Analysing the Influence of Marketing Analytics on Customer Decision-Making: A Case Study of Tesco's CLUBCARD Policy in the UK

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# CHAPTER ONE: INTRODUCTION

## Background of Research

According to Basu *et al.* (2023), Marketing analytics is a vital instrument connecting customer psychology to marketing decisions during the data-driven era. Through systematic consumer data analysis, businesses achieve better product development while gaining valuable insights into customer behaviour, which grants them market leadership (Nnaji *et al*., 2024). Predictive modelling, segmentation, and sentiment analysis tools operate within this field to support firms in maximising their marketing approach effectiveness (Wedel and Kannan, 2020). Marketing analytics differs from standard statistical methods by examining single customer actions and choices through time-based and viewpoint-oriented data for better marketing strategy development (Potluri and Muuka, 2021). To this effect, Data governance and ethical concerns with privacy problems have grown more noticeable because of the rising adoption of big data (Nnaji *et al*., 2024).

Tesco's CLUBCARD loyalty program is an essential force that transforms customer behaviours because it leads consumers to buy repeatedly and strengthens their brand commitment. Studies demonstrate that consumers taking part in loyalty programs show superior behavioural and affective loyalty than those who do not belong to such programs (Azan and Karimah, 2022). The programs strengthen customer emotions, influencing purchase frequency and intensity (Hughes, 2021). Tesco PLC launched CLUBCARD 1995 as one of the world's most successful loyalty schemes, serving over 20 million UK members (Tesco Plc, 2023). Research demonstrates that CLUBCARD members increase their shopping at Tesco by spending 40% more while visiting the stores twice as often and presenting 78 %-member satisfaction rates (Yawson and Yamoah, 2022; Tesco Annual Reports, 2022).

The CLUBCARD-derived personalised promotions outperformed generic promotions because they produced a 60% better redemption rate (Nnaji *et al*., 2024). The data-centric approach enables Tesco to enhance customer participation and improve its market position by lowering customer attrition by 25%, as reported by Azan and Karimah (2022). The CLUBCARD plays a fundamental role in Tesco's customer engagement strategy as digital integration grows because mobile app usage has surged 35% every year (Tesco PLC, 2023). The success of business growth depends heavily on marketing analytics programs like CLUBCARD because they help improve customers' decision-making while building customer loyalty.

## Research Rationale and Scope

In today's data-oriented business landscape, marketing analytics is a fundamental instrument allowing companies to study consumer actions, project buying trends, and effectively customise their marketing plans (Hughes, 2021). According to Wedel and Kannan (2020), Tesco effectively utilises CLUBCARD loyalty program tools, which they run through their stores to boost customer loyalty and maintain ongoing relationships. Marketing analytics has received substantial research attention, yet it directly influences customers who make decisions through personalised loyalty approaches like CLUBCARD, which requires deeper investigation. Research studies such as De Silva Kanakaratne, Bray and Robson (2020), Närvänen *et al.* (2020), and Trappey *et al*. (2022) primarily investigate generic analytics benefits and generic customer loyalty phenomena instead of how these specific programs affect individual consumer decision-making patterns in UK markets.

The study will hold critical importance because it responds to the increasing demand for insights about CLUBCARD's effects on consumer behaviour patterns extending past basic transactions within Tesco's framework. Positive customer engagement metrics have been achieved through the program, but researchers still need to understand better how CLUBCARD shapes customer decision-making patterns and emotional loyalty responses (Muharam *et al*., 2021). Previous research about CLUBCARD fails to address key psychological variables such as brand attachment and customer loyalty, which marketing analytics could help develop among customers (Trappey *et al*., 2022). As such, this study will address the current literature gap by studying these regions to deliver essential knowledge for academic and practical groups involved with loyalty program enhancement and data-driven consumer choice optimisation.

## Research Aim

This study aims to explore how Tesco's CLUBCARD influences customer decision-making through marketing analytics.

