

“Unethical Advertising through Social media”

-A case study investigating ethical marketing issues in fast food industry of Ireland

Dissertation was submitted in part fulfillment of the requirements for degree of Master in Business Administration (Marketing) at Dublin Business School

Name : Vijay D’Souza
Student ID : 10364170
Supervisor : Dr. Chantal Ladias

DECLARATION

I Vijay D'Souza, 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 sources used in this work and this work is fully compliant with the Dublin Business School's academic honesty policy

Signed: Vijay D'Souza
Date : 20-08-2016

Acknowledgements

Completion of the MBA and this dissertation in whole is a great personal achievement for me. The course has been challenging and would not been possible to complete without the constant support from many people.

I would like to be thankful to my dissertation supervisor, Dr. Chantal Ladias, for her tireless work, interest, support and assistance throughout the whole study.

I would be thanking my family, friends for providing unwavering support from my home India. They have encouraged and motivated me to do my best during this long process.

Lastly, I would be thankful to all the participants who participated in the interview process by offering their time and insight for the success of my study.

Abstract

Purpose of the study

Previous many researches have been conducted to study the attitude of the consumer towards the unethical advertising but have failed to provide tangible results. The previous researches were focusing on the impact of unethical advertising on the consumer. Additionally, there were few researchers conducted that had emphasized mainly on the attitude of the consumers towards advertisements of fast food industry that had targeted kids thus neglecting the other unethical advertisements. Thus, in this present research, the researcher has tried to investigate the attitude of Irish teenagers and parents towards unethical advertisements of McDonald's.

Objectives of the study

The main objective of the research is to understand the consequences amongst Irish teenagers and their parents when McDonald's uses unethical marketing communication messages. The researcher also evaluates various customer behaviors pattern towards the unethical advertisements. Furthermore, this study tries to recognize the challenge faced by the McDonald's related to social media advertising. At end of the study, recommendation solution will be provided to tackle these unethical advertisements.

Research Methodology

Qualitative technique is being used in the present study to carry out the research methodology. Both primary and secondary sources have been used to collect the data for the research. Furthermore, face to face interviews were conducted to gather primary data. Open and close ended questionnaire were used for the interview. The data was analyzed using tables and bar charts.

Conclusion

Research identified that many of the teenager and parents are well aware of the unethical advertisements and stated that doesn't effects them in any manner, but surprisingly few of the teenagers were not able to figure out the ethical dangers entitled to these advertisements; they found it to be just another normal advert of McDonald's. Recommendations were given to the parents to educate their growing children's to understand the dangers entitled to these advertisements and to the company to follow strict rules and regulation during the advertising process.

TABLE OF CONTENT

Contents

CHAPTER 1: INTRODUCTION	7
1.1 Overview.....	7
1.2 Research background	8
1.3 Research problem.....	9
1.4 Company Overview	9
1.5 Criticism faced by McDonald	9
1.6 Research aim and objectives	11
1.7 Research Question	11
1.8 Rationale of the study	11
1.9 Significance of the study.....	12
1.10 Research Methodology	12
1.11 Structure of the study	12
CHAPTER 2: LITERATURE REVIEW	13
2.1 Introduction.....	13
2.2 Advertising and Ethics.....	14
2.2.1 Irish consumer attitude towards advertising	16
2.3 Target segment.....	16
2.4 Brand identity and brand image	19
2.4.1 Brand religion model	19
2.4.2 Brand equity.....	20
2.5 Online marketing	23
2.6 Marketing mix.....	24
2.5.1 Product	25
2.5.2 Price	25
2.5.3 Place.....	26
2.5.4 Promotion.....	26
2.5.5 Process	27
2.5.6 Physical evidence.....	27
2.5.7 People.....	28
CHAPTER 3: RESEARCH METHODOLOGY	29

3.1 Introduction.....	29
3.2 McDonald’s ‘dead dad’ ad.....	29
3.3 McDonald’s ‘Serious man food’ Ad.....	30
3.4 Research Onion.....	31
3.5 Research Philosophy.....	31
3.6 Research approach.....	32
3.7 Research design.....	33
3.8 Research type.....	33
3.9 Data Collection Methods.....	34
3.10 Sampling Method.....	35
3.11 Data Analysis Plan.....	36
3.12 Accessibility Issues.....	37
3.13 Ethical issues.....	37
3.14 Summary.....	38
CHAPTER 4: Data Analysis and Interpretation.....	38
4.1 Introduction.....	38
4.2 Interview questions and Bar charts.....	38
4.3 Response of the participant on McDonald’s ‘Dead Dad’ advertisement.....	45
4.4 Response of the participant on McDonald’s ‘Serious Man food’ advertisement.....	46
CHAPTER 5 - Conclusion.....	47
5.1 Teenagers’ attitudes towards unethical advertising.....	47
5.2 Parents’ attitude towards unethical advertisement of McDonald’s.....	48
Recommendation.....	49
REFLECTION.....	50
The development of secondary research skills.....	50
Acquiring primary research skills.....	50
Improvement of time-management skills.....	51
Increasing the level of Self-confidence.....	51
Bibliography.....	52

CHAPTER 1: INTRODUCTION

1.1 Overview

The consumption of internet has rapidly increased all over the world and lot many sectors are benefited by it. According to recent marketing research, the social media has made the consumer to be more dependent on it by linking itself into people's lives. Furthermore, over millions of consumers are depending on social media for their marketing approaches. According to a survey, the consumers over the world spend more than 110 billion minutes on social sites like Face book, Instagram, twitter and reading blogs (Tuten & Solomon, 2014). Also, it has been observed that the social media users have increased by 24% from the previous year. These factors clear doubts on how easily the business sectors are overlapping people's lives using social media. Basically, social media aims to interact and gains visitors' interest by providing information publically. This influences the people to share information about their personal and professional lives. Large group of people around the world associate themselves with different blogs and social networking sites, mutual projects and embedded world.

It was possible to build a close and mutual relationship with the customer due to its interactive and immediate nature of the social media across the globe (okazaki, 2013). In few decades, the advertisements have become clever and have been successful in 'luring' people into buying products. Basically, these advertisements are targeting those specific demographic that will probably buy the product in question. The marketers today consider themselves as the experts in discovering human psychology, their favorites, choice and demands. Surprisingly, these marketers have been successful in accomplishing these difficult marketing objectives.

The major problem with the advertisements these recent years is that, they have become too clever and successful in influencing people and most of them contain subconscious messages demanding 'people should buy these products'. Furthermore, the marketing and fast food counterparts have become smarter and are capitalizing on the ability to identify exactly on what people of certain genders, age, religion cultural group, socioeconomic group etc. want in a product and are creating advertisements accordingly. The different marketing strategies or tactics used by the marketers face lot of problem when the food is unhealthy and is being advertised or marketed to the consumers those have very little nutrition knowledge, with those people who have less income which limits them from buying healthier food.

To worsen things, the society gets subjected to high risk due to the constant exposure of images that are influenced from different body images, racial, gender and ethnic stereotypes etc. These distinctive advertisements done in television shows, music videos, movies and magazines are constantly bombarding stereotypical images and messages that are creating the demographic or "target markets" of consumerism. These aspects play an important role for marketing companies and their advertising ploys. The marketing agencies carefully studies the markets and target markets are formed conducting focus groups to know what exactly their consumers are looking for in a product, how the product can be made appealing and find out changes to be done to the

product such that it becomes more marketable. This process gives the agencies added advantage over selling any of the products to anyone by just understanding the demographic they might fall under and how these specific targeted consumers buy products. For example, overweight people are advertised with fattening fast food, because these people are less likely to care about their weight and side effects of the fast food consumption. Contradictory to this, teenager's girl more likely would not buy any fast food because they are more self-conscious about their weight and appearance. Likewise, Teenagers and young adult might be advertised with fruity alcoholic beverages- even though drinking age in Ireland is 18. The reason is that the younger generation tends to enjoy sweeter/fruity alcoholic beverages more than the mature generation of consumers.

For decades, the fast food advertisements have made their presence in our lives through visual and sound surroundings. The main objective of fast food advertising is to influence the eating habits of children's and adults. In result, fast food consumption among children has increased by 45% due to the exposure of these advertisements (Harris, 2009). In comparison, adults are into consuming both health and unhealthy foods. Children's have become the special target for the fast food industry. These actions have influenced children to change their eating behavior tremendously (Jeniffer, Harris, Bargh, & Brownell, 2009). Furthermore, fast food has been the main problem in Ireland which is resulting in high obesity level. Resulting, Ireland is ranked one for obesity rate in whole Europe compare to other countries.

A report from CSO Ireland (Statistics, 2017) showed that, 89% of the Irish households have access to internet at home. Addition to this, a report from IPOS (Rebecca, 2018) shows, 65% of adults aged 15+ are actively engaged in social media such as Face book, Instagram, snap chat etc. These above status shows how easily advertisements can reach their target segment through social media.. Social networks use information of consumers to serve relevant advertisements based on interactions within a particular platform. According to the Irish Heart Foundation, the state has failed to protect Irish children's from becoming a victim of junk food advertising by leaving them open to "manipulation". Junk food brand marketing covers world's best marketing brains and have managed to achieve an utterly unsuitable proximity to children's – pestering them continuously at home, school, on the streets and even in their bedroom through their smart phones. This process is called "brand in hand" which gives marketers constant and easy access to children's (Pollak, 2018).

1.2 Research background

Many of the renowned researchers have put their best efforts to gain knowledge and to understand the impact of unethical social media advertising on the consumer. Through background research, it is been found that there have been lack of researches carried out that give importance to the attitudes of consumer towards unethical advertising. Also, it has been observed that some of the researcher had focus only on the unethical advertising done by McDonald's targeting particular segment such as children's. The present case study strives hard to identify few unethical advertisements and consumers attitude towards it. The unethical advertisements selected for the study is

targeted towards parents and teenagers and one of the ad has male identity problem in them.

1.3 Research problem

Fast food industries create unethical advertising to attract more customers to it. Unfortunately, there are no much studies that explain attitudes of the consumers towards these advertisements. These fast food industries should be aware that unethical advertisements will create a negative image and perception towards the consumers. The corporate profitability is decreased and customer loyalty is lost (Keith, Pettijohn C, & Burnett M, 2008). Every year advertisers release commercials that are subjected to criticism due to inappropriate contents. People are getting intolerant and companies should realise this fact and create advertisements that are ethical and informative. This study aims to investigate how these unethical advertisements are affecting consumer and evaluate their attitude towards it. It will be necessary for the researcher to study ethics in advertising to understand the overall concept of unethical advertisements.

1.4 Company Overview

McDonald's is one of the leading corporations and largest industry around the world. It was founded in 1940 by Richard and Maurice McDonald in California, US. Currently McDonald's have spread over 100 countries and have more than 36,000 restaurants. More than 80% of the Macdonald's restaurants are franchised to local business people. The company includes 1.5 million work forces all over the globe serving over 69 million customers on daily basis. From the social media point of view, MacDonald's has 78 million likes on its Facebook page and 3.5 million followers on twitter. The total worth of McDonald's is astonishing 41,533 million U.S dollars and is ranked 12th best brand in world by Inter brand cooperation (Interbrand, 2017). In 2017, McDonald's had spent more than 550 million U.S dollars on their marketing and promotions.

Few of the products of McDonalds are Cheeseburgers, hamburgers, French fries, chicken products, soft drinks, breakfast items, milk shakes and desserts. In response to the obesity trends in western nations the companies have to alter their salads, wraps and fruits accordingly but still have been facing lot of criticism over the healthiness of their products.

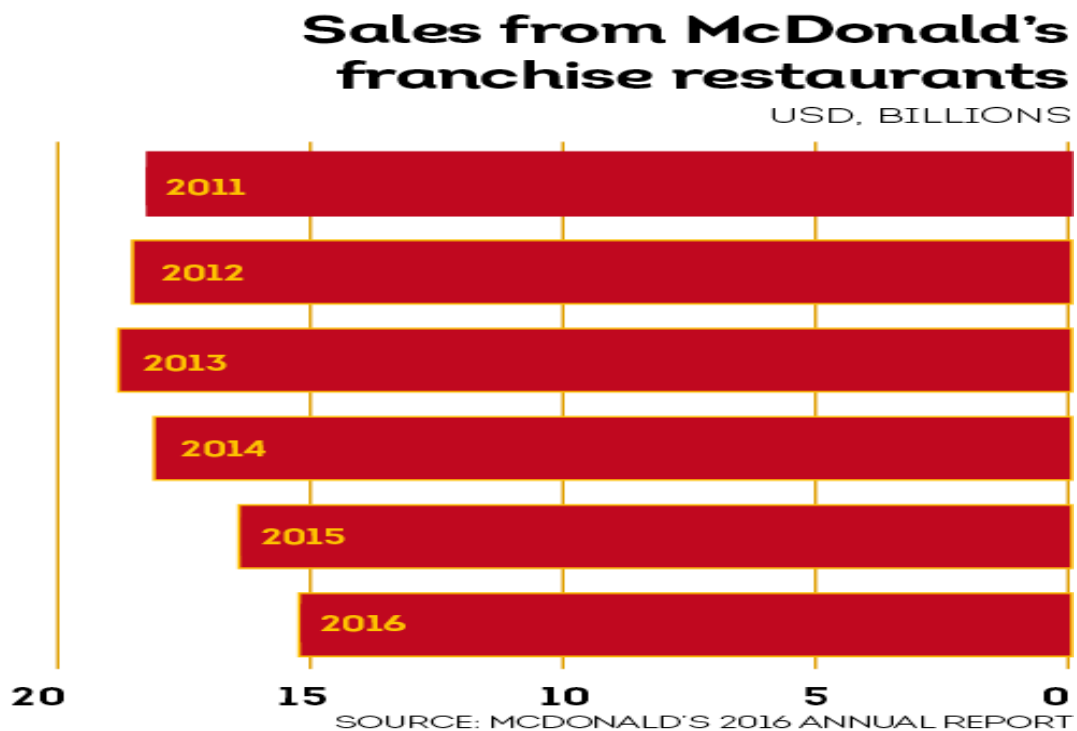
1.5 Criticism faced by McDonald

After seeing a peak success in the 1980s and 90s, McDonald's became a subject of augmented criticism by the public and health organizations. In 1986, distribution of flyers

was done attacking McDonald's for its bad treatment of workers and animals, deforestation done by them and encouraging litter by the environmental anarchist group London Greenpeace. The libel battle between McDonald's and the group was dragged till 1997, but the allegation them self on the company damaged the reputation of it more than the trail. Later in 2001, a book "Fast Food Nation" was released by the journalist Eric Schlosser's. The book was aimed at bad practices and poor nutritional content inside the fast food industry that also included McDonald's which intern became the foundation for the film that released in 2006 with the same name.

