Integrated but differential: An analysis of the preferences of marketing communication channels of consumers in Ireland

Dissertation submitted in part fulfilment of the requirements for the degree of Master of Science in Marketing [Digital Media] at Dublin Business School

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Declaration

I, Nikhil Khandelwal, declare that this research is my original work and that it has never been presented to any institution or university for the award of Degree or Diploma. In addition, I have referenced correctly all literature and all sources used in this work and this work is fully compliant with the Dublin Business School’s academic honesty policy.

Signed: Nikhil Khandelwal

Date: 15/08/2018
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Abstract

Marketing communications are one of the most difficult but fundamentally vital components of modern marketing. With the explosion of new digital media options in the recent years, this challenge has been made even more complicated. These options offer new capabilities and hold much promise for marketers but at the same time, also bring great complexity to managerial decision making. With various new modern and traditional communication options available—and so many different ways to integrate those options - marketers struggle with how to make good marketing communication decisions. In particular, for most companies the issue is not whether to communicate, but rather what to say, where, to whom, and when.

Although there are numerous studies conducted in this area, there is still uncertainty with regards to the views of the consumer towards various marketing communication channels. This is particularly the case in Ireland, where little research has been done in this area to date. Hence, this research explores through a quantitative analysis the question of where companies can deliver effective messages to prospective and current consumers. The goal is to bridge the knowledge gap pertaining to how the various communication channels are perceived by consumers belonging to different age groups residing in Ireland and, identifying the ones they prefer to receive marketing communications via.

The results of the primary data displayed the surge in adoption of digital channels among almost all age groups and the stark downfall of traditional channels within some age groups. Even though digital channels were perceived to be providing useful and entertaining information, the traditional channels of TV and radio retained their attributes of providing trustworthy and reliable messages.

The overall preferred channels to receive marketing communications by consumers residing in Ireland are Social Media, Email, Radio and Television. Additionally, the study also finds that consumers enjoy discount and coupon codes, updates about new products from their favourite brands and marketing communications that provide useful information. Furthermore, respondents in the first three age groups said email was their preferred channel to contact a company while respondents in the age group of 45 and above chose telephone number.

Armed with results of this study, marketers can effectively reach the right consumers in the right way with the right message at the right time.
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Chapter 1: Introduction

Marketing communications are the means by which firms endeavour to inform, persuade, incite, and remind consumers openly or subtly about the brands they sell (Fill and Turnbull, 2016, p. 26). Over the years, no other area has perhaps seen as drastic and dramatic changes as marketing communications. As a result, the challenges faced by marketers have changed – thereby changing the processes, the design and the implementation of marketing communications (Belch and Belch, 2018, p. 22).

The last decade has seen a considerable decline in the usage of traditional media combined with a rise in internet and social media usage. This whole paradigm shift has created a new order – which means now one well-made advertisement or commercial is not enough to remind consumers of a brand (Clow and Baack, 2018, p. 22). In today’s age, advertising and marketing venues range from stand-alone outdoor advertisements to complex campaigns with multilingual websites with a global reach. This has resulted in an exponential increase in the number of ways to reach potential customers and therefore in an overall expansion of customer base. In the face of these cluttered conditions, firms continue to seek to be heard. The vast number of advertising and promotional outlets combined with a multitude of companies bombarding potential customers with messages, makes the task challenging (Šerić, Saura and Mikulić, 2016).

With the increase in the number of marketing communication channels and tools – consumers are now exposed to multiple communications through multiple media – advertising, sales promotions, direct marketing, public relations, personal selling, sponsorship etc (Kotler and Keller, p. 584). For optimum results of a brand’s marketing communication strategy, the message needs to be delivered on various channels in a consistent tone of communication. In today’s marketing environment, consumers take control of the communication process, as they decide whether and when to receive the messages (Kliatchko, 2008, 2009; Keller, 2009) and to go through the integration process as they make sense of the received messages (Kliatchko, 2009).

With technological developments, markets have now completely transformed and that has changed the face of marketing too. Both consumers and marketers are empowered with limitless information on anything and everything. Ideas that did not seem possible in the past few decades are considered normal today (Gartner, 2017).

In today’s age, consumers have the option to choose how engaged they want to be with a brand, with their influence ranging from only posting comments on one realm to actively co-creating the brand’s products and services on the other. Similarly, brands can also decide on their level of
engagement with their customers – from merely having a website to personally communicating with each consumer via social media. Thus, firms and consumers can progressively communicate, relate, and exchange anything, anytime, with anyone (Batra and Keller, 2016).

The fragmentation of markets and the availability of multiple promotional tools are hence an appealing reason for companies to adopt Integrated Marketing Communications (IMC) in order to ensure consistent messages to all stakeholders (Finne and Grönroos, 2017).

Conventionally, organisations have been utilising methods on mass marketing aimed only on selling goods and services – these methods would not necessarily consider the needs of the consumers. However, with the rapid development in marketing communications and processes, organisations are being forced to embrace IMC as a marketing approach. It signifies a paradigm shift from the era of mass marketing to the era of consumer orientation.

Integrated Marketing Communications produce a stronger message consistency – thus increasing impact and brand affinity. IMC forces brand managers to think about the way customers come in contact with the company – the brand’s positioning, the timing and the overall messaging plays a very important role in the way a brand is perceived by the customers. This has created a new responsibility – to unify the brand’s image and messages as they are sent through different channels and are communicated through several company activities. This consistent integration of marketing activities hence plays a very important role in improving the company’s ability to reach the right customer along with helping in expanding that reach (Kotler and Keller, 2016, p. 601).

On the other hand though, this has led to a commercial clutter. On an average, a regular consumer is exposed to an estimated 3000 to 5000 messages a day. There are marketing communications everywhere from grocery stores to gas stations to doctors’ clinics to cinema – on every channel, in every form. This has reached a level where consumers feel that their privacy is now being invaded (Kotler and Keller, 2016, p. 579).

This widespread access to consumers’ personal information has led to privacy invasions, unwanted communications, fraud and highly targeted obtrusive marketing communications that disrupt day-to-day activities (Martin and Murphy, 2017). At the same time, when used in a sophisticated manner, consumer data allows for personalized product offering, deals, discounts, free services and relevant communication and media content (Wedel and Kannan, 2016). This allows marketers to pass along additional benefits to consumers and add value to their entire shopping experience more efficiently and with better information. These trends have led to a heightened focus on consumer privacy by academic researchers, social critics, and regulators (Wedel and Kannan, 2016). The EU
General Data Protection Regulation (GDPR), which has been imposed across all EU Member States from 25 May 2018, is another evidence of this (Jackson, 2018).

Over time, the scope of IMC has widened to consider what is to be integrated and who is doing the integration (Kitchen, Kim and Schultz, 2008; Kitchen and Schultz, 2009). The traditional school of communication has been heavily critiqued for its passive view of the customer (Keller, 2016). Even though remarkable attention is paid to customer integration by researchers, the concept of what to integrate is still very company oriented, building on traditional methods of marketing communication.

Today, a company’s focus are the customers – to listen to them, to find touchpoints where they are active and understand them. This gives a company more context and they could therefore transform their messages to address their customer’s needs.

The optimal integration of marketing communications from a consumer’s perspective has hence increasingly become important with the challenges presented by the new media, shifting media patterns, divided consumer attention, and data violations (Gurău, 2008). Indeed, there has been a call for a more customer-oriented view of IMC (Barnes, 1999; Schultz, 2003, 2006; Kitchen et al., 2004a, 2004b; Shimp, 2007; Finne and Grönroos, 2009, cited in (Finne and Grönroos, 2017). Schultz (1996) was among the first to argue in favour of this.

Ireland in the 21st Century is a ‘technological society’ and its citizens have seen rapid technological progress occur over a matter of decades (DBEI, 2015). The digital revolution has given rise to a new breed of consumers who have instant access to information, are more empowered than ever and now make decisions differently (KPMG, 2017). A recent PWC (2018) study showcased how majority of the consumers in Ireland are utilizing their mobile phones to buy as well as search for products and compare prices. Even though mobile is being used in such different ways, the survey highlights that websites are still the most important online source for inspiring purchases. Conversely, the number of consumers buying instore is far higher than online which is similar to global trends (PWC, 2017).

Ireland as a country is now experiencing speedy progress in the growth of its economy. Consumers are regaining confidence and the consumer confidence saw a record high in June 2015 (ESRI, 2016). It slightly reduced in 2016 due to the uncertainty caused by Brexit, but strong employment trends have led to a steady growth in consumer confidence again in 2017 and the first quarter of 2018 (ESRI, 2018).
The benefits of this growing economy are being felt by many people. The disposable income of Irish households in 2017 reached 102 billion surpassing the previous high experienced in 2007 (CSO, 2018). Employment rates are also higher than ever now. These factors have seen a tremendous increase in consumer spending and it is now at the same level as it was 10 years back at the height of the boom. The total consumer spending reached a massive €100 billion euros and has been rapidly expanding for the last three years (Marketing Institute of Ireland, 2018).

Furthermore, Ireland is also turning into an increasingly multicultural society. A recent report from the Central Statistics Office (2016) found there were 535,475 non-Irish nationals living in Ireland who belonged to 200 different countries. With the multicultural society that it possesses marketers are often trying to delve in the minds of consumers and understand the differences in their preferences.

Therefore, with an enhanced purchasing power, amplified consumer confidence and the increase in the usage of internet and other digital channels, Ireland provides a great setting for marketing academics and practitioners to understand consumer preferences.

The overall scene for marketing communication can now be defined in one term – a state of flux. With its pros and cons, modern marketing calls for more than just a good product, it calls for communicating the benefits of the product, creating a need and then making it accessible for the customers. A customer must see the product everywhere – for top of mind recall – not just for the product – for the brand. For most marketers, therefore, the question is not whether to communicate but rather what to say, how and when to say it, to whom, and how often (Kotler and Keller, 2016, p. 587).

This further creates challenges and several questions arise –

How do marketing managers choose from the many traditional and new channel options for marketing communications messages? How do consumers across various age groups perceive these channels and messages? And, bottom line, which ways of receiving these messages do consumers prefer?

We lack answers to these important questions, which are becoming more pressing as the media channel scene changes.

Hence, it is timely to examine the perceptions that communication receivers have to the array of channels in use today and assess the relative significance of old and new channels.
1.1 Research question
The ultimate purpose of this study is to answer the following research question:

“In an integrated marketing era, what marketing communication channels are preferred by consumers across different age groups residing in Ireland?”

1.2 Research objectives
The research objectives listed below will guide the reader through the different facets of the research question.

**Research Objective 1:** To identify which marketing communication channels consumers across different age groups in Ireland use the most to receive general information.

**Research Objective 2:** To compare perceptions of marketing communication channels across different age groups.

**Research Objective 3:** To identify which marketing communication channels are preferred by consumers across different age groups to receive marketing messages.

1.3 Dissertation roadmap
The dissertation has been organised into six main chapters with an additional seventh chapter focusing on the learner’s reflections. The dissertation roadmap below (Figure 1) summarises the purpose of every chapter.
Figure 1: Dissertation roadmap

Source: Own representation
Chapter 2: Literature Review

Saunders and Lewis (2018, p. 32), maintain that a literature review establishes a base on which a research is constructed. It helps foster a respectable understanding of the topic while providing deep insight into previous research and the trends that have emerged over time.

This research strives to follow and implement the key functions of a literature review agreed upon by scholars (Cooper and Schindler, 2008, p. 102; Cameron and Price, 2009, pp. 176–177; Saunders and Lewis, 2018, p. 31).

The research aims to identify the most used marketing communication channels used by consumers residing in Ireland to receive marketing messages. Secondly, it focuses on identifying their perceptions regarding these channels and the ones they prefer to receive marketing messages on. Based on the topic at hand, several themes have been identified surrounding the topic and have been illustrated below in figure 2.

Figure 2: Literature review themes

Source: Own Representation
It should be noted that the literature review considers all spectrums of the topic starting from a broad analysis of the roots of the themes gradually narrowing down to the very specific theme of the research, thereby logically guiding the reader to the research question. The purpose of this is to demonstrate the progression of the argument created. It also identifies gaps in previous research and attempts to decipher them.

2.1 Marketing: Introduction and History

This chapter, reviews the origins of marketing thought, examining when the term ‘marketing’ was first used, its subsequent development, and aims to provide an overview of the evolving definitions and development of marketing over the years.

Almost a century ago, marketing scholars began debating the question, “What is marketing?” and today, the debate continues. Despite the simplicity of the question, the answer is intricate. The definition considered here is the one put forward by Kotler and Armstrong (2018, p. 29).

After first defining the subject four decades earlier, Kotler, presently offers the following definition: “The processes by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return” (Kotler and Armstrong, 2018, p. 29).

Since its inception, marketers tend to distinguish the history of marketing in two distinct ways: The history of marketing practice and the history of marketing thought.

The history of marketing practice refers to an exploration into the ways that marketing has been practised; and how those practices have evolved over time as they respond to shifting socio-economic conditions (Hollander et al., 2005). The history of marketing thought refers to an analysis of the methods on how marketing has been studied and taught (Hollander et al., 2005).

Even though the history of marketing practice and the history of marketing thought are diverse fields of study, Tadajewski and Jones (2014), conclude how they converge at different junctures.

Marketing practitioners immerse themselves in contemporary practices that attract the attention of marketing scholars who codify and disseminate these practices. Simultaneously, new research methods or theories are developed by marketing academics and then subsequently embraced by marketing practitioners. Hence, advancements in marketing theory inform marketing practice and vice versa. The history of marketing will remain undeveloped if one segregates academia from practitioners (Witkowski and Jones, 2016).
Robert Keith’s (1960) transforming article, “The Marketing Revolution”, was a significant piece of contribution in the study of the history of marketing practice. Subsequently, Robert Bartel’s 1976 book, “The History of Marketing Thought” marked a turning-point in conceptualizing the evolution of marketing theory since it first arose as an independent discipline around the turn of the last century (Reid and Plank, 2000).

Bartels (1988, p. 3), in his essential book, the “History of Marketing Thought” claimed that the term ‘marketing’ was first used ‘as a noun’, that is, as a tag for a specific practice, approximately ‘between 1906 and 1911’. However, Brussiere, (2000, cited in (Ellis et al., 2011, p. 14) argued Bartel’s historical account and suggested that people were writing about the subject before 1906. While reviewing the Publications of the American Economic Association, Brussiere found that the term marketing was initially used in 1897. Alternatively, Tamilia (2009) claimed it was used even before in the Quarterly Journal of Economics.

Evidently, these examples have been taken from the academic literature; but academics weren’t the only ones writing about the subject. Shaw (1995), pointed out that ‘marketing’ related to buying and selling activities in Miss Parloa’s New Cookbook and Marketing Guide which was first published around 1880. He further suggested that dictionaries published before Bartel’s statement indicated that the intellectual history of the term ‘marketing’ can be traced all the way back to 1561.

Similarly, Dixon (2002), argued that ‘The Oxford English Dictionary’ tracks the use of it to the sixteenth century and claims that it originated in Germany rather than the United States. Jones and Monieson (1990), further suggest that the earliest courses were found in Germany at the turn of the 20th century.

When most students and academics begin to study the development of marketing, the primary challenge they face is the tremendous American emphasis of much of the literature, but as Ellis et al., (2011, p. 13) point out several of the earliest courses in colleges were developed there, alongside majority of the prominent thinkers in marketing thought who worked there. Hence, scholars agree it’s natural that the academia mentions their people, institutions and theoretical contributions.

The earliest university courses in marketing in North America were taught in 1902/03 when the Universities of Illinois, Michigan and California offered the first courses in what was then called distribution (Tamilia, 2009).