## Research Objectives

The following objectives are proposed for this study to achieve the aim of the study.

* Analyse the role of marketing analytics in influencing consumer choices at Tesco.
* Examine how Tesco's CLUBCARD program uses data analytics to enhance customer decision-making.
* Assess the effectiveness of Tesco's CLUBCARD in driving loyalty and repeat purchases.
* Explore how consumer behaviour is influenced by personalised marketing through the CLUBCARD.

## Research Questions

* How do marketing analytics influence consumer choices at Tesco?
* In what ways does Tesco's CLUBCARD program utilise data analytics to enhance customer decision-making?
* How effectively is Tesco's CLUBCARD driving customer loyalty and encouraging repeat purchases?
* How does personalised marketing through Tesco's CLUBCARD influence consumer behaviour?

## 1.6. Significance of this Research

This research will be crucial for understanding modern marketing strategies, particularly in the context of data-driven decision-making and consumer behaviour. As businesses increasingly rely on big data, marketing analytics becomes essential in shaping effective customer engagement strategies. The CLUBCARD loyalty program from Tesco enables personalised marketing by collecting detailed customer information, enhancing satisfaction and customer loyalty (Duvvrappu, 2019). The exploratory study will examine marketing analytics' effects on customer decision-making patterns to help businesses develop superior marketing approaches that produce continued purchases and maintain enduring loyalty.

The research will contribute to academic knowledge about marketing analytics and the effect of customer loyalty programs. This research will study the precise impact of data-driven marketing on Tesco's CLUBCARD loyalty scheme, whereas past research examined both concepts separately. This research also aims to deepen academic and practical understanding of consumer behaviour decision-making, emotional commitment, and brand loyalty developments caused by personalised marketing approaches.

# CHAPTER TWO: LITERATURE REVIEW

## 2.1. Introduction

This chapter explores the theoretical foundations and practical applications of marketing analytics, customer relationship management (CRM), and loyalty programs, focusing on Tesco's CLUBCARD program. It begins by examining the role of CRM in fostering customer loyalty, followed by a discussion on data-driven marketing and its impact on consumer decision-making. The chapter also integrates consumer behaviour theories to explain how personalised marketing and targeted rewards influence purchasing decisions. Further, it delves into the CLUBCARD system's conceptual framework, detailing how data collection, analysis, and personalised marketing strategies drive customer engagement. The chapter concludes with an evaluation of the effectiveness of loyalty programs in promoting long-term customer retention and business growth, particularly through Tesco's use of data analytics.

## 2.2. Theoretical Foundations of Customer Loyalty

### 2.2.1. Customer Relationship Management (CRM)

CRM stands for Customer Relationship Management, which refers to strategies and technological methods that improve customer contact while developing sustainable relationships (Kumar and Reinartz, 2021). The three essential CRM aspects include operational, analytical, and collaborative CRM. Operational CRM executes automatic sales and marketing initiatives that generate customised email initiatives, whereas analytical CRM collects and analyses data through data mining to study customer tendencies and preferences (Hassan *et al*., 2025). Through Collaborative CRM, existing outside parties become directly involved in customer dealing processes (Muharam *et al.,* 2021). Tesco effectively uses analytical CRM through CLUBCARD by segmenting its users into cost-conscious and gourmet categories. Operational CRM proves its strength in customer interaction by sending customised promotional materials that demonstrate personalised offers, such as quarterly coupons (Agarwal *et al*., 2021). The CLUBCARD system displays collaborative CRM capabilities by uniting e-loyalty features with multi-channel functionality, establishing an all-encompassing customer ecosystem that deepens brand loyalty (De Silva Kanakaratne, Bray and Robson, 2020).

