

Consumer Purchasing Preferences

Case Study



Tesco is Ireland's leading food retailer operating in 107 stores across the country; an independent subsidiary of Tesco plc the company has been trading in Ireland since 1997.

In that time the retail business has expanded to now include clothing, household, entertainment and other non-food ranges. Tesco also offer customers an online grocery shopping service, financial services products and petrol retailing. Tesco is the largest single

buyer of Irish food products in the world, spending an aggregate of over €1.28 billion on Irish products and services annually, and 50% of it's food range locally is Irish produced.

Tesco wanted to understand changing Purchasing Preferences of Irish shoppers following the 2009 'emergency' Government budget. The research objective was to gain an understanding of the factors impacting consumer purchases of packaged grocery products in Irish Supermarkets.

iReach Methodology

Using the iReach monthly Consumer Decisions Omnibus, we included a range of questions looking at Consumer Shopping preferences to analyse the impact of economic and home budget pressures on Irish grocery shoppers.

The iReach Consumer Decisions Omnibus has a nationally representative sample response rate of 1000 consumers in Ireland each month and companies can add questions on a one-off basis or as a regular tracker study of consumer behaviours in Ireland.

A key objective of this research study was to understand what trade-offs Irish shoppers were willing to make in more difficult economic conditions and how these changes in shopping habits would impact on packaged product preferences and their grocery 'purse' or weekly/monthly grocery spend.



Project Summary

Quantitative survey of 1000 shoppers in Ireland using the Nationally Representative iReach Consumer Decisions Research Panel. The Online self complete survey was designed by iReach to study changing consumer shopping habits and preferences in Ireland.

Insight through Innovation

Insight through Innovation defines our pioneering approach to Market Research. Through the use of new techniques and methodologies, we deliver insights illuminating marketing and brand opportunities. We uncover such opportunities through our unique combination of the best people, best technologies and best research practices to guide sharper decisions.

