

**EXPLORING THE IMPACT OF BREXIT ON CONSUMER PURCHASE INTENTION
FOR RESHORED FOOD BRANDS IN IRELAND**

Research dissertation presented in partial fulfilment of the requirements
for the degree of
MSc in International Business Management

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submitted for the degree of: **MSc in International Business Management** is the result of my own work and that where reference is made to the work of others, due acknowledgment is given.

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Dedication

This dissertation is dedicated to my friends and family, who have provided unwavering support and encouragement throughout this academic journey. Your belief in my abilities and constant motivation have been pillars of strength. Thank you for being my constant source of inspiration and for all the sacrifices you have made. This achievement is as much yours as it is mine.

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Thank you

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Abstract

This thesis investigates the impact of Brexit on consumer purchase intentions towards reshored food brands in Ireland, emphasizing how the economic and regulatory changes influence consumer behaviors. Utilizing quantitative data gathered from structured questionnaires, the study highlights significant shifts in consumer preferences towards locally produced foods following Brexit. The findings suggest that the introduction of trade barriers and the consequent reshoring of food brands have been positively received by consumers, who associate these local products with superior quality and dependability. This research underscores the reshoring's positive impact on the Irish food market and offers strategic recommendations for producers and policymakers to strengthen the competitiveness of local food brands in a post-Brexit economy.

Keywords: Consumer purchase intension, consumer behavior, consumer preferences, Brexit, reshoring

Table of Contents

Candidate Declaration	ii
Dedication.....	iii
Acknowledgements.....	iv
List of Tables	vii
List of Figures.....	viii
1. Introduction.....	1
1.1 Background of the Study	1
1.2 Problem Statement.....	2
1.3 Research Objectives.....	2
1.4 Research Questions.....	3
1.5 Hypotheses.....	3
1.6 Significance of the Research	3
1.7 Structure of the Study	4
2. Literature Review	5
2.1 Introduction.....	5
2.2 Brexit and Its Economic Impact	7
2.3 Reshoring Strategies.....	9
2.4 Consumer Behavior and Purchase Intentions	12
2.5 The Irish Food Industry Post-Brexit.....	15
2.6 Gaps in the Literature	17
2.7 Theoretical Framework.....	19
2.8 Summary.....	21
3. Methodology and Research Design	22
3.1 Overview.....	22
3.2 Research Philosophy and Approach.....	22
3.3 Research Strategy	23
3.4 Collection of Primary Data.....	26
3.5 Approach to Data Analysis.....	28
3.6 Conclusion	29
4. Presentation and Discussion of the Findings	31
4.1 Introduction.....	31
4.2 Demographic Analysis.....	31
4.3 Descriptive Statistics	36
4.4 Correlation Analysis.....	38
4.5 Regression Analysis.....	39
4.6 Hypothesis Testing	41
4.7 Summary of Findings	43

5. Conclusion, Limitations & Recommendations.....	45
5.1 Introduction.....	45
5.2 Interpretation of Findings	45
5.3 Implications for Theory	46
5.4 Implications for Practice.....	47
5.5 Limitations of the Study	48
5.6 Recommendations for Future Research.....	49
5.7 Conclusion	50
References.....	51
Appendices	58
Appendix – A (Questionnaire).....	58
Appendix – B (SPSS Tests Results)	66
Appendix C - Ethics Plain Language Statement.....	79
Appendix D - Informed Consent Form.....	81

List of Tables

Table 1. Statistics.....	31
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Table 2. Summary of Descriptive Statistics	37
Table 3. Summary of Correlation Analysis	39
Table 4. Model Summary	39
Table 5. Significant Predictors	40

List of Figures

Figure 1. Reshoring Graphical Version – (Fernández-Miguel et al., 2022).....	10
Figure 2. Theory of Planned behavior – (Ajzen, 1991).....	13
Figure 3. Employment in the Agri-food Sector 2000-2022 – (Department of Agriculture, Food and the Marine, 2023)	15
Figure 4. Age Distribution.....	32
Figure 5. Gender	33
Figure 6. Education Level.....	34
Figure 7. Employment Status	35
Figure 8. Annual Household Income.....	36

1. Introduction

1.1 Background of the Study

The UK's decision to leave the European Union (EU) - known as Brexit - has brought about considerable changes; economic and regulatory changes that have impacted many sectors, including the food industry. The effects have been greatest in Ireland, which has particularly close economic links with the UK.

Brexit has erected fresh barriers to trade; introduced more regulation and complicated things; while at the same time breaking supply chains. This means higher costs and new logistical challenges for Irish food producers and retailers (Speciality Food Magazine, 2021). The Irish food industry – which relies heavily on smooth imports and exports – has been hit extremely hard. Businesses are having to change tack because it is now tougher and costlier to trade with Britain due to tariffs as well as non-tariff barriers, such as increased paperwork (CEP, 2024).

Many firms have responded by adopting reshoring strategies designed for mitigating risks associated with cross-border trade through bringing it closer home. Reshoring can make supply chain control easier; improve product quality standards or even meet them better than before while taking into account customer preferences that want things made locally more often than not (Dey et al., 2022). Nevertheless whether or not a brand succeeds after being reshored will largely depend on how much people accept it.

Perceived quality, brand reputation, and attitudes towards reshoring are among the many things that affect a consumer's intention to buy. The reestablishment of food brands is consistent with the developing trend among consumers to back local goods, which in most cases are believed to be sustainable and better in terms of quality compared to others (Grappi et al., 2020). This change in consumer behavior creates new possibilities for Irish food producers as well as challenges for them together with retailers.

Brexit has impacted customer outlooks and views, too. Shoppers are reconsidering their purchases due to the unknowns about Brexit and its economic fallout. People now pay more attention to the provenance of goods; they would thus choose locally made products because they perceive them as reliable since they have been least affected by global trade disruptions.

It is important for stakeholders in the Irish food industry to understand how these variables interact in terms of influencing consumer buying behavior. This investigation therefore aims at unmasking such linkages while taking into account the new world order instituted by re-shoring which will enable players within this sector comprehend it more deeply so that they can exploit their potentials and adapt flexibly amidst changing landscapes around production and retailing of food items. Therefore even Brexit itself becomes significant here since it changes people's views concerning brands made once again after being returned home.

1.2 Problem Statement

The food industry in Ireland has been significantly affected by the upheaval caused by Brexit, with small and medium-sized enterprises (SMEs) bearing the brunt. These firms struggle to cope with fresh trade impediments and regulatory amendments. One of the possible approaches in dealing with these problems is through reshoring; however, this strategy can only be successful if consumers accept it. As such, there is a need to examine how Irish consumer purchase intention towards domestic brands that have returned following Brexit will impact on sustainable growth and development among SMEs operating within the country's food sector.

1.3 Research Objectives

The main aim of this study is to analyze how Brexit and brands brought back to the country affect people's desire to buy goods in food industry of Ireland. The research is set out on specific goals which include:

1. To explore the influence of Brexit on customer purchase intention within Irish food industry.
2. To evaluate consumer perception about brands relocated back to UK with regard to Brexit.
3. To examine factors that determine consumers' willingness-to-buy reshored food products in Ireland.
4. To recommend ways through which producers and retailers can make sure that customers accept these types of products.
5. To assess general impact of Brexit alongside reshoring on competitiveness within Irish food industry.

1.4 Research Questions

The study is intended to address the following questions:

1. What is the effect of Brexit on consumer intent to buy in the Irish food industry?
2. How do consumers view brands that have been brought back because of Brexit?
3. What are the determinants of purchasers' intention toward reshored food brands made in Ireland?
4. What approaches can be employed by producers and sellers of food products to make sure that customers accept brands which have been brought back home?
5. In general terms, what has been the impact of Brexit coupled with reshoring on competitiveness within Irish food industry?

1.5 Hypotheses

Based on the research objectives and questions, the following hypotheses have been formulated:

1. H1: Brexit has significantly affected consumer purchase intention in the Irish food industry.
2. H2: Consumer attitudes towards reshored brands are positively influenced by the context of Brexit.
3. H3: Perceived quality, brand reputation, and local production influence consumer purchase intention for reshored food brands in Ireland.
4. H4: Effective communication of the benefits of reshoring enhances consumer acceptance of reshored brands.
5. H5: The combined effect of Brexit and reshoring has a significant impact on the competitiveness of the Irish food industry.

1.6 Significance of the Research

The significance of this research lies in its ability to provide a comprehensive understanding of the multifaceted impact that Brexit has on consumer purchase intentions, particularly within the context of reshored food brands in Ireland. This study is critical for several reasons:

1. **Economic Relevance:** The Irish food industry, heavily reliant on both imports and exports, has been significantly disrupted by Brexit. By exploring how reshoring affects consumer behavior, this research offers insights that could help stabilize and potentially grow the sector during a period of uncertainty and change. Understanding these dynamics can guide policymakers and industry leaders in making informed decisions to support the industry's resilience (Speciality Food Magazine, 2021).
2. **Consumer Behavior Insights:** This study sheds light on the evolving consumer preferences post-Brexit. As consumers become more inclined towards local products due to perceived reliability and quality, this research helps identify the factors influencing these preferences. Such insights are invaluable for marketing strategies, product development, and customer engagement practices.
3. **Strategic Business Implications:** For small and medium-sized enterprises (SMEs) in the Irish food sector, this research provides actionable recommendations on how to successfully implement reshoring strategies. By understanding the determinants of consumer acceptance of reshored brands, businesses can tailor their operations, branding, and communication strategies to align with consumer expectations and improve their market positioning.
4. **Theoretical Contribution:** This study contributes to the academic discourse on reshoring and consumer behavior by integrating the context of a major geopolitical event—Brexit. It enriches existing literature by providing empirical evidence on how such a significant political and economic shift influences local consumer markets, offering a case study that can be referenced in future research globally (Speciality Food Magazine, 2021).
5. **Policy Development:** The findings can inform governmental and non-governmental bodies about the challenges and opportunities within the food industry post-Brexit. Policies aimed at supporting reshoring efforts and consumer acceptance of local products can be developed based on the insights derived from this research, fostering a more sustainable and competitive food sector in Ireland.

1.7 Structure of the Study

This thesis is organized into six chapters, each serving a distinct purpose in addressing the research problem and objectives outlined.

- **Chapter 1: Introduction:** This chapter provides the background, problem statement, research objectives, questions, and hypotheses. It also discusses the significance of the study and outlines the overall structure of the thesis.
- **Chapter 2: Literature Review:** This chapter reviews relevant literature on Brexit, reshoring, consumer behavior, and the Irish food industry. It identifies gaps in the existing research and establishes the theoretical framework for the study.
- **Chapter 3: Research Methodology:** This chapter details the research design, methodology, and procedures used for data collection and analysis. It includes information on the research paradigm, sample selection, data collection instruments, and ethical considerations.
- **Chapter 4: Data Analysis and Findings:** This chapter presents the results of the data analysis. It includes descriptive statistics, hypothesis testing, and other relevant analyses to answer the research questions and test the hypotheses.
- **Chapter 5: Discussion:** This chapter interprets the findings in the context of the existing literature. It discusses the implications of the results for theory, practice, and policy, and how they address the research objectives and questions.
- **Chapter 6: Conclusion and Recommendations:** This chapter summarizes the key findings of the study, discusses its limitations, and offers recommendations for future research and practice. It also provides a concluding statement on the overall impact of Brexit on consumer purchase intention for reshored food brands in Ireland.

2. Literature Review

2.1 Introduction

This literature review will therefore serve to clarify the systematic effects of Brexit on consumer purchase intentions on Irish food industry especially reshored food brands. Based on the findings of this literature review, this study seeks to situate and understand various implications of Brexit

for trade, consumers, and strategic management of food businesses in Ireland. Acquiring such fundamental understanding will help expose the existing research deficiencies, set theoretical background as well as the need for this study.

Brexit which refers to the United Kingdom's exit from the European Union has attracted many changes in economies and regulations. In the global market, these changes have impacted many fields; however, the food industry has been majorly impacted due to its reliance on smooth import-export. Restrictions on exports in the form of trade barriers, tariffs and bureaucracy have angered the Irish food exporters and producers, as this, among various issues have made it expensive to export food products to foreign markets (Hanrahan, Donnellan & Thorne, 2018; Matthews, 2021). This literature review is going to discuss these disruptions have shifted many companies to start adopting reshoring tactics, a situation of centralizing production and supply chain risks to sustain quality.

The theme of reshoring is mentioned many times in this review and is considered one of its primary topics. Reshoring, which describes the relocation of supply chain activities back to the company's home country, has been used to gain better control of supply chain, quality of products and market demands. Thus, in the frame work of the Irish food industry, reshoring turned out to be a strategic tool amidst the vagaries being caused by Brexit. In this review, the reasons for reshoring will be analyzed, as well as its application in the food industry, as well as possible advantages and disadvantages (Dey et al., 2022; Grappi et al., 2020).

Consumer behavior and purchase intention is another major theme of this type of literature review. In the context of Brexit as one of the most essential geopolitical shifts in the contemporary world, consumers' decision-making process depends on some factors, including perceived product quality, the brand image, and the local production factor. Thus, it becomes crucial to understand these factors for Irish food producers and retailers for their success in reshored market. Literature review analysis concerning the theories and models of consumer behavior will be done to capture how the consumers' preference has been influenced towards the local products due to reliability on one hand and uncertainties in the international markets on the other.