### 2.2.2. Data-Driven Marketing

According to Banerjee (2025), companies use customer data to make strategic marketing decisions through data-driven approaches, which allows them to achieve better personalisation and targeting accuracy. The system depends on predictive analytics and real-time insights to maximise campaign performance, thus delivering appropriate customer offers, as Azzaakiyyah, Suherlan and Rijal (2025) outlined. The CLUBCARD program at Tesco employs SKU-level data analysis to monitor consumer purchasing activities so the company can modify prices in real time (Devi, Rani and Bin, 2025). Through predictive analytics forecasting, Tesco can identify future buying patterns, which allows the company to deliver targeted promotions such as toddler discount offers to parents who buy baby products (Jeong, 2025). The data-driven promotional campaigns of CLUBCARD demonstrate marketing efficiency because they concentrate promotions on specific target audiences and achieve redemption rates of 20-40% (Hassan *et al*., 2025). The customer satisfaction levels of Tesco increase when the retailer utilises this method to enhance its sales figures and decrease marketing expenses (Trappey *et al*., 2022).

### 2.2.3. Consumer Behaviour Theory

According to consumer behaviour theories, psychological, social, and economic variables influence purchasing decisions (Manuere, Chikazhe and Manyeruke, 2022). Customer behaviour depends on three main factors: attitudes, subjective norms, and perceived behavioural control (Paz, Agredano and Rialp, 2022). Tesco's CLUBCARD system generates increased customer satisfaction through customised offers, which leads to improved customer loyalty and buying motivation (Naeem *et al*., 2025). According to the Social Exchange Theory, consumer loyalty emerges from beneficial trade relationships since customers are drawn to rewards and benefits (Banerjee, 2025). Customers participate in the CLUBCARD reward program of Tesco because it creates a positive feedback loop through its point system, which fuels continued purchases (Szmigin and Piacentini, 2018). Through Operant Conditioning principles, Tesco provides rewards like points and coupons that strengthen customer behaviours, which lead to repetitive purchases (Devi, Rani and Bin, 2025). The theories demonstrate a complete understanding of consumer decisions and loyalty through which Tesco develops its marketing strategy.

## 2.3. Conceptual Framework

The CLUBCARD system of Tesco conducts repetitive data gathering followed by analytical computations and personalised marketing activities before consumer choices, establishing a perpetual feedback structure that increases loyalty and business success (Shams, Brown and Hardcastle, 2025). Data Collection and Integration is the initial step where transaction, demographic, behavioural, and external data are collected for integration. The specific purchase data and demographic details are fundamental to Tesco's data-based marketing initiatives (Wedel & Kannan, 2023). The analytical processing phase uses RFM analysis and predictive analytics to segment customers into groups while forecasting which behaviours their latent actions will be, what their product affinities are, and what the risk of customer churn is. CRM theory (Peppers & Rogers, 2023) finds its application through sentiment analysis insights, which drive individual computation of relationship development methods. Combining customer segmentation and market projection enables Tesco to create efficient, targeted marketing approaches.

Through personalised marketing strategies, analytics-driven data produces dynamic pricing models, specific promotional offers, and behavioural cues, including efficient scarcity techniques and evidence of social involvement (Skinner, 2023; Ajzen, 2023). These marketing interventions direct consumers through their buying process, starting from problem identification through information research and finishing with alternative assessment before purchase selection. According to the Consumer Decision Journey Model, customers find better alignment with their attitudes through personalised marketing offers, which boosts their purchasing intent (Kotler *et al.,* 2023). This final phase provides feedback about executed interventions, strengthens customer commitment, enlarges customer worth, and creates an optimised analytics ecosystem through cyclic processes. The effectiveness of CLUBCARD in boosting customer spending and engagement depends on its ongoing feedback processes and enriched data collection (Nunes & Drèze, 2023). These theories allow Tesco to maintain its CLUBCARD as a strong instrument that alters customer behaviour while sustaining long-term customer loyalty.