The initial paradigm of marketing was introduced in 1917 by Butler in his paper “Marketing Methods” (Powers, 2015) and continued by Bartels in 1944 in “Marketing Principles” (Bartels, 1944, cited in Baker and Saren (2010, p. 14). Compelled by the market necessities in the early 20th
century, these authors conceptualized marketing as a set of sales and distribution practices and Butler was the first one to summarize the notions of marketing practice (Lüdicke, 2006, p. 36).

Only a handful of marketing texts were published by 1920 and the first scholarly journals on the subject appeared in the mid-1930s, integrating to form the Journal of Marketing in 1936 (Jones and Monieson, 1990). Furthermore, their sponsoring associations, the National Association of Marketing Teachers and the American Marketing Society also merged to form the American Marketing Association on the first of January 1937 (Baker and Saren, 2010, p. 52). As the marketing discipline crystallized in the 1930s, intellectuals begin to express their heritage and published what today is considered some of the earliest historical research in marketing (Ellis et al., 2011, p. 24).

Thereafter, some prominent marketing concepts as well as market and behavioural theories were presented after the World War 2. (Alderson and Cox 1948; Bartels 1944, 1946; Bubik 1996; Converse 1945; Fullerton 1988; Vaile 1949, cited in (Lüdicke, 2006, p. 22).

Although, as with all other significant paradigm shifts, no single author or researcher can demand exclusive credit for the new phenomenon. As Baker and Saren (2010, p. 14), point out, among those who contributed substantially to the new school of thought were Joel Dean, Peter Drucker, Ted Levitt, E. Jerome McCarthy, Neal Borden and Philip Kotler.

Scholars agree that the history of marketing has moved through five different philosophies namely: the production, product, selling, marketing concept and societal marketing (Armstrong, Kotler and Opresnik, 2017, p. 37; Kotler and Armstrong, 2018, p. 35; Solomon, Marshall and Stuart, 2018, p. 36).

The production concept proposes the idea of consumers preferring products that are conveniently available and highly affordable; hence, the focus of an organization should be on enhancing production and distribution efficiency (Kotler and Armstrong, 2018, p. 34). Solomon, Marshall and Stuart (2018, p. 35) maintain that the product concept demonstrates the idea that consumers will choose products based on quality, performance, and features; therefore, the organization should immerse itself to making continuous product improvements. The selling concept is based on the idea that consumers will not buy enough of the company’s products unless the company commits to an extensive selling and promotion effort (Armstrong, Kotler and Opresnik, 2017, p. 37). The marketing concept emerged in the 1950s as a customer centered send-and-response philosophy. The marketing concept holds that achieving organizational goals rests on knowing the wants and needs of the target markets and providing the desired satisfaction better than competitors do (Kotler and Keller, 2016, p. 42). The fifth one is the societal marketing concept which states every company’s
marketing decisions should consider consumers’ wants, the company’s requirements, consumers’ long-run interests, and society’s long-run interests (Kotler and Armstrong, 2018, p. 36).

The subject of marketing has significantly evolved during these five philosophies incorporating a wide range of concepts and themes. Throughout these years, academics and industry experts have had different perspectives in relation to defining marketing. Figure 3 below summarises the various themes marketing has evolved through.

![Figure 3: The evolution of marketing thought and practice](source: Kumar (2015))

As Gamble et. al (2011), point out, “whether there can be one generic theory of marketing that will apply to all situations at all times or whether there can be different theories of marketing to fit different contexts and different sizes of companies at different times, it is evident that marketing theories and definitions will continue to be redefined and adapted to suit changing circumstances”. Therefore, it can be said future definitions of marketing will maintain to recognize and give importance to the underpinning role of marketing that is being interactive and fundamental to creating a more balanced relationship between individual, companies and society.
This chapter lays the foundation of the research by discussing the history of marketing thought and practice while defining the subject. The History of Marketing evidently displays how marketing has been a field that has received noteworthy attention and has been vastly debated by scholars who formulated innumerable theories, models, discussions and arguments over the years.

Although a substantial amount of research has been published in journals and industry resources, the new advances in technology have constantly produced more questions for society. The next chapter will discuss the two main forces that have transformed marketing exceptionally.

### 2.2 The New Marketing Realities

The marketplace has radically evolved over the past few years and is transforming every single minute. New marketing behaviours, opportunities and challenges are constantly emerging. This chapter discusses the two major transformative forces responsible for these changes – technology and globalisation.

#### 2.2.1 Technology

The pace of change and the scale of technological advancement can be staggering.

The number of internet users in the world recently crossed the 4 billion mark; two-thirds of the world’s population now own a smartphone and more than 3 billion people around the world use social media every day (Statista, 2018). The average user now spends 6 hours online, which added together for all the world’s 4 billion internet users, means people will spend a massive one billion years online in 2018 (We are Social and Hootsuite, 2018).

This new era of consumption is rapidly transformed by technology. The internet has become ‘an enabler of global marketplace’, overcoming issues such as time and distance and empowering consumers to communicate with peers. Consumers can now quickly form and change their own opinions and ultimately define brands by themselves (Pires, Stanton and Rita, 2006). The digital era has redefined contemporary consumption, transforming consumers from their former passive roles into an active group (Monica Law Theresa Lau, Y.H. Wong, 2013). This change is a direct result of the Web 2.0 era in which internet savvy consumers have unlimited access to information as well as the ability to interact freely with other consumers, brands and businesses (Goncalves et al., 2016). The recently coined ‘Web 2.0’ is a concept that describes the evolution of the internet from a static environment to an interactive community (Brennan, 2010, cited in O’Brien, 2011). It views the internet as a space where web content and applications are continuously modified and adapted by users through collaboration and participation (Kaplan and Haenlein, 2010). The internet and social
media have removed the barriers that existed in the past in traditional word of mouth such as location, time and access. (O’Brien, 2011).

Until a few years ago, mobile devices were simply perceived as mode to communicate on the go. The concept of smartphones either did not exist or were in Research & Development blueprints. Rather than engaging in a one-to-one personalized conversation, marketers were content reaching masses of consumers (Saprikis et al., 2018). Fast forward to today, and we are at the zenith of a mobile revolution.

Since the arrival of the smartphone in 2008, consumers have embraced mobile technology faster than any previous technology (Bakopoulos, Baronello and Briggs, 2017). Smartphones have taken over as the most used device to connect to the internet (Stat Counter, 2018).

Consumers are progressively utilising smartphones to make purchases, and mobile accounts for almost 50% of the traffic & one-third of the revenue of e-commerce (Global Web Index, 2018). According to WARC (2018), mobile’s total share of advertising spend has increased rapidly and is estimated to reach 36% of the total spend by 2020, surpassing television’s share of spending.

Bacile et al. (2014, cited in Grewal et al., 2016) define mobile devices as highly customized and essential personal communication tools that most users keep within arm’s reach, even while they are sleeping. This enables consumers’ ubiquitous access to information. Similarly, it has also enabled businesses to establish a pervasive electronic presence alongside their customers and hence marketers can reach consumers more directly as and when they want (Okazaki, Katsukura and Nishiyama, 2007).

Shankar and Balsubramaniam (2009), suggested mobile marketing is “a two-way or multi-way communication of an offer between a company and its customers”. They further pointed out the fact that it is primarily interactive in nature and could include promotion, advertising, customer support and other relationship building activities. Several scholars agree that such interactive marketing activities have redefined the business landscape (Deighton, 2007; Ancarani and Shankar, 2003; Bolton and Saxena-Iyer, 2009).

Marketing academics and practitioners have witnessed a major transformation of marketing over the past few decades. The growth in the prominence of digital, social media and mobile (DSMM) marketing has paralleled technological innovations and accordingly, a substantial body of research published in marketing journals has developed over the same time frame, attempting to make sense of this sea change. This work ranges from early studies on digital marketing as decision aids to more
recent topics such as social media and mobile marketing. For example, Berger (2014, cited in (Lamberton and Stephen, 2016) provides a detailed review of word of mouth (WOM) research, including recent work related to online forms of WOM. Yadav and Pavlou (2014), broadly review research related to marketing in “computer-mediated environments.” Grewal et al., (2016) offer an up-to-date treatment of mobile marketing research. Stephen (2016), reviews recent digital social media and mobile marketing work in consumer behavior and consumer psychology. Shankar and Balsubramaniam (2009), highlight the role of mobile technology adoption in consumer purchase decision processes and Fritz, Sohn and Seegebarth (2017) and Saprikis et al., (2018) cite some trends in mobile marketing and advertising.

This influx of technology has changed the marketplace irreversibly. Today, we learn what consumers love through big data. From Google searches to retail transactions to GPS enabled fitness monitors; we use over 2.5 quintillion bytes of data a day (Forbes, 2018). Yarrow (2014, p. 144), rightly points out that this is exactly the data filtered by analytics tools and utilized by companies to approach consumers.

Today, designing an online shopping experience enhanced by technologies like augmented and virtual reality or 3D has become as important as implementing convenient and personalized ordering, payment and delivery options (Wodehouse and Abba, 2016).

Geographical boundaries between markets are blurring, and “selling” has been replaced by “engaging.” Consumers are more connected, more informed, more empowered, and more spoiled for choice than ever before (Wedel and Kannan, 2016).

Unlike before where one-way broadcasting and dissemination of information was enough, today, technology is driving new forms of social interaction, dialogue, exchange and collaboration (Divol, Edelman and Sarrazin, 2012).

2.2.2 Globalisation

The second transformative force that has reshaped marketing is Globalisation. The previous section reviewed how technology has impacted marketing. It is an extremely powerful force that is driving the world towards a converging commonality. As Levitt (1983) suggests, it has transformed communication, transport & travel. Remote places & underprivileged people are now eager for modernity’s attractions. Nearly, everyone everywhere now desires things they have heard of, seen, or experienced via new technologies. The outcome is a new commercial reality – one where global markets have emerged for uniform consumer products built on an immense scale (Levitt, 1983).
The traditional differences in national or regional preferences do not exist anymore. Companies can no longer sell previous year’s models – or older versions of products in underdeveloped countries. Gone are the days when prices, margins and profits overseas were generally greater than at home. The globalisation of markets is at hand (Levitt, 1983).

Globalisation has been a widely debated topic and has several definitions. The one considered here is that of Dreher (2006) as cited by (Sturm, Haelg and Gygli, 2018). The definition states that “globalisation describes the process of creating networks of connections among actors at intra or multi-continental distances, mediated through a variety of flows including people, information and ideas, capital, and goods. Globalisation is a process that erodes national boundaries, integrates national economies, cultures, technologies and governance, and produces complex relations of mutual interdependence”.

As maintained by Parsons, Maclaran and Chatzidakis (2018, p. 164), the world now seems smaller than ever and we are all citizens of a global society. The clothes we wear, the music we listen to, the books we read and the food we eat are all infused with the thoughts and experiences of people who are far away; so too are the ideas we are exposed to about politics, culture and religion.

They further suggest how the emergence of institutions such as the World Trade Organization, World Bank and the International Monetary Fund are a clear indication of a global economy. Governments have established mutually beneficial trading deals which have boosted the rise of multinational corporations such as Sony, Nike, Samsung and McDonald’s. The global reach of these companies mean that we now drive Japanese cars, eat American fast food, talk on Korean mobile phones and wear Chinese clothes (Parsons, Maclaran and Chatzidakis, 2018, p. 165).

Alternatively, Kotler, Kartajaya and Setiawan (2017, p. 27) point out how globalisation has created a level playing field. The strength of companies is no longer determined by their size, place of origin, or past advantage. Newly established start-ups have a chance to go head to head against older and global companies. They further suggest that instead of trying to compete, companies should join hands with customer communities to co-create and, with competitors to collaborate.

Although, globalisation has had a wide range of effects on politics, economies and cultures; marketers and consumer researchers have been particularly interested in the way which this increasingly globalised marketplace impacts our everyday experiences of consumption. Scholars discuss two contrasting stories of globalisation to explore its impact on consumers and consumer culture: grobalisation and glocalisation (Parsons, Maclaran and Chatzidakis, 2018, p. 164).
While globalisation leads to a world that is becoming more and more similar or homogeneous, for example through the spread and dominance of global brands, glocalisation suggests that when these global brands meet the local culture, something new and hybrid is formed. So glocalisation suggests that rather than the world becoming more homogeneous, local differences are still important and they perpetuate heterogeneity (Ritzer, 2003).

So, for example, the messages that global brands want to communicate are not absorbed equivalently by consumers; they read and relate to their own localised culture and circumstances (Ritzer, 2003). Research also demonstrates that global brands have different meanings for the same consumers in different local contexts, i.e. when consumers travel abroad, the meanings of global brands change for them (Bengtsson, Bardhi and Venkatraman, 2010).

Lash and Lury (2007, cited in Parsons, Maclaran and Chatzidakis, 2018, p. 165) point out how it is in developed countries that the most obvious cultural impacts of globalisation are experienced in everyday life.

As this research focuses on Ireland, it is natural we discuss how globalisation has impacted the country. Ireland, at the beginning of 1990 was a poor country by European standards. It suffered from high poverty rates, unemployment, inflation, and low growth (Alvarez, 2005).

The recession in Ireland was certainly long-lasting and deep, so how did Ireland manage to be known as the ‘Celtic Tiger’? In two words: foreign investment. Research has already established how foreign investment is an integral factor in globalisation (Gorg, 2004). Between 2009 and 2013, an astonishing €125 billion (61% of GDP) of foreign direct investment found its way into Ireland. Even during financial crisis, foreign brains and capital continued to flow into Ireland (OECD Observer, 2016).

The most noticeable evidence of this is in the “Silicon Docks”, located in the revitalized docklands of Dublin port. It has been called the heart of Ireland’s information technology cluster. Long-established investors such as IBM & Microsoft have now been joined by the biggest names in software, ecommerce and social media, like Google, Airbnb, Facebook, Twitter and LinkedIn, all making Ireland their European headquarters (OECD Observer, 2016).

Ireland has been riding the globalisation wave steadily. In fact, Ireland was even ranked the most ‘globalised’ country in 2015 by the KOF Index, the most widely used globalisation index in the literature (Sturm, Haelg and Gygli, 2018).

The discussion provided in the chapters above lead us to the fact that today’s marketplace is fundamentally different because of major societal forces that have resulted in many new consumer
and company capabilities. Technology and globalisation have created new opportunities and challenges and significantly changed marketing. Companies are now seeking the right balance of tried- and-true methods with breakthrough new approaches to achieve marketing excellence.

After examining what marketing means, how it originated, and analysing how the two phenomenal forces have changed it fundamentally, the research will now provide a detailed review of arguably the most important theme of this research – Marketing Communications.

2.3 Marketing Communications
To understand marketing communications, it is extremely important to first acknowledge the concept on which its foundation is built, i.e. the concept of marketing as an exchange.

2.3.1 The concept of marketing as an exchange
The concept of exchange – the action of giving or receiving one thing in return for another – is observed in all aspects of human sciences such as marketing, economics, psychology, political science, management, sociology, philosophy, law, anthropology, medicine, fine arts and interpersonal communication (Anderson, Challagalla and McFarland, 1999); (Sheth and Uslay, 2007).

Alderson (1957, cited in (Lüdicke, 2006, p. 20), almost 60 years ago, put forward the idea of exchange as the key business domain. The concept has since been embraced by the entire field and was one of the most significant agreements in marketing history (e.g. (Kotler, 1972, 1979; Bagozzi, 1974, 1975; Hunt, 1983; Houston and Gassenheimer, 1987; Anderson, Challagalla and McFarland, 1999; Sheth and Uslay, 2007).

As Fill and Turnbull (2016, p. 7) suggest, an exchange occurs when two or more participants, can provide something of value to each other and are ready to enter freely into the exchange process - a transaction. Scholars agree to the two primary forms of exchange – transactional and relational (or collaborative) exchanges. Transactional exchanges take place independently of any previous or successive exchanges. They are mainly driven by self-interest and have a temporary orientation (Fill and Turnbull, 2016, p. 9).