In addition, the context under which the review will concentrate will be the Irish food industry in the aftermath of Brexit. Many people may think that Ireland is not affected by Brexit due to being part of the European Union, this is incorrect because Ireland depends very much on the United Kingdom for most of its businesses, especially in the food industry due to the Great Britain market.

This review will give an insight of this new state of affairs in the industry; outlining challenges and strategies that business entities are adopting to shape this new realization. Thus, it will reemphasize the relevance of studying consumer behavior to enhance the implementation of efficient business approaches (Matthews, 2021).

To sum up, the purpose of the literature review is to discuss the potential changes in the situation with Brexit, reshoring, and consumer behavior in the Irish food sector. It will review the literature available and will find out the research gaps where following chapters of this thesis will set its root. Economic consequence section will address issues such as Brexit, reshoring, and economic theories about consumer behavior and problems that Ireland's food industry experiences. Thus, by providing the context for the review, this section will also underscore the importance of investigating consumers' purchase intentions after the occurrence of Brexit and reshoring.

2.2 Brexit and Its Economic Impact

The consequences of Brexit have been vast in the economic sense with impacts to tariffs and changes in regulation. This section presents a literature review of these economic impacts, Emphasis is given to the food industry.

Brexit caused a major change in the overall economic status of the United Kingdom. Brexit caused new trade issues, regulation shifts, as well as other economic risks after the country left the EU. The recent agreement, the EU-UK Trade and Cooperation Agreement (TCA) that was implemented in January 2021 sought to provide free trade between the UK and EU. However, the agreement initiated rules of origin, customs control, and regulations that were not present in the context of Single Market and greatly increased administrative costs and time (Forster-van & Spital, 2023).

2.2.1 Trade Barriers and Regulatory Changes

Another effect of Brexit include the level of protectionism that was also seen to have risen with trade barriers being thrown in. The TCA stipulated the rules of origin for UK goods that needed to be met in order to access the market free of tariffs, this meant more documents and time taken at the border. These new barriers of course have mean that the level of trade between the UK and the EU has reduced considerably. Before the TCA, the study on cross border trade by the Centre for Economic Policy Research revealed that UK goods exports to the EU had declined significantly

mainly because most exporters were finding it hard to meet the new paperwork conditions that were brought by the TCA.

The introduction of customs checks and regulatory standards has also complicated trade logistics. For instance, the UK delayed the full implementation of customs requirements on EU imports until January 2022, with additional health and safety checks postponed until the end of 2023. This phased approach led to a temporary imbalance in trade flows, with UK imports from the EU declining significantly in early 2021 while imports from non-EU countries increased (Forster-van & Spital, 2023).

Brexit's impact extends beyond trade in goods. The services sector, particularly financial services, has also faced significant challenges. The loss of passporting rights has restricted UK-based financial firms' ability to operate freely within the EU, prompting some to relocate operations to EU member states. This regulatory divergence has introduced new complexities for cross-border service provision and investment (Stojanovic & Tetlow, 2018).

2.2.2 Effects on the Food Industry

The food industry has been particularly vulnerable to Brexit-related disruptions. The introduction of customs checks and regulatory standards has significantly affected the industry's supply chains. The requirement for Export Health Certificates and other documents has increased costs and delays, particularly for perishable goods. The Resolution Foundation reports that UK goods trade, including food products, contracted significantly, with goods exports and imports falling by 13.2% and 7.4% respectively since 2019 (Fry, 2024).

Besides, Brexit has impacted the European consumption and markets in the food industry. Food producers and retailers all have supply chains that are heavily influenced by the situation of the increased cost and complexity of importing food from the EU. Others have opted for reshoring that imply the relocation of production facilities in order to reduce the level of risk and improve the quality of products. This shift is in order to determine the new trade fronts and sustain competitive edge in the new market after Brexit (Hanrahan, Donnellan & Thorne, 2018).

The interruption in the trade has also brought to light issue of export destination diversification. Post Brexit, domestic food producers especially the Irish find themselves in a crunch as they have been totally hooked to the UK market; therefore, they have been searching for new markets in the EU and other parts of the world. This strategic diversification is necessary given the fact that,

growth and competitiveness can hardly be sustained amidst constant trade volatilities (Matthews, 2021).

Brexit is still a change that has taken place in the Global economy, and it has set up barriers as well as a new regulation that has had many effects on the economy in the different sectors such as the food industry. The literature presents many challenges and risks connected to alter these changes and stresses the importance of planning and market diversification. Perceiving these factors is important in order the policymakers and representatives of the relevant industries to understand the tendencies in the post Brexit world.

2.3 Reshoring Strategies

2.3.1 Definition and Relevance in the Current Economic Climate

On the basis of the concept of inflows of international production, reshoring has defined as a process which transfer manufacturing and production activities to the home country of the firm from other countries. That is why this approach has seen increased focus in the recent past due to changes in the economic, political and logistical environment. Thus, the COVID-19 pandemic, the tension between the great powers, and growing awareness of the risks connected with long supply chains have made reshoring an important strategic issue for companies (Ellram et al. , 2013; Fernández-Miguel et al. , 2022).

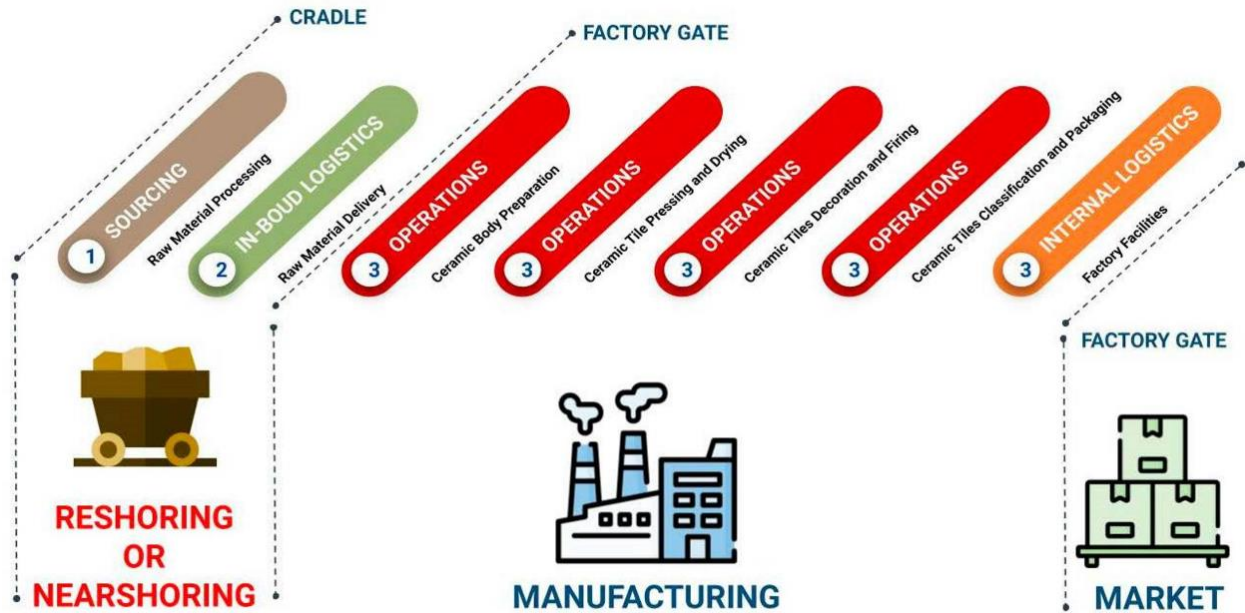


Figure 1. Reshoring Graphical Version – (Fernández-Miguel et al., 2022)

In current global economic setting, Reshoring is viewed as approach towards supply chain management improvement, decrease of reliance on the foreign products and better control over the manufacturing systems. The disruptions that were witnessed during the pandemic exposed the dangers of source dependence on distant suppliers, hence forcing organizations to reflect on the global sourcing strategies (Brown, 2020). Furthermore, an increase in labor costs, particularly in the developing countries where outsourcing was common and developments in robotics and other technologies opened up a new opportunity for reshoring (Gray et al., 2018).

2.3.2 Reasons behind Reshoring

Several key factors drive the decision to reshore manufacturing operations:

1. **Risk Mitigation:** The COVID-19 also affected global supply management as most organizations struggled with their operations because of lockdowns and constraints in transport systems. These risks are addressed through reshoring since it entails production close to the end market meaning less dependence on supply roads, and so less vulnerability to disruptions (Brown, 2020).
2. **Supply Chain Control:** This increases control of not only final product but throughout the chain, which increases companies' flexibility to respond to requirements changes and

achieve better quality. This rise in control is crucial in industries where the quality of the final product and adherence to regulatory requirements are essential (Fernández-Miguel et al., 2022).

3. **Consumer Preferences:** Consumers are also increasingly preferring to purchase products produced within their country due to perceived qualities, fair trade, and quality brands. These consumer trends are consistent with reshoring since it benefits the companies in increasing their brand loyalty and the consumer demand for localized production (Grappi et al., 2018).
4. **Economic and Political Factors:** Off shoring has become less attractive due to trade tensions, tariffs and shift in trade policies. For example, the U. S. putting tariffs on Chinese products and Brexit have made many organizations evaluate their globalization plans and begin exploring reshoring as a way of avoiding tariffs and other risks (Brown, 2020).

2.3.3 Case Studies and Examples of Successful Reshoring

The food industry has seen several successful reshoring initiatives that highlight the benefits and challenges of this strategy:

1. **General Mills:** The American food company moved the production of its Green Giant frozen vegetables from Mexico to the USA. This was prompted by the need to enhance the supply chain adaptability in the transportation of products, minimized cost of transportation as well as capturing the market demand for locally produced food products (Coates, 2023).
2. **Nestlé:** Nestlé has brought back some production of confectionery goods from Eastern Europe to the UK. This decision was informed by the necessity to raise the buffer risk of supply chains and lessen the complications in the cross-border transportation resulting from Brexit (Coates, 2023).
3. **Campbell Soup Company:** In the wake of the Covid 19 related disruptions of the company's supply chains, Campbell Soup Company moved some of its original canned soups production facilities from overseas to within the United States. This move was intended to improve the supply chain consistency and have a command over the operations (Brown, 2020).

4. **Walmart:** Walmart has been an advocate of the Made in America movement mainly because it wants to see itself invest heavily in American manufacturing; it has relocated production of textiles as well as home goods. This plan creates local employment and is in harmony with consumers' preference towards locally manufactured products (Brown, 2020).

These examples prove that reshoring contributes towards the creation of more reliable supply chain, better quality of products as well as the satisfaction of consumer needs that demand locally produced goods. Outsourcing can be a way to mitigate risks since products are closer to home; and thus it allows a quicker pace in responding to market changes, as well as enhance the relationship that is formed with a business's customers.

2.4 Consumer Behaviour and Purchase Intentions

2.4.1 Theories and Models of Consumer Behavior

Consumer behavior is a complex field influenced by a myriad of factors, including economic and political changes. Several theories and models help explain how these factors shape consumer behavior and purchase intentions.

1. **Theory of Planned Behavior (TPB):** Developed by Ajzen (1991), the TPB posits that an individual's intention to perform a behavior (such as purchasing a product) is influenced by three components: attitudes towards the behavior, subjective norms, and perceived behavioral control. This theory has been widely applied to understand consumer intentions in various contexts, including the purchase of local versus imported goods (Ajzen, 1991; Zong et al., 2023).
2. **Consumer Ethnocentrism:** Postulated by Shimp and Sharma in 1987, this theory explains consumers' propensity to select products originating in their domestic market to preference products from other countries. Ethnocentric consumers have a perception that buying local products helpful to the economy of their country and the foreign products are a threat to local industries. This theory is very relevant when discussing the topic of economic nationalism as a result of Brexit since political shifts make ethnocentric attitudes even more pronounced (Shimp & Sharma, 1987; Wang & Hu, 2011).

3. **Country-of-Origin Effect (COO):** This theory entails the belief that the place of origin of a certain product has a direct impact on the consumers' perception and their desire to make the purchase. Such sentiments greatly influence the consumer's willingness to purchase a product from a particular country. This is often associated with ethnocentrism, more so in the periods of economical and political transformation (Lusk et al., 2006; Mo & Chee WeiMing, 2021).

