

The logo of the Dublin Institute of Technology (DIT) is located in the top left corner. It features a shield with a blue top section containing the letters 'D·I·T' in white, and a light blue bottom section containing a stylized geometric pattern of interlocking cubes. A circular seal with the text 'INSTITIÚID TEICNEOLAÍOCHTA ÁTHA CLIAITH' is partially visible behind the shield.

Contemporary Research in Irish Marketing

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Introduction

Welcome to this third edition of Contemporary Research in Irish Marketing from students of the B Sc Marketing at DIT. These abstracts of their work illustrates the range depth and rigor which characterizes the research undertaken by one hundred students every year.

Often their first in-depth engagement with marketing research and practice comes with their final year dissertation task. The dissertation allows the students to define, shape and research a marketing issue in great depth, using leading-edge theory to formulate a research question. This question is examined 'out there' in the word of marketing industry practice and consumer reality through the use of appropriate research methods. Such an engagement with research defines and differentiates these graduates and the 'black book' ensures that graduates have demonstrated the core marketing competences needed at the highest level.

Students have provided a summary or abstract of his or her work in their own words. Their academic supervisor is also listed. If you are interested in any particular work you should contact myself or the staff member concerned. Details can be found on <http://www.dit.ie/marketing/staff/>

This year's collection features a range of themes and areas covering marketing's manifestation as an experiential one; managerial issues around the sales and marketing interface and their respective roles in marketing strategy creation; socio-cultural dimensions such as marketing's role in tourism and event activities, and a study on political brand equity, a work already published and presented at leading conferences nationally and internationally; a fitting accolade for such quality output.

I hope you find the students' work stimulating and interesting.



Roger Sherlock,

Head of Department of Marketing Studies,

DIT College of Business,

School of Marketing.



The Hills are Alive with the Sound of Tourists: An Exploratory Study of the Phenomenon of Film-Induced Tourism in Ireland

Author: Emma Armstrong

Supervisor: Adrienne-Czerwin Abbott

Abstract

This thesis is studying the recent phenomenon of film-induced tourism in Ireland. The researcher begins by reviewing the tourism industry both globally and in Ireland. Once an in-depth understanding of modern day tourism has been achieved, the researcher moves on to discuss the concept of film-induced tourism. The researcher looks at film-induced tourism from a number of angles – including, its history, previously recorded effects, its influence on tourists' motivations, related marketing activities, and the effect film-induced tourism has on both tourism and film industry bodies.

The researcher then outlines her methodology. Here she outlines her research problem and objections and constructs the design of the research study. In the following section, the researcher analyses the data collected through a number of in-depth interviews with industry professionals.

These findings are reviewed with reference to the researcher's earlier literature review as she attempts to identify where her findings support the literature as well as contrast with the literature. Lastly, the researcher offers her thoughts on the study's conclusions and makes a number of recommendations.



An Exploratory Study of Experiential Marketing within the case of Tayto Park: Making Marketing Superfluous? A Case Study Approach

Author: Laura Dunne

Supervisor: Gerry Mortimer

Abstract

The main purpose of this study is to investigate the experiential concept, exploring the motivations behind its usage and the elements needed for its effective implementation. The idea stemmed from the author's interest in the topic. Being a relatively new phenomenon to the Irish market, the author had a inclination to learn more, developing a complete understanding of the topic through the available literature and analysing it through a real-business context.

Throughout the first two chapters, the author will review the literature surrounding the topic, gaining an insightful view of the experiential concept, it's definition, it's place in the marketing mix and the necessary elements needed for its effective implementation. The author was particularly interested in investigating one such view of the concept that claimed the experience was on route to "making marketing superfluous" (Pine and Gilmore, 2002).

Throughout the methodology chapter, the author will detail the research process embarked on. In this study, a single case study approach was applied to gain a detailed and insightful view of the experience through a real-business context. The case selected was Tayto Park, a recent venture of the Tayto brand. In analysing this case, the author used data collection techniques such as interviews, participant observation and other various documentation and artefacts. This particular case was chosen due to the authors unique access to the marketing and sales departments.

All conclusions are derived as a result of the main findings from the data analysis in relation to the research question and objectives outlined in chapter three. Through the analysing of the data, the author will be able to shed light on the research question, addressing the most important elements of the study and investigating the experiential journey of Tayto Park and its position within their marketing mix.



