



Contemporary Research in Irish Marketing

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Introduction

Welcome to the fifth 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 their production of their '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 themes focused on areas such as creativity in advertising, consumption of cosmetic surgery, CRM practices in BTB organisations and the exploration of new domesticity as a construction of feminine identity.

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 Relationship between Consumer Personality Trait, Consumer-Brand Identification, Brand Personality, and Brand Loyalty

Author: Adèle Keane

Supervisor: Prof. Aidan O'Driscoll

Abstract

Aim: This research addresses underlying reasons why consumers are attracted to their preferred brands and the effect this has on their behaviour. The aim of this study was to explore the relationship between consumer personality, brand personality, consumer-brand identification, brand loyalty in reference to a preferred brand of the consumer, and the consumer's propensity to be loyal towards brands. Consumer personality was determined using the Keirsey Temperaments. Brand personality was derived from the consumer's own self-concept of their preferred brand.

Approach: An online survey was administered to a sample size of 100 people in order to assess these relationships.

Findings: It was discovered that 'guardian' personality types respond to brands which exude 'excitement' and 'competence', whereas 'artisan' personality types are more drawn towards brands which convey 'ruggedness'. It was observed that the 'idealist' personality type has a strong sense of consumer-brand identification. This research revealed that the relationship between consumer personality and consumer-brand identification is more substantial than relationship between consumer personality and brand personality.

It was discovered that there is no relationship between consumers' personalities towards the loyalty of a preferred brand when consumer-brand identification is present. However, it was found that consumer-brand identification affects the loyalty a consumer has for a preferred brand. Lastly, it was observed that there is no relationship between consumer personality and the propensity to be loyal to a brand. It was found that the Keirsey Temperaments are a dependable instrument for conducting market research.

Implications: The results of this study offers recommendations to marketers on how to adapt their brand's identity communicated to consumers, depending on the personality type of the consumer. It advises marketers on the value of this relationship. This research also supports the effectiveness of Keirsey Temperaments to marketers when developing brand identities.



An Exploration of Consumer's Brand Musical Fit Associations as a Route to Peripheral Attitude Shift in Persuasive Advertising Communications

Author: Andrew Duffy

Supervisor: Dr Tara Rooney

Abstract

The primary aim of this research was to investigate the impact musical fit in advertising has on a consumer's brand attitude formation. Furthermore, the research aimed to uncover the effect musical fit had on the consumers understanding of the branding message and how associations the viewers formed impacted their attitude towards the brand.

Focus groups were utilised to generate the findings presented in the analysis. The results of the primary research highlighted how musical fit contributes to the understanding of the branding message by articulating the factors that impact the consumer's interpretation such as likeability, expectation, narrative and brand values. The results also underlined the process behind consumer's forming associations in response to the music.

By drawing on private affections such as emotions and nostalgia and collective understandings like connotation and musical composition, it aided them in forming an association. The results further demonstrated the impact these associations had on their attitude towards the brand and emphasised that consumers are able to distinguish brands in the future based on these associations.

The findings of this research adds to the current body of literature on music in advertising and provides advertisers and brands with this insight into how music as peripheral cue can be used in advertising. Thus, providing them with the opportunity to utilise the power of music in persuasive communications.



Exploring How Residents as Stakeholders Can Contribute to Place Branding Efforts in Ireland's North East

Author: Bronagh Murphy

Supervisor: Edel Foley

Abstract

Tourism is one of the fastest growing industries in the world and has become a key revenue generator particularly for countries that have been bypassed by industrial development. Consequently, the use of branding techniques by nations is well established given the increasing global competition that countries face in external markets. It has now been well recognized that places can be branded in the same way as goods and services.

Less well established is the use of place branding to promote specific regions within nation states. This paper explores how the creation of a regional identity through place branding can mobilise local effort to generate regional development and growth. Today there are strong reasons why smaller regions must manage their branding including the need to attract tourists, industrial investment and talented people and also to develop export markets for local goods and services. Branding of a region brings together the assets that make the place special and it empowers a region or place to build on all its strengths.