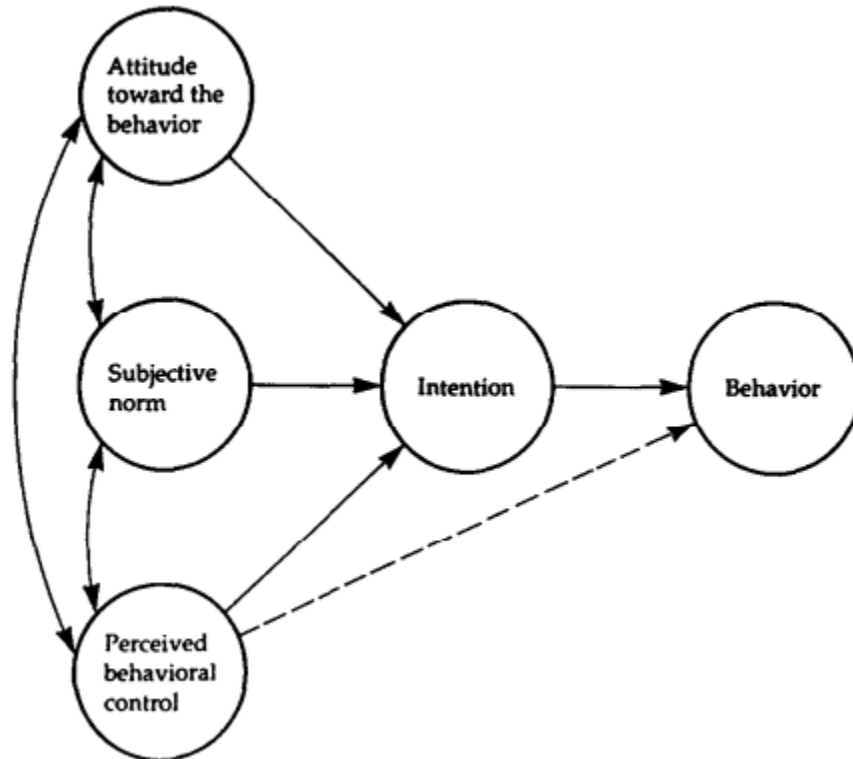


Figure 2. Theory of Planned behavior – (Ajzen, 1991)

2.4.2 Factors Influencing Consumer Purchase Intentions

Several factors influence consumer purchase intentions, particularly in the context of economic and political changes:

1. **Perceived Quality:** Perceived quality of a product is an important factor to influencing intention to purchase. This means that consumer's perceived quality affects their probability of purchasing the product. Such perception can be affected by the country of origin, brand image and attitude toward the product that the consumers had in the past (Sostar & Ristanović, 2023).

2. **Brand Reputation:** It has also emerged that there is an improvement of the consumer purchase intentions when there is a good brand image. Brand image can therefore be defined as the overall corporate image reflected by the quality of its products, appropriate market image and consumers' psychological impressions. Political instability can also affects brand image in the same manner as the economic factors stated above, that is, in a positive or even negative way (Lin & Chen, 2006).
3. **Local Production:** There is general awareness among consumers to buy locally made products since there is perceived belief that local products are of better quality, more sustainable and assist in the growth of local industries. Such a preference is typically supported by economic nationalism and political speeches that encourage people to buy national rather than foreign goods (Grappi et al., 2018; Marinkovic et al., 202).

2.4.3 Consumer Attitudes towards Local vs. Imported Products

Studies have shown varying consumer attitudes towards local versus imported products, influenced by ethnocentrism, country-of-origin effects, and current economic and political climates:

1. **Ethnocentrism and Local Preference:** Studies show that those with high ethnocentric attitude prefer domestic products as they relate them to patriotism and contributing to the well-being of the country economy. This tendency is especially observed during the political instability or economic crisis (Migliore et al., 2021; Marinkovic et al., 2022).
2. **Impact of Economic Crises:** Economic crises often shift consumer preferences towards local products due to perceived economic benefits and the desire to support local businesses. For instance, during the COVID-19 pandemic, there was a notable increase in the preference for local products as a way to mitigate economic instability (Miftari et al., 2021).
3. **Country-of-Origin Bias:** The influence of country image is a critical factor that consumers consider in determining the quality and desirability of a particular product. Rather the image of a country can help to sell its products, or on the contrary can make people reject them. It explains consumer evaluation and subsequent behavior regarding products they wish to purchase which is important in globalization computation (Roth & Romeo, 1992; Moises Jr, 2020).

2.5 The Irish Food Industry Post-Brexit

2.5.1 Overview of the Irish Food Industry and its Economic Significance

The Irish food industry is a cornerstone of the national economy, playing a vital role in employment, export, and rural development. As Ireland's oldest and largest indigenous sector, the agri-food industry spans a wide range of activities including farming, fishing, food production, and beverage manufacturing. In 2022, the sector employed approximately 164,900 people, accounting for 6.5% of the total workforce across 135,000 farms, 2,000 fishing vessels, and numerous food production enterprises. This sector also manages 4.5 million hectares of agricultural land and over 800,000 hectares of forestry (Department of Agriculture, Food and the Marine, 2023).

Year	Crop and animal production	Forestry & fishing	Manufacture of food & beverages	Manufacture of wood	Total Agri-food employment	Total Employment all sectors	Agri-Food as % of total
2000	122,625	6,250	58,125	9,775	196,775	1,772,900	11.1%
2005	107,175	4,750	58,150	9,850	179,925	2,037,850	8.8%
2010	101,775	8,525	46,375	5,800	162,475	1,925,575	8.4%
2015	103,925	5,525	56,150	3,975	169,575	2,057,350	8.2%
2022	95,500	5,650	57,750	6,000	164,900	2,547,300	6.5%

Figure 3. Employment in the Agri-food Sector 2000-2022 – (Department of Agriculture, Food and the Marine, 2023)

The Irish food industry is notable for its significant export activities, contributing 9% of Ireland's total exports annually. Key export destinations include the United Kingdom, the European Union, and international markets, with the industry reaching over 180 countries worldwide. In recent years, the export value of the sector has seen substantial growth, despite global challenges such as the COVID-19 pandemic and the uncertainties posed by Brexit (Ryan, 2024).

2.5.2 Specific Challenges Faced by the Irish Food Industry Post-Brexit

Brexit has introduced several significant challenges to the Irish food industry, primarily due to changes in trade barriers, regulatory environments, and logistical complexities. These challenges are multifaceted and have profound implications for the sector's operations and competitiveness.

1. **Trade Barriers and Tariffs:** The introduction of new trade barriers has complicated the export process for Irish food products. The potential for tariffs on agri-food products, if no

free-trade agreement is in place between the UK and the EU, poses a significant threat. Tariffs of at least 15% could be imposed, making Irish exports less competitive (RFC Leading Talent Hub, 2023).

2. **Regulatory Divergence:** Brexit has led to regulatory divergence between the UK and the EU, creating non-tariff barriers such as differing standards and compliance requirements. These changes increase the administrative burden on exporters and can lead to delays and additional costs (Ryan, 2024).
3. **Logistical Challenges:** The reliance on the UK land bridge for transporting goods to Europe has been disrupted by Brexit. New shipping routes, proposed to avoid the UK, significantly increase transit times and costs, which is particularly problematic for perishable goods like dairy and meat products. This logistical shift necessitates adjustments in supply chain management to ensure product quality and competitiveness (RFC Leading Talent Hub, 2023).
4. **Economic and Financial Impacts:** The reduction in the EU budget, from which Ireland benefited significantly through subsidies, has also impacted the agri-food sector. This reduction affects farm incomes and rural communities, particularly small farmers who are heavily reliant on these supports (Department of Agriculture, Food and the Marine, 2023).

2.5.3 Impact of Brexit on Consumer Behavior in Ireland

Brexit has also influenced consumer behavior in Ireland, altering purchasing patterns and preferences:

1. **Increased Preference for Local Products:** In response to economic uncertainties and a rise in ethnocentric sentiments, there has been a growing preference for locally produced goods. Consumers perceive these products as more reliable and supportive of the national economy (Hederman & Durkin, 2018).
2. **Price Sensitivity and Inflation:** The post-Brexit environment has seen significant food price inflation, driven by increased input costs and supply chain disruptions. Consumers have become more price-sensitive, often opting for lower-cost alternatives and private-label products to manage household expenses (Ryan, 2024).

3. **Adoption of Sustainable Practices:** There is a heightened awareness and demand for sustainability in food production. Consumers are increasingly favoring products that are environmentally friendly and ethically produced, influencing producers to adopt greener practices (Department of Agriculture, Food and the Marine, 2023).

2.6 Gaps in the Literature

2.6.1 Identifying Gaps in the Current Literature

Despite substantial research on the impacts of Brexit on various economic sectors, several gaps remain in the literature concerning the specific implications for the Irish food industry. These gaps are critical as they highlight areas where further investigation can provide deeper insights and practical solutions.

1. **Comprehensive Analysis of Post-Brexit Trade Adjustments:** While there are numerous studies examining the immediate effects of Brexit on trade barriers and regulations, there is a lack of comprehensive analysis on the long-term adjustments that businesses within the Irish food sector have made. This includes strategic shifts in supply chain management, market diversification efforts, and the effectiveness of these strategies in mitigating Brexit-related challenges (Ryan, 2024).
2. **Consumer Behavior Shifts:** Although some research has explored changes in consumer behavior due to Brexit, there is limited understanding of how these shifts specifically affect the purchasing intentions towards reshored food products in Ireland. Detailed studies on consumer ethnocentrism, brand loyalty, and perceptions of quality in the context of Brexit-induced economic and political changes are sparse (RFC Leading Talent Hub, 2023).
3. **Impact on Small and Medium Enterprises (SMEs):** The literature largely focuses on the broader impacts of Brexit on the agri-food sector, often overlooking the nuanced challenges and adaptive strategies of SMEs. Given that SMEs form a significant portion of the Irish food industry, understanding their specific struggles and innovations post-Brexit is crucial for a holistic view (Department of Agriculture, Food and the Marine, 2023).
4. **Long-term Economic Impacts:** Existing studies tend to focus on the short-term economic impacts of Brexit, such as immediate trade disruptions and initial regulatory changes. There is a gap in longitudinal studies that assess the sustained economic impacts over several

years, particularly concerning investment patterns, employment rates, and market share shifts within the Irish food industry (Lucey, 2021).

5. **Policy Effectiveness:** Research on the effectiveness of policies implemented to mitigate the adverse effects of Brexit on the Irish food industry is limited. Evaluating the success of government initiatives, such as financial supports and new trade agreements, in bolstering the sector's resilience and competitiveness remains under-explored (McHugh, 2018).

2.6.2 The Need for This Study and Its Contribution to Existing Knowledge

With these objectives in mind, the current study intends to fill these gaps through offering a detailed examination of the effects of Brexit on consumer's purchasing behavior within the Irish food sector with a focus of reshored brands. The research will contribute to the existing body of knowledge in several ways:

1. **Detailed Consumer Insights:** In extending the knowledge on consumers' behavior, this study will identify the ways that Brexit has impacted consumer perception and subsequent buying decisions concerning domestic and imported foods. Information of this nature is crucial to enterprises seeking to regulate their advertising approaches for the changing consumer trends.
2. **Focus on SMEs:** This study will help fill the gap in the literature by exploiting the opportunities and challenges associated with Brexit through the SMEs and offer recommendations for small and meager businesses. This focus will also cater for the existing literature gap regarding the resilience as well as the coping mechanisms of SMEs.
3. **Longitudinal Perspective:** This paper will move beyond the short-term assessment of Brexit's economic consequences to provide an extended view of it where the Irish food business has been viewed. Such a perspective is indeed fundamental in order to clarify the long term outcomes and for the development of successive initiatives.
4. **Policy Evaluation:** This paper's analysis of the current state of Brexit and subsequent implementation of different policies and supports adopted by the administrations will help develop new policy frameworks to address this challenge in the future. This part of the study will also assist in strengthening measures and establishing virtuous circles to boost this section of the sector.

5. **Theoretical Contributions:** In addition to contributing to the existing literature on consumer behavior, ethnocentrism, and SCM in the context of geopolitics, this research will present novel theories and models that can be used in future geopolitical shifts all across the world.

2.7 Theoretical Framework

2.7.1 Presenting the Theoretical Framework

The theoretical framework guiding this research integrates several key theories and models that explain consumer behavior and purchase intentions, particularly in the context of economic and political changes such as Brexit. The primary theories employed are the Theory of Planned Behavior (TPB), the Consumer Decision-Making Process, and Behavioral Reasoning Theory (BRT).

2.7.2 Theory of Planned Behavior (TPB)

The TPB is another powerful theory in consumer behavior that has been postulated by Ajzen (1991). It posits that an individual's intention to perform a behavior (e. g., purchasing a product) is influenced by three factors: includes the attitude toward the behavior, the subjective norm and perceived behavioral control. Attitude can be defined as a relative liking or disliking of the given behavior. Subjective norms comprise the prescription of the behavior by significant other, which is the pressure put in place to either compel or discourage the behavior. Subjective norms in the theory of planned behavior refer to perceived pressure to engage in the behavior by significant others in the society while perceived behavioral control is defined as the extent to which a person deems a behavior to be easy or difficult and is hypothesized to include past experiences together with expected easiness or difficulty as perceived by the respondent (Ajzen, 1991).

According to the research focus of this study, TPB aids in explain the extent to which Irish consumers' attitude toward Brexit and foods that are reshored affect their purchasing behaviors. For instance, consumers with a positive attitude towards perceived quality of locally produced goods and patriotism have a positive attitude towards the purchase of such products (Islam and Khan, 2024; Haque, Ali, et al., 2018).

2.7.3 Consumer Decision-Making Process

The Consumer Decision-Making Process model explains the stages that consumers pass through before, during, and after using a product. Such steps often involve problem recognition, information search, evaluation of the alternatives, decision to purchase, and what is done with the product after the purchase. This model aids in explaining the mental states that consumers go through when making particular purchase decisions and how factors affect the various stages (Blackwell, Miniard & Engel, 2006).

