

**ACCEPTANCE OF TESCO STORE BRAND OF PRODUCTS BY  
CONSUMERS**

**NUR DIYANA BT NORDIN**

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## **ABSTRACT**

Customer are the most important people to Tesco Extra Cheras and their acceptance is crucial for this study. Product, place, price and promotion are likely to be the reasons for the acceptance to the customer. That is why, there is determination to find out what is the reason for the acceptance of store brand. Tesco store brand packaging is often criticized for its simple type of packaging. One good thing about Tesco store brand is their value range. A vast selection of products that are high standard with competitive prices. Providing customer what they want at a price they are willing to pay. Therefore, this research will try to identify what is most importance acceptance of Tesco brand of product by consumers. In addition, this research is designed to obtain feedback from the consumers on what are their suggestion and recommendation in order to improve the sales of Tesco brand of products.

This research consists of six chapters. Chapter 1 explains the background and introduction of the research, while Chapter 2 explores literatures related to the studies subject and Chapter 3 discusses the theoretical framework which guides the research. Chapter 4 will discuss the research methodology and the sampling techniques. The results and interpretation of the data is discussed in Chapter 5. Finally the conclusion and the recommendation made by the researcher is summarized in Chapter 6. Based on the findings, most of the customer does not satisfy with the Tesco brand of product packaging. Majority is satisfied with the place which is strategic location. The customer also

satisfied with the quality and gives value for money. This study conclude that, the four reasons for acceptance (product,place,price and promotion) are important elements in order to achieve good consumer acceptance .And from the research done, respondents are very happy to say that low price is the competitive advantage of Tesco that other retailer doesn't have. This will bring to the result of this study which is to determine what is the number one reason for customer acceptance to buy Tesco brand of products.

<b>TABLE OF CONTENT</b>	<b>PAGE</b>
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
 CHAPTERS	
1.0 INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	6
1.3 Research Question	6
1.4 Research Objective	7
1.5 Significance of the Study	7
1.6 Limitation of the Study	8
1.7 Scope of the Study	9
1.8 Time Frame	9
1.9 Theoretical Framework	9
1.10 Definition of Terms	10
 2.0 LITERATURE REVIEW	
2.1 Tesco Brand of Products	12
2.2 What is Retailing?	13
2.3 Consumer Behavior	19
2.4 Store Brand	24