When a consumer buys a coffee from a café they have never been to before, then a market exchange can be identified. Coffee bought in exchange for money. Contrary to this, collaborative exchanges are established between parties who wish to develop and preserve long-lasting interdependent relationships (Fill and Turnbull, 2016, p. 10).

So, when someone frequents the same cafe regularly, possibly on their way home after lectures or for their own liking, progressive relational or collaborative exchanges can be considered to be
occurring. These are two main types of exchanges that signify the extremes in the realm of exchange transactions (Fill and Turnbull, 2016, p. 11). They further state that the spectrum of exchanges is built on relational theory.

This means that characteristics of a relationship can be seen in all exchanges and these relationships are strengthened as the frequency of exchanges increases. The more often these exchanges occur, the stronger the relationship gets, and the focus then is no longer on the product or price within the exchange, but on the relationship itself (Macneil, 1983).

Transactional exchanges have dictated business societies, although recently there has been a significant shift towards developing collaborative exchanges. In simpler terms, a wide range of exchanges occur, and each company has a profile of the distinct exchanges it cultivates with its suppliers, consumers and other stakeholders.

Keyton (2011, cited in Lunenburg, 2010, p. 1), defined communication as “the imparting or exchanging of information by speaking, writing, or using some other medium”. He further points out that the word communication is derived from the Latin word ‘communis’ which means common, and this signifies the fact that a common understanding is essential from the exchange of information, else there is no communication that occurs.

After reviewing the underlying concepts, we can now define marketing communications. There is no universal definition of marketing communications and there are many interpretations of the subject.

Belch and Belch (2018, p. 145) propose the following definition for marketing communications:

“Marketing communications is the passing of information, the exchange of ideas, or the process of establishing a commonness or oneness of thought between a sender and a receiver”.

Similarly, (Fill and Turnbull, 2016) provided an elaborate definition of marketing communication:

“Marketing communications is a process through which companies and audiences attempt to engage with one another. Through an understanding of audience’s preferred communications environments, participants seek to develop and present messages, before evaluating and responding. By conveying messages that are relevant and significant, participants are encouraged to offer attitudinal, emotional and behavioural responses”

As depicted in figure 4 below, Fill and Turnbull (2016, p. 19) illustrate some of the main orientations through which marketing communications has evolved.
They further point out that the main tasks of marketing communications are to inform, persuade, reinforce and build images to differentiate a product or service. This is also known as the DRIP model (Fill and Turnbull, 2016, p.17).

Duncan and Moriarty (1998) suggest there can be planned and unplanned marketing communications that consumers can be projected to. Planned marketing communications incorporate three key elements: tools, media and content (messages). Unplanned marketing communications involves messages that have not been anticipated. They can be both positive and negative, but the emphasis is on how the company reacts to and manages the meaning attributed by audiences (Fill and Turnbull, 2016, p12).

*It should be noted that this research focuses only on unearthing the preferences of consumers in Ireland towards planned marketing communications.*

Fill and Turnbull (2016, p. 20) point out how many communication definitions have a promotional outlook but in today’s age the customer holds the power. Hence, the objective of developing a long-

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**Figure 4: The developing orientation of marketing communications**

*Source: Fill and Turnbull (2016, p.19)*

<table>
<thead>
<tr>
<th>Orientation</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information and promotion</td>
<td>Communications are used to persuade people into product purchase, using mass-media communications. Emphasis on rational, product-based information.</td>
</tr>
<tr>
<td>Process and imagery</td>
<td>Communications are used to influence the different stages of the purchase process that customers experience. A range of tools is used. Emphasis on product imagery and emotional messages.</td>
</tr>
<tr>
<td>Integration</td>
<td>Communications resources are used in an efficient and effective way to enable customers to have a clear view of the brand proposition. Emphasis on strategy, media neutrality and a balance between rational and emotional communications.</td>
</tr>
<tr>
<td>Relational</td>
<td>Communications are used as an integral part of the different relationships that organisations share with customers. Emphasis on mutual value and meaning plus recognition of the different communications needs and processing styles of different stakeholder groups.</td>
</tr>
<tr>
<td>Experience</td>
<td>In some contexts communications are used to develop unique customer experiences. These involve both integration and relational elements necessary for consistency and meaning.</td>
</tr>
</tbody>
</table>
lasting relationship between the customer and the company is therefore central to the concept of marketing communications and modern marketing theory and ideology in general.

A consumer and company can have four fundamental types of relationship: one-to-many; one-to-one; many-to-many and many-to-one (Cluley, 2017, p. 179; Solomon, Marshall and Stuart, 2018, p. 437).

The one-to-many approach is when a marketer creates and communicates messages to many consumers at once. TV, radio, newspapers, internet banners and pop-ups are all examples of this (Solomon, Marshall and Stuart, 2018, p. 437).

The traditional communication model has been expanded to include the one-to-one model, where marketers communicate with consumers individually. Personal selling and direct marketing are examples of this (Cluley, 2017, p. 177).

In today’s “always on” world, the many-to-many model holds high significance. This contemporary perspective acknowledges the massive impact of social media and its practice in word-of-mouth, where consumers turn to each other for information and suggestions (e.g. choosing a restaurant based on user reviews on YELP) (Solomon, Marshall and Stuart, 2018, p. 438).

The many-to-one model seems similar to one-to-many, but it involves a key difference. Many-to-one channels can transmit many messages at the same time whereas one-to-many media broadcast a single message from a single source. Examples of the many-to-one channel would be personalized mass media content delivered to consumers using social media, where multiple messages are communicated but each is targeted to a specific user through the same media channel (Cluley, 2017, p. 179).

The key to developing effective marketing communications is to understand how the process of communication works. The next section hence reviews the models of communication developed by numerous scholars.

2.3.2 Models of communication

Models of communication are the theoretical models developed to help understand the process of human communication. Kotler and Keller (2016, p. 584) describe two useful models: a macro-model and a micro-model.

2.3.3 Macro-model of the communication process

The first revolutionary model was developed in 1948 by Claude Elwood Shannon and published with Warren Weaver for Bell Laboratories. This model entailed the basic concept of communication considering variables such as sender & receiver (Cluley, 2017, p. 24). Subsequently, David Berlo
expanded this linear model of communication in 1960 with the Sender-Message-Channel-Receiver (SMCR) model of communication. Thereafter, Wilbur Schramm proposed a model that acknowledged multiple variables such as transmitter, encoding, channel, decoding and receiver (Cluley, 2017, p. 24).

Over the years, a basic model of the various elements of the communication process has evolved, as shown in Figure 5 below. Two elements depict the chief participants in the communication process, the sender and the receiver. Another two are the major communication tools, message and channel. Three others are the major communication functions and processes: encoding, decoding and feedback. The last element, noise refers to any unessential factors that can intervene with the process and counteract effective communication (Belch and Belch, 2018, p. 246).

The **sender** is the person or company that has a **message** it wants to communicate to a **receiver** – such as a potential customer. The **communication process begins** with the sender selecting words, symbols, pictures and the likes to illustrate the message that will be delivered to the receiver. This process is known as **encoding** and it involves putting ideas or information into a symbolic form. It is
extremely essential that the sender encodes the message in a way that is understood by the receiver (Clow and Baack, 2018, p. 24).

The encoding process then gives rise to the creation of a message that comprises of the information or meaning the sender hopes to convey. The message can be verbal or non-verbal, oral or written, or symbolic. It is essential for the messages to be put in a communicable form which is suitable for the channel of communication to be used (Belch and Belch, 2018, p. 149).

The channel is the medium by which the message travels from the sender to the receiver. Channels of communication are primarily of two types, personal and non-personal (Belch and Belch, 2018, p. 149). The channels that carry a message without any direct, interpersonal contact amongst the sender and the receiver are known as non-personal channels of communication. They are usually labelled as mass media or communications as the message they contain is directed to more than one individual at a time (e.g. TV & newspaper). Personal channels entail direct communication between two or more people and can take place through interpersonal contact or via other mediums such as social media or email. The biggest advantage they bring is the ability to customize messages to the individual or audience receiving them and the possibility of the sender receiving direct feedback through them. The internet has characteristics of both personal and non-personal channels. (Belch and Belch, 2018, p. 149).

The next step of decoding occurs when the message reaches one or more of the receiver’s senses. Consumers both hear and see Youtube ads. Other consumers touch and read (see) a poster. Quality marketing communication takes place when customers (the receivers) decode or understand the message as it was intended by the sender (Solomon, Marshall and Stuart, 2018, p. 439).

Noise consists of any elements that alter the message, and this could occur during any stage of the communication process. Clutter remains the most familiar form of noise affecting marketing communications (Kotler and Armstrong, 2018, p. 431).

Finally, the receiver’s response communicated back to the sender is known as feedback. Feedback completes the communication loop. An example of feedback would be a purchase or a phone call or email to the company by the consumer. It can be said that this research is a type of feedback as it uses marketing research to get responses from consumers (Solomon, Marshall and Stuart, 2018, p. 440).
2.3.4 Micro-models of marketing communications

The micro-models of marketing communications focus on the consumers’ precise responses to communications received.

Several concepts, theories and models have been put forward by scholars to explain how consumers process communications. These frameworks address all types of distinctions in processing such as conscious versus unconscious processing, logical versus emotional processing and so on. These approaches have various advantages and disadvantages in terms of their capability to comprehend communication effects and guide communication planning (Keller, 2016).

Four classic response hierarchy response models have been summarized in Figure 6. Each of these models consider the buyer moving through cognitive, affective, and behavioural stages. This “learn-feel-do” sequence is suitable when the audience has intense involvement with a product category perceived to have high differentiation, such as a car or a home. An alternative sequence, “do-feel-learn,” is appropriate when the audience is high involvement but perceives minute or no differentiation within the product category, such as personal computers or airline tickets. The third sequence, “learn-do-feel,” is relevant when the audience has low involvement and perceives little differentiation, such as with batteries or salt (Kotler and Keller, 2016, p. 584).

By choosing the right sequence, the marketer can do a better job of planning communication.

![Response Hierarchy Models](image)

*Figure 6: 4 Classic response hierarchy models*

*Source: Kotler and Keller (2016, p. 584)*
2.3.5 Marketing mix and Integrated marketing communications

The term marketing mix, also known as the 4P’s has been a fundamental model in marketing for decades now. Central to this idea is the realisation that a company has a bag of tools to communicate a clear and compelling message to customers and other stakeholders (Kotler and Armstrong, 2018, p. 394).

The marketing mix concept was introduced by Neil Borden in the 1950s (cited in Gronroos, 1994). This model was developed on a concept suggested by his associate, James Culliton (1964), in which he characterized the role of a marketer as a ‘mixer of ingredients’ (Gronroos, 1994). Thereafter Jerome McCarthy (1964) compressed this model into a much easier four element framework: **product, price, promotion and place**. The model has since become a benchmark for planning marketing activities.

Armstrong, Kotler and Opresnik (2017, p. 394) proposed an elaborate definition for the marketing communications mix:

“A company’s total promotion mix – also called its marketing communication mix consists of the specific blend of the major communication tools that a company uses to engage customers, persuasively communicate customer value, and build customer relationships”.

Kotler and Keller (2016, p. 582) have put forward a marketing mix consisting of eight major models: Advertising, Sales promotion, Events and experiences, Public relations and publicity, Online and social media marketing, Mobile marketing, Direct and Database marketing and Personal selling.

Figure 7 illustrates examples of some major common platforms, but it is to be noted that company communication can go beyond these (Kotler and Keller, 2016, p. 583).
Today, a number of different marketing communications channels are available, and can all play distinct roles and have diverse objectives in the marketing of a brand (Batra and Keller, 2016). One prominent distinction made by several academics and researchers is between communications that appear in paid media (TV, print, direct mail, search engine & social media ads), owned media (company-controlled channels such as mobile apps, websites, blogs, social media profiles) and earned media (virtual or real-world word of mouth, press coverage, etc.) (Stephen and Galak, 2012).

Given the goal of this dissertation is to help marketers make better IMC decisions, our attention here is on paid and owned media, as those are the channels that marketers have the most direct control over and hence are responsible for making the most decisions (Batra and Keller, 2016). At the same time, it is essential to acknowledge there are several distinct roles or objectives these
communication options may be asked to accomplish, based upon the brand situation, target market and so on. (Keller, 2016). To provide a more refined perspective of those communication options directly available to marketers, Figure 8 groups a number of paid and owned media communication options into eight communication platforms, with illustrative examples of each:

![Figure 8: Paid and owned media communication options](image)

*Source: Batra and Keller (2016)*
The wide range of communication channels, messages and audiences available to marketers has made companies move towards integrated marketing communications.

Clow and Baack (2018, p. 36), define Integrated marketing communications (IMC) as “the coordination and integration of all marketing communications tools, avenues, and sources in a company into a seamless program designed to maximize the impact on customers and other stakeholders. The program covers all of a firm’s business-to-business, market channel, customer-focused, and internally-directed communications”.

Communication integration is not a new notion and, emerged as early as the 1930s. During this age, the sales team would join forces with the advertising team while by 1966; scholars had already suggested the collaborative use of promotional tools to ensure synergy (Thorson and Moore, 1996, p. 13). The late ’70s and the ’80s saw an expansion in unified activity in the advertising industry. This movement emerged as a result of an industry-wide effort to offer beyond advertising and to provide a one-stop solution to clients (Thorson & Moore, 1996, p. 13) In the late ‘80s, this new integration was termed as the “new advertising”. The 1990s saw IMC becoming one of the most topical marketing issues (Percy, 1997, p. 9). It was then that it materialized as a discipline. Integrated communications (IC), total communication and IMC were the probable names suggested, with IMC emerging as the most preferred term (Kliatchko, 2008).

In the present era, consumers, brands, and the media are fundamentally changing in profound ways and that makes it challenging for marketers to design IMC programs. Consumers are also dramatically shifting both their media usage patterns and how they utilize different media sources to get information with the explosion of new media. This influences when, where and how they choose brands; perhaps more than ever, their attention is divided, often due to multitasking, and they are seemingly in a perpetual state of partial attention (Batra and Keller, 2016).

The consumer’s “path to purchase” is also fundamentally different today—often shorter in length, less hierarchical, and more complex (Court et al., no date). They don’t get brand information strictly through mass media such as print or TV and store it in memory for later use, rather, they now actively seek it when needed, through search engines, blogs, mobile browsers, and brand websites (Lemon and Verhoef, 2016). Much more consumer-to-firm, consumer-to-consumer, and consumer-about firm communication exist due to the increased social influences on purchase, word of mouth (WOM) and advocacy. Thus, brand messaging is even lesser under the marketer’s control (Baxendale, Macdonald and Wilson, 2015).
As the literature shows, consumers are now smarter, sensible and practical, whereas markets have splintered into smaller segments and niches. This has made audiences more difficult to reach or access, influence and persuade (Kitchen, 2017).

Since its inception in modern marketing, the scope of IMC has broadened to consider challenges such as what is to be integrated and who is doing the integration (Kitchen and Schultz, 2009). Due to its passive view of the customer, the traditional school of communication has long been scrutinized (Finne and Grönroos, 2017). Even though researchers and practitioners are shifting focus towards customer integration, the concept of what to integrate is yet very company-focused (De Pelsmacker, Geuens and Van den Bergh, 2017, p. 28).

Indeed, there has been a call for a more customer-oriented view of IMC (Barnes, 1999; Schultz, 2003, 2006; Kitchen et al., 2004a, 2004b; Shimp, 2007; Finne and Grönroos, 2009, cited in Finne and Grönroos, 2017). Schultz (1996) was among the first to argue in favour of this.

The need to focus on the consumer instead of only on the message sent has been pointed out by several researchers who have studied the importance of meaning in marketing communication (Mick and Buhl 1992; Scott 1994; Stern 1996, cited in Finne and Gronroos, 2004).