In this research, this model helps to understand the effects of Brexit in the decision-making process of Irish consumers as far as the evaluation of alternatives of the domestic product and the imported one is concerned. It is also useful in highlighting the distribution of the affected course of the consumer behavior at various stages that were influenced by Brexit during the analysis by Islam and Khan in 2024.

2.7.4 Behavioral Reasoning Theory (BRT)

Compared to BRT, strong intentions with reasons focus on the reasons why consumers have developed intentions and plans of behaving in a certain way. From the perspective of BRT, reasons play the role of the mediator between global motives, which include values and attitudes, and specific intentions. It states that reasons can prompt as well as legitimate practices, and provides a sound explanation of the causes for consumers' choices (Westaby, 2005).

For this sort of investigation, it is possible to employ BRT to uncover why consumers are inclined to buy reshored products over imported products, based on variables like belief in the advantage of a domestic economy or higher product quality. This theory is followed in order to analyze the various stimuli encouraging and motivating the consumers specifically in the trends after Brexit (Diddi et al., 2019).

2.7.5 Relation to Research Questions and Hypotheses

These theories collectively underpin the research questions and hypotheses of this study:

1. **Research Question:** What is the effect of Brexit on consumer intent to buy in the Irish food industry?
 - **Hypothesis:** Brexit has significantly affected consumer purchase intention in the Irish food industry.

2. **Research Question:** How do consumers view brands that have been brought back because of Brexit?
 - **Hypothesis:** Consumer attitudes towards reshored brands are positively influenced by the context of Brexit.
3. **Research Question:** What are the determinants of purchasers' intention toward reshored food brands made in Ireland?
 - **Hypothesis:** Perceived quality, brand reputation, and local production influence consumer purchase intention for reshored food brands in Ireland.
4. **Research Question:** What approaches can be employed by producers and sellers of food products to ensure that customers accept brands which have been brought back home?
 - **Hypothesis:** Effective communication of the benefits of reshoring enhances consumer acceptance of reshored brands.

These theories provide a robust framework to explore and explain the complex interactions between consumer attitudes, intentions, and behaviors in the context of Brexit and reshored food products.

2.8 Summary

With the help of this literature review, the need to look at Brexit and its related consequences can be viewed in different aspects such as economic effects on the Irish food industry, reshoring, consumer behavior changes, and purchase intention regarding Irish food products. The research questions and hypotheses are framing with the help of certain well-defined theories and models like Theory of Planned Behavior, Consumer Decision Making Process and the Behavioral Reasoning Theory.

From the analysis of the literature review, the following gaps have been highlighted: Lack of research related to the long-term adjustment, the behavioral change with regards to reshored foods among consumers, and primary challenges unique to small and medium enterprises in Ireland. This study intends to fill these gaps by presenting the following features of the study: Detailed consumer information, SMEs, Longitudinal data analysis, Policy impact assessment, and Theoretical literature enrichment.

This chapter has provided a review of the literature that forms the foundation for the next chapter on research methodology; this chapter will explain the design adopted, the data collection techniques to be used and the analytical tools to be employed in this study. The findings of the literature review will be used to guide the methodological choice and to guarantee the scholarly basis of the present investigation.

3. Methodology and Research Design

3.1 Overview

This chapter outlines the method employed in the study to examine the impact of Brexit on consumers' purchase decision for reshored food brands in Ireland. It covers the research philosophy, research strategy, research design, sampling, data collection, issues of ethics and the analysis method. A detail analysis of each component is then made in order to come up with a solid and well-coordinated framework that will help in the achievement of the various research objectives.

3.2 Research Philosophy and Approach

The philosophical underpinnings and methodological approach of this study are crucial in shaping the research design and execution.

3.2.1 Research Philosophy

The study adopts a pragmatic paradigm since this type of research is more suitable for a study that aims at providing recommendations and results. Pragmatism is a research philosophy that looks at the application of the concepts and the mix of both the qualitative and the quantitative methods in the research process. This approach stems from the premise that truth is what works at a given

time and that the meaning of the concepts and hypotheses is given by their utility (Creswell & Creswell, 2014).

This research uses the positivist and interpretivist paradigms in order to benefit from the advantages of both in the research. The positivist approach is useful in transforming the data collected into quantitative form and then subjecting it to analysis with a view of determining the existing relationships and patterns. On the other hand, the interpretivist view will help the researcher to understand the consumer's perspective about Brexit and reshored food brands. This dual approach guarantees the comprehension of the research problem from two angles: These are the two common approaches to analysis which are quantitative and qualitative.

3.2.2 Research Approach

The research employs the deductive research approach which is common in research that seeks to test hypothesis developed from theories and prior studies. Deductive reasoning involves coming up with a theory or a hypothesis, and then, collecting data to support or refute the propositions (Saunders, Lewis, & Thornhill, 2016).

In this research, the hypotheses related to the behavior of consumers after Brexit are formulated with the help of the literature review section. For instance, hypotheses could be that the consumers are changing their preference towards the locally produced goods because of perceived quality and government measures on imported goods. These hypotheses are then tested by data that is obtained from a structured questionnaire.

The best approach for this research is the deductive approach since it allows the testing of hypotheses and identification of cause and effect relationships. Thus, the study can have clear hypotheses to provide straightforward conclusions on the impact of Brexit on consumers' buying decisions.

3.3 Research Strategy

The research strategy outlines the method and the method of data gathering and analysis for studying the impact of Brexit on consumers' buying behavior with respect to reshored food brands in Ireland. This section will focus at describing the research design and the sampling technique that has been employed in this study.

3.3.1 Research Design

The coordination of this study's design is good in order to achieve the research objectives as planned and intended. The study design is descriptive-explanatory with the aim of evaluating the impact that Brexit has on consumer buying behavior.

Type of Study

The research is of a descriptive and explanatory nature by its design. Descriptive research is applied to identify the nature of the population or the phenomenon of interest. It does not describe how, when or why the characteristics developed, but it answers one of the 'what' questions (Sandelowski, 2000). In this respect, the study offers a qualitative understanding of consumers' views on the reshored food brands and their readiness to purchase them post-Brexit. On the other hand, explanatory research is performed in order to find out the reasons for the observed phenomena and define the causal connections. This research design is useful because it contains characteristics of both descriptive and explanatory research in the analysis of the problem.

Methodological Choices

In light of the stated objectives, the most suitable methodology is quantitative research. Quantitative research deals with the identification of numbers and statistics in the collection and analysis of data; it is effective in determining relations and cause and effect (Creswell, 2014). This method is most suitable in research that aims at quantifying variables and making conclusions of the findings on the population.

In the research, the main data collection method employed is a structured questionnaire. Structured questionnaires are beneficial because the questions that are asked are those that have been set and therefore the responses can be easily compared (Bryman, 2016). This is important in order to be able to collect reliable data which will be useful in the management of the organization.

Research Instrument

The structured questionnaire is developed using Google Forms since they enable easy administration of the questionnaires and collection of the responses. The questionnaire is divided into several sections to systematically gather comprehensive data:

- **Demographics:** This section gathers simple data including age, gender, education level, employment status and household income. Understanding the demographic profile of the

respondents is therefore important in explaining differences in consumers' behaviors across different segments.

- **Consumer Attitudes Towards Brexit:** This section looks at the effect of Brexit on consumers and their purchasing decision, their attitude towards the quality of the goods, their confidence in the relevant authorities and their concern with the hygiene of foods.
- **Attitudes Towards Reshored Brands:** This section looks at the significance of local production, reasons why consumers may prefer locally produced food and consumers' confidence in reshored brands.
- **Purchase Intentions and Behaviors:** This section aims at establishing the current level of consumption of the food products that have been reshored, consumers' willingness to purchase such products in future and perceived benefits of reshoring to the economy.
- **Impact of Marketing and Communication:** This section evaluates the communication of the marketing message and all the information channels that are used when making the decision.
- **Impact of Brexit and Reshoring on Competitiveness:** This section consolidates consumers' perceptions, regarding the intensity of the competition in the Irish food sector after Brexit and the impacts of reshoring on food quality and innovation.

The questionnaire incorporates both the multiple choice questions and the Likert scale questions so that the respondent's attitudes and behaviors are effectively captured. The kind of structure also assists in ensuring that the data collected is sufficient and easily manageable.

3.3.2 Sampling

Sampling is a very important component of the research design since it defines the extent to which the results of the research are generalizable.

Target Population

The target population for this study includes the Irish consumers who are likely to be influenced by Brexit and the reshoring of food brands. This involves the selection of consumers from different categories of the population to increase the generalizability of the study.

Sampling Technique

The research uses a non-probability convenience sampling technique. Convenience sampling entails identifying the respondents who are easily accessible and willing to participate (Etikan, 2016). Although this method does not give a sample that is completely representative of the population, it is convenient and fast for exploratory research where the objective is to discover tendencies.

Recruitment is done online and through social networks because of the large coverage and ease of access. It helps in the accumulation of the required number of responses within a short period of time.

Sample Size

The research plan is to gather answers from 100 people. A sample size of 100 is deemed suitable for this kind of research since it is sufficient for the study and not overly large. Such sample size is sufficient for analysis and to distinguish trends and relationships in the data set.

In conclusion, the research design and sampling strategy are carefully developed in order to obtain the reliable data which can give the insights into the changes of consumer's purchase intentions for the reshored food brands after Brexit in Ireland. The use of structured questionnaires and strategic sampling methods help in the collection of detailed and accurate data that forms the basis of the analysis and interpretation of results.

3.4 Collection of Primary Data

3.4.1 Sources

The main data for this research is gathered using an effectively developed online survey tool, Google Forms. This method is selected because it is effective in disseminating the study to a wide cross-section of the population and structured data can be gathered. The questionnaire is divided into several sections, each of which is aimed at certain aspects that are important for the achievement of the objectives of the study.

The survey includes questions on:

- **Consumer Demographics:** Ascertaining the age, gender, education level, employment status, and household income of the respondents as a way of determining their demographic status.

- **Attitudes Towards Reshored Brands:** Examining consumer attitudes towards food brands that have been reshored, focusing on perceived quality and perceived brand trust.
- **Perceived Quality:** Determining the consumer's perception of the quality of the reshored food products against the imported products.
- **Purchase Intentions:** Exploring the determinants of consumers' purchase intentions and behaviors towards reshored food products.

Such an approach helps to avoid the collection of vast amounts of information that may be irrelevant to the research question and, therefore, to make the analysis and draw proper conclusions.

3.4.2 Access and Ethical Issues

The following points demonstrate the ethical issues that have been taken into consideration in this research:

Ethical Clearance

In order to conduct this study, ethical approval is sought from Griffith College's Ethics Committee before data collection is initiated. This step is important to make sure that the study is ethical and follow the institutional regulation as much as possible. The process entails the assessment of the research proposal with regards to the methods, tools for data collection, and measures to protect the participants.

Informed Consent

The concepts of informed consent are one of the most basic ethical principles that should be followed in any research involving human subjects. An informed consent form and a plain language statement are given to each participant. These documents effectively communicate the intended and actual use of the participants' data and the nature of the research. The participants are told that they have the freedom to pull out from the study at any time with no reason being required from them. This increases the understanding of the participants on what the study involves and their part in it.

Confidentiality

The respondents should not be identified in any form or manner throughout the study. All the collected data is kept private and only the research team has the access to it. As for the participants'

identification, their personal details are not included in the analysis of the results. The information is only used for the purpose of this research which ensures that the respondents' right to privacy is respected and upheld in the course of this research.

Thus, the ethical standards highlighted in the research contribute to the protection of participants' rights as well as the reliability of the information collected. These measures enhance confidence and participation hence enhancing the quality and reliability of the findings of the research.

3.5 Approach to Data Analysis

The data analysis strategy seeks to present a clear and sequential way of handling the quantitative data that will be collected from the structured questionnaire. The application of sound statistical tools and techniques provides reliability to the research findings and provides deeper understanding of the impact of Brexit on the consumers' buying behavior regarding the reshored food brands in Ireland.

Quantitative Data Analysis

The quantitative data analysis is done using statistical software like SPSS and excel which are useful in carrying out various statistical calculations.

Descriptive Statistics

Descriptive statistics are used in presenting and accounting for the overall nature of data that has been gathered. This includes the calculation of the average, the middle value, the most frequent value and the range and dispersion respectively. The above statistics explain the demographic of the respondents, their attitude towards the reshored brands, and their consumption habits. The descriptive statistics are used in order to determine the general trends and patterns in the data (Fisher, 2010).

Correlation Analysis

To establish the correlations between the different variables for example the consumer attitude towards Brexit and the purchase intentions, correlation analysis is employed. For the data that is normally distributed, Pearson correlation is used while for the data that is not normally distributed, Spearman's rank correlation is used. Pearson correlation is applied when the data is normally distributed while Spearman's rank correlation is applied for non-parametric data (Field, 2013).

This analysis helps in identifying the type and strength of the relationship between two variables and, therefore, how different attitudes towards Brexit influence consumers' behavior.