In 2004, a gonzo-style movie "Super-Size Me" was released by the documentarian Morgan Spurlock. In this document, he only ate McDonald's for a month as to see the effects of it and observed his health was deteriorating significantly. This film gained a lot of attention around the world, and as soon as the film released, McDonald's started to phase out their super-size meals. In response to this documentary, McDonald's came up with campaign stating: "We do agree with [the film's] main arguments, that if you eat too much and do too little, it's bad for you".

However, the continuous strings of bad presses in coming years led the public being much more interested in the company's practices, resulting in sales to be slumped out gradually has endured ever since. In January 2017, the company faced sales drop of 1.3 percent in US sales compare to the previous quarter (Fig below). Also, the sales in US store dropped significantly over the coming 18 months resulting five percent group-wide revenue drop (Glennen, 2017).



1.6 Research aim and objectives

A research objective is considered to be most vital aspect of the research that is responsible for setting motives to move towards the success. These objectives encourage the researcher to make his best efforts and endeavor towards achieving them. The research is carried out by the researcher with the aim to identify the different unethical advertisements done by McDonald's through social media and consumer's attitude towards it. Below are the research objectives prepared by the researcher and research will be complete when they are met.

- To identify the types of unethical marketing issues MacDonalld is facing in Ireland.
- To investigate teenagers' attitudes towards unethical advertising.
- To investigate parents' attitudes towards unethical advertising.
- To identify criteria attracting teenagers and parents to Mac Donald owned social media platform.

1.7 Research Question

The researcher has prepared certain question in order to address the-issue related to unethical advertising and consumer's attitude towards it. This below mentioned questions will be answered through the accomplishment of the research.

What are the consequences amongst Irish teenagers and their parents when MacDonalld's uses unethical marketing communication message?

1.8 Rationale of the study

The present study will help the researcher to evaluate the consequences faced by the Irish teenagers and parents due to the McDonald's unethical marketing communication messages. The researcher is only able to give an appropriate solution by identifying the right issues related to this study. The present research is carried out with the purpose of gaining more knowledge about the unethical advertising of McDonald's and attitude of Irish teenagers and parents towards it. The aspects are concentrated in the research with respect to the functionality of the McDonald Company.

Furthermore, this study would be helping in achieving the research objectives in a successful manner and also will aware the Irish teenagers and parents about the unethical advertisements done by McDonald's. In future, this study would be helping several students, scholars and researchers to gain more knowledge and findings concerning unethical advertisements and social media marketing. In addition, this research would assist other researchers in analyzing the potential challenges that are faced by the company during the execution of their online marketing strategies. Finally, the research has assembled many of the aspects which would sway the buying behavior of the customers that may lead to less consumption of fast food.

1.9 Significance of the study

Unethical marketing and consumer attitude towards it are the subjects of matter that needs special significance concerning the present study. It contains an extensive aspect that covers the vital aspects of unethical advertising. The study provides ways how consumers can tackle or avoid the dangers entailed to these advertisements by increasing awareness and knowledge. The most important significance of this particular study is to understand the attitude of Irish teenagers and parents towards the unethical messages of McDonald's. These unethical practices by McDonald's are affecting both children's and adults which that are leading to obesity and other health concerned issues. This research will be beneficial for the scholars and researcher in the future to provide new ideas with respect to advertising. Moreover, the present study is going to assist the researcher in drawing an effective conclusion and findings.

1.10 Research Methodology

The research methodology is the main division of this study. This part carries significant value for the researcher in identifying different techniques and appropriate tools, also shows the different ways the data is composed and examined to provide a comprehensive report. It provides a compressive technique that will help the researcher to carry out a particular research. These aspects will pledge a successful conclusion at the end of the study. This investigation helps to test different variables which enhance the overall research strategy. The sampling to be carried out can be identified through this process and also the difficulties/ challenges which will be faced during the research process. The researcher has to exercise different approaches which are needed to study and analyze theories that are expected by the researcher as per suggested strategies. Furthermore, the theories will be going through comparison process; it is compared with recent studied for optimization. These researches will be depending on mixed finding and are familiarized with two types of research methods: qualitative and quantitative. The findings should undergo both the above methods such that an impulsive and rational approach can bridge the gap between both the research techniques (Van Dijck J, 2013). These methods will help the researcher to conduct study from each angle. The researcher has preferred qualitative method to carry out the research.

1.11 Structure of the study

Structuring the study in an appropriate manner is very important to carry out the research in an effective and organized way. The research study has been segmented into five major sections by the researcher. These sections will contribute in attaining the research objectives in a desired manner. Firstly, the study will commence with the "**Introduction**" part that will reflect on the overall aim, objectives and desired outcome of the study. It would also be covering the background of the study and its importance to the subject matter. The first section of the study will cover research problems, rationale, questions and methodology. The second section of the study will be "**Literature review**"

and to undertake this part the investigator has undergone previous researches that had been carried out by renowned researchers with respect to the similar topic. It covers different aspects of related theories illustrating the relevance of social media and consumer attitudes. The literature review will also include fundamental concepts and understanding related to advertising and online marketing. “**Research Methodology**” will be the next section that is carried out during the study. This part includes various procedures and methods used during the course of the study. Various tools and techniques that are suitable for the study are identified in this section. Also, ample amount of justification linked to the adoption of specific method will be presented in this section. The fourth section of the study is “**Data Analysis and Interpretation**”. This part is considered to be the most important part of study. This part helps in withdrawing the related conclusion and findings out the study successfully. The evaluation or analyzing of collected data is done in this section which serves as the primary source for making use of interview technique. “**Conclusions and Recommendations**” is the last section of the study. A solution for the research objectives that was formulated at the beginning of the study will be given in this part of the section. Addition to this, recommendation will be provided for the future scope that will eventually help the researcher to reach the final result.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The significant popularity and its distinctive characteristics that the social media has gained in past few years have brought a unique revolution in the way it exists in the current market. It has given flexibility to the various organizations to promote their product and services in inimitable ways. It’s been observed that the social media is able to impact the buying behavior of consumers too (Faulds & Mangold, 2014).

A group of applications situated in the internet can be termed as social media. The social media helps to construct the technological and ideological base laid by the web 2.0. Content can be created or exchanged through social media by the user. Interestingly, connecting with its intended customers is the most significant advantage provided by the social media for the businesses of an organization. It helps in building a good relationship with customers and also provides various methods to prognosticate those new relationships in a periodic manner (Schirr G, 2013). Addition to this, influencing an individual’s perception, their attitude and final behavior are few of the other functions achieved by the social media. In the internet environment, it has been seen that an individual prefers to create, contribute and join communities for satisfying their belongings, connectivity and to be recognized with the individual of same type. The opportunity provided to the business of an organization by the social media to connect with its customers helps to generate a growing sense pertaining to intimacy in the relationship that exists between them (Noreen & Han, 2015). Additionally, social media assists in building up purposeful and vital relationship with its present as well as possible

future customers in the market. Contrary to the above, a simplest mistake of an organization may lead to lose of loyalty of its customers.

Literature that is relevant to the study will be undertaken to offer an overview of the secondary data for developing this project in this chapter.

2.2 Advertising and Ethics

Advertising has been a very interesting topic of study and from academic to marketing professionals have tried to understand its complexity and master it. According to (Fill C & Turnbull S, 2016, pp. 355,358) , advertising can be used has a powerful tool to influence the behavior of an individual or a group by providing them an ambitious feeling or being informative enough that the consumers are able to recall the brand in the future. As states by (Kotler P. , Keller, Brady, Goodman, & Hansen, 2016, p. 608), advertising can be used as an education tool for the people. Interestingly, people from different background may act differently to an advertisement. Depending on this, the reaction may be positive or negative (Fill., Hughes, & Franceisso, 2013, p. 4). Furthermore, advertising can be blamed for unsuitable consumption; advertising influences people to buy product and service which they don't need or want.

Advertising was used to represent an idealized form of an ambitious lifestyle and also designated to connect and involve audience (Unwin, 1974). As stated by Jerry Goodis "Advertising doesn't replicate how people are acting, but it shows how they are dreaming". Adding to it, the advertising done to represent the society is essentially linked to what aspects are accepted by its members (Fill., Hughes, & Franceisso, 2013, p. 12). In simple words, the advert contents are reflecting the perfect world. Advertisers should make sure that the ads don't portray offensive or socially irresponsible content. From a positive side, the research has shown that, advertisement helps people to track their sociological antiquity and being a power social foundation, it helps the people to a particular style of consciousness and consumption (Panda & Mishra, 2013).

Advertising can be an effective and interesting field of communication for the marketing industry. The advertisement made by the company should be innovative and creative in such a way that large numbers of customers are attracted to it. Advertising is done through different channels such as internet, television, radio, pamphlets, banners, newspaper, magazines etc. Interestingly, at present, the internet allows to get the fastest media attention, criticism and concern of vast number of people in very little time (Bin Nooah M, 2014).

Ireland is being adapting social media and digital media in rapid rate these past years. We are aware; smartphone usage and internet access are very high Ireland. People are very much addicted to Facebook and heavy media usage in a daily basis. Interestingly, Facebook, YouTube, etc. have their own different agendas in the way they communicate with the public. As a wise man said, "It's increasingly not about digital marketing, but just doing smart marketing in digital world". These two are very different things.

Ethics can be strongly connected to values. According to (Pressy & Milton., 2013), “Any discussion on ethics, whether it’s in general or business, must begin with the concept of values, which can be defined in different ways”. The term ethics in marketing focuses mostly on two concerns: the concern related to political philosophy and other to the transaction-focused business practices. Though the definition of value varies company to company, violating of these values in anyway is termed as unethical behavior. Moreover, the author emphasizes that “Making a moral or ethical judgment implies that the decision-maker is concerned with the moral rightness or wrongness of the decision, rather than the legality of the decision” (Pressy & Milton., 2013).

There are many practices which have become outlaw over the years. With ever increase in the digital marketing, at the times advertisers tend to over exaggerate about the product benefits in such tactful manner that the consumer goes physiological under the pressure of advertising persuasiveness and intentionally decide to buy the advertised product. Addition to this, the advertising is largely criticized for promoting different kind of acquisitiveness, falsity and humiliating values especially targeted to the younger audience (Singh & Vij S, 2017). Nonetheless, there are certain rules which an agency can’t break during advertisement but certainly can bend them to make their points to the targeted audience. Very often, they bend them a lot which is not appropriate. In some rare cases, the agencies or company deliberately break the laws with different schemes like ‘Bait n Switch’ or false advertising. “Bait ‘n’ Switch” can be termed as unethical and termed as illegal too. If an agency or company practices these strategies, they can face a severe consequence (Suggett & Paul, 2017).

“Advertising is unethical when it refers to the distribution of societal values and norms established by the religious, governmental or political institutions to one which looks for moral and ethical guidance. It is also held to be deceptive if it has tendency to deceive a substantial number of customers in a material way” (Srivastava & Nandan T, 2010, p. 62). Also, unethical advertising is generating and misstating morally incorrect content using mass media channels. An advertisement is considered to be unethical if it attempts to damage the competitors’ product or service and conveying wrong or misleading information, making overstated claims, and effects people lives in a negative manner (Huq, Nekmahmud M, & Aktar M, 2016, p. 12). The viewers are compelled to negative emotions due to unethical advertising. Also, it creates confusion amongst the consumer over a product. The advertiser should make sure that the advertisements are honest and ethical, as the consumers are the one who view these adverts. Unfortunately, advertisers are delivering more number of misleading and exaggerating ads that are relating to their product and service. This will result in companies losing their credibility and competitiveness in the market (Sidhu, Sharma J, & Shivani S, 2015, p. 118). There are many issues concerning the unethical advertising. The below listed practices are considered to be unethical (Huq, Nekmahmud M., & Aktar M, 2016).

- 1) Exploitation;
- 2) Unhealthy and unsafe food;
- 3) Pressure selling;
- 4) Fraud;
- 5) Bribery;
- 6) Deception;

- 7) Discrimination;
- 8) Spying/surveillance;
- 9) Failure to study;
- 10) No evidence;

2.2.1 Irish consumer attitude towards advertising

According to the report on ‘attitudes to advertising’ by (Mintel, 2017), 83% of the Irish believed that advertisement is necessary in order to use Google and Facebook for free. From previous researches it was proved that, consumers are not ready to pay for services of social networks but are agreeing to be exposed to many advertisements for the free social networking service (Hadija, Barnes S, & Hair N, 2016). Interestingly, it was noted that in the report of (Mintel, 2017), that many of the Irish use ad blockers.

From the (Mintel, 2017) report, the researcher observed that millennial’s (16-34s) are frequently annoyed by the in-app advertisements compared to the offline advertisements. The main reason for this behavior is due to the high usage of sites like YouTube among the millennial compares to the older generation.

From the (Mintel, 2017) report, in relation to traditional advertising, it was observed that 60% of the Irish consumer prefer changing channel when an advertisement shows up. Many of the consumers would switch to another device due to the adverts, leading to a false report record given by the advertisers related to the exposition of their adverts.

However, some positive attitude towards advertising was observed. The (Mintel, 2017) on advertising, showed that television advertising is a successful way of acquiring consumer attention and 39% of the consumers agreed on it. Also it was observed through the report that consumers exhibit positive attitude towards adverts that offer special messages.

2.3 Target segment

According to (Kotler P. , Keller, Brady, Goodman, & Hansen, 2016, p. 6) “marketing is all about identifying and meeting different human and social needs at a cost of profit”. The task is to market in a better way than your competitors by adopting all inclusive marketing alignment connecting to their customers. This goal can be successfully achieved by gaining a 360-degree view of the customer behavior throughout their daily lives, the plans they have for their future and changes which occur in their real lifetime. This helps the market to market the right products to right customers.

The consumer behavior can be a vast topic: In short, it is a study of processes involving selecting, purchasing, using or disposing of products, ideas or experience, services by an individual or a group to satisfy the requirements and wants (Solomon, 2016, p. 5). Currently, we are always surrounded by marketing incentives in the form of

advertisements, different shops and product competing with each other for our attention and money (Solomon, 2016, p. 13). The marketer's main task would be to understand what actually happens in buyer's consciousness during the period at which the outside marketing expose stimuli and the final purchase decisions (Kotler P. , Keller, Brady, Goodman, & Hansen, 2016, p. 227).

At present time, the digital technology has provided flexibility in customizing of the product and services in different ways compare to the older marketing tools. Using new technology, marketers are able to collect unique data about consumer's buying pattern and personal characteristics and quickly examine it and make most use of the information for further targeting lesser and absorbed groups of consumers (Schiffman, 2012, p. 11). Contrary to this, marketers feel complicated to understand consumer behavior because different forms of behavior are influenced by different factors (Kotler P. , Keller, Brady, Goodman, & Hansen, 2016, p. 233). For an example, e-mail marketing can be considered one of the good ways of broadcast communication, it provides flexibility in personalizing and refining the communication to clearly target a group or individual along with providing high quality level customer service, satisfaction and interaction (Fill, 2013, pp. 649,650).