As Kitchen (2013) points out, in the marketing communications realm, an abundance of irrelevant messages are communicated to the consumer every day. The experience delivered by this not only creates environmental noise, but also creates market nuisance. He further suggests how the recent economic crisis has hampered consumer confidence and the consequences of this will be felt over many years.

The general scene for marketing communications is hence in a state of flux with the challenges intensifying. As a result of invasive messages being delivered to their mobile phones, computers and other devices, consumers are developing negative perceptions of marketing communications (Chatterjee, 2008). Consumers are also not fond of messages that distract, disturb or interfere with their work (Edwards, Li and Lee, 2002).

Kumar and Sharma (2014) found consumers had negative feelings towards e-mail marketing as they felt marketers used them unethically. Danaher and Rossiter (2011), demonstrated how despite the popularity of email, consumers trusted the traditional channels of newspaper, radio, tv and direct mail and felt they were more reliable in terms of information.
Contrary to this Merisavo and Raulas (2004) suggested via their research that regular e-mail marketing has positive effects on brand loyalty. Consumers recommended the brand to their friends and even visited the retail stores.

Gumbus, Grodzinsky and Lilley (2012) in their research discovered that users avoided Facebook sponsored posts as they related them to data sharing and selling practices. Contrary to this, Yousif (no date), revealed consumers found communication messages on social media exciting, appealing and even trustworthy. Duffett (2015) suggested the same with his research, when he found that millennials in South Africa had positive influence of social media messages. It was a key driving factor in their intention to purchase.

With regards to mobile, Dix, Jamieson and Shimul (2016) pointed out that consumers favoured receiving text messages on mobile phones from companies if their permission was obtained. Cortés and Royo Vela (2013) found via their research that privacy concerns affected consumer perceptions of mobile text communications as consumers felt irritated with the intrusiveness of mobile phones.

Meanwhile, Smutkupt, Krairit and Ba Khang (2012), found that SMS marketing had a significant positive impact on brand awareness and perceived quality. Personalized, interactive, and general messages were substantial in developing brand awareness. They further suggested that an apt choice of the message and prior permission enhanced the effects of SMS marketing on brand association.

It is evident after this comprehensive discussion that a considerable amount of research has dealt with synergy in marketing communications and there are even more examples - Edell and Keller, 1989; Naik and Raman, 2003; Chang and Thorson, 2004; Dijkstra et al., 2005 (cited in (Danaher and Rossiter, 2011).

A primary aim of IMC is to create synergy between communication channels, i.e. the idea of coordinating messages in such a way that it delivers more impact on the customer (Jayson, Block and Chen, 2018). This impact is created when the consumer receives a constant message from a variety of communication channels (Wang, 2006). To provide this consistent message, companies need to understand what consumers think of the different communication channels available.

The researcher has identified that no academic study examines the previously illustrated paid and owned media channels from the perspective of consumers living in Ireland and hence, this is one of the primary objectives of this research.
2.3.6 The contemporary consumer in Ireland

The technological revolution has given rise to a new breed of consumers. The internet penetration rate in Ireland is at 82% which is significantly higher as compared to other EU countries (Mintel, 2018). In March 2018, over 3.55 million people had access to mobile devices and over 3.10 million used social media and Facebook was the most popular platform. Consumers agreed to like entertaining content but at the same time pointed out that social media could be a huge distraction (Mintel, 2018).

The average user now owns almost 3 different devices that they can access the internet from. (We Are Social & Hootsuite, 2018) Despite the focus towards digital media, the facts about consumer’s habits portray a different picture.

Although, online advertising has seen a tremendous growth, almost half of Irish consumers (40%) use ad-blockers on the open web (Mintel, 2018). Consumer attitudes towards digital media also reveal that 89% of them believe data and privacy are extremely important as the recent data privacy scandal has damaged Irish consumers’ confidence in social networking sites and raised questions about data ownership (Mintel, 2018).

Yet, the report (Mintel, 2018) suggests consumers prefer communication messages on social media over search engines and television over other print forms such as billboards, radio and posters. Regardless of that, 50% of the respondents agree to fast-forwarding television commercials. Similarly, newspapers have also seen a significant downfall in advertising revenues.

Although the report provides some great insight, it only compares traditional channels with each other (e.g. TV vs. Newspaper) and the same with digital (e.g. search vs. social). It does not compare channels across categories to understand the consumer’s perspective of various channels in synergy.

Another research from Statista (2016) reveals how consumers’ shopping habits vary and despite all the time spent online, a considerable amount of time is spent in the store examining the look and feel of the product. A significant number of consumers still buy in stores and still trust mediums of advertising that do not infiltrate their personal mediums of communication.

The Global Digital Report from We Are Social and Hootsuite (2018) suggests that Television and other print medias still play a huge part in the Irish consumer’s buying process. Over 30% of the respondents said television was the channel that first introduced them to a product or service that
they subsequently purchased. The report suggests that traditional methods of advertising still play an extremely important role in influencing and persuading consumers.

Furthermore, the Ad-Spend report from WARC (2018) shows the contrasting and sometimes unjustifiable spends on different mediums by marketers, indicating lack of knowledge about which advertising, and marketing channels are really producing the best results in terms of educating and engaging consumers in a manner which benefits both parties (WARC, 2018).

To conclude, all these differences in the results of these researches demonstrate the need to compare channels used in an integrated framework against each other and uncover how consumers really perceive them individually. This has hence been established as one of the objectives of this research.
Chapter 3: Research Methodology

3.1 Introduction

The central aim of the research methodology is to assist the researcher formulate and simplify the research topic, and design the primary research by evaluating which philosophy, approach and strategy are the most suitable for the research questions. This chapter first examines all these elements to justify why the method of primary data was chosen and will then provide a thorough explanation of: how the data was collected and analysed; the criteria according to which the population was selected; the ethical issues that arose and the limitations involved in the research.

The Research Onion: The research onion (displayed below) developed by Saunders and Lewis (2018, p. 105) serves as a route map to chart our way through this chapter, demonstrating the stages involved in the research process. The researcher works their way from the layers on the outside to the inside; starting by deciding the philosophy, contemplating approaches to the theory development, selecting the methodology, choosing the research strategy, picking the time horizon and then, eventually progressing to the last step, the data collection and analysis. This is exactly how this chapter is structured.

![Figure 9: The research onion](source: Saunders, Lewis and Thornhill (2015, p. 124))
3.2 Philosophy

The term research philosophy refers to a system of beliefs and assumptions about the development and nature of knowledge. In simpler terms, by conducting the research, the researcher is striving to develop knowledge in the type of field chosen.

In order to recognize the most suitable research philosophy for this dissertation, the researcher initially examined the five research philosophies suggested by Saunders and Lewis (2018, pp. 107-111): realism, interpretivism, postmodernism, pragmatism and positivism.

Realism is built on the notion that the reality of the world exists independently from the perception and beliefs of individuals. Considering this, the approach was rejected instantly as it naturally contradicts the nature of this research which is based on perception.

Interpretivism is a philosophy that promotes the need to comprehend differences between humans in their role as social actors. In simpler terms, it relates to the study of a social phenomenon in their natural environment. The emphasis of this dissertation is in obtaining quantifiable data and as it does not focus on observing social phenomena’s, hence, the interpretivism philosophy is discarded as well.

The postmodernism philosophy emphasises the role of challenging accepting ways of thinking thereby giving voice to alternative views. Post modernists argue that important decisions about what is right or true are decided collectively by a handful of powerful people in organisations. As this research focuses on understanding views of everyone residing in Ireland without any specific restrictions, the postmodernism philosophy does not fit the research.

The pragmatism philosophy suggests that if a research problem does not suggest unambiguously that one particular type of knowledge or method should be adopted, then it is perfectly possible to work with different types of knowledge and methods. The pragmatism philosophy is generally used in a mixed-methods approach. As this research adopts a quantitative method and aims to collect measurable data through the use of a highly structured method such as the questionnaire, it suggests that the researcher has identified one particular type of method to be adopted. For this reason, the pragmatist philosophy is not suitable for this research.

The positivist approach proposes the collection of data on an observable reality to identify underlying relationships that will then be used to produce generalisations. In other words, it suggests that the data collected should be measurable and based on universal laws. Due to its
nature, the positivist philosophy generally makes use of existing theory and then further develops the theory.

As pointed out by Kolb (2018, p. 31), quantitative research is generally descriptive in nature and is implemented by researchers to understand the perceptions or effects of various promotional activities on the consumer, thus allowing marketers to gain insight into the minds of the consumer. This dissertation hence takes the stance of positivism as it aims to identify the perceptions of paid and owned marketing channels on consumers residing in Ireland.

As this dissertation focuses on discovering observable and measurable facts and regularities and aims at producing credible and meaningful data it takes the positivist approach. Adopting the stance of the natural scientist, the researcher aims at developing law-like generalisations. As it promises clear and precise knowledge using methods designed to extract pure data that is uninfluenced by human bias, this philosophy is the most suitable for this dissertation (Saunders and Lewis, 2018, p. 107).

Additionally, the philosophy suggests that the knowledge is usable only if it is based on observations of the external reality and the research is undertaken as far as possible, in a value-free way (Saunders and Lewis, 2018, p. 108). Owing to this notion, a positivist tries to remain neutral and detached from the research in order to avoid influencing the findings.

The researcher has taken this approach in this dissertation by implementing the quantitative survey method via the self-selection sampling technique. This was done in an attempt to achieve unbiased and uninfluenced views of consumers towards aforementioned marketing channels.

Solomon (2018, p. 48), suggests, that the more marketers know about their consumers preferences, the more likely they are to design marketing strategies and marketing communications that positively influence these consumers. This is the outcome the researcher aims to obtain through the selection of the said philosophy.

3.3 Approach

Research projects can be designed to either develop or test a theory: if the purpose is to develop a theory by obtaining data then the research adopts an inductive approach; if the collection of data is implemented to test a theoretical proposition then it is considered as a deductive approach (Saunders and Lewis, 2012, p. 48). Creswell and Clark (2007, p.23) introduce induction as ‘bottom up’ approach where the opinions of the respondents are used to create a theory that connects with
the themes. Conversely, deduction is defined as “top down” approach where patterns are identified based on the literature and are then tested by collecting data. It is also possible to combine deductive and inductive and is known as abduction.

As pointed out by Creswell and Clark (2007, p. 23), quantitative research usually best fits with deductive approach where the researcher aims on reviewing theory to collect data. They further added that quantitative studies follow the goal of testing the theory, to confirm or refute it. This research hence follows the deductive approach.

3.4 Strategy

The primary objective of the research strategy is to enable the researcher to answer the research question and achieve the research objectives. The options available to the researcher have grown over the years due to the advancements in technology (Creswell, 2014, p. 12).

The different types of research strategies that Saunders and Lewis (2018, pp. 119-127) describe are experiment, survey, case study, action research, grounded theory, ethnography, archival research and narrative inquiry.

Although, each of the strategies can be used for different types of research, some of them more evidently fit to the deductive approach, others to an inductive or abductive approach. Saunders and Lewis (2018, p. 127) further point out that these strategies are not mutually exclusive, and it is perfectly normal to combine research strategies.

As per Creswel (2014, p. 155) “a survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population”. He further suggests that it includes longitudinal and cross-sectional studies using questionnaires or structured interviews for collecting the data.

This dissertation focuses on utilizing a research strategy which helps collect data in a structured way from a sizeable population and hence the survey strategy is chosen. The most common method for collecting data using a survey strategy, the questionnaire is adopted in this dissertation.

The use of this method reinforces the positivist approach of the researcher to remain neutral and detached from the research. The survey method offers several advantages and a few disadvantages.

The use of internet for a survey can provide access to individuals and groups that would be difficult to reach through other channels (Wright, 2005). Yun and Trumbo (2000) further suggest that internet-based surveys save time for researchers by allowing them to simultaneously reach a
multitude of people with the same characteristics, despite of the fact that they could be separated by geographical distances. Andrews, Nonnecke and Preece (2003), point out how the researcher can save even more time as the internet survey can collect the data while the researcher is executing other tasks. Couper and Miller (2008) also demonstrate how internet-based surveys are cost efficient. The internet also offers the element of anonymity where respondents cannot be identified, and this encourages them to be more honest and straightforward (Fricker and Schonlau, 2002). This is ideal for the positivist approach as respondents may not necessarily provide honest reactions when surveyed through telephone or postal surveys (Ilieva, Baron and Healey, 2002). Furthermore, the survey strategy is also suitable for the deductive approach as it permits the researcher to collect data that can be quantified (Burns, Veeck and Bush, 2017, p. 172).

Conversely, the use of surveys can offer a few disadvantages. An internet survey can pose problems regarding sampling as fairly little may be known about the characteristics of people in online communities, besides some basic demographic variables, and even this information may be questionable (Howard, Rainie, & Jones, 2001). Respondents can sometimes also participate in the survey multiple times using different IP addresses (Konstan et al., 2006). Another major limitation of online survey is the self-selection bias as some individuals are undoubtedly more like to participate and complete the survey (Thompson et al., 2003). This could lead to a systematic bias as some individuals participate while others ignore the survey.

3.5 Time horizon

A research can be carried out in two ways: longitudinal or cross-sectional (Saunders and Lewis, 2018, p. 128). Longitudinal studies have the capability of analysing change and development over a certain time frame. Due to the fact that they measure the same sample units of a population repeatedly over a period of time, they are often called ‘movies’ of the population (Burns, Veeck and Bush, 2017, p. 99). Longitudinal studies can be only conducted over a short period of time if primary data is compared to the previously collected secondary data, which is not the case in this research.

When a research has time constraints, the researcher generally opts for a cross-sectional research. Data is collected from participants at only one time period and due to this it’s often described as a ‘snapshot’ of the population (Burns, Veeck and Bush, 2017, p. 99).

As the researcher in this case is faced with time and access constraints and aims to find the perceptions of consumers residing in Ireland at the present moment, a cross-sectional design has been adopted by employing a survey strategy and using a questionnaire to obtain quantitative data.
That being said, the data collected from this research can still be used as secondary data for a longitudinal study.

### 3.6 Sampling

Kumar (2014, p. 229), describes sampling as “a process of selecting a few (a sample) from a bigger group (the sampling population) as the basis for estimating or predicting the prevalence of an unknown piece of information, source or outcome regarding the bigger group”. In simpler terms, a sample is the subgroup of the population that a researcher is concerned about. Due to the difficulty in knowing and contacting the whole population, researchers generally collect data from a sample.

A research generally uses different ways to identify the population namely: probability, non-probability and mixed. When a complete list of population is available to the researcher the sample can be selected using one or more probability sampling techniques. The researcher knows the chance or probability of each member of the population being selected as a complete list is available to them (Creswell, 2014, p. 158).

When a complete list of the population is not available, a sample cannot be selected from the population at random. These techniques are termed as non-probability sampling techniques. In probability sampling each member of the population has the same chance of being selected, which is not the same with non-probability sampling.

In mixed sampling, a sampling frame for the population is created which is then broken down into segments from which an element is chosen (Kumar, 2014, p. 245).

Like most other techniques, sampling has its advantages and disadvantages. On one hand it could help save time and resources whereas, on the other hand, there’s a chance that the level of accuracy in the data could be compromised (Kumar, 2014, p. 230).

In this dissertation, as the researcher cannot get access to all of the consumers residing in Ireland, it is not possible to work out the chance of each consumer being selected. Hence, this research adopts a Non-Probability sampling technique, more specifically a self-selection and convenience sampling technique (Saunders and Lewis, 2018, pp. 143 -148).