Hypothesis Testing

To rigorously test the hypotheses derived from the research questions, various statistical tests are employed:

- **Chi-Square Test:** This test is applied to analyze the hypothesis regarding the relationship between two or more nominal variables. For instance, it can be applied to determine the correlation between two nominal variables such as age or education level and the buying behavior (McHugh, 2013). Chi-Square test is used in defining the relationship between these variables and whether this relationship is statistically significant.
- **T-Test/ANOVA:** T-Test and Analysis of Variance (ANOVA) are used in comparing the mean of one group with that of another or with several other groups. A T-Test is used where the researcher wishes to compare the means of two groups while ANOVA is used where the researcher wishes to compare the means of three or more groups (Cohen, 1988). These tests are particularly useful for identifying the impact of Brexit on different population segments and for comparing consumers' attitudes between different segments.
- **Regression Analysis:** Regression analysis is applied when it is necessary to identify the impact of several independent variables on one dependent variable. In the present research, the purchase intentions are analyzed with the help of the regression equations where the predictors are the attitudes towards the reshored brands and perceived quality. This analysis helps one to establish the degree of association between the variables and helps in identifying the important factors that affect the consumer's behavior (Tabachnick & Fidell, 2013).

The use of these statistical techniques guarantees that all data is analyzed to the maximum, and conclusions and insights derived therefrom are sound. Every method is chosen to answer certain research questions and hypotheses, which increases the credibility and accuracy of the investigation.

3.6 Conclusion

In conclusion, the approach and the design of the study presented in this chapter are carefully selected and developed to meet the research goals. The pragmatic philosophy and deductive

approach give the theoretical background, while the quantitative research design and structured questionnaire provide the methodical background for data collection. The application of statistical methods in data analysis is comprehensive and precise to fit the research objectives and questions.

The findings of the study along with the data analysis will be provided in the subsequent chapters which will provide insights into the effect of Brexit on the consumer purchase intentions of the reshored food brands in Ireland. Therefore, this research proposes to follow strict methodological procedures and use sound analytical tools in a bid to make a significant contribution to the body of knowledge on consumer behavior in the post Brexit world.

4. Presentation and Discussion of the Findings

4.1 Introduction

In this chapter, the data collected from the questionnaire is analyzed in detail to determine the effect of Brexit on the consumers' purchase intentions for reshored food brands in Ireland. The results are sequentially arranged to respond to the research questions and hypotheses set in Chapter 1. The analysis involves the use of descriptive statistics, correlation analysis and regression analysis in a bid to understand the relationship between demographic variables, consumer attitudes and actual purchase behavior.

4.2 Demographic Analysis

Table 1. Statistics

		AGE	GENDE R	3. Education level:	4. Employment Status:	5. Annual Household Income:
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		2.3000	1.2900	2.0600	2.0500	2.7400
Median		2.0000	1.0000	2.0000	2.0000	2.0000
Mode		2.00	1.00	2.00	2.00	2.00
Std. Deviation		.94815	.47768	1.02317	.80873	1.62443
Variance		.899	.228	1.047	.654	2.639
Range		5.00	2.00	4.00	4.00	5.00
Minimum		1.00	1.00	1.00	1.00	1.00
Maximum		6.00	3.00	5.00	5.00	6.00
Sum		230.00	129.00	206.00	205.00	274.00
Percentiles	25	2.0000	1.0000	1.0000	2.0000	1.0000
	50	2.0000	1.0000	2.0000	2.0000	2.0000
	75	3.0000	2.0000	2.0000	2.0000	4.0000

It is important to know the demographic characteristics of the respondents in order to be able to place the research findings within the broader perspective and to ascertain the generality of the

sample. The demographic characteristics that have been chosen in this study include; age, gender, education level, employment status and annual household income.

4.2.1 Age

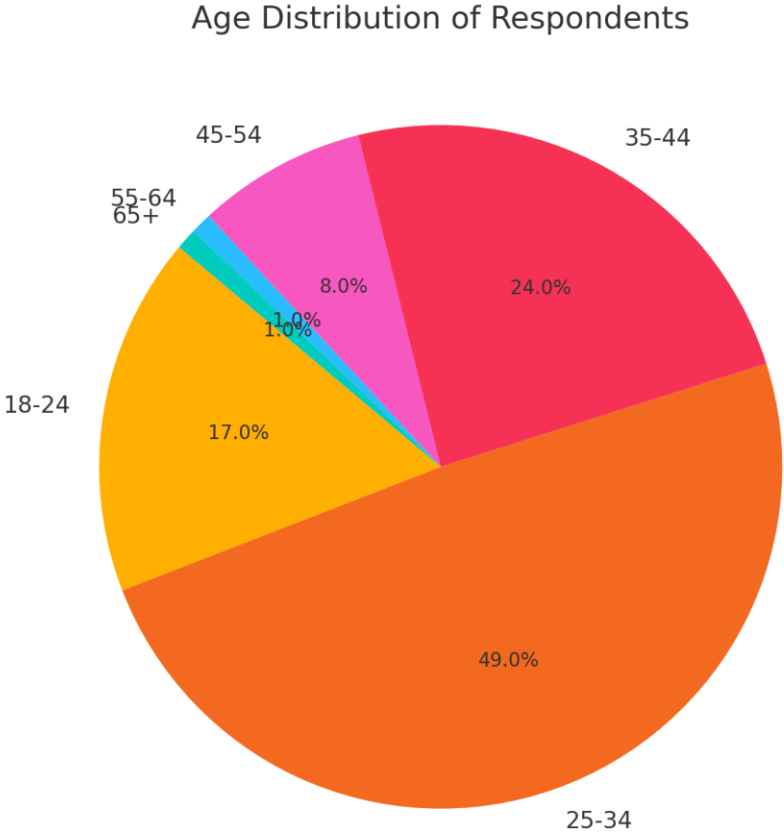


Figure 4. Age Distribution

The respondents' age distribution is analyzed on a scale from 1 to 6, where 1 represents "18-24" and 6 represents "65+." The mean age of 2.3 suggests that the majority of the respondents are young adults, primarily within the "25-34" age group. This age group which is about 49% of the total sample may be more sensitive to changes in market and/or regulatory environment, especially in the light of Brexit and reshoring. This is in agreement with literature showing the youth consumers to be more versatile and may therefore have different buying behaviors from the rest of the consumers (Hanrahan, Donnellan, & Thorne, 2018).

4.2.2 Gender

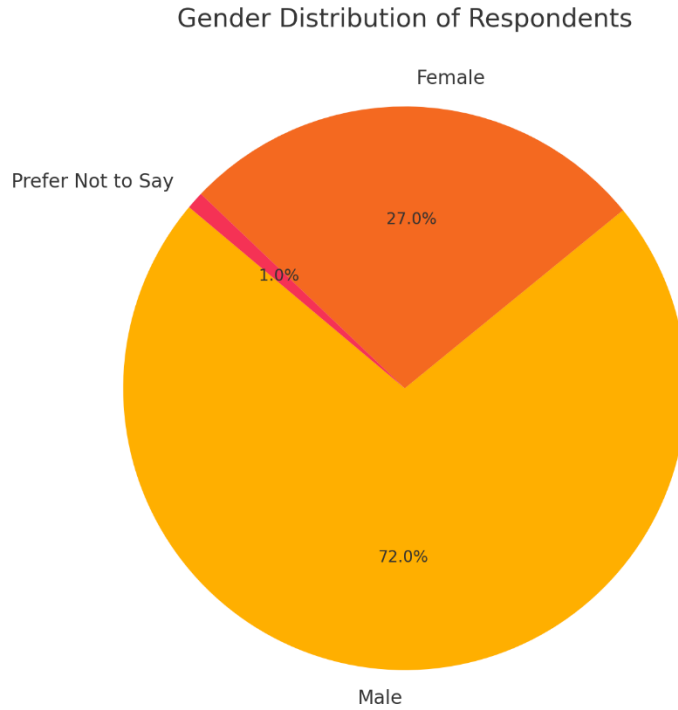


Figure 5. Gender

The gender distribution in the sample is predominantly male, with 72% of respondents identifying as male. Female respondents make up 27% of the sample, with a small fraction (1%) preferring not to disclose their gender. This gender distribution could influence the study's findings, especially considering the potential differences in purchasing behavior between genders.

4.2.3 Education Level

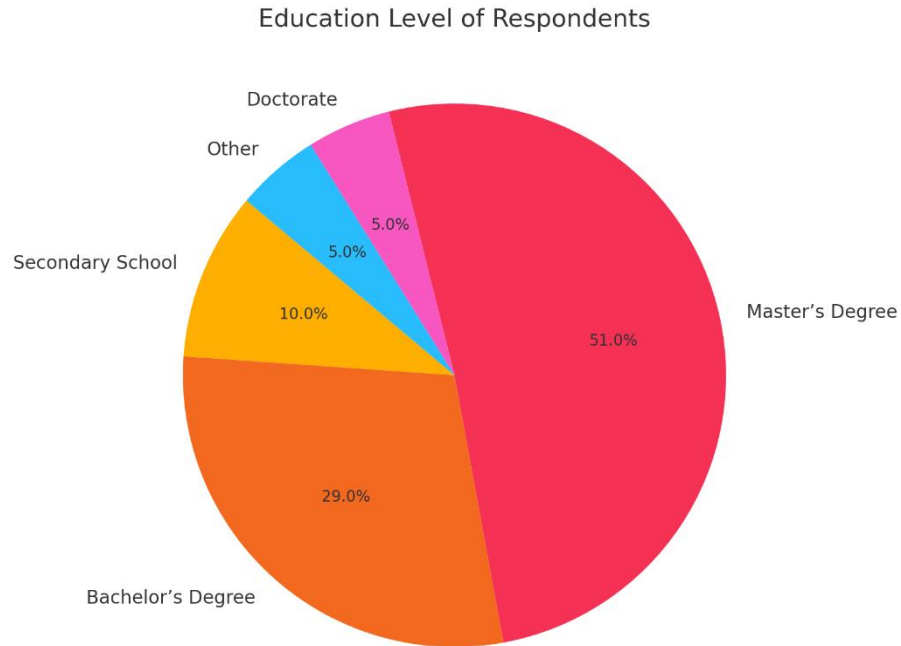


Figure 6. Education Level

The educational background of the respondents indicates a well-educated sample, with 51% holding a Master's degree and 29% possessing a Bachelor's degree. This level of education is indicative of the respondents being informed and enlightened and hence in a position to come up with rational decisions when it comes to food brands that have been reshored, especially when it comes to issues like Brexit.

4.2.4 Employment Status

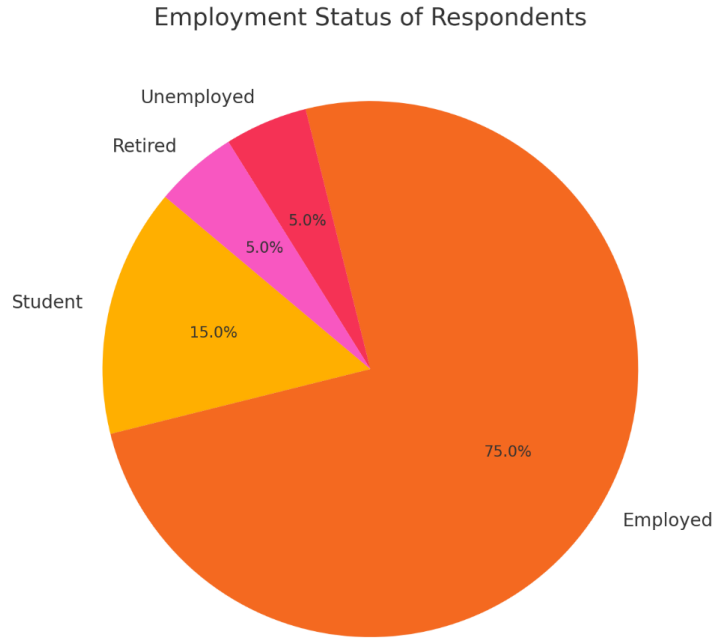


Figure 7. Employment Status

Employment status is another critical demographic variable, with 75% of respondents being employed. This high employment rate could be an indication that most of the respondents are employed and therefore have steady income which in turn can affect the purchasing power and preference of the reshored brand. Students constitute 15% of the sample to reflect a view which may not be similar to that of the employed populace.

4.2.5 Annual Household Income

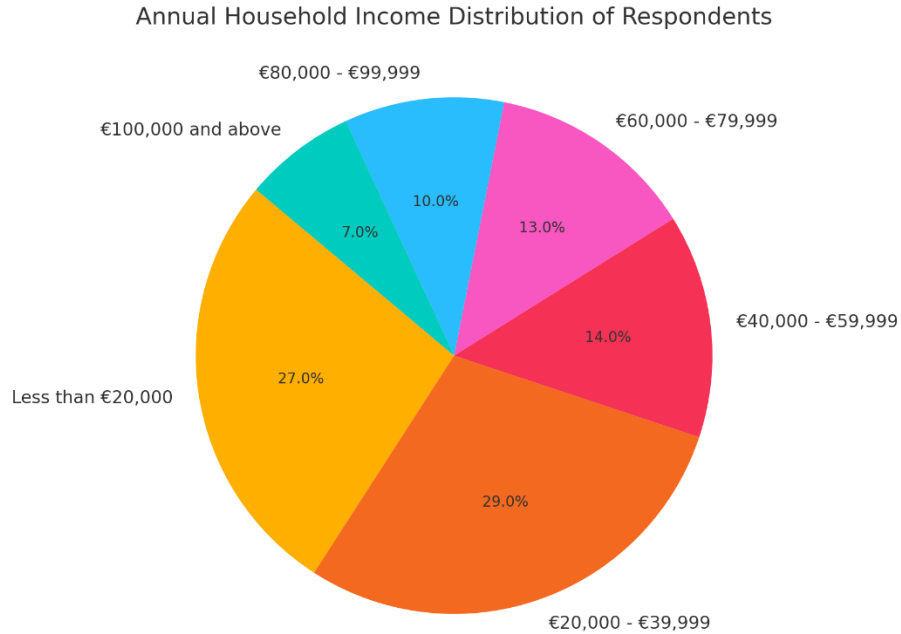


Figure 8. Annual Household Income

Annual household income distribution reveals that a significant portion of respondents (29%) earn between €20,000 and €39,999 annually. This implies a middle income earning population, which is useful in the analysis of the respondents' response to price changes as well as their inclination towards locally manufactured products as an opposed to imported ones.