This paper examines five specific community place branding initiatives undertaken by local groups and agencies in County Louth in the North East of Ireland and draws some general conclusions on the factors necessary for a successful regional branding programme. As a background the importance of tourism to the Irish economy is also examined. A literature review includes "Defining Place Brands", "Components of Place Brands", "Types of Place Brands" and "Stakeholder Involvement in Place Branding".

The decision making process: What Impact is Technology Having on the Everyday Lives of Consumers from their Perspective?

Author: Ciarán Heapes

Supervisor: Conor Horan

Abstract

This dissertation looks to address the implications that modern day technology is having on the consumer decision making process. as technology has advanced rapidly over the past two decades with the emergence of the internet and subsequently e-commerce.

There is a greater need to understand how modern day consumers use technology to aid there decision making, and how online retail is a fundamental part of this process. As e-commerce is relatively new topic of exploration much of the research that it is influenced by is outdated and unable to accurately portray the consumer decision making process.

Leading to the need to create a modernised decision making model through accessing the applicability of pre digital era theories and modern day consumer decision making behaviour through primary research.

Creativity is Intelligence Having Fun. An Exploratory Study of Agency-Client Relationships and Their Affect on Creativity in Advertising

Author: Conor Mac Crosain

Supervisor: Kathleen Hughes

Abstract

This dissertation sets out to explore the affect that agency-client relationships have on creativity in advertising. In order to carry out this research an in-depth study of the pre-existing literature was carried out. This examined relationships of different types and the factors that contribute to a strong relationship. Value creation was examined with a focus on value co-creation and the service-dominant logic.

Following this Creativity was studied in order to generate a better understanding of the concept, looking at creativity in advertising and the creative process. A number of areas of investigation were drawn from this that allowed for further investigation.

Before the research was carried out there was a need to explore the context in which the research is set, in this section a number of elements of the context were investigated. Advertising in general as well as the industry and support bodies were outlined. Industry challenges and creative challenges were outlined along with agency structure all developing an understanding of where this research finds itself. Lastly a number of successful award winning campaigns were outlined in order to show the standard in the industry. In light of the exploration into the preceding literature and investigation of the context a research question was posed;

What affect does Agency-client relationships have on Creativity in advertising?

In order to answer this question, qualitative research in the form of in-depth interviews were conducted with industry specialists from both sides of the relationship.

The conclusions drawn from the research align with the research in as far as the research goes and where it lacks the exploration uncovered that there is many links between the agency-client relationship and creativity answering the research question positively, the agency-client relationship does affect creativity in advertising.

A Quantitative Analysis on the Motivations of 3rd level Students to Gamble Online.

Author: Eoghan Carron

Supervisor: Donncha Ryan

Abstract

The objective of this research project is to determine how the recent advances in technology have impacted issue of problem gambling among third level students in Ireland. Recent technologies now challenge the traditional gambling consumption styles of 'in shop' betting by allowing consumers to gamble online using various different platforms. This study aims to investigate the relationships that exist between many various factors such as, the age and gender of the gambler, the spending patterns of the gambler, the personal time invested in online gambling and also what motivates a consumer to engage in online gambling.

Chapter one introduces the research project explaining the rationale of the study and also the importance of the study while giving a brief overview of the research paper.

Chapter 2 will comprise of a literature review. This research project will include a thorough review of relevant literature in relation to gambling consumptions and online/ mobile gambling. This section will look at the main sections of gambling behaviours has been affected by the introduction of online and mobile gambling to the market. In this section, the literature that has been researched will be critically evaluated and compared in order to gain a better understanding of different arguments proposed by authors that are relevant to the project.

Chapter 4 will include the findings from the primary research in the previous chapter. The findings will be laid out in a suitable fashion so that results and findings can be easily retrieved by the reader.

Chapter 5 includes the conclusions of the research project and also the recommendations for future research on similar topics.