The objective of this dissertation is to identify the preferences of consumers based in Ireland & hence the sample does not need to have any specific skillset to be a part of this research. Anyone residing in Ireland and above the age of 18 (due to the ethical considerations discussed in the next section) can participate.
Using the self-selection sampling technique, the researcher asked the sample members to identify and volunteer themselves by sharing the survey on various social media channels and inviting them to take part in the research. Although, Saunders and Lewis (2018, p. 147), have pointed out that it is essential to be careful while using self-selection sampling as those who self-select, and volunteer could do so as they have might have strong feelings towards the research topic.

The researcher also printed copies of the questionnaire and used the convenience sampling technique to involve people staying in the vicinity of the researcher’s home. An effort was made to engage respondents of different age groups and gender. Even though Saunders and Lewis, (2018, p. 148) suggest that convenience sampling is not the most favoured method by researchers, this dissertation did not require the sample population to have any specific skillset as anyone above the age of 18 residing in Ireland could be a part of the survey. Additionally, it also helped the researcher obtain data from distinct groups of people.

3.7 Data collection

The data has been collected via a questionnaire designed on Google Forms. The term ‘questionnaire’ refers to all methods of data collection in which each potential respondent is asked to answer the same set of questions in the same order (Hague et al., 2016, p. 127). Questionnaires are regarded as a great method for collecting data as they assist the researcher to reach a large number of respondents in a cost-effective way (Kumar, 2014). Saunders and Lewis (2018, p. 148) further point out that the data collected by questionnaires are often used either for explanatory or descriptive research studies and the data is usually analysed statistically.

The questionnaire was distributed via the internet where each respondent read the questions and recorded their own answers. The questionnaire was also distributed by hand and in this case the respondents read the questions and recorded their own answers too.

A formal message was created and a link to the questionnaire was included with it. The questionnaire was also accompanied by a consent sheet and cover letter that explained the nature and purpose of the research and provided contact details of the researcher. Additionally, print copies were distributed amongst people who volunteered to be a part of the research.

The complete questionnaire is available in Appendix 2.

Burns, Veeck and Bush (2017, p. 216) suggest that even though questionnaires are an efficient way to collect quantitative data from a large sample, it is important to ensure that it collects the precise data needed to answer the research question and achieve the research objectives. The questions
were hence drafted in a manner that they would be understood and interpreted by respondents in the way the researcher wanted them to be understood and interpreted. It was also made sure that the terminology used was extremely simple and reflected the language the respondents use in an everyday dialogue.

Additionally, they were designed in a way that would provide the researcher with enough data to answer the research question and meet all the research objectives, ensuring ‘content validity’ (Saunders and Lewis, 2018, p.148). It was also made sure the questionnaire would measure exactly what the researcher wanted to and not something different hence guaranteeing ‘construct validity’.

The seven types of questions put forward by Saunders and Lewis (2018, p. 150) were analysed before selecting the suitable ones for this research. The questionnaire used a combination of list, multiple choice and matrix style close-ended questions and a range of rating scales. An ‘other, please specify’ response was added to multiple choice and list type questions to meet all respondents’ needs.

The questionnaire was also piloted with members of the Dublin Business School library to check design flaws and to confirm if the respondents understood the meaning of the questions asked and were able to follow instructions.

3.8 Ethical issues
Saunders and Lewis (2018, p. 75) define research ethics as the right conduct of the researcher’s behavior towards those who become the focus of a research project or those who are affected by it. Almost every research collects primary data and therefore, the researcher is morally tied to the participants and should do no harm to this relationship between the researcher, the participant and the sponsoring organization (Kumar, 2014).

Various kinds of ethical issues could arise during the different stages of the research. During all these stages it is the responsibility of the researcher to ensure that the way a research is designed is both methodologically sound and morally defensive to all those who are a part of it (Saunders and Lewis, 2018, p. 76). Creswel (2014, pp. 92–101), suggests that every researcher should focus on ethical issues in the following stages: before beginning the study; during data collection and analysis; and in reporting, sharing and storing the data.

The researcher has identified ethical issues concerned with this research during these stages and has taken appropriate measures to address these concerns:
• Prior to conducting the study, the researcher has thoroughly examined the code of ethics laid down by the university.

• While identifying the research problem, the researcher reviewed secondary data and through self-experience and the opinions of other people in the society, chose a topic that would have benefit the participants and cause them no harm.

• The respondents who took part in the research were informed about the purpose of data collection in advance. The questionnaire was accompanied by an information consent sheet which clearly stated the purpose of the research. The researcher made sure the participants were free from any kind of compulsion and were given the option to stop being part of the study without any explanation required from them.

• Significant importance was given to the participants’ anonymity and confidentiality by not collecting any kind of data that could identify them. The variables related to their personal data were kept at a minimum by only asking them for their age, gender and city.

• In accordance with the research methodology, design and approach chosen, it was made sure the research was objective and free of any bias in terms of the sample chosen, the questions asked, and the data gathered. As it will be seen in the research findings, multiple perspectives and contrary findings have been reported.

• The data collected has been stored using state-of-the-art password protected technology and complies with the Data Protection Act 1998 (as cited by Saunders and Lewis, 2018, p. 76) and the Global Data Protection Regulation (GDPR) (Jackson, 2018).

• Finally, due credit has been given to other academics and researchers wherever their work has been adapted.

3.9 Limitations
According to Kumar (2014, p. 273), limitations are the structural problems relating to the methodological aspects of the study like the approach, strategy, philosophy, the sample and the measurement procedures chosen. As Burns, Beeck and Bush (2017, p. 443), point out, no research is flawless, and it is against the Marketing Research Association’s Code of Marketing Research Standards to not report these limitations.

The primary limitations identified in this research were that of time and sample constraints.

As this research is part of a University project, the researcher had to adopt a cross-sectional study which hindered a deeper analysis of the research topic. The researcher found it extremely challenging to reach out to people above the age of 50 to participate in the research. The sample
obtained for the study hence may not be representative of the views of consumers of every specific age group residing in different parts of Ireland.

Furthermore, a mixed-methods approach could have been adopted for this study where qualitative data could have been collected from marketers in the form of interviews and quantitative data from consumers. The collected data could have then been compared to analyse and report a dual perspective. This could not be implemented due to time and access constraints.
Chapter 4: Findings and Analysis

The findings from the quantitative primary research are reported in this chapter. The findings are obtained from the electronic and print questionnaires as described in the previous chapter. The report consists of data which is analysed in form of charts and graphs in Microsoft Excel by cross-tabulating data across various categorical variables in different demographics. A total of 151 people’s participation in the survey generated a huge amount of data. The charts have been divided further into the traditional and digital channels of communication to provide clarity to the reader. Furthermore, as every question had multiple channels and multiple answers for each of the channel, only the ones that influence and affect the research objectives have been displayed in the charts. The displayed data has been analysed and displayed in percentages. The entire raw data can be found in the data analysis sheet uploaded with this document.

4.1 Sample Demographics

4.1.1. Age

\[
\begin{array}{ccc}
\text{Respondents by age group} & 18-24 & 25-34 & 35-44 & 45 + \\
\text{Respondents in percentage} & 53.64 & 19.21 & 11.92 & 15.23 \\
\end{array}
\]

*Figure 10: Age of respondents*

*Source: Primary data finding*

At the beginning of the questionnaire, the respondents were asked the age group they fall into. Identifying and classifying respondents in the different age groups was crucial to the research as one
of the objectives was to determine the perceptions of consumers towards different marketing channels based on their age. Out of the total 151 respondents, 81 of them were in the age group of 25-34, thereby amounting for 56.34 % of the respondents. This was followed by 29 respondents in the age group of 35-44 making up 19.21 % of the sample population. The last two age groups were 18-24 and 45 and above. 23 respondents (15.34 %) formed a part of the 18-24 age group while 18 of the total respondents (11.92 %) were aged above 45.

4.1.2 Gender

![Gender of respondents chart]

*Figure 11: Gender of respondents*

*Source: Primary data finding*

The gender distribution indicated that 92 (61%) of the respondents were female whereas 59 (31%) of the respondents were male.

4.2 Objective 1: To *identify what channels are used by consumers across various age groups to receive information.*

4.2.1 Channels respondents use daily to receive information
Before examining consumer’s perceptions towards different channels, it is important to understand which channels they use daily to receive information and this was one of the objectives of the research. In the age group 18-24, a staggering 100% respondents said they used social media to receive information, while 87% of them agreed to actively use search engines while 96% said they use mobile apps. On the contrary, television was the most used amongst traditional channels with 35% of the respondents acknowledging using it. As little as 9% of the sample population belonging to this age group said they use radio and an even lesser 4% said they use newspapers.

The findings were similar for the respondents belonging to the age group of 25 – 34. Digital channels once again proclaimed dominance with 88% respondents saying they use social media, 85% use mobile apps and 79% agreeing to use search engines. In traditional channels, television and radio were used by the same number of respondents, i.e. 17%. Newspapers were the least used channel with only 12% of the respondents agreeing to using them.

In the age group 35-44, 55% of the respondents said they use television, 48% of them used radio while 31% of them agreed to using newspapers. Despite a high percentage of respondents agreeing to use to traditional channels, digital channels were still more used. 72% of respondents said they
used mobile apps, 79% said they used search engines while the highest percentage of respondents agreed to using social media.

The responses of people belonging in the age group of 45 and above were the most distinct. Radio was the most used channel, with 72% of the people agreeing to using radio daily to receive information. 56% of the respondents said they use Television while 50% of them said they use newspapers as well. As for digital channels, the same number of respondents agreed to using social media and mobile apps, i.e. 61%. Search engines were the least used channel with only 39% of respondents saying they use it.

4.3 Objective 2: To compare perceptions of marketing communication channels across age groups.

4.3.1 Channels that provide useful information

![Figure 13: Channels that provide useful information (Traditional)](image)

*Source: Primary data finding*
Respondents in the age group 18-24 said Television provided them with the most useful information amongst traditional channels, with 39% of them agreeing to it. Following that were billboards at 22%, Newspapers and posters at 17% each and radio was chosen as the least useful with only 9% of the respondents opting for it. In digital channels, 65% of respondents felt social media provided the most useful information, closely followed by Search at 61% and mobile apps and text messages at 52%. Even though only 26% said email provided useful information, it was still higher than almost all the traditional channels.

In the age group 25-34, 28% of respondents picked Newspapers as providing useful information, followed by Television at 23%, Posters at 22%, Radio at 21% and billboards at 15% making it the least useful traditional channel in terms of providing information. As for digital channels, majority of respondents (49%) felt search engines provided the most useful information followed by social media at 47%. Mobile apps and email amounted for 30% each.

Responses from the age group 35-44 indicated that equal percentage of participants felt Television and Newspapers provided useful information, at 41% each. This was followed by Radio at 24%, billboards at 21% and posters at 14%. When digital channels were considered, 48% of the
respondents favoured search engines, followed by social media (34%), email (28%) and mobile apps (24%).

The findings for the age group 45 and above were again unlike other age groups with radio being the most useful information with 50% of respondents opting for it. This was followed by posters at 44%, billboards and newspapers at 33% each, and television being chosen as the channel providing the least amount of information with only 28% respondents selecting it.

In digital channels, an even number of respondents (28%) voted for email and mobile, while 22% voted for social media and only 17% selected search.

4.3.2 If respondents felt marketing messages they received on specific channels were entertaining

![Figure 15: Channels that provide entertaining messages (Traditional)](image)

*Source: Primary data finding*
For the age group 18-24, television again emerged as the channel consumers felt they received the most entertaining messages via, with 35% of the respondents selecting it. Billboards came next at 26% followed by posters at 22%, newspapers at 13% and radio at 9%. Among digital channels, 48% of respondents chose social media as the channel offering most entertaining messages. Mobile apps were second with 43% respondents selecting them and were followed by search engines at 39%. Notably, only 9% respondents believed email provided entertaining messages.

40% respondents in the age group 25-34 said television provided with the most entertaining messages. Radio was once more perceived to be the channel consumers felt they received least entertaining messages via, with only 16% of the respondents opting for it. Equal percentage of respondents (28% each) selected posters and billboards while 25% chose newspapers. Social media was once again considered as the channel providing most entertaining messages with most respondents (44%) electing it. Remarkably, email was again the lowest with 16% respondents selecting it. This was followed by search engines at 27% and mobile apps at 25%.

In the age group of 35-44, television was once more chosen as the channel providing the most entertaining messages with 41% of respondents selecting it. Billboards were again the second with 28%, followed by posters and newspapers at 21% each. Radio yet again received the least percentage of votes at 17%. Marketing messages on social media were one more time perceived to be entertaining with 38% respondents favouring it. An even number of respondents (28%) said
mobile apps and search engines delivered entertaining messages, while email at 14% received the least amount of preference.

For the last age group of 45 and above traditional channels were seen far ahead in terms of providing entertaining messages. Majority of respondents (56%) selected newspapers whereas television maintained its high ranking with 39% respondents choosing it. Billboards and posters came next at 33% each and radio at 17% yet again was the least preferred. Only 6% of respondents each thought email and mobile delivered entertaining messages while search engines were at 11%. Among digital channels, social media was thought to be the most entertaining with 17% respondents saying so.

**4.3.3 If respondents believed messages across channels to be trustworthy**

![Figure 17: Channels that provide trustworthy messages (Traditional)](image)

*Source: Primary data finding*
Even though respondents in the age group 18-24 did not use radio frequently, 26% of them still felt they could trust messages delivered via radio. Television and billboards came in next at 17% each followed by posters at 13%. Notably, messages via newspapers were considered to be the least trustworthy with only 4% of respondents favouring it. Respondents trusted messages via digital channels far more as compared to traditional channels. 39% of respondents said they trusted messages via search engines while mobile apps and social media were equally trusted at 35% each. Messages via email received the least preference at 9%.

Conversely, respondents in the age group 25-34 felt marketing messages on traditional channels could be trusted more. Radio once again received majority of votes as 40% of respondents said they could trust messages delivered on it. This was closely followed by television at 37%, billboards at 36%, newspapers at 35% and posters at 33%, indicating high level of trust among traditional channels. Despite their high usage of digital channels, a low percentage of respondents trusted marketing messages on them. Search engines emerged the highest with 31% respondents favouring it. Email this time came in second at 26%, followed by mobile apps at 17%. Remarkably, messages on social media were the least trusted at 16%.

In the age group 35-44, radio was once again seen to be providing the most trustworthy messages with 48% respondents favouring it. Television came in next at 41%, followed by newspapers at 24%,
billboards at 21% and posters at 17%. Trust among digital channel’s capability of providing trustworthy messages remained low with only 14% respondents choosing mobile apps and search engines each, whereas email and social media came in last at 7% each.

For respondents in the age group 45 and above, traditional channels were preferred far more in terms of providing messages they could trust. A significant 61% of respondents selected billboards and newspapers each. 50% of respondents opted for radio and posters each, while television was the lowest at 39%. Email at 22% was the highest in digital channels, followed by search engines and mobile apps at 11% each. Social media came in the lowest among digital and traditional channels with only 6% respondents saying it provided messages they could trust.

4.3.4 If respondents find it difficult to ignore unnecessary marketing messages delivered to them

![Difficulty in ignoring marketing messages - Traditional channels](image)

*Figure 19: Channels on which marketing messages were difficult to ignore (Traditional)*

*Source: Primary data finding*
Respondents in the age group 18-24 felt it was rather easy to ignore marketing messages on traditional channels. 17% respondents (per channel) said it was difficult for them to ignore messages via television, newspapers and billboards, while 13% felt it was difficult to ignore messages on posters. Radio emerged as the easiest channel to ignore messages on with only 9% respondents saying they found it difficult. Contrary to that, consumers found it difficult to ignore messages on digital channels. Similar number of respondents (39%) said it was difficult to overlook messages on mobile apps and social media. As for search engines, 26% respondents said they could not ignore messages whereas email was said to be the easiest to ignore marketing messages on.