## 2.4. The Role of Marketing Analytics in Customer Decision-Making

Marketing analytics is pivotal in predicting and influencing consumer decisions by leveraging advanced data techniques such as predictive analytics, machine learning, and Big Data. Retailers like Tesco and Amazon use granular consumer data, including purchase history and browsing behaviours, to personalise marketing efforts and predict future purchasing patterns (Ali Muhajir, 2024). Predictive models, such as decision trees and neural networks, allow for hyper-targeted marketing, where companies can forecast consumer behaviour, such as product affinity and churn risk, thus optimising inventory and pricing strategies (Asha *et al*., 2024). Furthermore, data-driven segmentation enables tailored promotions based on specific consumer needs, improving engagement and increasing conversion rates (Jayawardena *et al*., 2022). This personalisation, exemplified by Tesco's CLUBCARD, enhances customer satisfaction and drives higher customer lifetime value by aligning marketing initiatives with individual preferences (Sun, 2024). Therefore, marketing analytics is crucial in shaping decision-making by offering relevant, timely, and personalised marketing interventions (Nnaji *et al*., 2024).

## 2.5. Tesco's CLUBCARD and Data Analytics

Through the CLUBCARD program, Tesco uses data analytics to provide personalised marketing strategies by combining transactional and behavioural data with demographic information to make better customer decisions. The program gathers extensive customer information about purchases, applications, and website activities to create specific segments and personalised offers (Felgate *et al*., 2022). The application of past purchase-based personalised coupons generated a 6.8% sales jump for consumers in 2019, according to Yawson and Yamoah (2022). The application of machine learning in predictive analytics enables Tesco to understand future customer buying patterns, such as baby-to-toddler transitions, which the company uses to set dynamic prices for repeat purchases (Wang *et al*., 2025). Using data analytics, Tesco improves promotional targeting, inventory management, and pricing strategy, which drives strategic decisions, including the "Finest" range development (O'Connor *et al*., 2020). Data analytics at Tesco leads to individualised customer engagements, which creates lasting satisfaction and loyalty between customers and the company (Rosário and Dias, 2023).

## 2.6. The Effectiveness of Loyalty Programs

The CLUBCARD program by Tesco demonstrates outstanding success in boosting customer loyalty and repeat buying behaviour through data-driven personalisation processes (Devi, Rani and Bin, 2025). Tesco boosts customer interaction and purchase amounts through customised promotions that use transactional, behavioural, and demographic information (Felgate *et al.*, 2022). Clubcard provides instant value through 1% cashback and point accumulation, which matches operant conditioning principles that strengthen purchase repetition (Azan and Karimah, 2022). Clubcard membership leads consumers to spend 18–25% more than non-members, while coupon redemption reaches above industry benchmarks, thus proving its ability to sustain customer loyalty (Ahmed and Alzoubi, 2020). Through its RFM analysis and strategic segmentation, Tesco reaches high-value customers by partnering with data-based advertising programs that use anonymised Clubcard information (Acatrinei and Puiu, 2022). Through its omnichannel integration, Clubcard enhances customer convenience, leading to Tesco's leading market position according to 52% sales growth and 34% market share in UK online groceries (Shams, Brown and Hardcastle, 2025).

## 2.7. Personalised Marketing and Consumer Behaviour.

The Clubcard program at Tesco demonstrates how data-based consumer divisions combined with specific promotional offers lead customers to change their purchasing actions (Xu *et al.*, 2024). Tesco analyses purchase data alongside customer demographics and behaviour to use predictive analysis for need identification and purchase prediction (Muhajir, 2024). Targeted promotional offers for gluten-free items and baby-oriented deals, when implemented for individual customers, result in prolonged engagement, which boosts their purchasing amounts by 6–8% (Samdani, 2020). The program builds spending behaviour through operant conditioning principles by providing 1% cashback and exclusive discounts as reward systems that encourage repeat purchases (Stoicescu, 2021). Lifecycle targeting through the "Baby Club" and personalised promotions aimed at older shoppers establishes stronger emotional connections that match offers to life milestones (Jayawardena *et al*., 2022). The customised customer experience through the Tesco Clubcard boosts client commitment and company earnings, which remains supported by coupon redemption statistics and the program's contribution to 34% of Tesco's online grocery transactions (Yi and Jeon, 2023).

# CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

## 3.1. Purpose of Study

Focusing on integrating data analytics in customer loyalty programs, this study aims to explore how Tesco's CLUBCARD uses customer data to influence consumer decision-making and drive business growth. The research design uses data-driven marketing strategies, customer segmentation, and predictive analytics to understand and predict consumer behaviour. By examining the theoretical foundations of CRM, data-driven marketing, and consumer behaviour theories, the study seeks to demonstrate how personalised marketing strategies enhance customer loyalty and repeat purchases. The methodology includes analysing the effectiveness of loyalty programs in fostering long-term customer engagement.

## 3.2. Research Design/Paradigm

This research project will adopt positivism as its conceptual approach, matching the quantitative method used in the study. According to Renner (2019), the positivist paradigm will effectively analyse the CLUBCARD program outcomes through objective measurements of observable phenomena because it can handle statistical data. This research method will provide an opportunity to conduct hypothesis testing that enables the analysis of purchase behaviour, customer loyalty metrics, and personalised marketing performance measurements. The study will utilise the positivist approach for its quantitative analysis since it requires data measurement over interpretive understanding.

## 3.3. Research Philosophy

The study will use positivism as its research philosophy because it works perfectly to examine how Tesco's CLUBCARD affects consumer purchasing decisions. Observability and measurability will form the core principles of positivism, which enables statistical data analysis of large datasets to study the marketing practice-customer behaviour connections (Saunders *et al*., 2019). The study will utilise this paradigm because it requires quantifying personalised marketing strategies and the impact of loyalty programs on consumer behaviour while relying on objective survey data collection methods, transaction analysis, and predictive models. The study will use a positivist perspective to conduct hypothesis tests and statistical evaluations to determine Tesco's CLUBCARD effectiveness for customer loyalty and repeat buying. According to Bryman (2022), the positivist approach enables researchers to apply study results across different populations because it strengthens the validity of quantitative data.

## 3.4. Sampling Technique

This study will use a purposive sampling method to identify CLUBCARD customers from Tesco who possess extensive experience and complete knowledge of their ecosystem. The survey participants are expected to have a basic understanding of the CLUBCARD program's functioning, enabling them to generate valuable feedback about purchasing behaviour modifications and loyalty changes. With this technique, this research will obtain valuable insights about personalised marketing effectiveness from customers with extensive experience with the program because it focuses on this group. The research goals find an appropriate match in this method since it allows researchers to gather precise data through direct interviews with CLUBCARD system experts who provide insights about the data-driven marketing relationship with consumer conduct. As stated by Thomas (2022), the chosen methodology will help researchers obtain meaningful data that is both profound and relevant to the study.

## 3.5. Data Collection

The data for this research will be gathered through an online Google Forms survey that all Tesco CLUBCARD customers can access easily through the provided link. The survey will be distributed through different public opinion platforms, including online forums and social media groups, alongside relevant online communities where Tesco's customers are most active. The method ensures maximum reach and customer engagement by selecting participants from a broad spectrum of the CLUBCARD user base. A wider customer demographic can respond to the survey because it exists online, which is essential for ensuring appropriate demographic representation.

The introductory statement demonstrates the research study's fundamental objectives while explaining survey participants' essential contribution to analysing CLUBCARD's behavioural effects on customers. The message stresses to participants how their answers help generate essential knowledge about CLUBCARD's effects on personalised marketing, customer loyalty, and satisfaction. Respondents will experience an easy-to-use survey format that prevents them from encountering response bias while completing it.

The quantitative data will be collected using Likert scales and closed-ended questioning formats. Open-ended questions will supplement the research by collecting qualitative data and receiving respondent feedback to enrich the study's findings. The gathered qualitative insights will contribute to explaining numerical findings and enhancing the understanding of customer actions and product preferences.