Value lies in the eyes of the beholders: An investigation into the role of sales personnel in value co-creation.

Author: Aoife Kent

Supervisor: Kathleen Hughes

Abstract

The overall aim of this undergraduate research dissertation is to explore the relatively new concept of value co-creation and then assess the impact the sales person has on the process.

An examination of the literature provides insight into what exactly the new selling organisation considers and more importantly investigates the new strategic selling role. The review will also assess the value co-creation concept further taking into account the value proposition in particular and the role it plays in communicating with the customer.

After reviewing the literature it became clear that the two separate concepts were aligning. Based on this it would appear the sales person does have an opportunity to co-create with the customer based on the foundations of the role. There appears to be a gap in the literature in relation to this particular area. Therefore the research question proposed is:

Does the sales force have a role to play in positively influencing value co-creation?

Qualitative research into the area in the form of in-depth interviews was conducted with three sales executives and one education and training officer. Qualitative research was most appropriate because of the internal nature of the investigation into the buyer/seller relationship. To reinforce the validity and authenticity of the findings, justifications are put forward for the decisions related to research methodology taking into account; research design, research approach and data collection and analysis.

The findings indicate that the sales person does have a role to play in value co-creation. However refinement on the thoughts and application of the concept are necessary. The sales person is aware of the importance of building and maintaining relationships. However contrary to academics beliefs a lot of the focus still remains on price.

Future research to explore this new and evolving issue is highly recommended.



Irish Consumers' Ethical Perceptions: A Principal Component Analysis of Fashion Purchase Decisions

Author: Ciara Maguire

Supervisor: Dr. Brendan O Rourke

Abstract

This study looks at the ever changing notion of ethics, how ethics effects the business environment and the fashion industry also. This study is also a comparable study to that of Shen, Wang, Lo, & Shum (2012), who studied the impact of ethical fashion on consumer purchase behaviour in Hong Kong, China. Consumers' perception of ethics was the main focus in this study and literature on perception and ethics was reviewed.

The main age group for this study was young consumers, from the ages of 18-23. The research focused in on this age category as they are the future of fashion and in turn the future ethical consumers. Quantitative research was undertaken to measure consumers' attitudes towards ethics in fashion. A questionnaire was distributed through the social networking site Facebook and through email links. One hundred and one people responded. The main objectives of this study were to measure consumers' willingness to purchase clothes from ethical fashion companies, to measure consumer's knowledge and concern about sweatshop issues in the fashion industry, to analyse the effect being ethical has on a company's image, to determine what factors influence consumers to purchase a specific brand.

Descriptive statistics, crosstabs, principal component analysis and Pearson's correlation and linear regression were run on the data generated. The main findings among the average sample of a female student aged between 18-23 earning under €10,000 a year include price quality, brand name and style are more important factors than ethics when it comes to purchase decision.

Respondents lacked awareness and knowledge of ethical issues within the fashion industry indicating that the media, fashion brands and government bodies need to promote ethical issues more consistently. Respondents acknowledged the use of sweatshops and child labour within fashion companies yet they agreed they would still most likely purchase from unethical companies and would be unwillingly to pay a premium price for ethically produced clothes.



Measuring political brand equity in the Republic of Ireland: a consumer oriented approach

Author: Ewan MacDonald

Supervisor: Dr John Hogan

Abstract

Due to a decisive gap in the literature the purpose of this dissertation is to establish the viability of applying cognitive mapping techniques in order to understand the manner in which political brand equity is formed and distributed, from the perspective of the political consumer, amongst the four largest political parties in the Republic of Ireland.

It assesses the fundamental aspects of branding and brand equity in the established literature of both marketing and the growing field of political marketing and offers an overview of the market in question, the Irish political market, as a means of understanding the context in which the literature should be viewed.

The construction of cognitive maps is advocated as a method of generating primary data, and the participation of more than three hundred students through two stages of data generation provided the data upon which the results of the thesis rest.