Almost a similar number of respondents in the age group 25-34 found it difficult to ignore marketing messages. Billboards at 31% were the most difficult to ignore, followed by newspapers at 30%, television at 25% and posters at 21%. Radio was again chosen to be the easiest to ignore marketing messages via, with only 10% respondents finding it difficult. Social media was said to be the most difficult among digital channels with 33% respondents choosing it. This was followed by mobile and search engines at 23% each, while email was once again considered to be the easiest with 20% respondents saying they found it difficult.
Almost half (48%) respondents from the age group 35-44 said they found it difficult to ignore marketing messages in newspapers while 40% of respondents also found television difficult. Radio was said to be difficult by 21%, followed by billboards at 17% while only 10% respondents said they found it difficult to ignore messages via posters. A significant 62% of respondents said mobile marketing messages were difficult to ignore while email and social media were the lowest at 24% each. In comparison, a greater number of respondents (34%) said they found marketing messages on search engines difficult to ignore.

In the last age group (45 and above), only 6% respondents each said they found it difficult to ignore messages via newspapers, billboards and posters respectively. Only 11% of respondents each said they found messages via television and radio difficult to ignore.

They also found messages on digital channels easy to ignore with only 11% each selecting social media, mobile and email while search engines were selected by 28%.

4.3.5 If respondents find messages received via these platforms annoying

![Figure 21: Channels on which messages are perceived as annoying (Traditional)](image)

Source: Primary data finding
With several consumers finding it difficult to ignore marketing messages on the various platforms, it is natural they start finding marketing messages annoying. Despite respondents in the age group 18-24 trusting messages received through radio, more than half of them (57%) found them annoying. 39% of respondents said they found billboards annoying while an equal number of respondents (35%) each said they found messages delivered through television and posters annoying. Even though 30% of respondents said they found marketing messages received in newspapers annoying, it was still the least among all traditional channels. In digital channels a noteworthy 57% respondents found messages via email annoying followed by 52% for mobile apps. A similar number of respondents (39%) each said they found messages on social media and search engines annoying.

In the age group with most respondents, 25-34, 38% said messages on television were annoying. This was followed by radio at 33%, newspapers at 22%, and billboards at 17%. Posters emerged as the least annoying way to deliver messages with only 14% calling it out.

Findings for digital channels were noteworthy as more than half of the respondents felt messages via almost all the channels were annoying. 67% of them selected email, 60% of them chose mobile apps while 59% picked social media when it came to be receiving annoying messages. Moreover, 47% of respondents also said messages received via search engines were annoying.

**Figure 22: Channels on which messages are perceived as annoying (Digital)**

*Source: Primary data finding*
Responses of the age group 35-44 indicated messages via traditional channels were perceived as far less annoying. Among all traditional channels, respondents felt messages on radio were most annoying with 38% agreeing to it. This was followed by posters (31%), television (28%) and an equal number of respondents (21% each) for radio and newspapers.

Messages via digital channels were yet again expressed to be annoying. A substantial 76% of respondents revealed messages via email were annoying. Social media came in second with 66%, mobile apps were next at 62% and search engines last at 55%.

For the last age group of 45 and above, messages via traditional channels were again reported to be less annoying. The same number of respondents (33%) each chose television, billboards and radio, while posters were at 28%. Newspapers were indicated to be the least annoying with only 22% respondents expressing their concern. A huge number of respondents (72%) revealed they found marketing messages via mobile annoying. Moreover, 67% of the respondents reported email, 56% said search engines and half the respondents felt messages on social media were annoying.

4.3.6 If respondents were fine with receiving messages when their data was obtained without permission

![Figure 23: Receiving messages without consent of data](source: Primary data finding)
Respondents in the age group 18-24 did not seem to be concerned about privacy. 57% of them said they would not have a problem receiving marketing messages via search engines even if marketers did not obtain their permission. Almost half of them (48%) were fine receiving posters while 43% respondents did not mind receiving messages via social media.

In the age group 25-34, a surprising 27% respondents said they would be okay in receiving posters even if marketers did not obtain their permission. Only a 25% respondents said yes to search engines, while 23% of them said yes to social media and 21% said yes to email. Almost none of the respondents (91%) were fine with receiving messages on mobile when their permission was not obtained.

For respondents in the age group 34-45, 26% were fine with receiving messages via search engines while posters were selected by 17% of the respondents. 14% each said they were okay with social media and email were only 7% said they did not mind receiving messages through mobile without their permission.

4.3.7 If respondents find receiving marketing messages from companies disruptive

![Figure 24: Channels that respondents find disruptive (Traditional)](image)

*Source: Primary data finding*
Marketing messages seldom disrupt a consumer’s activity when they first see them. The data obtained indicated majority of respondents did not find marketing messages very disruptive. In the age group 18-24, marketing messages on radio were seen to be the most disruptive with 22% of the respondents saying so. Conversely, they felt newspapers (4%) were the least disruptive. Television and billboards were considered disruptive 17% respondents each and posters by 13%. Almost one-third (30%) of the total respondents in this age group, felt messages on mobile, social media and search engines were each equally disruptive. Only 26% of respondents felt messages via email were disruptive making it the least disruptive digital channel.

Findings towards traditional channels were almost similar for the age group 25-34. Only 20% respondents felt radio was disruptive while 19% said messages on television were. Messages in newspapers were the least disruptive at 9%, whereas billboards and posters were each chosen by 10% of the respondents. As for digital channels, only 31% of respondents found marketing messages on mobile disruptive while 30% thought messages received via email were disruptive. 28% respondents chose social media while 26% chose search engines.

Television and radio were said to provide disruptive messages by the same number of respondents (21% each) in the age group 35-44. A small percentage of respondents (14% each) stated billboards
and posters delivered disruptive messages. Newspapers at 10% were once again considered to be the least disruptive.

Digital channels were yet again revealed to be more disruptive as mobile apps, email, social media and search engines all received 31% each.

Identical number of respondents (11%) from the age group 45 and above, perceived messages received through newspapers, billboards and posters disruptive. Television at 22% was the most disruptive for this age group among traditional channels followed by radio at 17%. Messages via social media were said to be the least disruptive with only 22% of respondents saying so. On the other hand, mobile apps, search engines and email were each found disruptive by 28% respondents.

4.3.8 Marketing messages respondents like to receive from companies

![Figure 26: Marketing communications respondents like to receive](source: Primary data finding)

The survey also asked respondents to select the different types of marketing messages they were open to receiving from brands. Majority of the respondents (74%) in the age group 18-24 said they like to receive discount codes and coupons as marketing messages. 57% of them agreed to receiving information about new products, while 43% said they like to receive information about sales. 17%
respondents also said they do not like to receive marketing messages at all, where as 13% respondents (each) said they like know about a company’s CSR efforts and celebrity partnerships.

Findings for the age group 25-34 were quite similar as a significant 73% of respondents liked to receive discount codes and coupons. A noteworthy 63% respondents said they wanted updates about new products while 53% respondents were open to receiving information about sales. Moreover, 21% respondents said they did not like receiving marketing messages at all, whereas 16% enjoyed messages about CSR and only 7% cared knowing about celebrity partnerships.

Substantial number of respondents (83%) belonging to the age group 35-44 indicated discount coupons and codes were the messages they of their choice. Information about sales was enjoyed by 55% respondents while 38% seek updates about new products. A greater number of respondents (24%) in this age group showed interest towards CSR and only 10% wanted to know about celebrity partnerships. Once more, 21% respondents agreed to not liking marketing messages at all.

Discount coupons and codes continued to be the preferred marketing message respondents wanted to receive with 72% participants from the age group 45 and above opting for it. More than half of respondents (57%) also agreed to enjoying knowing about sales and half of them were open to receiving information about new products. Among all this age group saw the greatest number of respondents (28%) selecting CSR although it also had 22% respondents who said they did not like receiving marketing messages at all. Messages regarding celebrity partnerships were again the least preferred over all, with only 17% respondents saying they liked receiving them.

4.3.9 Why respondents like specific type of messages based on some attributes of channels
Figure 27: Marketing messages respondents liked to receive (based on channel attributes)

Source: Primary data finding

A massive percentage of respondents (78%) in the age group 18-24 acknowledged liking marketing messages that provided useful information. 30% respondents each said they preferred messages that were well timed and personal. Further, 26% respondents said they liked messages with good music and 17% respondents said they liked messages that were emotional. Once again, only 9% respondents fancied messages promoted by celebrities.

Findings for the age group 25-34 were almost similar as the highest percentage of respondents (84%) favoured messages that provided useful information, followed by 33% who liked messages that were well-timed and 32% who selected messages that were personal. 21% respondents chose messages that were emotional while 20% expressed their liking towards messages having good music. Notably, only 6% of respondents cared for messages that were promoted by celebrities.

Messages that provided useful information were consistently preferred by the different age groups, as 83% of respondents belonging to the category 35-44 also selected it. While 21% respondents preferred messages with good music, 16% of respondents each favoured messages that were well-timed and that were emotional. Only 10% of respondents each selected messages that were personal and those that were promoted by celebrities.

Despite the generational differences, responses from the age group 45 and above indicated they agreed with others. Majority of respondents (56%) favoured messages that provided useful information, followed by 44% who enjoyed well timed messages, 33% who chose personal
messages. Moreover, an equal number of respondents (22%) each chose messages that were emotional and that had good music whereas the least number of respondents (17%) cared about messages promoted by celebrities.

4.3.10 How respondents like to contact companies

![Figure 28: How respondents like to contact a company](image)

Source: Primary data finding

To uncover consumers preference for marketing channels, the researcher believed it was important to reverse engineer the process and determine the channels respondents used to contact a company.

For the age group 18-24, respondents visibly favoured email with 70% selecting it as the channel they use to contact a company. A similar number of respondents (57%) each said they like to contact a company via social media and a live chat function on the website. Surprisingly, zero percent respondents preferred getting in touch with a company via third party forums. Among the rest, 26% of respondents each selected telephone numbers and mobile apps as their ideal point of contact.

60% respondents in the age group 25-34 chose email as the channel they like to use to get in touch with a company. This was followed by website live chat (56%), telephone number (42%), social
media (40%) and mobile app (22%). Once again, third party forums were the least preferred with only 7% respondents claiming to use it.

A massive 86% respondents in the age group 35-44 opted for email whereas, just more than half of it (48%) chose telephone number. Notably, third party forums were the least preferred channel with only 3% respondents choosing it while mobile apps were chosen by 14%. Significance for website live chats and social media remained high with 45% and 38% respondents opting for it respectively.

Findings for the age group 45 and above differed as majority of the respondents (72%) acknowledged using telephone numbers to contact a company. Email came in next at 44% followed by website live chat (33%), mobile apps (22%) and social media (17%). Third party forums were consistently ranked low in their ability to reach a company with no respondents in this age group voting for it.

4.4 Objective 3: To identify the most preferred channel to receive marketing communications

4.3.1 Preferred ways to receive messages

![Preferred Ways To Recieve Marketing Messages - Traditional Channels](image)

*Figure 29:Channels respondents like to receive marketing communications on (Traditional)*

*Source: Primary data finding*
This was one of the objectives of the research.

In the age group 18-24, an equal number of respondents (22% each) said they preferred communications via television and posters over other traditional channels. Only 4% respondents each said they liked to receive communications via billboards, radio and newspapers.

As for digital channels, social media was the clear winner with a substantial 70% respondents saying it was their most preferred channel to receive marketing communications. Email came in next with 39% respondents selecting it while communications via text messages and mobile apps were the least preferred at 4% each.

Even though television was the most preferred among traditional channels, only 21% respondents belonging to 25-34 selected it. This was closely followed by newspapers (20%), posters (16%) and billboards (15%). Radio emerged as the least favoured channel to receive marketing messages for this age group with only 10% respondents choosing it. Digital channels yet again showed their dominance with almost half the respondents (49%) saying it was their preferred channel to receive marketing communications. Similarly, social media amounted for 49% of the votes. Mobile apps (20%) and text messages (15%) were the least selected digital channels.

Almost half of the respondents (45%) in the age group of 35-44 preferred television over other traditional channels to receive marketing communications. 24% respondents also said to like radio
while an equal number of respondents (21%) opting for newspapers and posters. Billboards were only selected by 14% of the respondents. Email ranked high once again with more than half (52%) respondents choosing it as the ideal channel to receive marketing communications. This was followed by social media at 28%, text message at 21% and mobile apps at only 10%.

Findings yet again differed for the age group 45 and above as traditional channels showed supremacy among these respondents. A significant 67% of respondents chose television as their preferred channel to receive marketing messages while radio came in second at 56%. Half of the respondents (50%) also chose posters while 44% opted for billboards. Even though newspapers were least preferred among traditional channels they were voted by 39% of respondents. Email was the most preferred digital channel with 44% respondents voting for it. This was followed by text messages (28%), social media (22%). Surprisingly, zero percent of respondents preferred communications via mobile apps making it the least preferred channel.
Chapter 5: Discussion

Research Objective 1

To identify what channels are used by consumers across various age groups to receive information.

The analysis of the primary data found that consumers in the age group of 18-24 and 25-34 made use of digital channels significantly more than traditional channels. Conversely, a massive number of consumers belonging to the older age groups of 35-44 and 45 and above, said they still utilized traditional channels like radio, television and newspapers to receive information although the use of digital channels remained high among them.

In particular, the analysis indicated, the heavy usage of social media, search engines and mobile apps across the first three age groups while radio was the most used by the age group 45 and above. The result has been summarised in figure 30 displayed below. It should be noted that only the traditional and digital channel most voted by respondents has been displayed here as the rest has been covered in the previous chapter.

These findings are consistent with other studies in literature, e.g. (Sandeen, 2008; William and Page (2011); Belch and Belch (2014); Cauwenberge, Haenen and Beentjes (2010); Chan and Fang (2006) who all found similar results in their studies in Los Angeles, Belgium, Netherlands and Hong Kong respectively.

Moreover, it is also in sync with studies led by industry giants, like Nielsen’s State of the Media (2018) in the United States of America, Engarde (2017) in Austria and Consultancy.uk (2016) in the UK.

Literature suggests that this difference in preference of channels go back to the generational differences in advancements of technology. This has been discussed in greater detail in the next objective that compares the perceptions of different channels across all age groups.

Another trend that emerges from the findings of this research is the increasingly important role globalisation is playing in marketing and how it is changing the way we consume. As discussed in the literature review the world now seems like a smaller place and we are now citizens of a global society. Lash and Lury (2007, cited in Parsons, Maclaran and Chatzidakis, 2018, p. 165) suggested how the most obvious impacts of globalisation are experienced in everyday life in developed
countries. The consistency in the results of this and the discussed literature indicate this could be applicable even for the preferences of marketing channels. Our daily activities and the way we consume are now broadly infused with thoughts and experiences of people who live far away. Literature already shows it is technology that drives globalisation and these two forces together have immeasurably changed marketing and consumer behaviour, leading us toward a common but possibly culturally unique reality. The 24*7 nature of the Internet gives consumers easy access to information from across the world and all these factors together have given a rise to global trend in communication.

For future implications, a big question that remains is whether the younger age groups will continue their current channel usage as they age. To understand that it would probably require a lifelong study, but one thing is evident: with the incessant advancements in technology, disruption will always be around the corner.

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<th>Objective 1 – Channels most used to receive information</th>
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<td>Digital</td>
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*Figure 31: Objective 1: Channels most used to receive information (Highest voted)*

*Source: Primary data finding*

**Research Objective 2**

*To compare perceptions of marketing communication channels across age groups.*

Solomon (2018, p. 98) defines perception as “the process by which physical sensations, such as sights, sounds, and smells are selected, organized, and interpreted. He further adds that it is a three-step process involving exposure, attention and interpretation (2018, p. 108).