## 3.7. Questionnaire Guide

The survey will contain four sections, each representing the research objectives that the study establishes. Each section will include 4 – 5 questions, ensuring sufficient data is collected to address each research question and hypothesis.

* **Section 1 – Personalised Marketing Effects**

The initial part examines the impact of personalised marketing campaigns on customer purchasing choices. The following section will ask about the significance and acceptance levels of personalised promotional offers handled through CLUBCARD. Customer satisfaction relating to personalised discounts based on shopping history will be measured using a Likert scale. The research will include an open-ended question where respondents can explain the personalised offer they remember most since this type of response gives valuable details about what CLUBCARD customers appreciate in specific promotions.

* **Section 2 – Consumer Loyalty**

The following section will analyse customer loyalty and the effect that CLUBCARD creates on customers' repeated buying behaviours. Questions based on Likert scales will measure CLUBCARD usage frequency and determine how much the program affects customer loyalty and purchasing repetition. The question asked participants to rate how much CLUBCARD affected their repeated purchases of Tesco products. The assessment of CLUBCARD member loyalty strength will be possible through this evaluation. The following open-ended question will let participants explain what factors influence their loyalty toward Tesco while providing qualitative insights about loyalty drivers.

* **Section 3 – Data Privacy**

The third section will evaluate how customers trust Tesco to handle their data. The survey uses Likert scale questions to measure tester confidence and trust in Tesco's data privacy management through assessments like "How confident are you that Tesco protects your data?" The section will contain an open-ended query to gather suggestions about better data management and privacy practices from Tesco while offering practical recommendations for the company.

* **Section 4 – CLUBCARD Satisfaction**

The section will evaluate participant satisfaction with the CLUBCARD service. Analysis of CLUBCARD satisfaction levels will use Likert scales through questions like "What is your satisfaction with the CLUBCARD experience?" An open-ended query will let stakeholders share their opinions about program enhancement opportunities for better customer satisfaction.

The combination of Likert scale questions and open-ended responses in each section will allow for quantitative and qualitative analysis. Likert scales will help measure attitudes, satisfaction, and loyalty, while open-ended questions will provide deeper insights into customer experiences, perceptions, and suggestions for improvement. This structured yet flexible approach will ensure that the data collected is comprehensive, relevant, and aligned with the research objectives.

## 3.8. Ethics in Business Research

In this research, ethical considerations will be a priority throughout the data collection process. The research will protect participant confidentiality by omitting personally identifiable details through anonymisation. The survey begins with a notice explaining data storage limitations to research needs while assuring participants about secure information handling. The informed consent form appears right after the introductory segment, before the beginning of Section 1 in the survey, to allow participants to understand the research objectives and voluntarily consent to the study. Their understanding will confirm that they have complete free will regarding survey participation and the full right to withdraw at their convenience without facing any negative impacts.

Participant confidentiality will be safeguarded through anonymisation and by leaving out all personally identifiable information. The survey starts with a notice providing an overview of research-data storage restrictions and promises about information security measures for participants. A consent form about the study will come first in the survey, immediately after the introduction, to let participants understand the research goals and offer voluntary participation. The participants will understand they enjoy absolute freedom to participate in surveys while remaining free to withdraw anytime without experiencing adverse consequences.

# CHAPTER FOUR: DATA ANALYSIS

## 4.1. Data Analysis Techniques

The quantitative research design requires statistical analysis to examine survey data, which will serve as the primary procedure for evaluation. The core goal of this research is to investigate how the CLUBCARD initiative from Tesco affects customer choices, commitment levels, and shopping habits. Descriptive statistics are the initial step in creating an overview of the available dataset. The average responses and central point clustering will be determined by calculating central tendency measures (mean, median, mode). The standardised dispersion measures (range and standard deviation) will demonstrate the degree of variation in customer experiences and their consistency. The distribution analysis results will provide a straightforward understanding of how responses are spread throughout the data collection, which helps interpret customer perceptions and behaviours better.