The Extent to which Music in Advertising affects the Likability of a Brand among Millennials; An Empirical Study of the Irish Telecoms Industry

Author: Jessica Nolan

Supervisor: Mary Lawlor

Abstract

The purpose of this undergraduate dissertation is to determine how music used in advertising affects millennials while looking to the advertisements in the telecommunications industry. The literature in the area of music use in advertising has shown that it is not a newly emerged concept but one that has proven to gain attention through effective advertising. It has been researched by authors for many years, however since the rise of advertising and marketing budgets in the last decade it is now more important than ever that consumers, especially millennials, are understood so the maximum effective advertising can occur.

The data was collected through a quantitative method in the form of an online questionnaire. The questionnaire was aimed at Irish millennials in order to gain their opinions, perceptions and feelings with regard to music use in advertising, the effect this music has on them in terms of brand likability, purchase intent, producing emotional responses and to distinguish recall ability of music from a well-known jingle. This data collected was then analysed using cluster analysis, principal component analysis and crosstabs.

The results from the study found that millennials find music to be attention getting in that it provides entertainment and memorability factors to the advertisement. Although both advertisements used in the questionnaire successfully gained positive emotions, millennials experienced more positive emotions from the Three advertisement containing popular music than the Eir advertisement using a cover of an older song. Millennials indicated that they would pass on emotions and attitudes from an advertisement to the brand, increase brand likability and encourage purchase intent.



An Investigation Into the Factors Affecting the Rate of Adoption of Online Grocery Shopping Services

Author: John Spain

Supervisor: Donnacha Ryan

Abstract

In today's society the use of the internet has found its way into most areas of daily life. However, one major area in which online integration has not yet fully occurred is the grocery retailing sector. This dissertation looks to identify the growth potential in this area and how consumers perceive the practice of buying groceries online.

As technology has advanced, an increasing number of business sectors have opted to use it in order to provide a more convenient transaction model for their consumers whilst also increasing sales and reducing costs. This dissertation examines the benefits online integration can provide to grocery retailing but also the limitations that are preventing full integration.

It is important to understand the views of both sides, the industry and the individual consumer, in order to gain an understanding of how this market sector is viewed. This dissertation identifies why some firms remain reluctant to enter this sector despite the market's clear growth potential. Consumer behaviour is a key element that is influencing the popularity levels of online grocery services. As such it is important to research and identify the views of both consumers who use and don't use online grocery retail services and understand the reasoning behind their behaviour.

Understanding consumers attitudes towards buying groceries online will highlight the current pull factors and barriers to use with this consumption channel. The rapid technological integration that has occurred in other areas of consumption suggests that the growth potential for online grocery retail is large. The research in this dissertation will detail the opportunity for expansion in this industry.



Fake It Till You Make It. An Exploration of Self and Identity Reconstruction Through Irish Women's Consumption of Cosmetic Surgery Procedures

Author: Laura Barry

Supervisor: Dr Christina Ryan

Abstract

Although much research has been conducted on cosmetic surgery, little to no research has been explored in Ireland on this subject. Thus, the purpose of this qualitative study was to gain understanding of the consumption of cosmetic surgery procedures from multiple theoretical perspectives.

How the consumption of these procedures serves as a symbolic form of consumption in shaping notions of the self more specifically in the context of self-presentation and impression management was of particular interest. In addition, body image and feminist perspectives of the body were also an important subject of inquiry.

For this study, in-depth interviews lasting approximately one hour each were conducted. A targeted sample was chosen for the purpose of this study including five women ranging in ages who had undergone a cosmetic surgery procedure.

To categorize the collected data, the researcher utilised a coding system of open coding and memo writing as well as axial and selective coding. Thematic analysis was then used to analyse the data to establish themes that were relative to the research objectives.

The overall analysis suggests that the consumption of cosmetic surgery does in fact influence Irish women's sense of self and identity and this change is due to an influence in self confidence and self esteem. Other key findings emerged and are discussed further throughout this dissertation.