Many at times it makes sense marketers to target **youth**. A report from (CSO, 2016) show that, there were 0.4 million children in Ireland between ages 13 to 18. Even though marketer's product and service don't directly target teenagers, indirectly purse the profitable market. The main aim of the marketers is to influence teenagers in their early lives even before they are profitable to them. The agenda is that in near future these young people will be the primary and probably the most profitable customers. (Kotler P. & Hermawan kartajay, Marketing 4.0, 2017, p. 33). Moreover, targeting teenagers or/and youngsters is exciting thing the marketers do as marketing to them always involves either celebrity endorsements, cool advertising, up-to-date digital content or innovative brand starts. Since demographic size of the youth is huge, marketers spend heavily on these marketing segments. The youth play an immense role in influencing the market. Firstly, "they are early adapters". In current scenario, youths are always accused to be rebellious and anti-establishment. This means they always love to do things which adults hate. Most of the youths are falsely accused for behavior, which is wrong. The truth is, Young generations are never afraid to try new things and experiment. They try new products and want to experience new services that older segments consider to be risky (Kotler P. & Hermawan kartajay, Marketing 4.0, 2017, p. 34).

Secondly, the youths are 'trendsetters'. The youths are very nimble when it comes to new trends. Youth follow new trends so fast that marketers fail to keep up. Additionally, the present generation youth are customers who demand immediate everything. This helps the marketer's study and pinpoint different trends which will influence the market in near upcoming. The tribal nature of the youths makes them very fragmented. Which intern means the trend followed by the youth will be equally fragmented. Drive towards a digital lifestyle is the only trend they follow.

Finally, Youth can be considered to be "Game Changers". They are accused mostly to be irresponsible and selfish behaviors. In construct, recent trends show that they are maturing quickly. Reason for this is that they are responding quickly to the changes

happening around the world, such as technological developments and globalization. Youngsters can be considered to be the only key drivers of change in the world. (Kotler P. & Hermawan kartajay, Marketing 4.0, 2017, p. 35)

Present world, marketers are facing a lot of challenges in creating a solid marketing and advertising strategy which will be able to communicate effectively with a diversity of target groups and/or markets. Globalization has not only helped people to get in touch with different cultures around the world but also get influenced by it. For instance, 17% of the population in Ireland is foreign born (CSO, 2016). Interestingly, the Irish government is supporting this growth continuously which gives the marketers an opportunity to pay attention to wants and needs of these populations. Adding to this, it is beneficial for the marketers to know the changes going on in the market as the Irish are marrying foreigners and Irish youngsters are coming in contact with youngsters from different countries through schools and colleges which makes the process to be inevitable.

It makes sense for the marketers to pursue **women market**. The market is enormous and is subjected to distinctive profile segments. The intrinsic difference between men and women has given rise to psychology and marketing. Many experts are supporting and have put forward their views about marketing to women. It's not surprising that, many products, services and marketing campaigns are developed targeting specifically for women. The author (Bartos, 1988), describes about the different segmentation of women market: working women with a job, stay at home/ house wife, plan to work house wife and career-oriented women. In simple words, women's world revolves around family and work. The biggest dilemma women often face in real life is to choose between alternative or to balance between family and work. Considering the fact that women are multitasking; they are better managers when it comes to complex works, multi faced assignments at home and/or at work.

Women mainly play three roles. Firstly, Women are "information collectors". According to Martha Barletta (Martha Barletta, 2003), men and women have different decision-making processes. Men's have a short and straightforward purchasing path. Women's can be related to spiral, which is they tend to go back to previous steps so that they collect new information and reassess altogether whether moving to the next step will be right choice or not. Women spend a lot of time researching online comparing quality and prices. While men limit their search and buy whatever the things they want quickly as possible. Women not only do a lot of research, but they seek opinions from family and friend. While men concentrate on getting things done quickly as possible, women are more concerned about getting the perfect product, service and perfect solution (Kotler P. & Hermawan kartajay, 2017, p. 36).

Secondly, Women are "holistic shoppers". Women consider everything: emotional benefits, functional benefits and price before they figure out the true value of a product or service. For certain domestic products, women consider the product's value not only for themselves but for the whole family. Women do a lot of research about brands, which they consider are less popular but has more value. This gives them more confidence about the product they buy for themselves and entire family. This leads women to be loyal to certain product, services and tend to recommend these choices to others.

The third one, women are de facto “Household manager” cause of their qualities. They can be titled as, Purchasing manager, chief financial manager and asset manager of the family. Women not only do the gatekeeping of household products but also are influencers for other products such as financial and investment services.

2.4 Brand identity and brand image

According to (Kotler P. , Keller, Brady, Goodman, & Hansen, 2016, p. 423), the term ‘brand’ can be described as a name, symbol, image, logo, design or combination of these which identifies a product or service and distinguishes it from its competitors and satisfies the customers’ needs. A brand is an entity which is more concerned about providing customer added value over its useful performance. The difference between brands of each competitor can be tangible which relates to the actual performance of the brand or it can be intangible which can be related to the way brand represents itself in an emotional or symbolic sense to the customer (Kotler P. , Keller, Brady, Goodman, & Hansen, 2016, p. 424). In addition to this, the customer can use brands to categorize their choices accordingly. Many of the marketing experts believe that, a brand should have both emotional and functional bonding mechanisms.

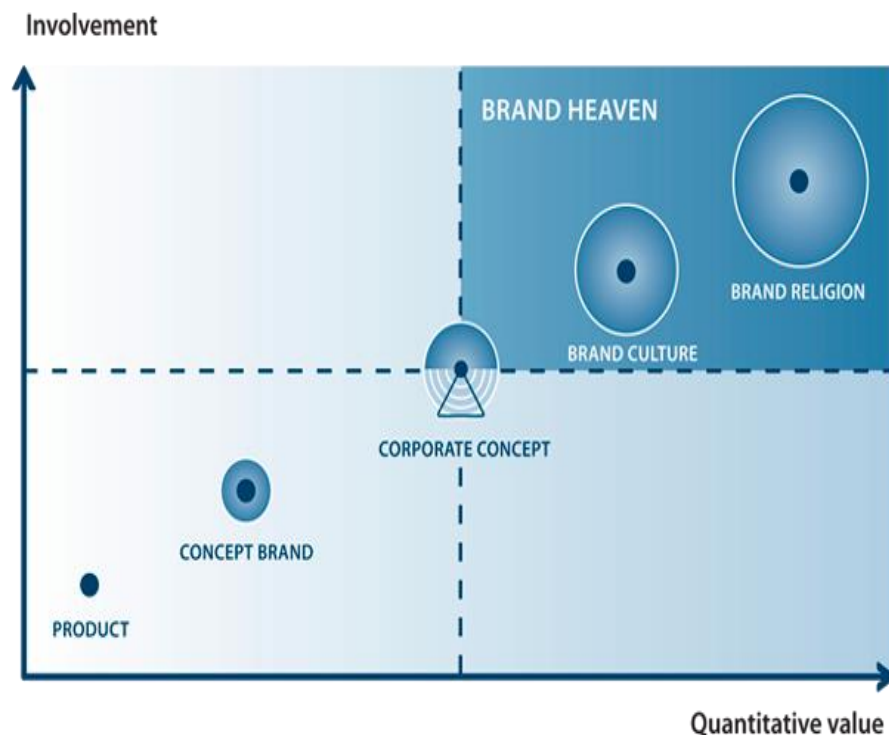
Over the half century, it has become organization first priority to build a strong brand due to the various advantages provided by it (Saydan, Lewis P, & Thornhil A, 2013, p. 72). The brand blends practical, result-based values with emotional values (Chernatony, 2011). (Chernatony, 2011), stated that ‘brand iceberg’ can be used as a useful tool to understand the characteristics of the brand, in which 15% of the iceberg is visible above the water indicating the brand name and logo, and 85% of iceberg being invisible underneath water indicating standard, intellect and culture.

Let us look into the difference between brand identity and brand image. “Brand identity is the company’s purpose to identify or position itself or its product or service in the minds of the customer. “Brand image is the ways the customer actually observes the pictorial and verbal expression of a brand, which leads to the psychological or emotional relations that the brand aspires to preserve in the mind of the consumer” (Kotler P. , Keller, Brady, Goodman, & Hansen, 2016, p. 424). In simple terms, identity is company planned and image is in the mind of the customer. The marketers have to use all the available marketing mix variables to convey its brand identity in the mind of the customer in the process of establishing the right brand image.

2.4.1 Brand religion model

Brand religion model explains how the brand has evolved in consumer’s life and has five-stage process in it. Below figure shows the different steps a customer goes through as they move forward in believing a brand. The weak brand plays a role of ‘*product or service*’ in a people’s lives; they don’t serve any purpose beyond their

functionality. *Concept brand* have the tendency to have emotional values with the consumers and always encourage involvement. *Corporate concepts* can be related to those companies which reflect corporate strategies, which lead to expressing a broader philosophy throughout the company. The valuable are those brands which become *brand culture*, reflecting that the customers have fully embedded these brands in their lives. The most desirable place in the evolution is when a product or service manages to reach the *brand region*; this happens when the customer treats the brand as their way of life (Kunde, 2002).



2.4.2 Brand equity

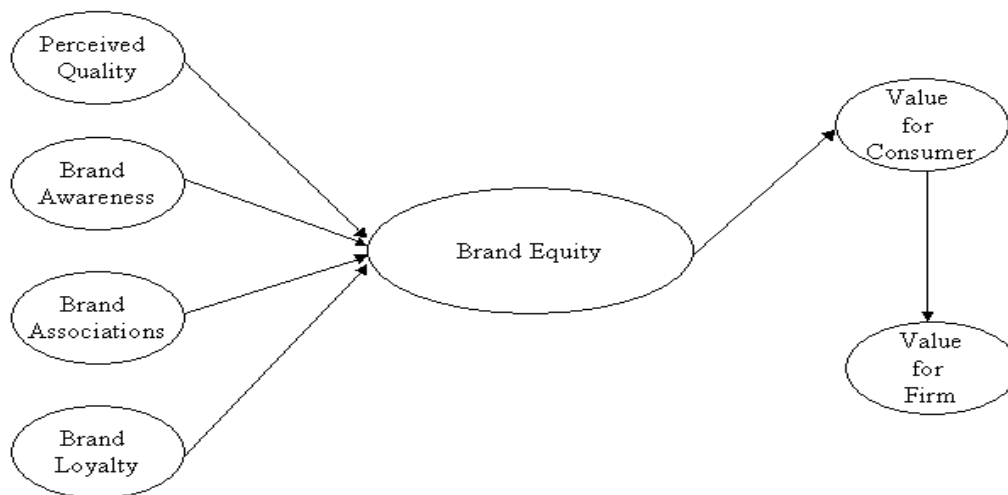
There has been lot of general arguments regarding the definition of brand equity in the marketing literature. According to (Aaker D. A., 1991), (Aaker D. , 1996, pp. 7-8), from an organizational perspective, brand equality can be defined as “***A set of assets and liabilities linked to brand’s name and symbol that adds/ subtracts to the value provided by a product or service to the firm and/or firm’s customers***”. The companies are held responsible for handling numerous brand assets of the company which helps in leveraging the value of the product to customer and the firm. From Aaker’s prospective, the firm should consider their brand to be represented by its tangible features of the product, the abstract, the goals and values of the organization as a whole, the different attributes the brand may own, and symbolic illustration of the brand. Interestingly, all these different aspects of the brand represent overall identity or image of the brand in the mind of the customer (Aaker D. , 1996).

The brand equity comprises the tangible and intangible elements assets. This asset acts primary source of competitive advantage over its competitors in any business (Aaker

D. A., 1991). Nowadays, due to vast competition in the market, there are number of products which provide the same feature. The customer tends to make the buying decision mostly on the brand promises. Interestingly, a particular product is given more preference when the customer’s self-concept is reliable with a particular brand (Zhang, 2015, pp. 58-62).

Aaker elaborated that combination of four primary asset categories creates brand equity for and organization; perceived quality, brand loyalty, brand awareness and brand associations.

(See figure below).



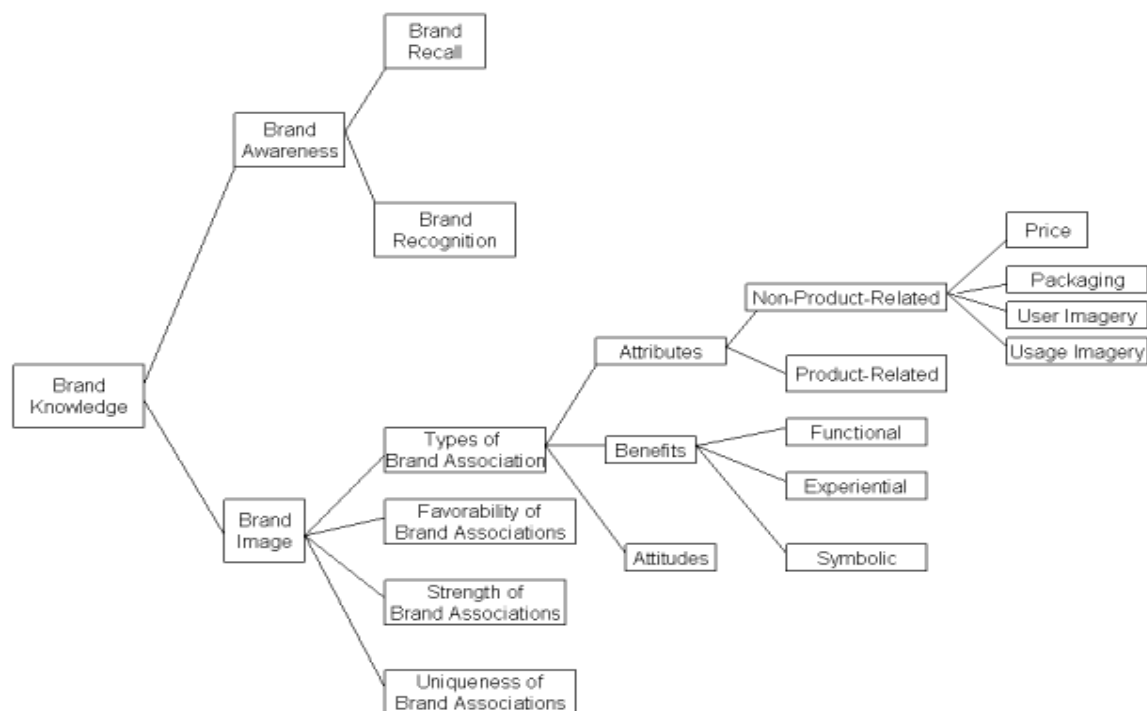
Aaker’s Model of Brand Equity (Aaker, 1996)

(Keller K. , 1993, pp. 1-22) had a customer prospective view about brand equity and defined it as, *“the differential effect of brand knowledge on customer response to the marketing of the brand”*. The brand has the power to induce strong, promising, and exceptional brand associations which can be considered to be essence of the brand equity (Keller K. , 1993), (McDowell, 2004). In a current competitive market, the brand should have the ability to differentiate itself from its competitors which is considered to be the most essential condition of survival. It’s been come in to picture that, the unique brand associations have been more successful in guiding consumer in decision-making compare to the common brand associations (Tversky, 1972).