The analysis will use frequency distribution tables to determine the appearance frequencies of responses within different categories. The frequency distribution tables will display the percentage of customers who expressed satisfaction with personalised deals and the number of times CLUBCARD members listed loyalty metrics and purchase frequency as critical decision factors. Classifying responses creates a comprehensive understanding of shared patterns that enables research groups such as budget shoppers to be separated from premium buyers.

The study will conduct regression analysis to evaluate direct cause-and-effect relationships between CLUBCARD usage frequency, marketing offer types, and resulting customer loyalty and purchase repetition. The regression analysis provides evidence to prove whether marketing strategies affect consumer loyalty and buying decisions. A multiple regression model will be implemented to assess multiple independent variables simultaneously to understand complete interrelationships between factors. The modelling technique will evaluate how CLUBCARD frequency interacts with personalised promotions to affect customer loyalty. SPSS and Excel tools will perform statistical calculations to generate visual data representations that simplify the interpretation and clear communication of findings.

## 4.2. Justification for Analysis Method

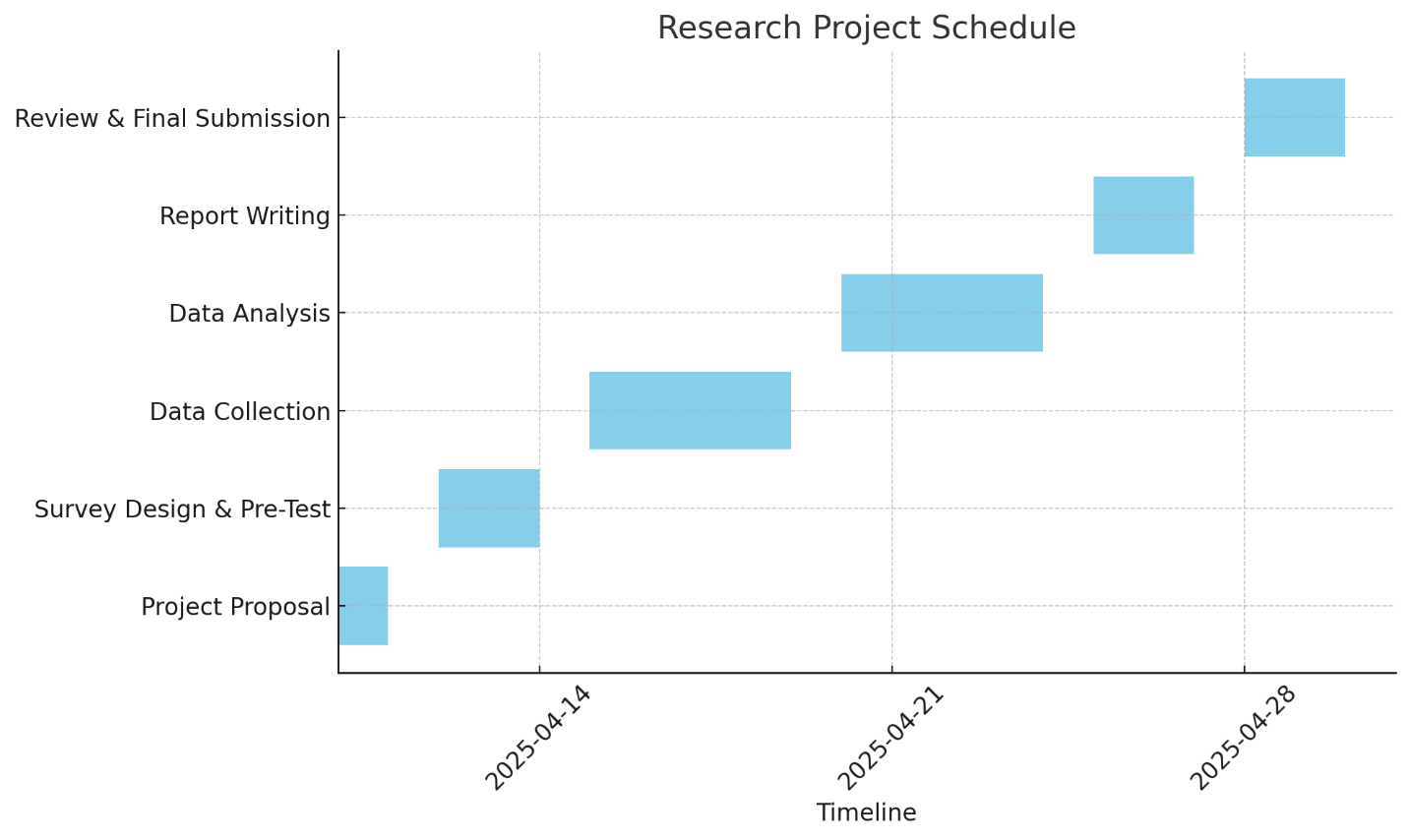
The chosen analysis techniques will prove optimal for the research objectives as they enable appropriate structured assessment of quantitative information. The assessment of survey responses will start with descriptive statistics, which will create an understandable presentation of participant perspectives about personalised offers, CLUBCARD satisfaction levels, and program retention likelihood. Combining central tendency and dispersion measures helps researchers comprehend mean responses and the degree of variation (Gupta, 2021). This information enables the assessment of how uniform or unbalanced the CLUBCARD program effects are between different demographic groups.