Untapped Potential. Examining the Attitudes Possessed Towards Online Advertising and Determining its Effectiveness as a Marketing Platform Amongst the Irish Grey Market.

Author: Matthew Shannon

Supervisor: Dr. Adnan Velic

Abstract

Throughout the past decade there has been an incremental shift in the manner and means by which we conduct daily life. Advertising too has followed suit and we are now witnessing the decline of traditional methods of advertising being replaced by online platforms. Simultaneous to this digitalisation the global population is ageing with one in three Americans being aged above 50 today and similar demographic shifts being witnessed across the globe and here too in Ireland. After examining relative literature despite that fact that adoption of technology is high amongst the 50+ market it would appear that marketers are somewhat neglecting this ever increasing “Grey Market”.

The purpose of this dissertation is to explore the attitudes possessed amongst Ireland’s Grey market towards online advertising and hence determine its effectiveness as an advertising platform on this market. The investigation used to conduct the primary research was conducted in a quantitative manner. Data collected through an online survey targeted at the mature market was analysed using Statistical Package for the Social Sciences (SPSS). In total 89 candidates aged 50 plus out of 90 respondents were included in the final analysis.

In conclusion, the power, in terms of number, influence and monetisation, possessed by the Grey market is increasing. As elderly consumers’ familiarity with new technologies grows it is unmindful of brands and companies to fail to acknowledge the extensive opportunities which lie within this segment. It is time for organisation to not only thing about the short term gains but instead introduce the idea of longevity into their practices.



What Influence do Customer Relationship Management Constructs have on Customer Loyalty? An investigation Within the Irish Banking industry

Author: Niall Hurley

Supervisor: Laura Cuddihy

Abstract

In highly competitive markets such as banking, customer loyalty is of upmost importance, yet it has often been overlooked in the past. Many financial institutions saw satisfaction and trust levels fall during the economic downturn and are seeking to return these to pre recessionary levels through an increased focus on maintaining loyalty.

This study aims to identify how customer relationship management constructs such as satisfaction and relationship quality can influence a customer's loyalty, and how it can also improve it. Evidence provided in literature suggests that banks are increasingly deploying customer relationship management processes to counter act the decline in loyalty and increase switching costs to their customer.

A combination of network and quota sampling by age demographic was employed to 117 complete respondents. The results of the study indicate that customer relationship management constructs do have a significant impact on loyalty.

Through cluster analysis aspects of customer relationship management which can influence loyalty were identified. Furthermore, these clusters were assessed against overall user experience to identify which had considerable impact on loyalty.



The Social Construction of Taste Cultural Intermediaries 2.0: To Understand the Relationship Between the Evolution of Online Cultural Intermediaries and Consumer Taste Culture.

Author: Orlaith Kelly

Supervisor: Dr Kevina Cody

Abstract

The evolution of social media platforms as a direct cultural communication tool to consumers has had an extreme effect on the consumer's aspirations for an idealised self combined with their alteration of their appearance and tastes as a result. The following qualitative research aims to investigate how the exposure of bloggers and vloggers as cultural intermediaries via online platforms impact on consumer taste in the aesthetics of cosmetics and fashion. This was explored by delving into previous literature and areas of relevance such as consumer culture theory, consumer identity projects, symbolic consumption and impression management, concluding with in depth analysis of the literature on consumer taste culture.

An interpretive research approach was adopted in order to unravel new and deeper insights into the development of the consumers' identity projects followed by understanding how influential bloggers are in sculpting consumer tastes. Two semi-structured interviews were carried out to gain an understanding of the role that bloggers' currently play in inspiring the consumers' desired self. A further two semi-structured interviews were conducted with a social media and brand advertising planner as well as a planning director. The purpose of this was to gain an industry perspective on how bloggers are altering consumers' tastes. A final semi-structured interview with a makeup artist and beauty blogger was conducted followed by a netnographic study of bloggers' social media platforms and websites. This enabled the researcher to explore how bloggers are managing their profiles online.