In a noticeable parting from Aaker’s work, (Keller K. , 1993, p. 8) described a model of brand knowledge. Keller model of brand knowledge has two main components:

brand awareness and brand image (See figure below). The consumer's brand knowledge would impact the brand equity of a product in a significant way. Interesting, a consumer who has good knowledge about a brand and holds strong, promising, and unique relations for a particular target brand is more likely to consume the given product. Therefore, the brand awareness and brand association play a major role in the process of building positive brand equity.

Brand awareness can be referred to the brand presence in the mind of the consumer (Keller K. , 1993). As we see from the consumer point of view, ability the consumer possesses to identify and recall the brand names is a major point in the departure of the brand equity. Brand awareness can be critical divided into two components: **brand recognition and brand recall**. Brand recognition can be referred to as the ability the consumer possesses to remember their prior experience with the brand given the brand as a cue (Keller K. L., 2003). Interestingly, the brand recognition ability of the consumer captures the top of mind awareness that a brand hold. Brand recall can be defined as the ability of the consumer to recover the brand when given a specific product category as a cue or some other type of enquiry related to the same brand (Keller K. , 1993). Brand recall imprisonment the obtainability of the brand in memory. The positive association of the brand can be built in consumer mind by just exposing the product to the consumer by means of marketing communications.



Keller's Model of Brand Equity

The companies have to develop a strong relationship with their consumers in order to prevent them from switching brand constantly and gain their loyalty. This assures the

companies that the consumers are relating to the personality that brand are transmitting. Companies always put lot of effort to show positive relations and images or strong brand awareness to the consumers. (Chovanova, 2015). Surprisingly, throughout the year we have seen many companies marketing failing miserably due to their failure to understand the target market. Additionally, if a company communicates wrong set of characteristics and values to the customers that relates to their brand, the response is always negative. Contrary to this, if a consumer is communicated in positive way relating to the brand, the feedback received is always positive (Aaker J. , 1997).

2.5 Online marketing

As stated by the professionals, the offline traditional media and online digital media has three brand activity categories; “paid”, “owned”, and “earned media”. According to (Stephen & Galak, 2012), at present time, a company’s situation is such that they have a combination of owned, earned and paid (OEP) media activity. This can be accepted truth because companies have tendency to advertise, have their own websites and are actively engaging in social media activities which includes all the three types of media. Paid media relates to the media activity that a company or its representatives have generated, in means of radio and television. Owned media can be related to media activity that a company or its representative has generated through the channels they control. For example, the company’s website and its official company social-media page. Earned media can be related to the activity which is generated by individuals such as clients and customers (Stephen & Galak J, 2012). Marketers have been making constant efforts to understand the relationship between paid and owned media. Some of the marketers have found that content in the paid media will help the consumer to be directed to owned media. Others determined that earned media can be created by effectively combining the television and social interaction (Midha, 2014). Owned media too plays a crucial role in creating audience for paid media and brand recall (Harrison, 2013).

Surprisingly, many of the companies are deliberately increasing the amount of media spread of these by using different strategies and tactics. For example, when a company plans to focus on online networking strategy through earned media, it’s generic to target social media influencers who help them to become topic for different types of networked social groups (Beman, S. J, & K., 2011). Also, a company may use strategy like building a large online community to increase the baseline exposure of their owned media. Additionally, a company may use these strategies to increase the traffic to their owned channels and also can utilize these communities to conduct a campaign which results in maximization of their social network. According to (Distaso & Brown N, 2015), fortune’s “World’s Most Admired Companies” and “Best Companies to Work For” listed companies are strategically utilizing their earned and owned media in their marketing communication and this activity is increasing tendency of the return on efforts. Marketers and publishers also can examine the different benefits generated by the traffic of each type of media. This kind of information helps the businesses to invest on each type of media according to their individual goals.

At present, businesses are able to see increased number of traffic coming from social media. As reported by Parse.ly, a digital media analytics company, social media is

the prime traffic referrer for online producers (Ingram, 2015). Especially Facebook proved itself to be the major traffic source (Ingram, 2015). According to (VanNest, 2016), in 2016, Facebook alone had driven 42% of the traffic to Parse.ly's network of online producers. Publicity of a brand has increased tremendously due to the interactive nature of social media which features earned and owned social activities that intern scales up the online buzz (Dinner, 2011). It's relatively hard to understand what effectiveness the earned and owned social media exposure have on consumer decision in the process of purchase. Furthermore, customer is more likely to trigger purchase behavior when they receive brand-related information through social media than those who receive brand information through traditional media (Olbrich, 2011). Although, it makes sense that the constant exposure of social media activities will have positive impact on consumer buying decisions, it is not clear to understand how earned and owned social media activities are depending on each other in affecting the consumer decisions. Getting knowledge of this effect will help the marketers to in creating a worthy advertising strategy for the mixture of earned and owned online social channels (Trusov & Pauwels, 2011).

Most of the literature examines how effective the consumer-generated earned social media is by completely isolating the effect of firm-generated owned social media. (Cui, 2012). At the present social media trend, where earned and owned media exists together, it's been fairly hard task to know the interaction between earned and owned social media. In addition, even though it is in trend using integrated marketing mix element that includes in-store promotions and advertising, managing both earned and owned social media activities as well as in-store promotions such that costumer are exposed to it at the time of purchase remains a knowledge gap due to thin research. The estimated effect seems to be biased due to lack of collaboration between earned and owned media channels as well as in-store promotions (Smith T.M, 2010).

2.6 Marketing mix

Over several years the formation of marketing mix took place with the major support from McCarthy in 1964, Borden in 1965, and Booms in 1980. Later, Borden and Booms specified that 4 Ps are not sufficiently complete to be used in the service sector of any industry, and included 3 more P's process, people and physical evidence to the present marketing mix (Subram, Khan K, & Srivastava C, 2016). At present, the marketing mix is considered to be the heart of any marketing strategy and consisting 7 P's – price, product, place, promotion, process, people and physical evidence. (Gronross C, 1989), (Subram, Khan K, & Srivastava C, 2016).

All the organisations around the globe have the responsibilities to use the marketing mix in an effective manner and achieve their company's goals in the field of marketing (Subram, Khan K, & Srivastava C, 2016). In order to be effective, these 7 P's must be able to provide a comprehensive marketing strategy, work well conjointly, and utilise company's strengths (Oh & Pizam, 2010). Even though implementing the marketing plan in an effective manner is depending up on the marketing managers and departments, it is been seen that due to poor marketing training of the marketing managers, the implementation has been failed and have seen less success. (Alhakimi &

Qaseem A, 2014). Having multi-department in a company seems like a challenge for the marketers, as the marketers have developed an effective marketing strategy but don't have control over the implementation of the strategy and its success (Subram, Khan K, & Srivastava C, 2016). A marketing strategy has a high rate of success when the non-marketing departmental staffs get involved in the developing and implementation process from early stage (Ramaeshan, Ishak A, & Kingshott R, 2013).

2.5.1 Product

A product is considered to be a tangible item that eventually ends up as a selling product; it is "a package of benefits" (Blythe & Martin J, 2016). A wider definition of product in relation to marketing mix in the food industry will include people, service, places and organisations. A service is little bit like an experience that includes both physical and empirical features (Loverlock & Wirtz, 2011, pp. 105-106). Additionally, Perception of an individual is highly affected by brand name on an item (Oh & Pizam, 2010, p. 62)(Kushwaha & Agrwaha S, 2015). Brand image and packing is considered to be secondary characteristics of the products in the marketing mix (Blythe & Martin J, 2016, p. 122)

2.5.2 Price

Price is considered to be value of a service, and is both financial and as well as non-financial (Oh & Pizam, 2010, p. 2). (Kotler & Armsrong G, 2016, p. 312) defined price as the financial cost of a service or a product. To be precise, price is described as a combination value that is required to utilize the benefits of a product or service. The pricing element of a marketing mix plays a role in deciding a price that will increase the profit, reduce losses and boost the market share (Sangkaworm & Mujtaba B, 2010). Value of a product is rated by the customer depending on the price, quality and suitability. In relation to the pricing, (Blythe & Martin J, 2016, pp. 11-12) expressed "customers are always ready to pay slight more for a product that work for them really well". Pricing factor is influenced mainly by cost, consumer factor and competitor factor (Loverlock & Wirtz, 2011, p. 181).

Time, perceived quality and attitude are some of the non-financial elements that affect the price (Blythe & Martin J, 2016, pp. 11-12). An extra cost satellite cost gets added that usually is not a written price of service or product, but the customer is likely to pay during the usage or acquisition. Although the customer realises the satellite cost differently and is noticed by the customer at some point, the organisations should be well aware of the effects of these cost on the costumers (Oh & Pizam, 2010, p. 62). Sales promotion tools used by the marketers sometime include price reduction. Even though temporary reducing the price will reduce the intended quality of the service, in some cases it will increase the brand awareness and will lure new customers (Subram, Khan K, & Srivastava C, 2016, p. 42). Location plays vital role in pricing because the environment influences significantly in designing the marketing strategy (Oh & Pizam, 2010, p. 62).

2.5.3 Place

The element place in relation with marketing mix is referred to the various distribution channels utilized by an organisation to distribute their product or service to customers (Kiatsongchai & Choibamroong T, 2014, p. 179), (Pour, Nazari K, & Emami M, 2013, p. 3275). This element mainly focuses on placing the company in the market place to maximise the convenience for the customers, so that the products and services offered by the company are sold in the most efficient and effective manner (Blythe & Martin J, 2016). The connection between the place and people where the marketing strategy can be developed to maximise the organisational goals is considered to be distribution channel (Blythe & Martin J, 2016, pp. 174-175). Examples for the fast food industry comprise employees, mobile app that gives information to the customers and helps in ordering food, company website. The selling place would be last component of the distribution channel. In regard to the fast food industry, this will be the place where the product or service will be offered and consumed by the customers for an instant the McDonald's outlet (Oh & Pizam, 2010, p. 63). The strategy used for place is influenced by the target market, the size of the market and feasibility for supplier. Some of the factors considered in the fast food industry is traffic, prosperity, facilities of the area and the features of the consumers (Oh & Pizam, 2010, p. 63), (Blythe & Martin J, 2016, p. 12). The strategy used for selecting the place has considerable control over the availability of a product and service, also availability increases customer satisfaction. Variation in the distribution channel is proven to be beneficial to the accessibility (Subram, Khan K, & Srivastava C, 2016, p. 43).

2.5.4 Promotion

The process used by the organisation to engage, communicate and build affinity with the customer that will result in a profitable relationship is called Promotion (Kotler & Armsrong G, 2016, p. 447). Also, it's the message that an organisation conveys to the customer. An effective promotional strategy can be created and implemented using the promotion mix tools. The promotional mix will include advertising, public relation (PR), personal selling and sales promotion and direct marketing (Oh & Pizam, 2010, p. 69), (Loverlock & Wirtz, 2011, p. 46).

PR focuses on creating interest in the organisation through various events, media attention, sponsorship and promotional (Loverlock & Wirtz, 2011, p. 197). The highly effect PR tool is - word of mouth; is low cost too. It is considered to be most powerful communication tool that is present. The interactive nature, providing instant feedback and credibility had me PR the most effective element in the marketing mix (Blythe & Martin J, 2016, p. 223). Social media is usually used by the organisation to encourage word of mouth. Additionally, social media helps organisation to connect with its potential customers and also customers to one another. It has played a significant role in revolutionising the communication with the customer with its bidirectional and measurable features (Baxi, Panda R, & Karani A, 2016, p. 2). PR improves the relationship and strengthens the brand connection with the customer.

Advertising as the same motive of PR, but includes a paid message that is conveyed through a medium (Blythe & Martin J, 2016, p. 200). Additionally, it helps in building brand image along with increasing the service value. Advertising can be effectively done by increasing the finance, thereby aiding to increased brand awareness and perceived quality (Subram, Khan K, & Srivastava C, 2016, p. 43).

Sales promotion is a short term action taken by organisation to influence the customers to buy a product and personal selling is the action that generates a new relationship with the customer under the organisation instructions to influence customers to buy products. Fast food industries should promote their self nationally and often internationally; this strategy is proven to be complex and expensive compare to the local marketing. This process is vital as the customers to the food industry are from around globe. Internet and social media is used for execution of large scale promotions and for being cost effective.

Promotion optimisation is done through setting up clear goals and analysing the present promotion situation. Choosing appropriate promotional tools that match the objectives, using implementation tools, evaluation of success, and building up a long terms strategy will help the promotion in long run (Sangkaworm & Mujtaba B, 2010, pp. 3-4).

2.5.5 Process

Process can be defined as the structure of services (Kushwaha & Agrwaha S, 2015, p. 89). These are the various steps taken by the organisation in the process of creating a value for product and service from the raw materials used (Blythe & Martin J, 2016, p. 281). A process can be well-designed considering different perceptive of the customers. This not only leads to customer satisfaction but also employee satisfaction. Poorly designed, slow process, involvement of unnecessary steps skipping the important ones will lead to inefficient service resulting into customer dissatisfaction. The productivity of the organisation is decreased and therefore profit is lost. A process can be termed as well-designed when it is consistent, easily replicable, and has less variation (Loverlock & Wirtz, 2011, p. 41). The process is one of the elements which can be improved tremendously using digital technologies (Kushwaha & Agrwaha S, 2015, p. 89).

2.5.6 Physical evidence

Physical evidence is one of those tangible items that customer uses to represent the product or service of a company. The element physical evidence of the marketing mix helps to increase loyalty and brand image of the company. Additionally, it provides competitive advantage over other organisation. Specifically it's very important in the food industry as it is easy to assess the quality of the service compare to the other industries (Blythe & Martin J, 2016, p. 284) , (Prapannetivuth, 2015, p. 3904), (Kushwaha & Agrwaha S, 2015, pp. 85-87). Having tangible evidence on each step of the customer communication process is the indication of well-marked service. This will aid in

improving the customer experience and attitude (Gradinaru, Toma S, & Marinescu, 2016). Physical evidence provided to the customer will be taken home and act as a positive reminder to them for the service and quality they had received and will influence them to repurchase. Additionally, it will influence the customer to suggest their friend and family to try the service (Blythe & Martin J, 2016, pp. 283-284).