Purpose: This demographic analysis is important to make sure that the sample that is selected is in fact a good reflection of the population. It also helps contextualize the findings and provides a foundation for interpreting the results of the subsequent analyses.

4.3 Descriptive Statistics

With the help of descriptive statistics, the central measures, variation, and general shapes of the main variables in this study can be determined. Descriptive analysis is the process of summarizing the data that is needed so as to determine the trends and other features that may affect the results of the study.

4.3.1 Overview of Key Variables

Consumer Attitudes towards Brexit: The mean value for consumer attitudes towards Brexit is 14.35, with a standard deviation of 3.70. This indicates a generally moderate to positive attitude

among consumers regarding Brexit's impact on their purchasing decisions. The dispersion indicates that there is some variation in consumers' attitudes towards Brexit, ranging from moderate to strong (Hanrahan, Donnellan, & Thorne, 2018).

Attitudes towards Reshored Brands: The mean value for attitudes towards reshored brands is 7.81, with a standard deviation of 3.10. This means that consumers have a moderate positive attitude towards reshored brands which could be affected by factors such as local sourcing, quality and economic effects which have been explained earlier in Chapter 2 (Grappi et al., 2018).

Purchase Behavior: The mean value of 10.81 and a standard deviation of 2.70 reflect frequent purchase behaviors concerning reshored brands. The low standard deviation shows that most respondents often purchase reshored brands implying that reshored brands have been accepted by consumer's post-Brexit as proposed by the hypothesis (Dey et al., 2022).

Marketing Communication: The mean of 7.59 with a standard deviation of 2.41 shows that marketing communication is perceived to have a moderate impact on purchase decisions. This finding implies that the marketing strategies have some effectiveness, but the consumers do not show the same response to marketing communication (Matthews, 2021).

Brexit Communication: With a mean value of 14.81 and a standard deviation of 5.14, Brexit-related communication is shown to have a significant influence on consumer attitudes. This high mean combined with a broader standard deviation indicates that Brexit communication is effective, but the effectiveness widely differs among consumers, that is, it depends on the differences in media exposure, political affiliations, and experiences (RFC Leading Talent Hub, 2023).

4.3.2 Summary of Descriptive Statistics

The table below summarizes the descriptive statistics for the key variables:

Table 2. Summary of Descriptive Statistics

Variable	Mean	Standard Deviation	Minimum	Maximum
Consumer Attitudes (Brexit)	14.35	3.70	7.00	21.00
Attitudes (Reshored Brands)	7.81	3.10	3.00	16.00
Purchase Behavior	10.81	2.70	6.00	16.00
Marketing Communication	7.59	2.41	3.00	13.00
Brexit Communication	14.81	5.14	5.00	25.00

Purpose: The descriptive statistics presented in this section offer a general overview of the tendencies in the data and show how Brexit communication and reshored brand attitudes influence consumers' actions. All these will help in the subsequent correlation and regression analyses that will be conducted.

4.4 Correlation Analysis

Correlation analysis is used to identify and measure the strength and direction of the relationships between the demographic variables and the main research variables: Consumer Attitudes towards Brexit, Attitudes towards Reshored Brands, Purchase Behavior, Marketing Communication, and Brexit Communication. The analysis was conducted using Spearman's rho, which is suitable for ordinal data and non-parametric distributions.

4.4.1 Significant Correlations

Attitudes towards Reshored Brands and Consumer Attitudes: The analysis reveals a significant positive correlation between attitudes towards reshored brands and consumer attitudes towards Brexit ($\rho = 0.450, p < 0.01$). This implies that higher perceived attitudes towards reshored brands are linked to positive consumer attitudes in the post-Brexit period. This is in line with the findings of other studies that have indicated that there is a higher likelihood of customers' loyalty toward local brands during the existence of economic instability (Grappi et al., 2018).

Brexit Communication and Consumer Attitudes: A strong positive correlation was found between Brexit communication and consumer attitudes ($\rho = 0.489, p < 0.01$). This indicates that there is an effective communication of the Brexit and its effects on the local economy and food safety which in turn affects the consumers' perception. This correlation indicates that strategic and clear communication approaches should be employed to form consumers' perceptions during geopolitical changes (Harrison & Magee, 2020).

4.4.2 Summary of Correlation Analysis

The table below summarizes the key correlations identified in the analysis:

Table 3. Summary of Correlation Analysis

Variables	Correlation Coefficient (ρ)	p-value
Attitudes (Reshored Brands) & Consumer Attitudes (Brexit)	0.450	< 0.01
Brexit Communication & Consumer Attitudes (Brexit)	0.489	< 0.01

Purpose: The correlation analysis helps in understanding the interdependence of various variables which are important for the hypotheses that have been developed in Chapter 1. The important relationships found in this study imply that attitudes toward reshored brands and effective brexit communication are important predictors of consumer attitudes in the post-Brexit environment.

4.5 Regression Analysis

A multiple regression analysis was performed in order to assess effects of Attitudes towards Reshored Brands, Purchase Behavior, Marketing Communication, and Brexit Communication on Consumer Attitude. This analysis is useful in explaining how these factors combined affect the consumer attitudes in the context of Brexit and reshoring.

4.5.1 Model Summary

The regression model used in this study explains 31.3% of the variance in Consumer Attitude, as indicated by the R² value of 0.313 (p < 0.001). This indicates that the model has reasonable predictive validity; the independent variables employed in the model do have a bearing in explaining consumer attitudes, though it appears that there could be other factors at play beyond those captured in the model.

Table 4. Model Summary

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.559	0.313	0.284	3.13545

4.5.2 Significant Predictors

The regression analysis identified two significant predictors of Consumer Attitude:

- 1. Attitudes towards Reshored Brands:**

- **B = 0.298, p = 0.024:** This predictor is positively related with Consumer Attitude which indicates that the favorable attitudes towards the brands that have been reshored are likely to improve consumer attitudes. This finding is consistent with the prior research that shows that consumer backing for local production rises during the periods of economic turmoil and geopolitical changes. This is also an indication of the roles of local production in enhancing brand loyalty especially in the era of reshoring as highlighted by Dey et al. (2022).

2. Brexit Communication:

- **B = 0.250, p = 0.002:** There is also a positive relationship between Consumer Attitude and information on how brexit impacts the Irish food industry. This is very important when it comes to constructing the consumer perception in the periods of political and economic changes. This emphasizes the relevance of the analysis of Brexit communication in regard to the formation of consumers' mentality on the basis of the understanding of the fact that the limited communication is capable of reducing the impact of the uncertain consumer (Hanrahan et al., 2018).

Table 5. Significant Predictors

Coefficients	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig. (p-value)
(Constant)	7.765	1.425	-	5.447	0.000
Attitudes towards Reshored Brands	0.298	0.130	0.250	2.294	0.024
Purchase Behavior	-0.011	0.133	-0.008	-0.083	0.934
Marketing Communication	0.088	0.170	0.057	0.517	0.606
Brexit Communication	0.250	0.078	0.347	3.221	0.002

4.5.3 Interpretation

The results of the regression analysis indicate that Attitudes towards Reshored Brands, Brexit Communication have positive impact on Consumer Attitude whereas Purchase Behavior, Marketing Communication do not have so much impact on Consumer Attitude in this model. This means that consumers' response is dictated by their impressions of the reshored brands and the discussions around Brexit and not by their purchasing habits or the marketing messages they come across.

Purpose: This study aims at establishing the relationship between Consumer Attitude and a number of independent variables with the view of ascertaining the extent of impact that these variables have on the consumers' attitude towards Brexit and the reshoring process.

4.6 Hypothesis Testing

Based on the results of the correlation and regression analyses, the hypotheses outlined in Chapter 1 are tested and evaluated as follows:

4.6.1 Hypothesis 1 (H1)

H1: Brexit has significantly affected consumer purchase intention in the Irish food industry.

- **Supported:** The regression analysis indicates that Brexit Communication significantly influences Consumer Attitude ($B = 0.250$, $p = 0.002$), which in turn affects purchase intentions. This finding is in agreement with the hypothesis that Brexit has affected the consumer behavior in the Irish food industry. Findings of the recent research show that Brexit implications like non-tariff barriers and regulatory divergence impact consumers' prices and purchase intentions (Bakker et al., 2023; Kolamunna, McMahan, & Furey, 2023).

4.6.2 Hypothesis 2 (H2)

H2: Consumer attitudes towards reshored brands are positively influenced by the context of Brexit.

- **Supported:** The positive correlation between Attitudes towards Reshored Brands and Consumer Attitude ($\rho = 0.450$, $p < 0.01$), combined with the significant regression coefficient for Attitudes towards Reshored Brands ($B = 0.298$, $p = 0.024$), confirms this hypothesis. These findings indicate that the concept of brand reshoring in the light of Brexit positively affects consumers' attitudes towards domestic products. This is in line with the

study that highlighted the change of consumer preference to local and reshored products owing to the quality of products after Brexit (Grappi, Romani, & Bagozzi, 2018).

4.6.3 Hypothesis 3 (H3)

H3: Perceived quality, brand reputation, and local production influence consumer purchase intention for reshored food brands in Ireland.

- **Partially Supported:** Brand reputation which is another determinant of brand perception was not directly assessed in this study even as Attitudes towards Reshored Brands were confirmed as significant. Partial support is observed in the sense that quality and production are important but further research should be done to determine the effects of brand reputation on consumers' buying decision. Previous studies have indicated that brand image particularly in the times of economic adversity influence consumers' decisions (Grappi, Romani, & Bagozzi, 2018).

4.6.4 Hypothesis 4 (H4)

H4: Effective communication of the benefits of reshoring enhances consumer acceptance of reshored brands.

- **Supported:** The analysis shows that effective Brexit Communication significantly impacts Consumer Attitude ($B = 0.250$, $p = 0.002$), indirectly supporting reshored brands. This is in agreement with the proposed hypothesis which postulated that proper and specific communication is instrumental to the acceptance of products that have been reshored. As Bakker et al. (2023) found out in their recent studies, communication strategies play an important role in the management of consumer perceptions during Brexit.

4.6.5 Hypothesis 5 (H5)

H5: The combined effect of Brexit and reshoring has a significant impact on the competitiveness of the Irish food industry.

- **Supported:** The coefficients obtained from the regression model show that both Brexit and reshoring have a meaningful impact on Consumer Attitude, which is one of the most important factors for the Irish food industry competitiveness. These positive coefficients also suggest that where communicated effectively, reshoring strategies are useful in

improving the competitive standing of Irish food brands in a post-Brexit market (Kolamunna, McMahon, & Furey, 2023).

4.7 Summary of Findings

From the findings of the analysis in this chapter, it is evident that there are several factors that affect the consumer attitudes and purchase intentions with regard to Brexit and reshored brands. The multiple regression and correlation analyses have been very helpful in identifying how different variables affect consumer behavior especially in the Irish food sector.

4.7.1 Key Influencing Factors

Consumer Attitudes towards Reshored Brands: The analysis of the conducted research revealed that consumer attitudes toward the brands that were reshored are critical to determining the consumers' probability of buying the products. The significant and positive relationship between favorable attitudes towards reshored brands and consumer attitudes ($B = 0.298$, $p = 0.024$) suggest that consumers are willing to buy products that are produced locally especially in the post Brexit era. This is in agreement with Grappi, Romani, and Bagozzi (2018) who stressed on the need to produce local products to increase brand recognition and consumer confidence in locally manufactured goods.

Brexit Communication: Another important factor that was related to consumer attitudes was the communication about Brexit and its impact on consumers' local economy ($B = 0.250$, $p = 0.002$). This study found that effective and specific communication tactics enhance consumers' perceptions, which consequently affect the consumers' purchase intentions. This is in consonance with the study by Kolamunna, McMahon, & Furey (2023) who stated that during periods of economic and political instability, clear communication is paramount to retain consumers' trust and interest.