Within the sample of 75 students that engaged in the mapping process, Irish political brands are in a state of negative equity; plagued by large numbers of negative associations, some brands such as Fianna Fáil are dominated by past mistakes and leaders, whilst others such as Fine Gael are wracked by low levels of engagement. This work is, to the best of the author's knowledge, the first attempt to measure political brand equity for any political party in the Republic of Ireland.



Marketing Strategy Making and Implementation A Sales Executives' Perspective

Author: Jenny Mullins

Supervisor: Laura Cuddihy

Abstract

The aim of this dissertation is to investigate the relatively unexplored area of the sales-marketing collaboration in marketing strategy-making, from the perspective of sales personnel. A wealth of academic research has emerged regarding the sales-marketing relationship and the overwhelming need for effective collaboration between the two. The viewpoint of the marketing department is well documented throughout the literature. However, the sales perspective is overlooked and underexplored. The researcher decided to take the perspective of the sales executive in order to gain insight and an understanding of their role in marketing strategy making and how they believe the marketing and sales relationship functions.

Qualitative research was undertaken in the form of five in-depth interviews with experienced sales managers that had previous marketing strategy-making experience across a number of industries together various insights into how marketing strategy-making is done and what role sales personnel play in implementing the chosen strategies. The findings from the interviews were varied, the results showed a positive level of collaboration between marketing and sales with sales personnel having a relatively high level of regard for the marketing function within their companies although a certain degree of conflict is still evident between the two.

A summary of the findings is presented followed by conclusions and recommendations regarding future research in this area.



The Long Tail: An investigation into what influences online niche consumption amongst Generation Y individuals

Author: Barbara Olushola

Supervisor: Kathleen Hughes

Abstract

We are now entering an era where mass markets are fragmenting into countless niches faster than ever before. The reason for this? A combined effect of the upcoming generation cohort; the Millennials, or Generation Y and the internet. The internet has become an enabling technology. It has become a tool used by individuals, firms and marketers alike to distribute content unavailable in shops in the online arena. This growing catalogue of content online is diverting attention away from what was popular content to content that is more niche in nature. The shift in demand from hit products to niche is caused by the Long Tail phenomenon, a term coined by Chris Anderson. He argues that we are moving from a hit-driven culture to a culture driven by niche consumption.

The internet is providing this new generation with the tools to access this niche content in seconds. This style of consumption is like nothing ever seen before in any other generation. Growing up with the internet and learning about it through assimilation this cohort has learned to retrieve whatever content they want, on their terms and at whatever time suits them. They are detaching themselves from mainstream hit culture and are opting to immerse themselves in niche culture online. Studies looking at motivations and influences for this behaviour are far and few between. This dissertation seeks to look at the motivations and influences as to why this generation have abandoned popular hit culture and are opting for niche consumption.



Flying High: Experience Marketing Takes Flight! A Qualitative Investigation into the Business and First Class Passenger Experience

Author: Steven Pierce

Supervisor: Donal O'Brien

Abstract

The following dissertation is concerned with experience marketing and its role within the airline industry. In particular, the research will focus on the premium airline passenger, those who travel Business or First Class. Experience marketing has become increasingly popular in a world where features and benefits are taken for granted and experiences are actively sought by ever-discerning consumers. However, empirical studies relating to the topic remain less than numerous, even more so in the field of aviation.

The research will start with a discussion of the literature around experience marketing and the creation and measurement of such. The researcher will then propose a new framework of service excellence, entitled the SPIE Model. This will be followed by an explanation and justification of the qualitative methodological process chosen.

The research was conducted by means of netnography, which was supplemented and triangulated with semi-structured interviews. The netnography focused on the premium passenger's experience on the inaugural flights of the Emirates A380. The semi-structured interviews focused on the broader dimensions of the premium passenger experience.

Prior to the main netnographic analysis, an industry informant was interviewed. This informed the researcher about the issues affecting the industry, in addition to providing justification for the framework created.

The following chapters will take the reader on a journey through the world of the new experience economy and will explain why and how experiences are now taking flight! So sit back and enjoy your voyage to the new frontiers of experience marketing.



A Quantitative Investigation into the Factors Affecting Students' Acceptance of Mobile Advertising

Author: Nicola Quinn

Supervisor: Mary Lawlor

Abstract

The literature review of this dissertation is on the topic of mobile marketing. There is an emphasis on mobile advertising, and the factors that affect consumer's acceptance of this communication channel. In particular this study looks into the influence of privacy concerns held by the consumer towards mobile advertising.