Some of the authors have defined the sixth P- physical evidence of the marketing mix as physical environment. Although the overall concept of both the terms is same the precise definition of physical environment differs in relation to the marketing mix. Physical environment is considered to be locations where the services take place, counting the physical settings and all the various tangible things that a customer experiences during the conveyance of the service. Smaller organisation will have less competitiveness compare to the bigger ones in terms of physical environment due to the financial and facility constraints. The customer experience is highly affected by physical environment as it represents the organisation quality. It differentiates an organisation from its competitors in terms of service or product (Loverlock & Wirtz, 2011, pp. 276-280)

2.5.7 People

People are one of the key elements in the marketing strategy and play a vital role in the success of food industry (Panneerselvam R, 2014, p. 3905). The people section in marketing mix involves all the people in the service and product supply. The sales, brand position, efficiency and organisational productivity of food industry are influenced tremendously by the employees. Training, personal qualities and characteristics, actions of the employees have direct effect on customer attitude towards the service. Qualities of the organisation are determined through them and often play the role of being competitive differentiator between organisations. The organisation should make sure that the recruited employees are trained, inspired and assessed in an appropriate way to ensure that they prove to be beneficial to an organisation, emphasizing the importance of human resource management (Gradinaru, Toma S, & Marinescu, 2016, pp. 312-313). It is organisations responsibility to keep the morals high by preserving a positive, helpful and pleasant work environment to the employees which intern generates a feeling of shared values and improves brand image and customer awareness (Blythe & Martin J, 2016, p. 277).

Customers are another vital subgroup in the people section of the marketing mix. As suggested by Goldsmith, customers should be forming the eight element of the marketing mix due to their extraordinary influence on the marketing strategy (Subram, Khan K, & Srivastava C, 2016, p. 42). Even though customers are the main target segment of the marketing strategy, they play an important role in shaping the strategy while development, implementation and success (Gradinaru, Toma S, & Marinescu, 2016, p. 315).

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

Research methodology can be termed as a process of collecting the data and information that can be used to gain in-depth knowledge about the subject of research. In this process the research utilizes the well-structured built to carry out the research in an effective manner. The researcher gives special consideration to this part of the segment as it is been used to signify a well-strutted plan that the research follows to achieve the objectives of the study. With respect to the research study, research methodology enlightens the researcher to about different techniques and methods being used in the study to ultimately achieve the desired objectives commendably (Lewis L, 2015). The reader gets enhanced understanding and acquaintance on the efforts put by the investigator to achieve the desired outcome. The essential elements involved in the research methodology are research design, research philosophy, research approach, research type, sampling technique, data collection and data analysis, accessibility issues and ethical consideration and research limitations. Furthermore, these aspects will be discussed in detail in coming chapters.

To carry out this research, two advertisements of McDonald's company were selected and fully analyzed. The selected advertisement can be seen in the appendix section. The criteria for selecting the advertisement was based on how well the advertisement was known and exposure of the advertisement amongst Irish teenagers and parents. The advertisement chosen were also different from each other targeting different segments. One of the advertisements was targeting single parents and teenagers. While second one was targeted towards men.

The first stage of the analysis was to select appropriate advertisement with the following components: language used signs, symbols, themes, people, product and techniques. The researcher had selected ad that featured Irish people in it. The second stage of analysis was to create an appropriate questionnaire for an in-depth interview with the selected samples. The first ad selected was 'dead dad' ad row and the second one was 'serious man food' ad.

3.2 McDonald's 'dead dad' ad

In the present highly connected world, the brands are finding numerous ways to engage with their consumers, even if most of the consumers are not interested in them or don't want them in their social media space. If a brand does any unethical practice (like advertising), not only people but whole communities will be upset and will react to it. There certain lines set, and brands don't have permission to cross them, because end of the day, advertising is just 'selling'. Due to these unethical practices not only that particular brand suffers but the whole ad industry does as it fuels distrust among the consumers.

Even though McDonald's is most visited fast food restaurant in the world, the company doesn't have it easy concerning their marketing strategies. From anti-meat groups (like vegans) to anti-capitalist group, even local community group opposed

McDonald's marketing strategies targeting different segments. Addition to this, there is no brands that had a negative film made about them (Super-Size Me). In contradiction of all these backdrops, the McDonald's decides to release an advert about a kid asking his mom to portray his late dad. This was playing with the fire for the company. Using the storyline that says the only thing that was common between the kid and his dad was liking the fish fillet burger, "**That was your dad's favorite too**" said by the mum. This backfiring dint come has surprise for the company.

As a marketing student, this video was shocking as the video was poor judgment at best and the McDonald's marketing team lacked communication gap with the target audience. It is understandable how this strategy of McDonald's has taken them to this place – a story of a child who lost his father and mother trying to portray how his father was, but it's one step too far.

Trolls, radicals and even news featured in the daily mail related to the above can be ignored. Either no one listens to them or it's just an another here today, gone tomorrow story. But, group of parents chatting in the hangout points like park or outside school can literally kill the brand as we are well aware that the word of mouth is much more influential compare to social media. Starting from one group to another group, words and attitudes keeps spreading over different communities. Consumers are social animals and highly vulnerable to social standards. So, in case if parents convict McDonald's for its 'dead dad' ad strategy, the brand can be considered dead. Even though this TV scrip was an attempt by the ad agency and marketing department to reflect a real situation by creating a sensitive emotive advert, it seems too be aloof from the real customer world – they company needs to supplement research with real face to face experiences.

3.3 McDonald's 'Serious man food' Ad

This campaign by McDonald's pokes fun of men by asking them to man-up by having a 'quarter pounder deluxe- the ultimate man burger'.

The campaign had launched with the line: "Are you fed up of hiding your expensive moisturizer when your boyfriend comes to visit? Or sick of thinking? He's staring lovingly into your eyes only to realize that he's checking his reflection in the mirror behind you? If you've been wondering where all the real men have gone? You're not alone as fast food favorites McDonald's have been wondering the same". Addition to this, in an ad, the lines were "Surely? That car must belong to your mother? So, if your man is more beauty hack than lumberjacks send him down to McDonald's. Another deluxe served, another man saved".

According to the researcher, there are three aspects to be highlighted in the "serious man food" ad.

1. Choosing to cut out half the population out of their advertising campaign or targeting men for all of their food products rather than women.
2. Targeting men in an unethical way stating to Man-up and poking jokes for their lack of manliness.
3. Preserving stereotypes on both genders: Stereotypical masculinity.

The questionnaire where build around these two advertisements of McDonald’s for the interview and consumers perceptions about the video where noted down in the study process.

3.4 Research Onion

The research is carried out by the author by following the “research onion” (figure below) by (Saunders, P, & Thornhill, 2012). This is used to demonstrate the different issues that will underlie during the data collection and analyzing process. The method is carried out from external to internal side. The layers of the “onion” help the researcher to assemble and organize all the essential parts in rationale or comprehensive way to carry out a successful research. The research methodology involves 6 pillars: Qualitative design, interpretivist philosophy, inductive approach, snowball sampling, single case study strategy and multi-method research choice.

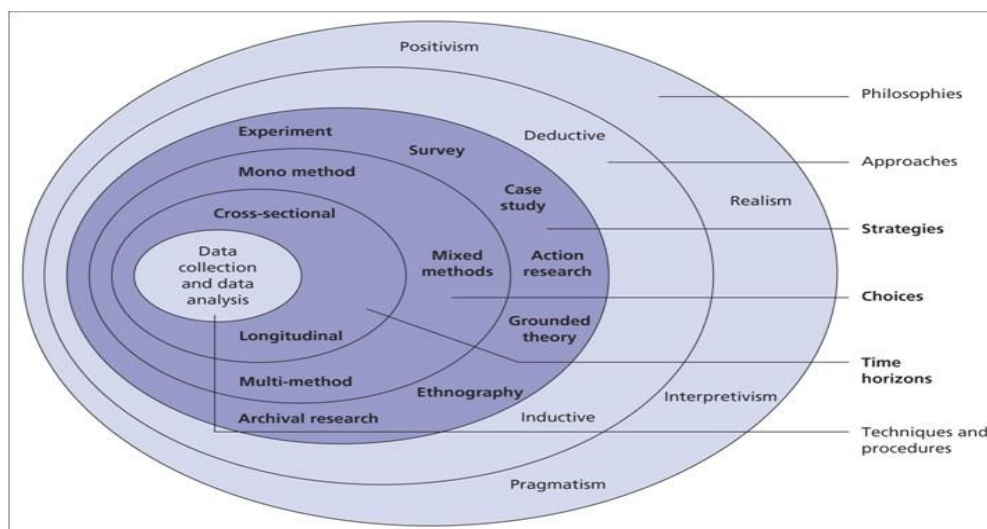


Fig: Research Onion

3.5 Research Philosophy

According to (Mackey & Gass, 2015), research philosophy can be related to the understanding and knowledge that an investigator gains about the subject of interest. However, research philosophy portrays mind state of the investigator during the research process. With the help of sufficient knowledge of research philosophy, the reader should be able to understand the competences of the researcher and get a fair idea about the way the study was carried out. Research philosophy basically is classified into three main sections i.e. positivism, interpretive and mixed research philosophy. The researcher has the option to choose any of the methods to carry out through wholes study. The researcher

selects any one of the methods based on his/her understanding and knowledge of the study. For an instance, positivism research philosophy is selected only if the researcher is well familiarized with the subject.

Interpretive research philosophy is chosen when the researcher lacks knowledge and necessitates more understanding of the selected subject. In addition to this, the researcher has to keep adopting different research philosophies accordingly to the nature of study (Maxwell J A, 2012). Thus, if the study is objective in nature- positivism research philosophy is adopted while interpretive philosophy is adopted when the study is subjective in nature.

In this study, interpretive research philosophy is adopted by the researcher as the investigator doesn't have sufficient knowledge about the study and the study is qualitative in nature. The principles used in the interpretivism are subjectivity, researcher interest and the participant effect on the process (Bloomberg, Cooper, & Schindler, 2011). This is a most suitable approach for the present research as it focuses on how people understand the world and the role played by the individual in the society.

Justification note:

Interpretivist philosophy is selected by the research as the present study as the interviews that are related to opinions and understanding of the topic of unethical advertising rather than indisputable facts. If alternative philosophies were selected for the study, it would not deliver the researcher with same appreciation for contradictory expert opinion and understanding of the subjectivity.

3.6 Research approach

As stated by (O'Leary Z, 2013), research philosophy and research approach are interconnected, and they move hand in hand during the research process. The research approach is divided into two part: inductive approach and deductive approach. Inductive approach helps the researcher to simplify the study with the help of particular section. To carry out the research question, Inductive approach will be used where data collected will be carefully analyzed and then new theory will be created. Unlike, in deductive approach at first different ways are implemented to reach the conclusion from hypothesis will be formed earlier in the stage. Also, the study allows the researcher to progress from specific observation to broader generalizations (Saleem H, 2008). Furthermore, in this approach the data is collected from teenagers and parents of Ireland and analyzed to check if its fits the literature review, if found to be satisfying then the conclusion is drowned for the research question. A primary research has to be done to understand the attitude of teenagers and parents of Ireland towards McDonald's unethical advertisements.

Justification note:

The inductive approach enables the researcher to gather and examine the thoughts/ideas provided by the interviewee without having to pre-define the direction of the study. (Saunders, Lewis P, & Thornhill A, 2016).

3.7 Research design

As state by (Panneerselvam R, 2014), research design can be related to the detailed outline on how the research is going to be carried out by the researcher. The research design can be divided into three major types: causal relationship, exploratory and descriptive research design. Choosing of research design entirely on the researcher and it differs in each study. Research design replicates the desires of the investigator on the actual purpose of the study. According to the objectives and nature of the study, the research has opted inductive resign design. This research design is will be supporting to investigating the consequences of McDonald's unethical advertising on teenagers and parents of Ireland that will help in enhancing the knowledge overall and understanding the subject as well.

Justification note:

Regarding to the purpose of the study, the researcher will be using inductive research design. The major aim of this research is to understand and gain knowledge about the consequences of McDonald's unethical advertisement on teenagers and parents with the help of inductive research design as this involves methods such as in-depth interviews or participant observation.

3.8 Research type

Research type entirely depends on the nature of the study carried out by the researcher. As stated by (Pickard A, 2012), a nature of a study either can be qualitative or quantitative. Furthermore, the research type depends on the type of data that has been collected. If the collected data type is numerical and evaluated then quantitative research was used to determine the study. While if 'thematic analysis' was used to evaluate the collected data and was non numerical, it is been termed as qualitative research type. In addition, the research type depends on the type of study; quantitative research is used when nature of the study is objective while if the nature of the study is subjective then the qualitative research type would be considered. As suggested by (Robson & McCartan, 2016), the researcher should adopt both quantitative and qualitative research type such that the outcome obtained is more effective and relevant. The present research is carried out by the researcher in qualitative research method as the outcome is non-numerical. The method is flexible and open in all the aspects. Additionally, the research places high priorities in studying the similarities and employs a low of measurements. Furthermore, multi-method qualitative method is used as it involves combinations of qualitative method: Literate review, online searchers and semi structured interview.

The researcher has an option of adopting three case studies strategy for the present research: single case, multi case or longitudinal case study strategy. Multi case study

strategy can provide useful information during the application of inductive marketing research that maintains the context while partly being generalizable. However, due to time restriction, the researcher has deterred from multi case study. The longitudinal case study allows the researcher to explore different variations in interviewee perspective over time. Time restriction allied with the completion of this study related to Master's degree means that researcher won't be able to conduct the longitudinal study to the highest standard. A single case study can be justified if it is critical, exclusive and representative. The present case is critical and unique as it investigates the consequences of McDonald's unethical advertising on Irish teenagers and parents.

The researcher had decided to choose single case study as it helps in exploring the interviewee's insight and thoughts; interview is entered without hypothesis, and allows the interviewee guide the interview. The only disadvantage of the study is that the data is not always generalizable resulting indeterminate significance of the data. Later in the study, suitable effective techniques will be used to analyze the data.

3.9 Data Collection Methods

The fundamental approach to carry out an effective research would be collecting most reliable and relevant data using different sources. Primary or secondary or both the sources may be used as per the requirement for the data collection. The primary data can be termed as the new or fresh data that has not yet been available anywhere. While secondary data can be termed as the data that is collected through sources which are already available publicly (Silverman D, 2010). The primary data is collected through various techniques like questionnaire, interviews, focused group, etc. While secondary data is collected through sources like journals, books, libraries, websites, online articles etc. In current study, the researcher is going to collect primary data by interviews which helps to understand the social life and secondary data through books, academic journals, websites and online articles. These data will be helping the researcher in investigating the consequences of McDonald's unethical advertisements on teenagers and parents of Ireland.