The researcher found that consumers seek identity inspiration from bloggers as a form of validation of their identity. Due to the visual nature of blogs, it was evident that this contributed to the consumers' aspiration for the blogger leading the consumer to adapt their tastes in cosmetics and fashion in an attempt to mirror the identity of the blogger.

Furthermore, as a result of the saturation of bloggers in the market, it was found that bloggers conduct impression management on their profiles in a bid to be selected amidst the consumer filtering process.



Exploring CRM Practices in B2B Organisations & the Growing Use of Social CRM; A Managerial Perspective

Author: Rachel Moloney

Supervisor: Laura Cuddihy

Abstract

The overall aim of this under-graduate research dissertation is to explore the growing field of Customer Relationship Management (CRM) in a business-to-business (B2B) environment, from a managerial perspective, and the relatively new field of social CRM whereby social media platforms are used to extend the capabilities of CRM.

An examination of the literature surrounding CRM suggested that although B2B firms are investing heavily in CRM they are yet to see the benefits it offers, and extensive studies have been conducted with the aim providing empirical evidence of the usefulness of CRM deployment. As a result, the author aimed to shed some light on how firms are undertaking the seemingly mammoth task of successfully deploying CRM systems and to discover their attitudes towards its usefulness in today's dynamic marketplace.

This led the author to the research question: "How is CRM being implemented in B2B organisations, and are Irish B2B firms embracing the incorporation of social CRM into existing CRM processes?"

Five very specific research objectives were developed in order to answer this research question, and a qualitative research design was chosen to fulfil these objectives. Qualitative research was conducted in the form of in-depth interviews with four senior managers working in B2B organisations. Using a homogeneous purposive sampling technique, respondents were strategically selected on the criteria that they were managers who had experience with CRM implementation in a B2B environment. Rationale for all decisions made in the research methodology, including research approach, research design, and so on, were put forward in order to strengthen the validity of the findings.

The findings indicate that the respondents are very clearly able to see the benefits of CRM implementation, despite the contrary findings from the literature, and that they all held very positive opinions of CRM. Most interestingly, it was uncovered in the findings that respondents viewed CRM as a way of facilitating an end-goal of achieving a customer-centric organisational culture with the view to increasing overall profitability and efficiency. Some discrepancies between the literature and the data analysis also occur regarding attitudes towards social CRM and the practicalities of its adoption into existing CRM processes. How they go about this process of cultural change and system implementation is clearly documented in the data analysis and findings, as well as the challenges that they face.



Can You Kick It? An Investigation into Hip Hop Subculture and its Influence on Consumption

Author: Rebecca Ryder

Supervisor: Dr Serge Basini

Abstract

This dissertation studies the phenomenon of Hip Hop subculture and its influence on behaviour. The focus of this study pays particular attention to Hip Hop subculture members in Ireland and how they express their connection to the subculture, through their behaviour.

A number of insights are developed throughout the study regarding the attitudes Hip Hop subculture members have towards the growth of the subculture, the commercialisation of the subculture, what is considered authentic behaviour in Hip Hop subculture and the marketing that is targeted towards the subculture.

The findings of the data collection process are compared and contrasted with the findings generated within the literature review.



Why is the necessity rate among early-stage female entrepreneurs in Ireland high? A study of female entrepreneurship in Ireland

Author: Sarah Kenny

Supervisor: Prof. Thomas Cooney

Abstract

This study was inspired by the national and global rise in female entrepreneurship. The growth of female entrepreneurship in Ireland is driving businesses forward. Despite the growth of female entrepreneurship, the entrepreneurial field continues to be male dominated. It was discovered in the Irish 2014 GEM report that a higher rate of female entrepreneurs in Ireland are motivated by necessity, approximately 39%, compared to male entrepreneurs, 26%.

The Irish rate is also high against the European average. The European average of female entrepreneurs motivated by necessity is 26% and the male average is 22%. Necessity entrepreneurs are those people who are forced to pursue entrepreneurship for vital reasons such as poverty and lack of employment opportunities.