In marketing, consumer perception studies the way stimuli are interacted and integrated by consumers. Consumers receive a plethora of messages over the different marketing channels and they interpret them based on their own unique biases, needs and experiences (Solomon, 2018, p. 108).
Communication channels are different in terms of their trustworthiness, usefulness, and many other attributes (Keller, 2016). For example, the reviewed literature discussed a few studies that found email was not as credible as a poster from a retailer, due to the large volume of unwanted spam.

Hence the second objective was to compare them in a variety of attributes that may impact the consumers’ perception of them.

Danaher and Rossiter (2011) suggest that channel perceptions are based often based on the demographic status of the respondent, especially for the newer digital channels. The demographic variable chosen here to create differentiation is that of age.

The youngest two age groups in this study (18-24) and (24-35) were born with the internet and experienced the extremely rapid adoption of mobiles, tablets and other technological devices. They are the connected consumers of today, highly networked and downright immersed in technology. They live in a high-tech environment where technology is constantly impacting how they do things.

Growing up in this ecosystem where data is accessible to them through a multitude of channels, they have become information grazers who merge diverse traditional and digital channels and select the bits of information they feel necessary to gratify their needs. The increased use of digital channels also indicates their desire for self-selected, custom-made information with each individual determining what information they need to access at what time. (Althaus & Tewksbury, 2000; Meijer, 2007; Huang, 2009).

De Waal, Schönbach & Lauf (2005) also point out how the new channels gratify the needs of younger consumers in more efficient ways thereby progressively taking over functions of the traditional media.

The fundamental concept behind studies examining the adoption of channels is the gratification theory. The gratification theory states that consumers make an active and goal focused decision between different channels based on their needs and the different gratifications provided by the channel. In simpler terms, it attempts to rationalise why individuals choose channels by looking at the gratifications they expect and what they gain from these interactions (e.g. Katz et al., 1974; Rosengren, 1974; Palmgreen & Rayburn, 1979; Levy & Windhal, 1984; Rubin, 1994, cited in (Cauwenberge, d’Haenens, Beentjes,2010)). Faced with time and budget constraints, they must make a choice between the channels available to them by determining which one would suit their needs better (e.g. McCombs & Nolan, 1992; Dimmick et al., 2006; Kayany & Jelsma, 2000). With the internet, information is readily accessible this could be a major reason for consumers to drift away from traditional channels.
With its ability to provide users with the precise information they need at any given time, this age group said they considered information provided by digital channels far more useful than traditional channels. Literature suggests how digital channels gratify the needs of this age group in a much superior way and this is hence reflected in their usage of these channels. Television was the only traditional channel that received almost 40% votes in terms of being useful and this indicates the global reach and usage of television among different age groups. It could be said their use of television is directly influenced by their elder members of the family who were born in the age of television. Television is still also considered a significant channel broadcasting news and live sports, and this could justify their minimal use of television.

Noticeably, less than half of the sample population said they found messages via social media entertaining and this could be a result of the intrusive nature digital channels are often associated with. Messages are seldom delivered abruptly on these channels disrupting the workflow of the consumers. Seth Godin (2007, p. 22) points out that using prior permission of consumers to deliver messages could change this significantly. A study (Solis, 2012) also found that messages or content that relate to the lifestyles of this generation and dispatch a positive and humorous meaning are better received by them.

This age group is known to prefer authentic experiences and is also of the most able in terms of identifying fake matter (Armstrong and Kotler, 2016, p. 102). Additionally, the various socio-political changes and calamities this age group has grown up to, merged with the contrasting behaviours of society, building trust within them is extremely difficult. This could explain the extremely low level of trust they have in both traditional and digital channels.

Their low usage of traditional channels made it easier for them to avoid messages through them. Literature indicates how their primary use of traditional media is only for specific programs like sports, and hence it could be difficult for them to avoid ignoring messages there. The findings were similar for the digital channels with only a maximum of 39% respondents said it was difficult to ignore messages. This evidently indicates the increasing use of adblockers among consumers (Mintel, 2018). The Mintel report Attitudes to Advertising (2018) further states that consumers are ready to receive marketing messages if it keeps services free (for e.g social media or mobile games with in app advertising).

Even though a few respondents from this age group had said they find radio more useful as compared to other traditional channels, more than half the of them also said they find radio
annoying. This could be a result of the frequency of messages delivered on radio being way higher than other channels. This group primarily utilizes radio to consume music and the continual pause in services could indicate why they find the messages on this channel more annoying.

Their perceptions towards almost all the digital channels were similar with more than half the respondents saying they find marketing messages on email, search engines and mobile apps annoying with email the most annoying. Several industry and academic research have proved how marketers purchased consumer information and delivered mass emails to them (Wainwright, no date; Beckman and Hirsch, 2000; Sipior, Ward and Bonner, 2004). The average person receives a massive 121 emails each day (Campaign Monitor, 2018). Keeping these facts in mind, it only seems natural consumers find this behaviour and hence in turn the channel annoying.

One of the most surprising findings of the research was the carefree attitude of this generation in terms of sharing data with companies. More than half of the respondents did not mind receiving marketing messages even if they did not provide their details to the company. With the recent data scandals this is astonishing but at the same time, as previously discussed they grew up in an era where information is freely available, and sharing is the norm. This could indicate why it did not seem to be an issue for them.

Consistent with the findings, radio and the digital platforms emerged as the only disruptive channels for this age group, although most of the respondents acknowledged marketing messages were not too disruptive for them. Yet again, this indicates the effects of being a highly networked generation, for whom marketing has always been omnipresent.

Findings for the kind of marketing messages this age group liked to receive was uniform with other studies (Wong, 2015; Li, Rhee and Moon, 2018). Majority of the respondents said they enjoyed receiving discount codes and coupons. This indicates the ever-alluring power of receiving a deal. Both academic and industry studies show how creating strategies based on discounts attract consumers. The idea of saving resources like time and money while getting a desired product/service in exchange has repeatedly been embraced by consumers across the world.

For what seems to be a positive outcome for companies, more than half of this age group said they looked forward to receiving information about new products from their favourite brands. Unfortunately, respondents didn’t appear to be too concerned about a company’s corporate social responsibility efforts. Companies can also consider spending less on celebrity partnerships while shifting their budget towards influencer marketing campaigns to generate more word-of-mouth.
Based on channel characteristics, respondents said they appreciated messages that provided useful information and were well-timed and personal. This implies marketers should use channels like social media and mobile apps that help provide high targeting possibilities and deliver rich information in a concise manner.

The literature and the findings of this research all indicate the massive acceptance, usage and reliance of digital channels among this age group. Traditional channels have seen a steep decline and further studies are necessary over the next few years to examine the state of the current digital channels.

25 – 34

In terms of usefulness, the outlook towards digital channels remained high within this age group too. Among traditional channels, newspaper was seen the one with providing the most useful information even though extremely few respondents voted for it. As discussed earlier, this age group also was born with computers and has experienced a rapid advancement in technology. This validates the high dependency towards technology. Among all digital channels, respondents said search engines provided them with the most useful information.

The difference in interests as compared to the earlier age group made social media the channel providing the most entertaining messages. This indicates the significance of the high targeting options social media provides as this age group perceives messages more entertaining based on their own interests. Email was chosen to be the channel delivering the least entertaining messages. Among traditional channels, television was once again declared to be the channel with the most entertaining messages while radio the least.

Surprisingly, respondents in this age group said they trusted messages traditional channels far greater than digital channels. This could be a result of the respondents having experienced and lived through multiple facets of technology, where they seldom discussed if it was a boon or a bane to mankind. Recent data privacy scandals can also said to be a major reason for this. Overall, radio and search engines emerged as the most trusted channels while messages via posters and social media were chosen as the least trusted.

Majority of the respondents said they found it easy to ignore marketing messages across traditional and digital channels. Even though respondents said they trusted messages via television, one third of them also found them annoying. It could be said that marketers should reconsider models of delivering messages on television. On the contrary, more than 60% of respondents found messages via the digital channels annoying. This is consistent with earlier researches and the findings of
Chaterjee (2008); Edwards, Li and Lee (2002); Kumar and Sharma (2014). Once again, this indicates the intrusive nature of digital channels can create negative feelings among respondents.

Majority of respondents did not find messages via traditional and digital channels to be too disruptive. This is supported by the Mintel: Attitudes Towards Advertising (2018) report.

Findings were consistent with other researches as respondents expressed strong interest in receiving discount codes and coupons from companies. More than half them said they also wanted to know about new products and sales, which again is a positive finding for companies. Almost all off the respondents in this age group said they wanted messages that provided useful information over anything else. Some respondents said they would also be open to receiving messages that were personal and well-timed indicating their use of digital channels.

34-45

As this age group’s television usage was high while growing up, they still feel television provides the most useful information among traditional channels. Most of the respondents from this age group have witnessed the birth of the internet and were among the first ones to use search engines to proactively look for information. It is hence reflected in their response of selecting search engine as the channel providing the most useful information.

Furthermore, they also chose television as the channel providing the most entertaining messages, reflecting their liking towards the channel. Traditional channels were also seen as providing the most trustworthy messages. As Solomon Kotler and Armstrong (2018, p. 98) point out this age group likes authenticity and transparency and the nature of digital marketing communications seldom fails at this. This could indicate why more than 75% of the respondents did not trust messages via digital channels. Their comfort of using technology was indicated again as very few respondents said messages on digital channels are disruptive. Contrary to this, almost half of them said they found messages via traditional channels of newspaper and television disruptive. It can be said this is because of the nature of traditional channels that has been discussed before.

This age group has lived through the time when internet was almost ad free and this could be why they perceive messages on digital channels so annoying. Email was chosen as the most annoying but fortunately GDPR is set to make a huge difference to this now with it becoming extremely necessary to request prior permission of consumers to send them marketing messages via email.

The findings for the types of messages this age group liked to receive were consistent with others. Discount coupons and codes were the most appreciated with a mammoth 83% respondents
expressing their liking towards it. They also showed their affinity towards supporting good causes by saying they looked forward to receiving messages about social responsibility. Additionally, they also portrayed their liking for marketing messages that had good music, showing yet again how they valued authenticity and experience.

Marketers can hence reach them via their favourite television programs and email. The messages can be supported by valuable and truthful information and music that connects with them.

45 and above

The age group of 45 and above were the first generation to have come across television (Fry, Ignielnik and Patten, 2018). Technology was certainly not as advanced then as it is now. They also grew up with encyclopaedias on their bookshelves and typewriters in their schools. The process of distributing information through mass messaging channels was a standard practice then. The primary channels that were available to the society are the traditional channels of television, radio and newspapers. This generation was hence exposed to consistently uniform information while growing up. Additionally, Mangleburg and Bristol (1998) in their study of adolescents’ attitude towards advertising, found that the traditional channels, particularly the television, was regarded as a significant socializing agent for adolescents back then.

According to a recent report, over 83% of Irish population used the radio every day and most of them were above the age of 35 (Irish Examiner, 2017). Radio has been one of the most used channels in Ireland since early days and this could be the reason most of the respondents in this age group felt it provided the most useful information. On the other hand, they felt digital channels did not provide useful information. The staggering pace of development in technology could be the reason here, as consumers from this age group are only starting to get digitally savvy now (Valentine and Powers, 2013).

Their attitude towards digital channels remained the same in terms of receiving entertaining messages as most of the respondents did not feel digital channels were up to the mark in this regard. Newspapers and television provided the most entertaining messages according to the respondents. This was yet again seen in terms of perceiving messages trustworthy. Every single traditional channel was trusted more than digital channels. This age group is known to be sceptical (Valentine and Powers, 2013) and this could be a reason for it. They are extremely familiar with traditional channels and this is not the case with the ever-changing digital landscape. Apart from search engines they found it easy to ignore marketing messages delivered across channels. This shows their increasing use of technology which was also found by Jiang (2018). They are also known
to be impatient and not very receptive to unnecessary marketing messages (Armstrong and Kotler, 2016, p. 101) and hence could have expressed their annoyance towards intrusive messages via digital channels.

Remarkably, they found messages via mobile highly annoying and most of the respondents were extremely concerned about privacy. The subject of privacy has received considerable attention both in literature and industry (Jiang et al., 2016; DMA, 2018; Pinigtore et al 2017). The introduction of GDPR is a result of all the recent privacy scandals and promises hefty fines to companies not obeying the law. Respondents also suggested messages on digital channels were more disruptive than traditional channels.

The one subject where the finding of this age group was like the others were in the type of marketing messages they liked to receive. Discount codes, information about sales and new products were all welcomed. This group also had the greatest number of respondents revealing they liked to receive messages about social responsibility. Even though, they voted messages on mobile annoying, a part of the respondents said they enjoyed well-timed, personal and emotional messages. This shows a gap in their understanding of mobile marketing which requires further research.
### Objective 2 - Perception towards channels

#### a) Providing Useful Information

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<td>Digital</td>
<td>Social Media</td>
<td>Search Engines</td>
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#### b) Entertaining Channels

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<td>Television</td>
<td>Television</td>
<td>Television</td>
<td>Newspaper</td>
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<td>Digital</td>
<td>Social Media</td>
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#### c) Trustworthy Channel

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<td>Radio</td>
<td>Radio</td>
<td>Radio</td>
<td>Newspaper/Billboards</td>
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<tr>
<td>Digital</td>
<td>Search Engines</td>
<td>Search Engines</td>
<td>Mobile/Search Engines</td>
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#### d) Difficult for consumers to ignore unnecessary marketing messages

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<td>Newspaper</td>
<td>TV/Radio</td>
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<td>Digital</td>
<td>Mobile/Social Media</td>
<td>Social Media</td>
<td>Mobile</td>
<td>Search Engines</td>
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#### e) If consumers found messages received via these platforms annoying

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<td>Radio</td>
<td>TV/Radio/Billboards</td>
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<td>E-mail</td>
<td>E-mail</td>
<td>E-mail</td>
<td>Mobile</td>
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*Figure 32: Objective 2: Perception towards channels (Highest voted)*

*Source: Primary data finding*
Research Objective 3

To identify the most preferred channel to receive marketing communications

Finally, the third objective of the research was to identify the channel consumers preferred to receive marketing messages on.

18-24

A mammoth 70% respondents said they preferred receiving marketing messages on social media among all the digital channels while television and posters were most preferred among traditional channels. This creates implications for marketers to use these channels in synergy, thereby effectively reaching this age group efficiently.
25-34

Respondents of this age group preferred email and social media as their top channels to receive marketing messages. This indicates if marketing messages are delivered using prior information in a way that provides consumers value, companies can build better relations with their consumers thereby achieving better results.

35-44

Television was the most preferred traditional channel to receive marketing messages while email emerged as the overall preferred channel. This age group can hence be best targeted using an integrated marketing framework, although an effort should be made to further understand their behaviours to create and deliver messages that are anticipated, personal and relevant.

45 and above

For this age group television was the most preferred channel to receive marketing messages, followed by radio and email. This illustrates their increasing use of technology and marketers can aim to create synergy among these channels and achieve improved results.

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<th>Objective 3 - Preferred ways to receive messages</th>
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<td>18-24</td>
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<td>Traditional</td>
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<td>Digital</td>
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*Figure 34: Objective 3: Preferred ways to receive messages (Highest voted channels)*

*Source: Primary data finding*
Chapter 6: Conclusion and Recommendations

The aim of this research was to identify the marketing communication channels preferred most by consumers of different age-groups living in Ireland. In doing so the researcher set out objectives that would help in answering the research question. To provide a base and background to the research a systematic and comprehensive literature review was conducted. Principal themes for this study were identified and discussed aptly. Firstly, the chapter discussed the roots of the selected themes and then presented contemporary insights into the topic, thereby establishing a cohesive flow while reviewing the literature critically.

The next chapter described the research methodology taking into consideration the research onion developed by Saunders, Lewis and Thornhill (2007). The research onion served as a route map for the chapter and was used as the foundation to validate the decisions made by the researcher. A coherent description of the chosen methodology, sample population and data collection methods were provided to set stage for the collection of primary data.