Justification of primary data:

The primary data for the research will be collected by researcher through face to face interviews. The research is highly concerned with the attitude of teenagers and parents towards the unethical advertising and thus requires the participant observation and the ability to provide composite textual descriptions of how people experience a specified research issue. Additionally, it idiographic as it is, describes the reality as it is. The entire research process is influenced and closes to the respondents and uses a dynamic approach. Thus, the research has decided to adopt the above technique to collect the data from the respondent in an effective manner. The data collected by the researcher would be utilized in an efficient way to carry out the suitable qualitative analysis.

Primary data collection process:

The primary data collection in this study was originated with online search by selecting two of the unethical advertisements done by McDonald's in Ireland. This involved reviewing various articles and looking out for few advertisements on YouTube channel. The researcher was able to find two unethical advertisements of McDonald's that would support the study. A mixture of open ended and close ended questionnaire was designed by the researcher for the interview. Suitable participants were selected for study depending on various criteria like age, marital status, etc. The interview process was a face-to-face interview lasting about 15 minutes. It was headed by participant asking any clarifying question and signing the consent form. The interview was recorded in the form of audio recording using researcher's personal mobile. No other equipment was necessary.

Justification of secondary data:

The researcher collects secondary data with the purpose to build a strong theoretical background. The secondary data collected helped the research to get in-depth knowledge about the subject.

3.10 Sampling Method

Sampling is an effective way of separating out a set of population that constitutes an entire population as a whole. It is been found by previous scholars and researchers that, sampling is the efficient statistical method that can be carried out to obtain data representation for a given selective group. With the instigation of the study, it is very important for the researcher to emphasize on selecting a suitable sample group for the research process (Noreen & Robson, Basics of social reserach: Qualitative and quantitative approaches, 2012). The sampling is divided into two types i.e. probability sampling and non-probability sampling.

Probability sampling:

In probability sampling the focus is on entire population and has certain probability of getting selected. Probability sampling is carried out on the basis of quantitative data as it supported by the regular view of the company. Probability sampling can be divided into few groups: cluster sampling, simple random sampling, stratified sampling, multistage sampling, systematic random sampling etc. The main advantage of using probability sampling is that it guarantees that selected sample constitutes the entire population (Flick U, 2015). This assures the researcher that the statistical findings and conclusion are drawn efficiently along with legit and reliable facts into it.

Non Probability sampling:

In non-probability sampling, it is unsure of the probability whether each element of the population will be selected or not. It does not allow to calculate the degree to which the sample statistics are expected to distinguish with the population constraints. In contrary, the non-probability sampling serves as an advantageous in terms of cost and

convenience. This type of sampling is used by the researcher for interviews that are carried out with the high personal of large organization (Malhotra N, 2010). In addition, the technique helps to recognize the actual problems faced by an organization specifically. Furthermore, the non-probability sampling method is divided into two parts: voluntary sample and convenience sample methods.

As stated by the (Taylore, Bogdan, & DeVault, 2015), choosing an appropriate sampling technique for the research is a vital part of the study when the population is large. For this research, snowball sampling will be used to collect the data from Irish teenagers and parents. In this sampling, the research participants help the researcher by recruiting other participants for the test. This sampling method is used when potential participants are hard to find.

Snowball sampling consists of two steps:

1. Identifying potential respondent in the population. Often one or two respondents can be found initially.
2. Ask these respondents to recruit other potential people whom they think are a good candidate for the research and the chain goes on.

These above steps are repeated until the needed sample size is found. The method is less biased compared to other methods and the method makes things simpler for analysis. Addition to this, the method helps the researcher to select a desired number of samples from a large population. With respect to the present study, the study acquires moderate number of samples thus research would be making use of nearly 15 parents/teenagers as samples (Ross S, 2014). Furthermore, the age groups of teenagers are selected between 13 to 19 and parents are selected between 25 to 50. Since it was hard to cover whole Ireland for the study, the targeted area for the research is narrowed down to Dublin, Ireland.

3.11 Data Analysis Plan

It is very important to analyze the collected data so that the research is carried out in an effective manner. In this study, the researcher has used qualitative method to evaluate the collected data. To formulate qualitative analysis the researcher had conducted face to face interviews of the teenagers and parents to collect the necessary data that related to the subject matter.

Different stages of data analysis involve: data collection, preparation and formal data analysis stage. The audio recording of the interview helped the researcher in identifying thematic assessments and illustrating and growing upon salient points. The relationship between collected data was analyzed and suitable theory was developed from these processes. The inductive approach helped in the interview process by allowing the interview to be guided by experience and understanding of the participant rather than by a pre-set theory or research view (Saunders, Lewis P, & Thornhill A, 2016, pp. 570-571). Once the interview was completed, categorization was implemented to identify various

important themes from the interview and these themes aided in directing the data collection and analysis process (Saunders, Lewis P, & Thornhill A, 2016, pp. 566-570)

3.12 Accessibility Issues

There were ample of issues faced by the researcher while carrying out the entire study. The major accessibility issue faced by the research is during the collection of primary data i.e. to convince the respondents to participate in the interview. Also, it was a complex task to gain the consent of the respondents' easily. The reason being concern of their personal security and the respondent was not happy sharing their personal detail for the study (Silverman D, 2010). The issue was solved by the researcher by assuring the respondent that their personal details won't be shared with any third party personal without their consent.

There was an 'unconscious influence' caused on the participants of the experiment by the researcher's that dependent on his or her beliefs or expectations. This is called Observer-expectancy effect. For an instant, a researcher is running a survey in a research room. If the researcher walks around and observes the participants, will he/she influence the result or not? This influence on the participants depends on different aspects like age, gender, nationality etc. of the researcher.

Furthermore, the researcher had faced many accessibility issues during the collection of secondary data which restricted him in structuring a valuable theoretical background with respect to study. The secondary data collected from the sources of references like books, journals, online material etc. were found to be hard to access due to the resource limitations i.e. time and budget. Addition to this, due to the budget constraints, many of the highly relevant data related to the study was not easily accessible from the online sources in occurrence to the high access charges. Thus, the researcher had to alleviate these issues by using the free online libraries and other sources to collect the necessary data and information that was desired for the study (Pickard A, 2012). Time management was another issue faced by the researcher as there was limited time to carry out the research and thus covering every aspect related to the study of matter was a critical task. Also, the researcher had endeavored hard to use the most recent, relevant and accurate data during the data collection process that was relating to the study.

3.13 Ethical issues

The most important part of the whole study is to take care of the ethical considerations that occur during the research. This plays a major part in keeping the information that has been collected from various sources in a precise and secured manner. Making use of data in an ethical way is also a necessary part of the study. The researcher has referenced all the data that was collected from various scholars, researchers, different theories and proposed models that have been used during the study. The respondent was given detailed information about the reason why the study is been carried out while collecting relevant data through interview. The researcher in this study has made his best efforts to make use of the most relevant information concerning the study and also

reference all the previous renowned researchers who have made a tremendous contribution to reveal significant facts related to the subject matter.

The researcher also has given special consideration to all the laws and regulation related to the safety and security of the collected data from various sources. Addition to this, the research has taken strict remedies to avoid the plagiarism in the whole study. The priority is given such that the collected information is not constituted in a negative or wrong manner and has been narrated the way it's been composed from secondary sources. It is been assured that the details will be kept safe and secure by considering the mutual consent of the respondent while undertaking the interview for the study (Ross, 2014). Furthermore, every single aspect has been cross checked to eliminate or reduce any threats such as repetition of words, piracy, accurate referencing and other aspects. The authenticity of the research has been checked to make sure that the research is presented in a biased free manner.

3.14 Summary

The researcher has made efforts to emphasize each and every details of the study in an efficient manner. The data for the study is collected from various primary and secondary sources. For the research, face to face interview has been used to collect the primary data and various academic journals, books and other online portals are used for the secondary data collection. The research design has assisted the researcher to complete the qualitative study and answer the selected research question to the highest standards. However, the different initiative taken in research methodology has helped the researcher to achieve a comprehensive result at the end of the research process.

CHAPTER 4: Data Analysis and Interpretation

4.1 Introduction

Findings are the one of the key aspects that a researcher should be looking after concerning the whole study which connects the overall objectives of the studies. Suitable analysis method has been used depending on the aspects to achieve an effective conclusion for the study based upon the research objectives.

4.2 Interview questions and Bar charts

Table 1: Number of visits to the McDonald's

--	--	--

How often do you eat McDonald's	Visit	Respondent
	Once a Year	2
	Once a Month	7
	Once a Week	4
	Everyday	1



Research asked the respondents that how often they visit McDonald's. In response, from the table and chart, it can observe that large number of the respondents visits McDonald's at least once a month. There was one respondent who had answered once a year. The reason is that she believed in healthy eating habits and doesn't like eating fast food. Thus, from the analysis it could be stated that, every individual visits McDonald's latest once a year.

Table 2: Money spent on McDonald's per visit

How much money do you spend at McDonald's per visit	Euros	Respondent
	Under 2 euros	0
	Between 2 – 5 euros	4
	Between 5 – 10 euros	4
	Above 10 euro	6

Researcher asked the respondent how much money they spend on McDonald's product per visit. In response we can see that that majority of the respondent spend more than 10 euro per visit. Furthermore, there are no respondent who spend less than 2 euros.

This shows that McDonald's have variety of product that people like and always opt to buy more than one product.

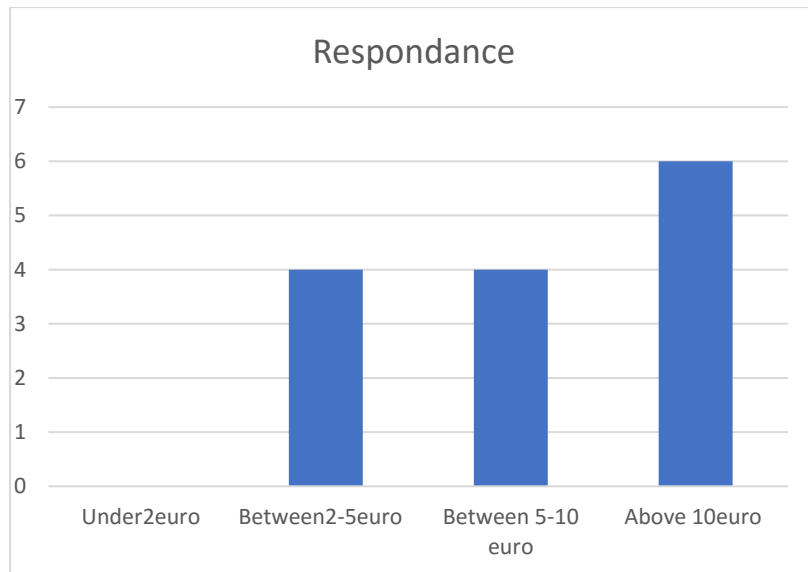
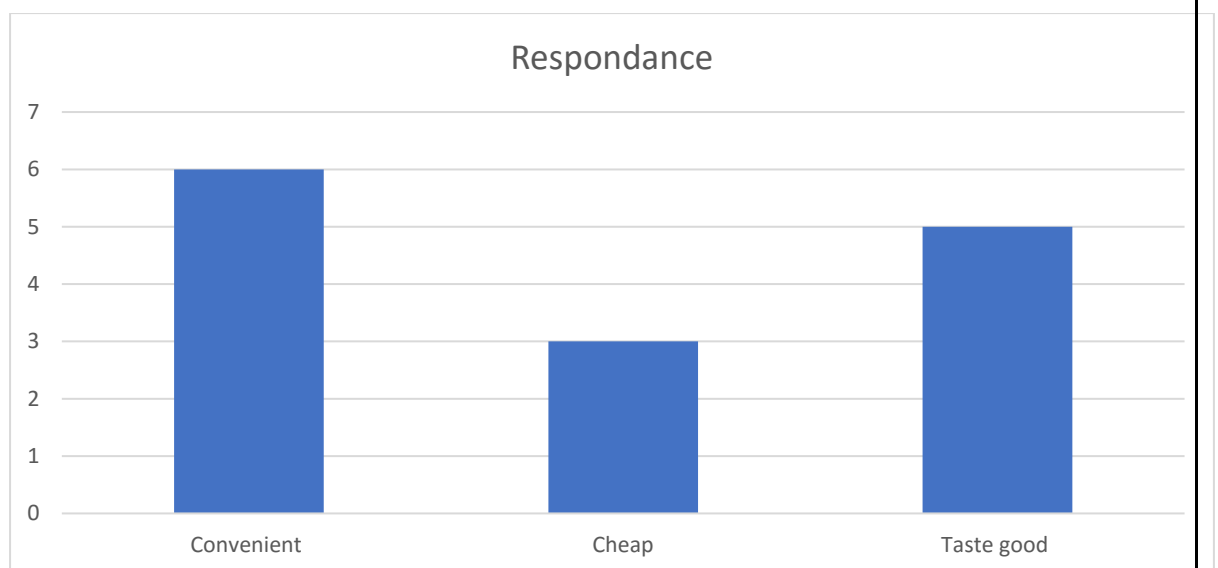


Table 3: Why do they eat McDonald?

Why do you eat McDonald's	Reason	Respondent
	Convenient	6
	Cheap	3
	Tastes Good	5



Next question asked by the researcher to respondent was the reason why they visit McDonald's. From the able table we can see that majority of the people choose to go to McDonald's for its convenience. The reason is that McDonald's have lot many shops in every corner and people often visit to grab a quick bite. Interestingly, few of the respondents had multiple reasons for visiting the shop.