The purpose of this thesis is to research why the necessity rate for early stage female entrepreneurs is high. This thesis presents the findings of quantitative research conducted in Ireland which focused on female entrepreneurs at the early stage. Drawing upon the survey findings insights are presented on the motivations and the obstacles that female entrepreneurs face, their career satisfaction/dissatisfaction and the realities of modern entrepreneurship in Ireland.



Home Sweet Home: Exploring ‘New Domesticity’ as a Construction of Feminine Identity Within Postfeminist Consumer Culture

Author: Sarah Strange

Supervisor: Dr Kevina Cody

Abstract

Referred to in as many names as the number of practises it encompasses, new domesticity is conceived of as a reclamation and reworking of the home for those who choose lifestyles which encompass a diverse range of nostalgia inspiring activities. This research provides an understanding of the lived experience of women seeking identity through new domesticity’s consumption.

The research utilised a crystallised methodological approach (Cody, 2015) to qualitative inquiry which provided richer interpretations of the lived new domestic experience. Ethnographic research was conducted which entailed a series of semi-structured interviews, in conjunction with supporting participant observation. To add further “angles of repose” (Cody, 2015, p. 285), netnographic analysis was conducted across the social media profiles of the interviewees.

This research posits that through ‘belonging at home’, the space becomes the fundamental hub of the new domestic experience. Through concerted juxtaposition, these women draw visible and invisible parameters around their identities in an effort to provide balance.

Conspicuous consumption is offered as a prominent finding within this research, which addresses a gap in the current literature. Used to validate the role of new domesticity, it creates a refined hierarchy of meaning for the consumption of goods. Conspicuous production and its communication through public performance and performative communication acts as a gateway to a new domestic collective. This collective experience exists as a cholarity, a community without hierarchy, fostering mass conversation and knowledge sharing.

These dynamic phenomenon exists within a postfeminist space, and in this context women conceive of femininity and feminism through marketplace constructions. Feminism, for most, is rendered moot as new domesticity adopts a individualised perspective, which is blinkered from external societal milieus.

The new domestic has internalised marketplace ideologies surrounding femininity, and in doing so supports the upholding of a patriarchal structure which systematically voids feminism of its meaning.



The “Perfect” Body: How Women are effected by Media’s Portrayal of the “Ideal” Body

Author: Siobhan Chaney

Supervisor: Kathleen Hughes

Abstract

The main aim of this dissertation is to investigate how media’s portrayal of the “ideal” body affects women. There will be a focus placed on how media’s perception of such ideals can create a gap between female’s actual self (who they actually are) and their ideal self (who they want to be). Many theorists suggests this gap negatively effects female’s body image and perceptions of themselves, resulting in social comparison, body dissatisfaction, low self-esteem and other emotional discomforts (Higgins, 1987; Scott & O’Hara, 1993; Heron & Smyth, 2013). It has also been suggested that gaps between female’s actual and ideal body image can also have motivational effects, as women attempt to narrow this gap in the hope of becoming closer to their ideal self (Heron & Smyth, 2013).

Literature suggests that media exposure is the greatest cause of these effects, due to the increased exposure to these idealised images (Dittmar et al, 2009; Jaeger & Camara, 2015). However, throughout the years there has been an evident shift in media consumption. Television and magazine use is dramatically decreasing as internet and social media use is continuously on the rise. Unfortunately as social media use has only recently begun to attract the attention of researchers, there is very little research done in relation to the effects of idealised images of women on social media on body image among users. Therefore, the researcher aims to investigate the relationship between social media (as well as traditional media) and body image.

Primary research was conducted which involved the creation and analysis of an online survey surrounding the topic of body image, media use, self-image discrepancy and social comparison. The survey was distributed via social media to one hundred females over the age of 18 in order to better understand the effects that media’s ideal body portrayal has on these women, and also to investigate whether idealised images effect the women in this study in the way previous literature and theory proposes.