According to Özdemir (2020), through frequency distribution tables, researchers obtain vital information about response patterns spread across categories, including customer satisfaction and loyalty, to segment their dataset. Understanding customer behaviour requires segmenting the audience because this method reveals hidden details when looking at only average data. Frequency analysis reveals how customers in the "budget shopper" segment behave differently from other segments, known as "premium buyers," regarding the personalisation of offers.

The study will require multiple regression analysis since it is the best method for evaluating cause-and-effect relationships. The relationship between customer loyalty and repeat purchases can be studied through multiple regression based on CLUBCARD usage frequency and personalised marketing offer types. Multiple marketing research studies using regression models have followed this methodology, including the research of Nunes and Drèze (2019), which analysed customer spending patterns through regression analysis. Statistical analyses from the regression examination will reveal definitive results that either support or reject the research hypotheses while exposing valuable findings about the CLUBCARD program's effectiveness for Tesco.

This research employs statistical methods to establish a dependable, all-encompassing evaluation of data-centric marketing approaches used in CLUBCARD that shape customer loyalty and purchase decisions. The selected methods will demonstrate both practical value and academic importance as they contribute to research on customer behaviour within loyalty programs.

# RESEARCH PROJECT SCHEDULE



This Gantt Chart outlines the timeline for the stages of your research proposal. Each phase is carefully scheduled to ensure that all tasks are completed efficiently and in line with the project's objectives. The timeline demonstrates feasibility and provides a clear visual representation of the entire process.

* **Project Proposal**: The initial stage focuses on finalising the project's scope, objectives, and research design. This will be completed by April 10–11, 2025.
* **Survey Design & Pre-Test**: This phase includes finalising the survey structure, testing it on a small group for feedback, and adjusting based on responses. Scheduled for April 12–14, 2025.
* **Data Collection**: The data collection phase will commence immediately after survey finalisation. It will take place from April 15–19, 2025, to ensure ample time for distributing and collecting survey responses.
* **Data Analysis**: Following the collection phase, April 20–24, 2025, will be dedicated to data analysis using statistical methods. This stage includes generating summary statistics and conducting regression analysis.
* **Report Writing**: The analysis results will be compiled into the final report, including interpretation, conclusions, and recommendations. This phase will run from April 25–27, 2025.
* **Review & Final Submission**: The report will be reviewed for feedback and revisions. The final submission is due on April 28–30, 2025.

Each section of this schedule ensures a logical flow of activities, demonstrating that the project is on track to meet its deadlines and research objectives. The timeline provides the necessary structure to keep the research organised and ensures that all tasks are completed systematically.

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