Parents:

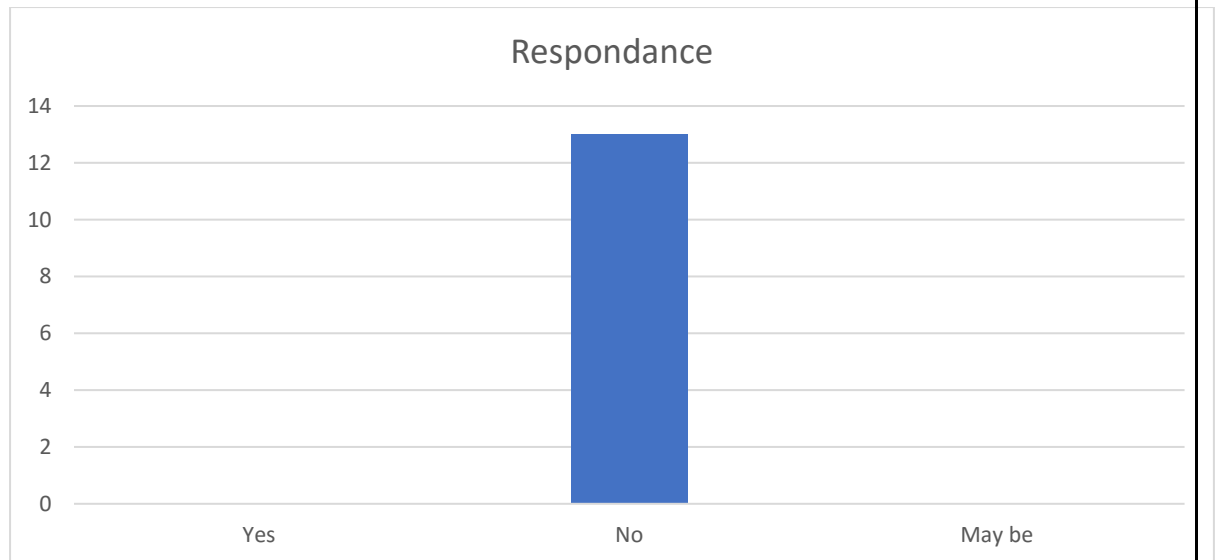
When asked the above question, most of the parents responded saying that their kids nag them to take kids to McDonald's. As said by them "Kids love eating McDonald's, it does the job". They also explained how their kids are more into fast food and rather eating healthy. This also shows how effectively these fast food industries have succeeded influencing young kids. Due to McDonald's marketing and advertising, they have an image that they are more than just food; it is place for families. Parents think they McDonald's is expensive place to eat and would rather spend on real food which would cost less. Surprisingly, one of the parents stated that even though McDonald's meals are expensive, the quality food is good compare to other. For example, the individual argued that McDonalds has better quality burger compare to other burger outlet that sell same burger with lower quality and lesser price. Additionally, many of them had pale reaction the taste.

Teenagers:

Most of the teenager said that they eat McDonald's because it's easily available in every corner of the city. Few of them told that it's convenient because McDonald meals can replace their daily meals and avoids cooking in daily basis. Additionally, they consider McDonalds to be a place to hang out with their friend and grab a quick bite along. Interestingly, teenagers had a positive response for the taste and price as it is cheap compare to other fast food.

TABLE 4: Is McDonald's healthy?

Do you think is McDonald's healthy?	Response	Respondent
	Yes	0
	NO	13
	Not sure	0



The 4th question asked by the researcher was whether McDonald's healthy. From the table and bar chart we can surely say that both parents and teenagers found it to be unhealthy. This show all the selected samples are aware of the risks entitled to the consumption of McDonald's. The researcher was curious to know why is McDonald's is considered to be not healthy. Below are the responses by both parents and teenagers.

Parents:

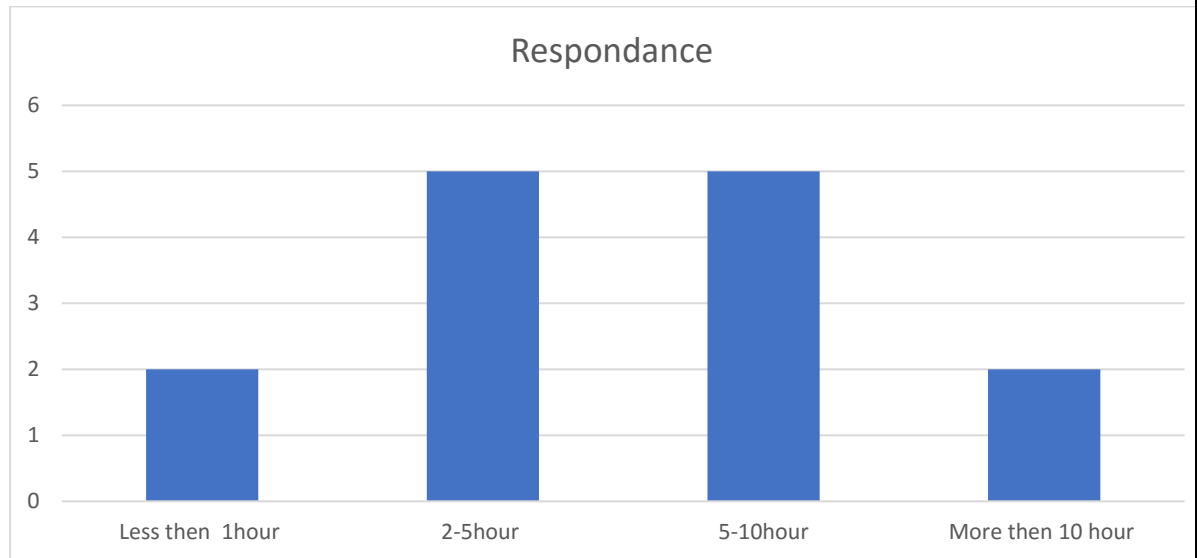
The parents though McDonald's is not healthy because of the meals contain high sodium, unhealthy fats and sugar. Many of the parents doubted the authenticity of the meat that has been used by McDonald's. Addition to this, few of them believed that food preparing and food handling practices are another concern.

Teenager:

Teenagers had similar view as parents regarding the healthiness of McDonald's. They thought the meals are full of chemicals, not freshly prepared, and deep fried in same oil that makes them feel greasy.

TABLE 5: Time spent on social media.

How much time do you spend on social media	Hours	Respondent
	Less than 1 hour	2
Between 2 – 5 hours	5	
Between 5 – 10 hours	5	
More than 10 hours	2	



The next question asked by the researcher was the time they spent on social media. From the above table we can observe that the respondents are very much active in social media.

Parents:

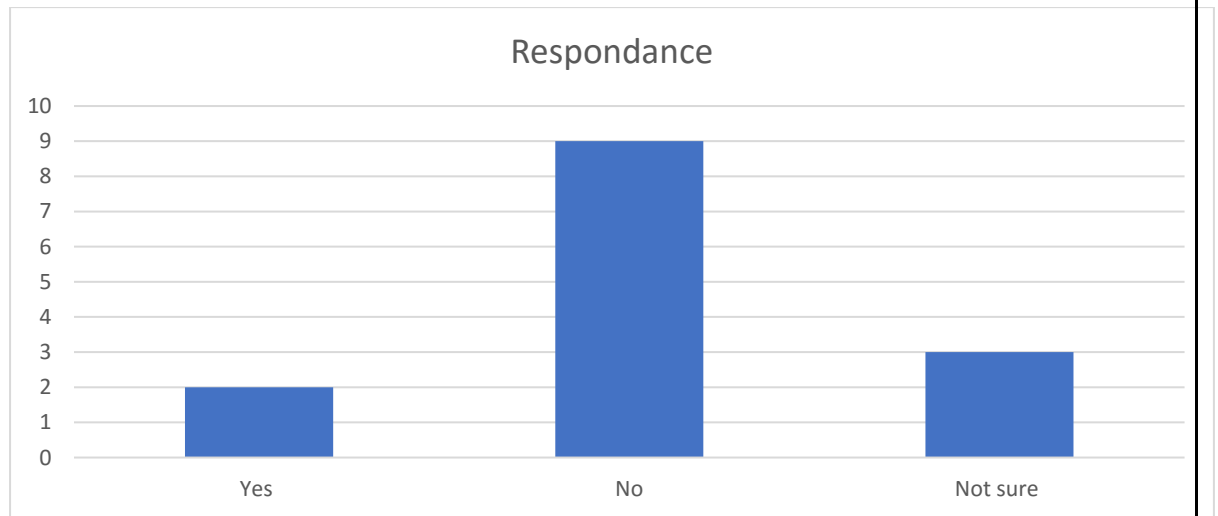
Through interview, it was found that parents usually spend less time on social media compare to teenagers. Either the parents are working outside or taking care of daily needs of their house. Parents are found to be spending around 2 to 5 hours in average.

Teenagers:

In construct to the above, teenagers are found to be spending lot of time in the social media. That is mindboggling 9 hours per day in average. They are actively involved in different social networking sites like Facebook, Instagram, twitter etc. Also, it was observed that social media is used by the teens for information, to connect with people and enjoyment. This gives an added advantage to the marketers to target advertisements to teens which eventually influence them in numerous aspects.

Table 5: McDonald's advertisement influencing the buying behavior

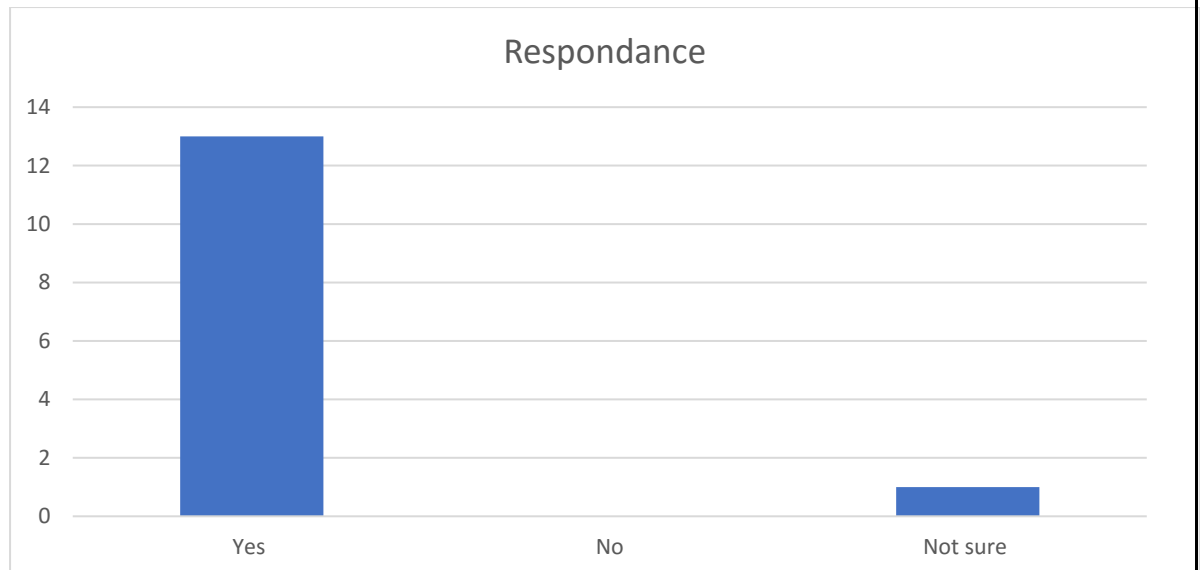
	Response	Respondent
Will McDonald's advertisements influence you to go to McDonald's	Yes	2
	NO	9
	Not sure	3



The researcher was curious whether to know if McDonald's any advertisement had any influence on their buying behavior. It was observed that that majority of the respondent had not affected by any of the ads. This is due to negative brand awareness and brand image that exist in them. Also, teenagers and parents are less reluctant to these ads as it's not of their interest.

Table 6: Thought's on gender equality considering the second video

Do you believe in gender equality	Response	Respondent
	Yes	13
	NO	0
	Not sure	1



The last question asked to the respondents was to if they believe in gender equality after watching the second video. From the table it can be seen that the majority of them believed in gender equality. One of the teen was not sure about the matter.

4.3 Response of the participant on McDonald’s ‘Dead Dad’ advertisement

The first McDonald’s advertisement selected by the researcher was shown to the respondent and asked for their feedback. There were many mixed comments and few of them are elaborated below.

Parents:

Majority of the parents were able to identify the unethical dangers related to the first video. Few of the points observed by researcher during the interview are displayed below.

- 1) Parents were able to identify the target market in the ad: single parents and kids.
- 2) One of them said that the video was productive.
- 3) Few of them thought the video was sad as it displays a kid who has lost his father and father is only remembered for the McDonald’s.
- 4) Mother was comparing the dead father and son.
- 5) One of the parents told that, mother was trying to comparing different traits father and son. They differ in everything but the only one trait that is similar is the like for the McDonald’s fish fillet.
- 6) Another one said that father might have due to obesity and
- 7) Few of the parents were able to reflect on different unethical advertisements done by McDonald’s. For example, a ‘Happy meal’ put up by McDonald’s that targeted children. It would

influence children to buy meals only to get cool toy watch that comes with it.

Teenagers:

Surprisingly, even the teenagers were able to figure out few of the unethical aspects related to the video. Below are the points that had been observed by researchers during the interview.

1. One of the teenagers said, the video is sad and showing father and son don't have anything in common. Hearing these facts from mother, the child is feeling put down. It shows a message that a person should eat McDonald's to feel better of them.
2. Additionally, one of them said the video was trying to portray the similarities between father and his child.
3. Another said the company has done good advertising. It looks like they are trying to get the family together through this ad.

From the information gathered through interview we can conclude that, parents have were able to identify the unethical aspects related to video. They understood what was going on in the video and how the McDonald's marketers were trying to target single parents and teenagers in an unethical manner.

In contract, the teenagers had mixed opinions and had a fair idea about the unethical issues related to the video. Teenagers in the age 13 to 15 had failed to identify unethical issues related to the video and had different perspective: thinking it's a normal ad where marketers are trying to catch the emotion of a teen that had just lost his father. The teenagers above 15 were more responsive to the unethicalness.

4.4 Response of the participant on McDonald's 'Serious Man food' advertisement

The second video selected by the researcher 'Serious Man food' ad was shown to the respondents and asked for their feedbacks. Few of the important points noted during the interview are listed below.

Parents:

1. Few of the respondent found to be wrong, sexist and giving a message that McDonald's is only for men and not women. Basically the video was targeting only men.
2. One of them said it's just normal video where few of the young people are having a good time and sharing the things they did previously.
3. Another respondent said, the video is trying to show that only macho man can have the quarter pound burger. It's only a real man's food.

Teenagers:

1. Few of the respondent said the video was short and simple and had nothing wrong it.
2. Rest of them though it's targeted at men and tries to give a message those only men can have McDonald's and not women.

From the above interview it can be concluded that,

CHAPTER 5 - Conclusion

5.1 Teenagers' attitudes towards unethical advertising

From the information process and theory development, the researcher was able to understand that teenagers have the understanding of commercial messages but only in certain condition they encourage to response. As teenagers grow and mature, their response rate changes and they tend to build information processing skills to distinguish the influential messages from specific advertisements; they are able differentiate what is useful for them or what is not by learning to evaluate the advertisements on social media. Most of the teenagers in their initial age develop an early comprehension of advertising and what persuasiveness is. Comparison of different advertisement helps to them in differentiating sincere concern over stimulants for a certain extent. These help teenagers to resist plead to purchase. These processing skills assist in developing intellectual and attitudinal defenses.

As the teenagers grow older their vulnerabilities to the media tend to decrease significantly. In a Positive side, this increases their intellectual and attitudinal defense that safeguards their wellbeing and also helps in develops cynical attitudes. Teenagers from 15 to 19 in particular are not vulnerable to superficial advertising but rather influenced by advertisements that are literally designed to plea the aesthetic needs and wants such as brand image and awareness.