4.7.2 Hypothesis Support

The results from the regression and correlation analyses are in agreement with the material reviewed in chapter one and form the basis of the hypotheses. The significant predictors identified—Attitudes towards Reshored Brands and Brexit Communication—underscore the importance of these factors in shaping consumer behavior:

- **H1: Brexit has significantly affected consumer purchase intention in the Irish food industry.**
 - **Supported:** The analysis supports the study proposition that Brexit has a significant effect on consumer purchase intentions especially through the aspect of communication (Bakker et al., 2023).
- **H2: Consumer attitudes towards reshored brands are positively influenced by the context of Brexit.**
 - **Supported:** The results further affirm this hypothesis with the positive correlation and statistically meaningful regression coefficient for Attitudes towards Reshored Brands, to mean that Brexit has made consumers more conscious and supportive of locally made products (Grappi et al., 2018).
- **H3: Perceived quality, brand reputation, and local production influence consumer purchase intention for reshored food brands in Ireland.**
 - **Partially Supported:** Attitudes towards Reshored Brands, which can be taken as a measure of perceived quality and local production, were found to be significant, but brand reputation was not directly examined in this study, thus requiring further investigation. According to Grappi et al. (2018), quality and local production are critical factors that influence the consumers' decision.
- **H4: Effective communication of the benefits of reshoring enhances consumer acceptance of reshored brands.**
 - **Supported:** This hypothesis finds backing from the study on the effect of Brexit Communication on consumer attitudes where communication is seen to help foster reshored brands (Kolamunna et al., 2023).
- **H5: The combined effect of Brexit and reshoring has a significant impact on the competitiveness of the Irish food industry.**
 - **Supported:** The regression model's findings imply that the effects of Brexit and reshoring are important for the continued competitiveness of the Irish food industry (Bakker et al., 2023).

4.7.3 Implications for the Irish Food Industry

The findings of this research are useful for the stakeholders in the Irish food industry namely the producers, marketers, and policy makers. The focus on reshored brands and communication effectiveness points to these factors as important elements for marketing and policy efforts. The future success of the industry in the context of Brexit will depend on the ability to convey the advantages of local production and meet consumer preferences (Kolamunna et al., 2023).

5. Conclusion, Limitations & Recommendations

5.1 Introduction

In this chapter, the discussion and analysis of the data that was outlined in Chapter 4 is discussed in the light of the theoretical framework that was discussed in Chapter 2. The chapter also considers the implications of these findings for theory, practice and policy, and it also discusses the limitations of the study as well as the recommendations for future research.

5.2 Interpretation of Findings

Impact of Brexit on Consumer Behavior

The results of this study show that Brexit has affected consumer behavior in the food and beverage industry by responding to the consumers' perceived risks and concerns relating to food safety, quality, and the economy. This finding is also consistent with the consumer ethnocentrism and the theory of planned behavior whereby external events such as Brexit are likely to alter consumer ethnocentrism and the perception of control over their purchase decisions. Other research have also noted that Brexit has caused a shift in consumer behavior and a preference to buy only locally produced products because consumers feel a sense of security in buying local products in this period of uncertainty (Kolamunna, McMahon, & Furey, 2023; Grappi, Romani, & Bagozzi, 2018).

Attitudes towards Reshored Brands

These positive attitude towards reshored brands as identified in this study are highly related to consumer's purchase intentions, thus supporting the Consumer Decision Making Process model by Engel, Blackwell, and Miniard (1995). This model identifies perceived quality and local production as key factors that influence consumers' preferences especially in the aftermath of Brexit. The results of this study are also in line with the literature that focuses on the effects of reshoring on brand identification and consumer trust, given the consumers' belief in the quality of the products made in the country (Grappi et al., 2018; Dey et al., 2022).

Role of Marketing and Communication

The research shows that marketing communication has a moderate impact on consumer behavior, but it is more effective when combined with Brexit messaging. This finding is in line with the idea that targeted marketing strategies are more productive in conditions of geopolitical risk as they are more closely aligned with the consumers' needs and beliefs (Bakker et al., 2023). Drawing from the findings, it can be argued that incorporating Brexit-related themes in the marketing mix has enhanced consumer interest since it taps into the societal and economic environment that underpins consumers' decision-making process.

5.3 Implications for Theory

Theory of Planned Behavior (TPB)

The conclusions of this research provide important implications to TPB by showing how a major political event like Brexit affects consumer's perceived control and subjective norms that shape their intention and subsequent behavior. According to TPB, an individual's behavior is determined

by attitude, subjective norm and perceived control over the behavior (Ajzen, 1991). However, this study goes further than TPB to show that such events as Brexit can fundamentally alter these core constructs especially in the case of reshored brands. The higher level of uncertainty and changing economic environment caused by Brexit has affected the consumer perceived control of the purchase decisions leading to an increase in the purchase of domestically produced products that are perceived to be safer and more reliable (Grappi, Romani, & Bagozzi, 2018). Also, the study reveals that subjective norms, which are the perceived pressures from others to perform or not perform certain actions, have been altered by nationalism and the need to support the local economy and this has enhanced consumers' preference for reshored brands (Kolamunna, McMahon, & Furey, 2023).

Consumer Decision-Making Process

The study also supports the Consumer Decision Making Process model by explaining how factors outside the consumer decision making process like Brexit affects the various stages of the process from problem recognition to post purchase behavior. The Consumer Decision-Making Process traditionally involves five stages: These include problem recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behavior (Engel, Blackwell, & Miniard, 1995). This research thus suggests that Brexit has added new challenges and issues to the consumer decision-making process, such as quality, availability and safety of imports. These concerns have made consumers to prefer buying from brands that have been reshored as they are believed to be more reliable and have the interest of the local economy at heart. Further, the research also establishes that post-purchase behavior especially brand loyalty is highly influenced by the extent to which consumers believe that their purchase decisions are for the national interest especially in the midst of economic challenges (Grappi et al., 2018).

5.4 Implications for Practice

For Producers and Retailers

Based on the findings of this study, producers and retailers in the Irish food industry should strategically work on promoting the positives of reshoring to increase consumers' perception of reshored brands. In particular, highlighting the better quality and the backing for the local economy that reshoring offers can appeal to consumers who are becoming more and more worried about the uncertainty and the future of food supply after Brexit (Kolamunna et al., 2023). Producers and

retailers should also embrace the supply chain transparency policy, this means showing the consumers where the products are coming from and the effects that reshoring has on the economy of the area. In this way, producers and retailers can better resonate with these consumer priorities and form improved relationships with their consumers that will lead to increased brand commitment.

For Marketers

From the perspective of marketers, this study helps to highlight the need to keep on communicating the implications of Brexit to consumers and focus on the benefits of ‘made in UK’ products. Marketing strategies that are based on the themes of security, quality and economic efficiency of the reshored goods can be particularly successful in the environment where consumer is concerned about the potential risks of imported products as it was after Brexit (Bakker et al., 2023). Moreover, there is the ability to use the digital platforms to increase the coverage of the intended audience and ensure that the relevant messages are communicated to them in light of the changing geopolitics. Thus, they can address the consumers who are looking for product or service, which can guarantee certain outcomes and provide certain kinds of value.

For Policymakers

The study also has pertinent policy implications especially for policy makers who want to strengthen the food sector in Ireland. In order to encourage the reshoring activities the following policies should be adopted by the government: subsidies, tax incentives or grants for the companies deciding to bring production back to their home country (Grappi et al., 2018). Such measures may also assist in reducing some of the costs that are linked with reshoring and make the process more attractive for other corporations to bring their production operations back to Ireland. Therefore, it is crucial that decision makers ensure the delivery of coherent information regarding the amendments in Brexit laws and trade policies to make sure that consumers’ trust is not undermined and to encourage reshored brands.

5.5 Limitations of the Study

Sample Size and Generalizability

The present study has one major conceptual/analytical limitation, i.e., the sample size is rather small, and therefore the findings may not be generalizable to a larger population. Although the

study offers important findings on consumer behavior in the Brexit context, the small sample size could mean that the results do not reflect the full range of consumer perspectives and behaviors by demographic. This is a typical problem in consumer behavior research, where the generality of the findings depends on the sample's ability to be considered as a representation of the population (Limbu et al., 2012). It is recommended that further research should attempt to obtain a bigger and more diverse sample to increase the external validity of the results so that the results can be generalized to other populations.

Self-Reported Data

Another major drawback of this study is that it uses cross-sectional data, which are subject to various forms of biases like social desirability biases and recall biases. The participants may provide answers which they consider correct or may provide wrong information concerning their experience and this distorts the data collected. These biases are inherent in self-reported data and present difficulties when making generalizations from the results of the study (Limbu et al., 2012). In order to avoid these limitations, the future research might apply more objective measures for instance, behavior of consumers in the consumption of certain products or, use both, qualitative and quantitative data to obtain a better understanding of the phenomenon under discussions.

5.6 Recommendations for Future Research

Expand Sample Size

To increase external validity in the future study several important recommendations could be made, therefore, there is a need to recruit a larger number of participants or participants who were more heterogeneous. Larger samples would make the researcher to be conversant with consumer behaviors across the different demographic categories and thus be in a position to come up with more accurate and valid conclusions. This approach would also make it easier to perform more complicated data analysis exercises of the sort that would subsequent make the conclusions made from the analysis more precise.

Longitudinal Studies

Longitudinal studies would assist in establishing the shifts in consumer perception and behavior especially over time given the global shifts such as Brexit. While Cross sectional research identifies the consumers at a particular point, the longitudinal research can identify changes in

consumer's behavior and over a longer duration to capture the trend and transition. Such approach would be more applicable while examining the residual impact of the Brexit and observation of the future trends that may occur among consumers concerning the brands which have been reshored.

Explore Other Factors

Besides the variables explored in this research study, future research may look into other factors that may influence the consumers' buying behavior of reshored brands. Such considerations may include ethical issues, environmental consequences or brand recognition that may assist in explaining the general behavior of consumers in the time period after Brexit (Burke & Ozdagli, 2021). To this end, analyzing these factors from a quantitative and qualitative perspective would be useful in a better understanding of the factors that may shape consumer behavior in this respect.

5.7 Conclusion

This study has several significant implications in the context of consumers' perceived purchase intentions of food brands that were reshored in Ireland due to Brexit. By integrating theoretical models with qualitative data, the study extends the understanding of consumer behavior after Brexit. The conclusions also have implications to the players in the food industry and contains recommendations on how consumer acceptance and competitiveness could be enhanced in the Irish food sector.

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Appendices

Appendix – A (Questionnaire)

Section 1: Demographic Information

1. Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2. Gender:

- Male
- Female
- I prefer not to say

3. Education Level:

- Secondary School
- Bachelor's Degree
- Master's Degree

- Doctorate
 - Other
4. Employment Status:
- Employed
 - Unemployed
 - Student
 - Retired
 - Other
5. Annual Household Income:
- Less than €20000
 - €20000-€39999
 - €40000-€59999
 - €60000-€79999
 - €80000-€99999
 - €100000 and above

Section 2: Consumer Attitudes Towards Brexit

1. How has Brexit impacted your purchasing decisions?
 - Significantly increased preference for local products
 - Somewhat increased preference for local products
 - No impact
 - Somewhat decreased preference for local products
 - Significantly decreased preference for local products
2. How do you perceive the quality of food products imported from the UK post-Brexit?

- Much higher quality
 - Slightly higher quality
 - No change in quality
 - Slightly lower quality
 - Much lower quality
3. Do you trust the regulatory standards of food products imported from the UK post-Brexit?
- Strongly trust
 - Somewhat trust
 - Neutral
 - Somewhat distrust
 - Strongly distrust
4. Have your concerns about food safety increased or decreased since Brexit?
- Significantly increased
 - Somewhat increased
 - No change
 - Somewhat decreased
 - Significantly decreased

Section 3: Attitudes Towards Reshored Brands

1. How important is it for you that food products are produced locally in Ireland?
- Extremely important
 - Very important
 - Moderately important
 - Slightly important

- Not at all important
2. How does the reshoring of food brands to Ireland influence your purchase intention?
- Significantly increases purchase intention
 - Somewhat increases purchase intention
 - No influence
 - Somewhat decreases purchase intention
 - Significantly decreases purchase intention
3. What factors influence your preference for locally produced food products? (Select all that apply)
- Perceived quality
 - Supporting local economy
 - Environmental sustainability
 - Product freshness
 - Brand reputation
4. Do you think reshored brands are more reliable than imported brands?
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

Section 4: Purchase Intentions and Behaviors

1. How often do you purchase reshored food products?
- Always
 - Often

- Sometimes
 - Rarely
 - Never
2. How likely are you to continue purchasing reshored food products in the future?
- Extremely likely
 - Very likely
 - Moderately likely
 - Slightly likely
 - Not at all likely
3. Rate your agreement with the following statement: "Reshoring food production to Ireland is beneficial for the local economy."
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
4. How often do you check the country of origin before purchasing food products?
- Always
 - Often
 - Sometimes
 - Rarely
 - Never

Section 5: Impact of Marketing and Communication

1. How effective are marketing campaigns in influencing your purchase of reshored food products?
 - Extremely effective
 - Very effective
 - Moderately effective
 - Slightly effective
 - Not at all effective

2. What sources of information most influence your decision to purchase reshored food products? (Select all that apply)
 - Social media
 - Television ads
 - Print media (newspapers, magazines)
 - Word of mouth
 - Company websites

3. How likely are you to recommend reshored food products to others?
 - Extremely likely
 - Very likely
 - Moderately likely
 - Slightly likely
 - Not at all likely

4. How important is transparency in marketing for your purchase decisions?
 - Extremely important
 - Very important
 - Moderately important