The primary data was then analysed to serve the true purpose of the research: answer the research question. A prominent theme the finding displayed was the surge in adoption of digital channels among almost all age groups and the stark downfall of traditional channels within some age groups. The key reasons cited for this are the rapid advancements in technology and the impact of globalisation on consumer behavior; both converging to lead consumers around the world to an increasingly similar reality.

Even though digital channels were perceived to be providing useful and entertaining information, respondents said they could easily ignore messages on them through the use of contemporary softwares such as adblockers. The traditional channels of TV and radio retained their attributes of providing trustworthy and reliable messages.

The primary data and the literature both show that the marketing environment has fundamentally changed in profound ways that has made it challenging for marketers to design integrated communications. Consumers have dramatically shifted their channel usage patterns and the way they utilize different channels to get information with the explosion of new media.

The internet and social media have eliminated the barriers of time, location and access that existed in the past. This has now shifted the power from companies to consumers. The formerly prevalent one-way broadcast of the nascent years of marketing has given way to a two-way conversation between brands and consumers. As consumers take control of this conversation, marketers should not only interact but empower them. Marketers that utilize marketing communications wisely have
the power to change consumer behavior and establish brand loyalty thus developing long term connection and trust with the consumers (Keller, 2009).

Marketing communications are one of the most difficult but crucially important components of modern marketing. In recent years this challenge has been made even more complicated by the explosion of new digital media options. These options offer new capabilities and hold much promise for marketers but also bring great complexity to managerial decision making.

With various new modern and traditional communication options available—and so many different ways to integrate those options - marketers struggle with how to make good marketing communication decisions.

To be able to effectively manage the marketing communications function in this modern communication environment, marketers must first understand how consumers make brand and product decisions and the different effects that various communications might have on consumers. Based on this understanding, marketers must then choose and design a set of communication options in an Integrated marketing communication program that collectively will have the greatest likelihood of achieving the communication goals for the brand.

Marketers can use traditional channels to create awareness, provide detailed and clear information, build trust and evoke emotions among consumers. On the other hand, they can use digital channels to virtually be a part of the consumers life, thereby always being in their mind, instilling loyalty and inspiring action. They must also be unbiased towards channels and consider all options. The findings of this study provide marketers with valuable insights on where and how to reach consumers in Ireland. They must mix and match these channels to capitalize on their strengths and weaknesses.

Armed with results of this study, marketers can effectively reach the right consumers in the right way with the right message at the right time.

In this age where information is freely available and there is a severe shortage of time and attention, marketers should focus on not interrupting the customer. Customers are now ready to pay generously to save time, while marketers to get attention. Marketers can capitalize on this by offering the consumer an opportunity to volunteer to be marketed to, thereby gaining their permission. By communicating only to volunteers, permission marketing assures that consumers pay more attention to the message (Godin, 2006, p. 23).

Permission marketing can hence cut through the clutter and allow a marketer to communicate with prospects as friends, not strangers. A personalized, anticipated, frequent, and relevant
communication will infinitely have more impact than a random message communicated in a random place at a random time (Godin, 2006, p. 26).

In the future, the effectiveness of marketing will depend on the extent to which marketers incorporate and act on the shifts in consumer and market trends. The future will belong to those marketers that empower and engage consumers through relevant, reliable, and targeted communications that treat the consumer not as a statistical data point but as an equal relationship partner.
Chapter 7: Learning reflection

Born and raised in India, I did my schooling and bachelor’s in computer applications in the city of Pune. Having never written a dissertation and such a compelling piece of academia since then, I contemplated how challenging this was going to be, and I have to admit, it was quite a learning experience!

With no previous academic experience in research, the task of commencing the final assignment, i.e. the dissertation presented a massive challenge at the start. Gradually, it turned out to be an unrivalled learning experience which towards the end of the project delivered a sense of fulfilment like never-before. The time management and organisational skills developed through this experience are worth mentioning. The process of choosing the research topic, diving into the literature of a complex subject, selecting and constructing the research methodology, analysing the raw data and finally, contributing contemporary knowledge to a field of research has been an exceptional experience, delivering countless personal rewards.

The ability to make decisions, face uncertainty and devise solutions was thoroughly tested as there were several times when important decisions had to be taken in situations that were unclear. Without any doubt, the dissertation was the most complex part of the MSc, but nevertheless it has been the principal source of attaining profound knowledge in a field while developing personal and professional skills. Additionally, the researcher expects the outcome of the dissertation to augment his career and at the same time prove an important piece of research for fellow academics and practitioners.

Learning styles are the diverse range of challenging theories that aim to illustrate the differences in individuals’ learning (Coffield et al., 2004). Peter Honey and Alan Mumford developed, and classified four learning styles based on the theory put forward by Kolb; namely: Activist, Theorist, Pragmatist and Reflector. They further suggested that individuals naturally prefer these learning approaches and to enhance their own personal learning they must understand their learning style and then find opportunities to learn using that style.

Based on the results of the test, I am a Reflector-Theorist, but I reckon I can also often easily float into an Activist-Theorist role. Even though I believe I learn the most from experiences, there were a lot of points I could relate to from the results of the test. Having said that, I spent majority of time in the dissertation phase on researching and developing a cohesive and critical literature review. Eventually, I was flooded with information and had a tough time choosing what was the most apt. Due to my tendency of trying to find & analyse more data I took more time in writing and finishing
the assignment and it certainly was a big lesson for me on time-management. The toughest part of the assignment for me was to adhere to the word count. I faced a major challenge in deciding what I wanted & didn’t want to write about. I think am still fighting it and I wish this assignment was longer (perhaps!).

The result of the VAK Learning Style (Chislett & Chapman, n.d.) classified me as having a ‘Kinesthetic’ Learning style. I could agree with it as it meant I appreciate a more practical form of learning and I enjoy trying new things. This was reflected in my decision to choose a topic that has never been implemented by an academic before in Ireland. Finding extremely similar studies hence proved to be a daunting task but this process of creating something new and state-of-the-art made the challenge fruitful for me.

The Belbin’s team roles test attributed me to be an ‘implementer’ which suggests that I am disciplined, reliable, conservative and efficient and turns ideas into practical actions. This was reflected throughout my time at Dublin Business School as my fellow classmates elected me as the class representative for the course. During the dissertation phase, I was extremely proactive, and this was a direct result of my supervisor believing in me and pushing me to self-learn. This belief of my supervisor in me helped me turn my ideas to tangible results.

One of the most valuable benefit of the MSc. was that it gave me an opportunity to understand my strengths and weaknesses. With the daily student-life I met countless people from distinct backgrounds and learned a lot about their culture and traditions. This also led me to fulfilling my goal of expanding my network and establishing connections with people in my field. With the wide range of assignments, group and class activities the course also successfully managed to stretch my intellectual levels.

Through my role as the class representative, I have successfully managed to hold a position of responsibility, meet various staff members and have gained a better understanding of the perspectives of a teacher and a student. The Librarians are some of my favourite people; it’s amazing to see how selfless and helpful they are in terms of everything. They inspire me in several ways, and I will forever be grateful to them.

The successful completion of the MSc. therefore, has left me with an unmatchable learning experience that will uplift my career and will always remain close to my heart.
Appendix

1) Message accompanied with the Questionnaire when posted on Facebook and LinkedIn

Hello, friends in Ireland! 😊 Here’s me asking for a huge favour! 😊 I am currently working on my MSc. Marketing thesis and am conducting research relating to the consumer perception of marketing communication channels in Ireland.

This research focuses on understanding your opinion as a consumer and the channels you do not like to receive advertising on. It’s a short and straightforward survey and it would mean the world to me if you could participate. Follow the link below. Thanks a million!

[Image of the questionnaire]
Marketing Communication Channels that Irish Consumers find appealing, motivating or just annoying

Hello, I am currently working on my MSc. Marketing thesis and am conducting research relating to the consumer perception of marketing communication channels in Ireland. This research focuses on understanding your opinion as a consumer and the channels you do not like to receive advertising on. It's a short and straightforward survey and it would mean the world to me if you could participate. Follow the link below. Thanks a million!

https://docs.google.com/forms/d/e/1FAIpQLSfk4DbkG5Ucrp7ZdcVi8L-gl85YNnp2eWcZGUp-XacsQ5uYA/viewform
Appendix 2: Questionnaire

Marketing Communication Channels that Irish consumers find appealing, motivating or just annoying

INFORMATION SHEET FOR PARTICIPANTS

PROJECT TITLE: Survey on Consumer Preferences of Marketing Communication Channels in Ireland

You are being asked to take part in an academic research study that focuses on understanding your preferences in regard to the huge number of marketing communication channels available today. This survey is part of my final project for my master's degree in marketing with Dublin Business School. The purpose of this study is to examine various marketing communication channels that are commonly used and ascertain which ones are preferred by people residing in Ireland.

WHAT WILL HAPPEN: In this survey, you are being asked to select one of the options (or more, in specific questions) which best express your opinion.

After reading this information sheet, please scroll down to the next section. There are 17 multiple choice questions, and the study typically takes just a few minutes.

PARTICIPANTS’ RIGHTS

You may decide to stop being a part of the research study at any time without explanation required from you. You have the right to ask that any data you have supplied to that point be withdrawn / destroyed.

You have the right to omit or refuse to answer or respond to any question that is asked of you.

You have the right to have your questions about the procedures answered (unless answering these questions would interfere with the study’s outcome).

CONFIDENTIALITY/ANONYMITY

The data I collect does not contain any personal information about you except age, gender and your city. All information will be only used for academic purposes, in order to complete the data collection stage of my dissertation. None of the participants will be identifiable.

FOR FURTHER INFORMATION

I or my supervisor will be glad to answer your questions about this study at any time. You may contact me at nikhilbandehval070@gmail.com or my supervisor at juan fravega@dbs.ie

By selecting the option below, you are agreeing that: (1) you have read and understood the Participant Information Sheet, (2) questions about your participation in this study have been answered satisfactorily, (3) you are taking part in this research study voluntarily (without coercion).

* Required

1. I accept *
   Mark only one oval.

   ☐ Yes
   ☐ No
2. What is your gender? *
   \textit{Mark only one oval.}
   \begin{itemize}
   \item Male
   \item Female
   \item Other: 
   \end{itemize}

3. What is your age? *
   \textit{Mark only one oval.}
   \begin{itemize}
   \item 18 - 24
   \item 25 - 34
   \item 35 - 44
   \item 45 - 54
   \item 55 and above
   \end{itemize}

4. In which county do you live? *
   \textit{Mark only one oval.}
   \begin{itemize}
   \item Dublin
   \item Cork
   \item Galway
   \item Limerick
   \item Carlow
   \item Cavan
   \item Clare
   \item Donegal
   \item Kerry
   \item Kildare
   \item Kilkenny
   \item Laois
   \item Longford
   \item Louth
   \item Mayo
   \item Meath
   \item Monaghan
   \item Offaly
   \item Roscommon
   \item Sligo
   \item Tipperary
   \item Waterford
   \item Westmeath
   \item Wexford
   \item Wicklow
5. Which of the following ways do you use on a daily basis to receive information? (Select all that apply) *
   
   Check all that apply.
   
   [ ] Television
   [ ] Newspapers
   [ ] Radio
   [ ] Mobile
   [ ] Search Engines (Google, Yahoo, Bing, etc.)
   [ ] Social Media (Facebook, Instagram, Youtube, Snapchat, Twitter, Pinterest, LinkedIn)

6. Have you been exposed to marketing messages in the following ways? *
   
   Mark only one oval per row.
   
<table>
<thead>
<tr>
<th>Medium</th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
<th>Do not use this medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
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<td>Newspapers</td>
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<tr>
<td>Search Engines (Google, Yahoo, Bing, etc.)</td>
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<tr>
<td>Social Media</td>
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</table>

7. Do you feel marketing messages you receive in the following ways provide you useful information? *
   
   Mark only one oval per row.
   
<table>
<thead>
<tr>
<th>Medium</th>
<th>Yes</th>
<th>No</th>
<th>Sometimes</th>
<th>Do not use this medium</th>
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</thead>
<tbody>
<tr>
<td>Television</td>
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<td>Newspapers</td>
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<td>Search Engines (Google, Yahoo, Bing, etc.)</td>
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<td>Social Media</td>
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<td>Email</td>
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</tbody>
</table>
8. Do you find marketing messages you receive in the following ways entertaining? *  
*Mark only one oval per row.*

<table>
<thead>
<tr>
<th>Media</th>
<th>Yes</th>
<th>No</th>
<th>Sometimes</th>
<th>I do not use this medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
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<td>Search Engines (Google, Yahoo, Bing, etc.)</td>
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<td>Social Media</td>
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</table>

9. Do you find marketing messages you receive in the following ways trustworthy? *  
*Mark only one oval per row.*

<table>
<thead>
<tr>
<th>Media</th>
<th>Yes</th>
<th>No</th>
<th>Sometimes</th>
<th>I do not use this medium</th>
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<tbody>
<tr>
<td>Television</td>
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<td>Search Engines (Google, Yahoo, Bing, etc.)</td>
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</table>

10. Do you find it easy to ignore marketing messages you receive in the following ways? *  
*Mark only one oval per row.*

<table>
<thead>
<tr>
<th>Media</th>
<th>Very Easy</th>
<th>Easy</th>
<th>Difficult</th>
<th>Very Difficult</th>
<th>I do not use this medium</th>
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<tbody>
<tr>
<td>Television</td>
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</table>
11. Do you find marketing messages you receive in the following ways annoying? *
Mark only one oval per row.

<table>
<thead>
<tr>
<th>Media</th>
<th>Yes</th>
<th>No</th>
<th>Sometimes</th>
<th>I do not use this medium</th>
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<tbody>
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<td>Television</td>
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12. If you did not directly provide any personal details to a company, would you be fine if that company communicated with you through the following ways? *
Mark only one oval per row.

<table>
<thead>
<tr>
<th>Media</th>
<th>Yes</th>
<th>No</th>
<th>Maybe</th>
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<tbody>
<tr>
<td>Posters / Leaflets</td>
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13. When you receive a communication from a company, it can interrupt what you are doing at the time. How disruptive do you consider communications you receive from companies via the following ways? *
Mark only one oval per row.

<table>
<thead>
<tr>
<th>Media</th>
<th>Not Disruptive at all</th>
<th>Moderately Disruptive</th>
<th>Disruptive</th>
<th>Extremely Disruptive</th>
<th>Not Sure</th>
<th>I do not use this medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
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</tbody>
</table>
14. From my favourite brands, I like to receive marketing messages about (Select all that apply) *

   Check all that apply.
   
   - Updates about new products
   - Information about sales
   - Discount coupons / codes
   - Social welfare activity the brand is part of
   - Celebrity partnerships
   - I do not like to receive marketing communications
   - Other: __________________________________________

15. I like marketing messages that (select all that apply) *

   Check all that apply.
   
   - Provide useful information
   - Are Emotional
   - Are Well timed
   - Are Personal
   - Have Good Music
   - Are Promoted by Celebrities
   - I do not like marketing messages
   - Other: __________________________________________

16. I like to get in touch with a company via (select all that apply) **

   Check all that apply.
   
   - Telephone Number
   - Mobile app
   - Social Media
   - Website (Live Chat if available)
   - Email
   - Via different online forums
   - Other: __________________________________________
17. My preferred ways to receive marketing messages from companies are (Select all that apply) *
Check all that apply:
- Television
- Newspapers
- Radio
- Billboards
- Posters / Leaflets
- Mobile App
- Text Message (Mobile)
- Social Media
- Email
- Other: ____________________________

18. I prefer offline marketing as compared to online marketing *
Offline marketing = Newspaper, Billboards, Radio, Television Ads | Online marketing = Email, Social Media, Google Ads
Mark only one oval.
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree


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