The literature review suggests that permission from the consumer is the most influential factor affecting their acceptance of mobile marketing. This study tests this factor, along with various other factors including privacy, perceived risk, relevance and personalisation of a message, and providing an incentive for the consumer.

The research question is "The influence of privacy concerns in consumer's (aged 18-24) acceptance of mobile marketing. There are 4 objectives to assist answering the research question. Data was collected using quantitative methods, a questionnaire administered online to students.

The research found that permission was not the most influential factor amongst the sample. The respondents placed more importance on the advertising message benefiting them, being relevant and personalised. However, amongst the sample there was a group identified using cluster analysis that exhibited privacy concerns in terms of engaging with mobile advertising. These respondents were further profiled and consisted of predominately females. Operating system was found to influence how often respondents noticed mobile advertising.



An Investigation into the Antecedents Influencing the Purchasing of Clothing Online: A Gender Comparison

Author: Lisa Seagrave

Supervisor: Mary Lawlor

Abstract

A gender comparison was conducted to investigate the antecedents influencing the purchasing of clothing online. One hundred and thirty-two respondents (sixty-six males and sixty-six females) participated in an online survey through the use of convenience sampling.

With gender used as the independent variable and the antecedents influencing the online purchasing as the dependent variables, respondents were analysed on their demographics and their opinions to a number of statements with regard to the antecedents that influence the purchasing of clothing online through the use of Independent-Samples T-Tests, Factor Analysis and Cross-tabulations.

The results suggested that a difference between genders in antecedents does exist as interest, positive attitude, shopping enjoyment, experience and perceived ease of use were found to have significant differences between males and females.



An exploratory study into value driving activities implemented by the sales force in the value co-creation process

Author: Nicola Sheils

Supervisor: Laura Cuddihy

Abstract

This undergraduate research dissertation aims to explore the relatively unexplored idea that relational value activities implemented by sales force can influence the level of value co-creation process in buyer-seller relationships.

An investigation of the literature provides insights into the process of value co-creation and what it refers to, the expanding role of the sales force and why effective value co-creation is crucial in best business practices. The general findings from the research are that the sales force does have a role to play in the value co-creation process however, as yet, this role is relatively unexplored. Having reviewed the literature it became clear that the value co-creation process is becoming a dominant thought in many academic studies.

The overwhelming opinion of the marketing and sales literature is that research is needed into the activities which best promote and facilitate and environment for value co-creation. Similarly, there has been a call for researchers on who in the organisation can best realise this role. While the notion of the sales force being vital in this process is alluded to by many academics, it is only Geiger and Turley (2005) who definitively note the sales force as key actors in the value co-creation process. Therefore the proposed research question is:

To explore which relational sales force value activities influence the level of value co-creation in buyer-seller relationships.



To Arthur: How Arthur's Day Overcomes Socio-Cultural Barriers to Guinness Consumption Amongst Dublin's Student Population

Author: Conor Thompson

Supervisor: Dr John Byrne

Abstract

Competition to win new market share in the Irish alcohol industry has never been so fierce. The industry is shrinking, while imported alcohol has become ever more popular, and chained off-licences are beginning to dominate the market.

Guinness face falling sales figures with a product predominately sold within on-licences, at a time when on-licence sales are dropping rapidly, and prices are increasing. Meanwhile, academic literature suggests that alcohol advertising and marketing practices cannot increase the size of the market.

The target market for Arthur's Day - people between the ages of 18-24 - have traditionally not seen the utility in the product. This is due to a vast array of socio-cultural barriers, including but not limited to gender roles in Irish society, social expectations of drinking behaviour, diverging national drinking practices, financial hinderances, and where this target segment traditionally consumes alcohol.

However, Arthur's Day manages to engage this audience, and the event has become part of Dublin's social calendar over the last four years, allowing Guinness to overcome these socio-cultural barriers to consumption of Guinness amongst Dublin's student population over the course of a short-term, marketing-led, brand-organised 'secular St. Patrick's Day'.

The objective of this research is to investigate how exactly these barriers are overcome, and what perceptions of the brand it leaves Dublin's student population with.