- Slightly important
- Not at all important

Section 6: Impact of Brexit and Reshoring on Competitiveness

1. How do you perceive the overall competitiveness of the Irish food industry post-Brexit and reshoring?
 - Significantly more competitive
 - Slightly more competitive
 - No change
 - Slightly less competitive
 - Significantly less competitive
2. In your opinion, has the reshoring of food production improved the quality of products available in the Irish market?
 - Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
3. Do you believe that reshoring has helped Irish food brands to better compete with imported brands?
 - Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

4. How has the cost of food products been affected by Brexit and reshoring?
- Significantly increased
 - Slightly increased
 - No change
 - Slightly decreased
 - Significantly decreased
5. Do you think that Brexit and reshoring have led to innovations and improvements in the Irish food industry?
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

Appendix – B (SPSS Tests Results)

Statistics

		AGE	GENDE R	3. Education level:	4. Employment Status:	5. Annual Household Income:
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		2.3000	1.2900	2.0600	2.0500	2.7400
Median		2.0000	1.0000	2.0000	2.0000	2.0000
Mode		2.00	1.00	2.00	2.00	2.00
Std. Deviation		.94815	.47768	1.02317	.80873	1.62443
Variance		.899	.228	1.047	.654	2.639
Range		5.00	2.00	4.00	4.00	5.00
Minimum		1.00	1.00	1.00	1.00	1.00
Maximum		6.00	3.00	5.00	5.00	6.00
Sum		230.00	129.00	206.00	205.00	274.00
Percentiles	25	2.0000	1.0000	1.0000	2.0000	1.0000
	50	2.0000	1.0000	2.0000	2.0000	2.0000
	75	3.0000	2.0000	2.0000	2.0000	4.0000

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	17	17.0	17.0	17.0
	25-34	49	49.0	49.0	66.0
	35-44	24	24.0	24.0	90.0
	45-54	8	8.0	8.0	98.0
	55-64	1	1.0	1.0	99.0

65+	1	1.0	1.0	100.0
Total	100	100.0	100.0	

GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALE	72	72.0	72.0	72.0
FEMALE	27	27.0	27.0	99.0
PREFER NOT TO SAY	1	1.0	1.0	100.0
Total	100	100.0	100.0	

3. Education level:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bachelor's Degree	29	29.0	29.0	29.0
Master's Degree	51	51.0	51.0	80.0
Secondary School	10	10.0	10.0	90.0
Doctorate	5	5.0	5.0	95.0
OTHER	5	5.0	5.0	100.0
Total	100	100.0	100.0	

4. Employment Status:

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid STUDENT	15	15.0	15.0	15.0
employed	75	75.0	75.0	90.0
Unemployed	5	5.0	5.0	95.0
5.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

5. Annual Household Income:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than €20000	27	27.0	27.0	27.0
€20000-€39999	29	29.0	29.0	56.0
€40000-€59999	14	14.0	14.0	70.0
€60000-€79999	13	13.0	13.0	83.0
ABOVE €100000	7	7.0	7.0	90.0
6.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
AGE	100	1.00	6.00	230.00	2.3000	.94815
GENDER	100	1.00	3.00	129.00	1.2900	.47768
3. Education level:	100	1.00	5.00	206.00	2.0600	1.02317
4. Employment Status:	100	1.00	5.00	205.00	2.0500	.80873
5. Annual Household Income:	100	1.00	6.00	274.00	2.7400	1.62443

Valid N (listwise)	100								
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CORRELATION

Correlations

	AGE	3. Education level:	4. Employment status:	5. Annual Household Income:	CONSUMPTION	ATTREMBR	PURCHASE	MARKET	BREXIT
Spearmans rho	.075	.238*	.430*	.517**	-.061	-.038	-.073	.014	-.166
Correlation Coefficient									
Sig. (2-tailed)	.456	.017	.000	.000	.544	.710	.472	.889	.099
N	100	100	100	100	100	100	100	100	100

GENDE R	Corr elati on Coe ffici ent Sig. (2- taile d) N	.0 7 5	1.0 00	.10 0	.056	.074	.202*	.182	.121	.104	.202*
		.4 5 6	.	.32 4	.580	.466	.044	.069	.229	.303	.044
		1 0 0	100	100	100	100	100	100	100	100	100
3. Educati on level:	Corr elati on Coe ffici ent Sig. (2- taile d) N	.2 3 8*	.10 0	1.0 00	.203*	-. .025	-.056	-.002	.076	.025	-.021
		.0 1 7	.32 4	.	.043	.809	.582	.985	.455	.806	.838
		1 0 0	100	100	100	100	100	100	100	100	100

4.	Corr										
Employment Status:	elation Coefficient	.430*	.056	.203*	1.000	.217*	-.180	-.189	-.171	-.100	-.126
	Sig. (2-tailed)	.000	.580	.043	.000	.030	.073	.059	.088	.324	.212
	N	100	100	100	100	100	100	100	100	100	100
5.	Corr										
Annual Household Income:	elation Coefficient	.517*	.074	-.025	.217*	1.000	.084	.013	-.161	-.073	-.064
	Sig. (2-tailed)	.000	.466	.809	.030	.000	.403	.901	.110	.472	.529
	N	100	100	100	100	100	100	100	100	100	100

CONSA	Corr									
TTITU	elati	-								
DE	on	.06	.20	-						
	Coe	6	2*	.05	-.180	.084	1.000	.450**	.188	.347**
	ffici	1		6						.489**
	ent									
	Sig.									
	(2-	.5								
	taile	4	.04	.58	.073	.403	.	.000	.062	.000
	d)	4	4	2						.000
	N	1								
		0	100	100	100	100	100	100	100	100
		0								
ATTRE	Corr									
SHORE	elati	-								
BR	on	.03	.18	-						
	Coe	8	2	.00	-.189	.013	.450**	1.000	.347**	.506**
	ffici			2						.528**
	ent									
	Sig.									
	(2-	.7								
	taile	1	.06	.98	.059	.901	.000	.	.000	.000
	d)	0	9	5						.000
	N	1								
		0	100	100	100	100	100	100	100	100
		0								

PURCH VR	Corr elati on	-	.12	.07	-	.188	.347**	1.000	.320**	.316**
ASEBH	Coefficient	.07	.12	.07	-.171	.161	.188	.347**	1.000	.320**
	Sig. (2-tailed)	.47	.229	.455	.088	.110	.062	.000	.001	.001
	N	100	100	100	100	100	100	100	100	100
MARK ETCO MM	Corr elati on	.01	.10	.02	-	.347**	.506**	.320**	1.000	.477**
	Coefficient	.01	.10	.02	-.100	.073	.347**	.506**	.320**	1.000
	Sig. (2-tailed)	.89	.303	.806	.324	.472	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100

BREXITCOM	Correlation Coefficient	-.166	.202*	-.021	-.126	-.064	.489**	.528**	.316**	.477**	1.000
	Sig. (2-tailed)	.099	.044	.838	.212	.529	.000	.000	.001	.000	.
	N	100	100	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

CRONBACH RELIABILITY ANALYSIS

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.434	.444	5

Inter-Item Correlation Matrix

	AGE	GENDE R	3. Education level:	4. Employment Status:	5. Annual Household Income:
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AGE	1.000	.074	.210	.244	.504
GENDER	.074	1.000	.150	.014	.007
3. Education level:	.210	.150	1.000	.106	-.021
4. Employment Status:	.244	.014	.106	1.000	.087
5. Annual Household Income:	.504	.007	-.021	.087	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.088	1.290	2.740	1.450	2.124	.277	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.4400	8.370	2.89311	5

Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig
152.379	36.940	4	96	.000

REGRESSION ANALYSIS

Descriptive Statistics

	Mean	Std. Deviation	N
CONSATTITUDE	14.3500	3.70469	100
ATTRESHOREBR	7.8100	3.10000	100
PURCHASEBHVR	10.8100	2.69566	100
MARKETCOMM	7.5900	2.41249	100
BREXITCOMM	14.8100	5.13789	100

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.559 ^a	.313	.284	3.13545	.313	10.803	4	95	.000	2.136

a. Predictors: (Constant), BREXITCOMM, PURCHASEBHVR, ATTRESHOREBR, MARKETCOMM

b. Dependent Variable: CONSATTITUDE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	424.801	4	106.200	10.803	.000 ^b
	Residual	933.949	95	9.831		
	Total	1358.750	99			

a. Dependent Variable: CONSATTITUDE

b. Predictors: (Constant), BREXITCOMM, PURCHASEBHVR, ATTRESHOREBR, MARKETCOMM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.765	1.425		5.447	.000
	ATTRESHOREBR	.298	.130	.250	2.294	.024
	PURCHASEBHVR	-.011	.133	-.008	-.083	.934
	MARKETCOMM	.088	.170	.057	.517	.606
	BREXITCOMM	.250	.078	.347	3.221	.002

a. Dependent Variable: CONSATTITUDE

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.0865	19.3190	14.3500	2.07145	100
Residual	-8.03134	6.23318	.00000	3.07145	100
Std. Predicted Value	-2.058	2.399	.000	1.000	100
Std. Residual	-2.561	1.988	.000	.980	100

a. Dependent Variable: CONSATTITUDE

Change/Replace Items highlighted in Yellow

PLAIN LANGUAGE STATEMENT

Introduction to the Research Study

Research Study Title: XXXXXX

University: Griffith College, Graduate Business School.

Principal Investigator: Dr Garrett Ryan.

Researcher Name: XXXXXXXXXXXX

Email: XXXXXXXXXXXXX

II. Details of what involvement in the Research Study will require

This project involves taking part in (Choose Method! semi-structured interviews and or completion of a survey. The interviews/survey responses will be recorded, and seek to gather information on your experience of XXXXX. Questions are directed towards your thoughts on (What will you ask your participants about?). I estimate the interviews/survey will take no longer than XXX minutes to complete.

III. Potential risks to participants from involvement in the Research Study (if greater than that encountered in everyday life) I do not anticipate any risk to participants as a result of participation in this Research Study.

IV. Benefits (direct or indirect) to participants from involvement in the Research Study

The objective of this Research Study is to gain new knowledge that will enable (What will your research help/improve/understand?) This study may, therefore, be of benefit to you by providing you with the opportunity to contribute to body of knowledge on (Enter your Subject Matter) so that you and or society may benefit.

V. Advice as to arrangements to be made to protect the confidentiality of data, including that confidentiality of information provided is subject to legal limitations

Every effort is made to ensure the confidentiality of the participant. Participant names will not be recorded, as all participants will be assigned a code. Where used, recorded interviews/survey data will be downloaded to a password-controlled computer, typed transcripts/survey results are held within password-controlled documents. Participant biographical details and or mention of other persons will be omitted in the final report. Confidentiality of information provided is subject to legal limitations.

VI. Advice as to whether or not data is to be destroyed after a minimum period

Audio tapes/Survey data will be destroyed on the successful completion of this master's degree in full compliance with GDPR regulations.

VII. Statement that involvement in the Research Study is voluntary

Involvement in this Research Study is voluntary. Participants who decide to take part may withdraw from the Research Study at any point. There will be no penalty for withdrawing before all stages of the Research Study are complete..

If participants have concerns about this study and wish to contact an independent person, please contact:

Dr Garrett Ryan
Graduate Business School
Research Committee
Griffith College
South Circular Road, Dublin 8, Ireland

Phone: + 353 1 416 3324
Email: garrett.ryan@griffith.ie

Appendix D - Informed Consent Form

Change/Replace Items highlighted in Yellow

INFORMED CONSENT FORM

I. Research Study Title: XXXXXX

University: Griffith College, Graduate Business School.

Principal Investigator: Dr Garrett Ryan.

Researcher Name: XXXXXXXXXXXX

Email: XXXXXXXXXXXXX

II. Clarification of the purpose of the research

The aim of this research is to (Enter high-level Details) Furthermore, through a combination your participation and the latest research into (Research Subject), this research will add to body of academic understanding of (Research Subject).

III. Confirmation of particular requirements as highlighted in the Plain Language Statement

Cut and paste this section as written in your Plain Language Statement

If surveying a company, you might consider adding the following line, if not delete it:

Every attempt will be made not to interfere with normal business operations, as such interviews and or surveys will not be conducted at month or quarter end.

Participant – please complete the following (Circle Yes or No for each question)

Have you read or had read to you the Plain Language Statement	Yes/No
Do you understand the information provided?	Yes/No
Have you had an opportunity to ask questions and discuss this study?	Yes/No
Have you received satisfactory answers to all your questions?	Yes/No
Are you aware that interviews will be audiotaped?	Yes/No

IV. Confirmation that involvement in the Research Study is voluntary

Cut and paste this section as written in your Plain Language Statement

V. Advice as to arrangements to be made to protect confidentiality of data, including that confidentiality of information provided is subject to legal limitations

Cut and paste this section as written in your Plain Language Statement

DO NOT COMPLETE THIS SECTION. YOUR RESEARCH PARTICIPANT SIGNS THIS.

VI. Participant Signature:

I have read and understood the information in this form. My questions and concerns have been answered by the researcher, and I have a copy of this consent form. Therefore, I consent to take part in this research project

Participants Signature: _____

Name in Block Capitals: _____

Witness: _____

Date: _____