop for their weekly grocery needs. It seems that Asda has a huge number of devoted consumers who are prepared to suggest the business to others because of its reputation for low prices and ease of use. Customers have defected in large numbers to other businesses, who are often praised for their cheap pricing, excellent quality goods, attentive staff, and handy locations. Approximately two-thirds of respondents had used Asda's loyalty programme, demonstrating the efficacy of the initiative in fostering brand loyalty.

Chapter 5: Conclusion and recommendation

5.1 Conclusion

A well-known grocery store chain situated in the UK called Asda was the subject of research that was subsequently analysed here, and the results of that research are presented in detail. In order to acquire insights into different areas of the business's operations and consumer views, the research gathered data from a total of one hundred respondents. These respondents included customers of Asda as well as workers of the firm. The first part of the study presents demographic information on the sample, which includes a breakdown of the gender and age ranges of those who responded to the survey. It is said that the majority of respondents were between the ages of 26 and 50, and that there were significantly more male respondents than female respondents.

These data may give some insights into Asda's client base and imply that the shop may appeal more to specific demographic groups because of its products or services. The next section of the study presents information on the frequency with which respondents shop at Asda, with the

majority of respondents reporting monthly purchases. According to the findings of the research, this may point to the fact that customers prefer to buy at Asda for less frequent or more substantial purchases. In addition, the research reveals that a significant proportion of respondents said they shopped at Asda on a frequent basis; this fact lends credence to the notion that the retailer may serve as a shoppers' primary destination for weekly grocery shopping.

Additionally, responses from Asda staff members on their impressions of the firm were gathered for the survey. When people were asked to describe Asda using particular adjectives, the ones that came up most often were "affordable," "convenient," and "high quality." These data may indicate that consumers regard Asda largely for its affordable pricing and the convenience with which they may shop rather than for its reputation for selling things of a high quality. The respondents were also questioned about the possibility of them suggesting Asda to others, and the majority of them gave the shop a good grade when the question was posed. It seems from this that Asda has a huge number of loyal consumers who are prepared to tell others about the excellent experiences they have had shopping there.

In the latter part of the research, the researchers questioned respondents about their experiences shopping at other stores after they had become frequent customers of Asda. The majority of respondents said that they have done so, and the reasons they gave for doing so ranged from cheaper costs and higher quality items to improved customer service and more convenient locations. This shows that in order to retain consumers from defecting, Asda may need to concentrate on improving several facets of the shopping experience that its customers have. In general, the research compiles a variety of quantitative and qualitative data on Asda's client base as well as its operations. This information may be utilised to guide future choices and plans pertaining to the company's business.

5.2 Recommendation

The data study shows how Asda's consumers and workers think and feel about the store. Several important insights have been uncovered from the investigation that Asda may utilise to enhance its offerings and win back dissatisfied customers. According to the numbers, there are more males than women contributing to the study. Asda may wish to look into the reasons behind this and see if there are any ways to improve their marketing or product selection to appeal to women. The bulk of respondents are between the ages of 26 and 50, suggesting that

people of this demographic are more likely to participate in surveys and focus groups. Asda might utilise this data to improve its marketing and product choices for people of this age.

The data demonstrates that Asda has a big following of loyal clients. However, many people in the survey had not purchased at Asda in over a quarter of a year. Asda has to find out why certain customers have stopped shopping at its stores and address any issues that may be to blame. According to the data, the vast majority of survey takers are regular customers of Asda. This data reveals that customers prefer to buy at Asda for infrequent or bulky needs, such as when they need to restock pantry staples or cleaning products. According to the data, shoppers associate the Asda brand with competitive pricing and convenient shopping options. Many people were interested in "high quality," although it wasn't as highly ranked as "affordability" and "convenience."

This may suggest that some shoppers place a higher importance on Asda's low prices and convenient locations than on the store's traditionally solid reputation for product quality. When asked how likely they were to recommend Asda to others, a huge percentage of respondents provided a score of 9 or 10, indicating high levels of satisfaction. Asda might take advantage of this by offering incentives to customers who write positive reviews or who recommend the shop to their friends and family. According to the data, many customers have stopped shopping at Asda in favour of other establishments. Some responders pointed out lower prices and better quality goods, while others praised the convenient location or helpful staff.

This demonstrates that customers put varied values on various aspects of the shopping experience, suggesting that Asda may need to concentrate on improving various aspects of the customer experience to prevent customers from leaving. In sum, the study yields important information that Asda may utilise to enhance its offerings and so win back loyal customers.

Chapter 6: Limitations of the research

There are several caveats that must be addressed, despite the fact that the Asda study gives useful insights into company operations and customer perspectives. Data from just 100 participants may not be reflective of Asda's whole customer base or the opinions of all of its workers. The study's validity and generalizability may have been enhanced with a bigger sample size. Because the respondents were not picked at random but rather selected based on their availability and desire to participate in the survey, there is a possibility of sampling bias in the research. This may cause certain demographic groups to be overrepresented while others be underrepresented. Self-reported data from the respondents might be inaccurate or biased, hence the research has some flaws. Respondents may provide more positive replies or misrepresent their experiences with Asda in order to become more popular.

Chapter 7: Recommendation for further research

A more complete picture of the retail market and areas where Asda has to improve to remain competitive have been offered by including a comparison of Asda's performance with those of its rivals in the research. However, the research didn't go too deeply into Asda's finances or supply chain management; instead, it concentrated on customers' perspectives. Thus, there can be further research which can focus on areas such as finance or supply chain management in the light of customer loyalty.

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Questionnaire

1. Gender:

- a) Male.
- b) Female.
- c) Prefer not to say.

2. Age:

3. Have you shopped at Asda in the last 6 months?

- a) Yes.
- b) No.

4. How often do you shop at Asda?

- a) Daily.
- b) Weekly.
- c) Monthly.
- d) Rarely.
- e) Never.

5. What do you consider to be Asda's brand image?

- a) Affordable.
- b) High quality.
- c) Convenient.
- d) Trustworthy.
- e) Other (please specify).

6. On a scale of 1-10, where 1 is the lowest and 10 is the highest, how likely are you to recommend Asda to a friend or family member? Ans:

7. Have you ever switched to a competitor after shopping at Asda?

- a) Yes.
- b) No.

8. If you answered "yes" to question 7, what was the reason for switching to a competitor?

- a) Lower prices.

- b) Higher quality products.
- c) Better customer service.
- d) More convenient location.
- e) Other (please specify).

9. Have you ever participated in a loyalty program offered by Asda?

- a) Yes.
- b) No.

10. How important is price in your decision to shop at Asda?

- a) Extremely important
- b) Very important
- c) Somewhat important
- d) Not very important
- e) Not at all important