The teenagers follow same footsteps as elders and have a larger and richer view of life and are willing to buy lot of products than the young ones. They make their purchasing decisions independently. However, sometime even their awareness is also often oppressed with misconception. Reflecting the fact that teenagers are having lack of experience in the marketplace, they often believe that ads are made up of fictional elements, and gives advertisers considerable creative license in portraying their brand to the teenagers. Until an advertiser has unacceptably exceeded a line of exaggeration and intentional deception, the teenagers tend to portray the genuine issue as a guiltless mistake. The researcher thinks the teenagers are intelligent enough to differentiate details in advertisements and ignore them if the advertisements are not pleasing them.

It was observed that the teenagers are very much influenced by social media. They are the generation that belongs to digital media, love using credit cards in daily lives and cannot live without electronic gadgets. They prefer texting rather than talking directly, watch more television rather than doing some productive activities outside and internet is the first preference for any kind of information. In general, teenagers are tech savvies and much more conscious about the brands. Teenager's wants and needs are already recognized and can't be influenced by any advertisements. Despite there being similar advertisements promoted by different brands, the teenagers tend to be more brands conscious and play a major role in influencing the family purchase decision. The researcher analyzed the behavior of the teenagers' susceptibility in terms of psychological and social background and found the teenagers are not susceptible to media as thought. They are smart and not easily deceived. Also, teenagers research about the product through experience, before they actually decide to purchase. The above analysis shows that the advertisements work as an information source and later influence teenagers in their purchasing decisions.

The data analysis helped the researcher in realizing that the advertisements influence teenagers to make informational choices rather than directing them towards something negative. Few of the teenagers and parents were able to recognize the ethical dangers entailed in both videos and rest of them found it to be any other McDonald ad. Rather than having an overall picture of McDonald's being unhealthy for its high salt, sugar contents and bad practices followed during food preparation, it seems to be a normal advertisement by McDonald's.

5.2 Parents' attitude towards unethical advertisement of McDonald's

From this study it was observed that, parents play a vital role in the choice of food, nutritional routines and taking care of their own health and family. These aspects depend on their financial situation, education, employment, habits and beliefs regarding the nutrition's. However, their influence is powerfully codependent with the influence of their children's, creating a 'bounce back' effect on their food consumption habits at home, even in the families those eat healthy. As most of the McDonalds ads targeting kids, parents express concern with respect to advertising of food aimed at their children's. This is mainly due to children possessing limited ability to understand advertisements. Their influence depends on the communication pattern with their children and their attitude towards advertising. As we are aware that socialization of children is two-way process, children's being influenced will rouse them to ask for the food that has been advertised. This will create an annoyance to the parents either at home or shops. The greater is the belief that their children's are influenced by these unethical ads, the greater will be the feeling that leads to annoyance and greater will be the parents control over the usage of social media by their children's. In some circumstances, it would be hard for the parents to prohibit the purchase of the product that was advertised; advertisements that feature children's favorite anime character or celebrities.

It was noticed by the researcher that most of the parents are aware of the unethical advertisements done by McDonald's. High number parents had noticed unethical advertisements but they do not essentially pay attention to them. Few stated that their buying behavior is influenced by their children's. So as the unethical advertisements are influencing kids in a negative manner, even parents are being influenced in their

consumer behavior in a negative way. Also, this leads to a negative word of mouth among costumers that leads to negative brand image of the company.

Recommendation

Today's teenagers are not only smart enough to take their own decision but are also amenable to situations around them. Most of them have exceled from manual actions to technological activities such as surfing and gaming. They learnt quickly from medium like internet and social media. In fact, they are more likely not to be influenced by the environment around them but by the social media around which they interact daily. Advertisers are well aware of this situation and take this has their competitive advantage. Additionally, they exploit these advantages by regular advertisements. Surprisingly, these teenagers exhibit characters and attitude that are indistinguishable to the adults. Knowing this fact, the advertisers adopt strategies that have the reflection to those of the designed for the adult advertisements. For these reason, it is very important to impose regulations to monitor adult advertising that would filter out teenagers related programs.

Throughout the research the researcher recognized the advertisements done by the advertising companies has a long lasting impact on teenager's psychosocial development. The media should consider limiting the negative impact of advertising such as promoting improper eating behavior, ferocity, body image issues and using celebrities for their negative advertisements. Furthermore, the advertisers should equally increase positive effect of advertisements. This above task can be established by putting decent amount efforts by both parents and advertising companies.

Fast food never is going to be best food for anyone. However, it sounds unrealistic that kids would see the McDonald's sign and badger their parents to take them to McDonald's. It's undeniable that there are fast food and unhealthy food, but it would be parent's responsibility to educate their children from young age to make healthy choices for themselves. Kids by themselves just can't go to McDonald's and order a happy meal without parents' permission. Doesn't mean that these advertisements campaign are targeted towards parents? We certainly agree that McDonald's advertising campaign have gone over the line in targeting their audience such as kids and teenagers, but having a bowl of vegetables for kid's menu to make it healthier would be worst suggestion to be given. The kids will seek happy meal and attractive cheap toys inside. In contrast, the parents would go for something healthier like yogurt or fruits to convince themselves that they have balanced the purchase. To be honest, the ads don't make anyone to go to them McDonald's. Everyone is familiar with the flaws of eating fast food. If you're eating McDonald's, it means you are familiar with the brand and you like it. Watching a series of perfect family image or video in the screen isn't going to lure anyone to McDonald's. Anyways, the problem is not with having occasional McDonald's meal, it's about regular consumption of processed food with high fat, salt and sugar. There are lot marketing agencies out there that promote whatever they like. Additionally, there are lots of unhealthy foods out there in the market. End of the day it's an individual choice to make right decision.

Ultimately, regulation authority must realize that it's not about restricting the marketers and advertisers from advertising, but rather about liberating the customer choices. Additionally, it is also distribution of information and generating consciousness of various choices that consumer can consume. Given the fact that authorities bodies are already in place, there is always opportunity for further emphasis when following for ethical conducts.

REFLECTION

The present researcher has helped me in developing several skills in different aspects. These skills have assisted in intensifying the overall effectiveness of the dissertation. Additionally, the present research has enhanced my knowledge in the field of marketing and advertising. The details discussion is done below.

The development of secondary research skills

The current research study has aided in augmenting my skill in the secondary information required. These evolved secondary skills are meant to be accomplished through outer perspective. Therefore, these perspectives were dealt with the aid of secondary factor. These skills are developed by the researcher when a research is immensely focused on advancing to the completion. The proficiency in the this field is acquired under two directions as the information needed for the secondary research can be obtained by accessing various sources like books, journals, articles, social media, magazines and newspaper. Through present research it's inspected that it is not possible to use all the sources to obtain the information. To resolve this aspect, few of the sources are shortlisted that are considered to be important sources for the present study and that would assist in attaining the goals. I tried to explore few of the ideas that meet the standards of my dissertation. It would serve as a considerable benefit for different aspects like time saving and in obtaining a good level of research finding.

These procedures help in developing a critical mindset that will help in analysis secondary data. This critical mindset is going to aid me in my future life that will assist in identifying the flaws that are related to the secondary data and provides to ameliorate the output. Additionally, the level of expertise contributes to evolution of critical mindset in terms of secondary data. It is agreed that, I need to consider various viewpoints regarding the topic before engaging myself to the research. The viewpoints are protracted from various sources that designate the fact, evidence and cogitate. It associates that if an individual has published a book, he has acquired adequate knowledge on a specific topic from a book that has published by another researcher.

Acquiring primary research skills

This research also helped in developing the primary research skills. It was my first experience where I was engaged in collecting data through primary research and interpret them individually. During the research process, I had opportunity to learn two famous research methodologies – quantitative and qualitative. The methodologies applied presented a practical involvement before conducting the interviews. Face to face semi structure interview was conducted for the data collection of primary research. An alternative data collection method was used by me to optimize the research. Efforts were to put to understand the advantages and disadvantage of alternate data collection methods like survey and use of different tools of analyzing the data. Thus, it helped in acquiring the first primary research on data collection method. Further, the sampling for the research is also a very important aspect. A suitable sampling method is chosen for the study by deeply analyzing various famous sampling methods. The supervisor assigned for the dissertation had helped me in different stages of the research by providing tangible and valuable advices to overcome the various issues. In result, these played a vital role in tackling various methodology issues. The various skills I had developed during various stages of the research are useful to obtain primary data and find different factor that might affect my dissertation. Throughout the dissertation, I have gained significant amount of knowledge about unethical advertising and during the data collection process i.e. interviews, I have shared my knowledge with the participants and made them aware of them as well. All these elements combined helped in building up an effective strategy for the study.

Improvement of time-management skills

This research serves has an advantage on personal and specialized levels. An important skill gained during the research is of time managing and preparing a schedule to meet different stages of the study. It has helped to conduct different stages of the study in an organized manner with respect to time. At initial stage of the study, I was worried about the progress of the research according to planned time table. The challenge mostly arrived during the formation of literature review. The time allocated for the formation of literature review was underestimated. Furthermore, few number of literature reviews were constantly behind the time due to various change. This helped me in developing a personal discipline to prepare a fixed schedule to complete the research in the remaining time frame. The most important activities of the research had been assigned at start of the schedule. All the not so useful activities had been eliminated in order to save time. A particular activity was taken out every day and plan had been set according for the research. In addition, the study was designed to burn out the pressure and to eliminate all the aspects that would affect the research in any negative manner. To summarize, the study helped me in developing the time management skill which is considered to be the most vital factor for both personal and professional life.

Increasing the level of Self-confidence

The research has helped me in boosting my self-confidence and this is acquired by overcoming the unsecure factors. This has been achieved by confidence that displayed while conducting interviews with the samples of the research. The samples for the study

confidentially interact with the primary data resources. At the beginning of the study, there was a hesitation from my side to choose the right method of primary and secondary data collection. The methods were also unfamiliar to me as I had to approach various individuals and convince them to participate for a face to face interview that would aid the primary data collection. Most of the time samples refused to cooperate or refuse due to their personal reasons. All these series of events dragged my confidence level down intern affecting the primary collection process in a negative way. However, I should be thankful to the supervisor, friends and family those kept me encouraged in my bad time and eventually helping to boost my confidence. Lot of time was spent in collecting the primary data by applying enormous efforts to achieve the task. Furthermore, the study helped to improve my communication skills that helped me during the interview to gain valuable feedbacks for the primary data. Its undeniable that he boost in confidence is going to be a highly beneficial factor for in in future.

Bibliography

- A., V. (2016, December 14). *Where is Your Site Traffic Coming From?* Retrieved July 22, 2018, from <https://blog.parsely.com/post/5194/referral-traffic/>
- Aaker, D. &. (1993). *Brand equity and Advertising: Advertising's role in building strong brand*. New york: Lawrence Erlbaun and Associates.
- Aaker, D. (1996). *Building Strong brand*. New York: McMilian.
- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of brand name*. New york: Free Press.
- Aaker, D. A. (1991). *Manging brand equity: Capitalizing on the value of a brand name*. New york: The Free Press.
- Aaker, J. (1997). Dimension of brand personality. *Journal of Marketing Research*, 34(2), 314-334.
- Alhakimi, & Qaseem A. (2014). Towards an understanding of marketing strategies in higher education institutions. *Euro Asia Journal of Mangement*, 23-35.
- Bartos, R. (1988). *Marketing to Women Around the World*. Harvard Business School Press.
- Baxi, Panda R, & Karani A. (2016). Community Marketing: an effective marketing strategy. *Romania Journal of Marketing*, 2-11.
- Beman, S. J, B., & K., F. (2011). New Business models for emerging media and entertainment revenue oppourtunities. *Strategy & Leadership*, 39(3), 44-53.
- Bernard H. (2012). *Research Methods in Anthropology*. AlthaMira Press.
- Bin Nooah M, N. &. (2014). The criteria and challenges of unethical advertising. *American journal of business, economics and management*, 2(44), 88.
- Bloomberg, C. D., & S. P. (2011). *Business Research Methods*. Berkshire: McGraw-Hill Education.
- Blythe, & Martin J. (2016). *Essentials of Marketing*. Harlow: Pearson Education.
- Chernatony, D. (2011). *Business Research Method*. Burlington: Elsevier.
- Chovanova, H. H. (2015). Impact of Brand on Consumer Behaviour. *Procedia Economics and Finance*, 34, 615-621.
- Cortese, A. J. (2004). *Provocateur: Images of women and Minoriteies in Advertising* (2nd ed.). New York: Rowan & Littlefield Publisher.
- CSO. (2016). *Central statics office Ireland*.

- Cui, G. J. (2012). The effect of online consumer reviews on new product sales. *International Journal of Electronic Commerce*, 17(1), 39-58.
- Dinner, I. V. (2011). *Driving online and offline sales: The cross-channel effects of digital versus traditional advertising*. Tuck School of Business.
- Distaso, & Brown N. (2015). From Owned to Earned Media: An Analysis of Corporate Efforts About Being on Fortune Lists. *Communication Research Reports*, 32(3), 191-198.
- Faulds, & Mangold. (2014). Developing a Social Media and Marketing Course. *Marketing Education Review*, 127-144.
- Fill C, & Turnbull S. (2016). *Marketing Communication* (7th ed.). Harlow: Pearson Education.
- Fill, C. T. (2013). In *Advertising: strategy, creativity and media*. Harlow: Pearson Education.
- Fill., H. G., & F. S. (2013). *Advertising: strategy, creativity and media*. Harlow: Pearson Education.
- Flick U. (2015). *Introduction research methodology: A beginner's guide to doing a research project*. Sage.
- Glennen, C. (2017, June 28). *The rise of McDonald's: from super sized criticism to progressive burger company*. Retrieved July 22, 2018, from World Finance: <https://www.worldfinance.com/markets/the-rise-of-mcdonalds-from-super-sized-criticism-to-progressive-burger-company>
- Gradinaru, Toma S, & Marinescu. (2016). *Marketing mix in services*. Ovidius University Annals: Series economics Sciences.
- Gronross C. (1989). Defining marketing: a market-oriented approach. *European Journal of Marketing*, 52-59.
- Hadija, Barnes S, & Hair N. (2016). Why we ignore social networking advertising. *Qualitative Market Research: An international Journal*, 19-32.
- Harris. (2009, July 28). *Priming effects of television food advertising on eating behaviour*. Retrieved July 22, 2018, from <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2743554/>
- Harrison, F. (2013). Digging Deeper Down into the Empirical Generalization of Brand Recall. *Journal of Advertising Research*, 53(2), 181-185.
- Huq, Nekmahmud M, & Aktar M. (2016). Unethical practises of Advertising in Bangladesh. *International Economics of Science, finance and Management sciences*, 10-19.
- Huq, Nekmahmud M., & Aktar M. (2016). Unethical practices of advertising: A case study on some selective products. *International Economics of Science, Finance and Managment Sciences*, 10-19.
- Ingram, M. (2015). *Facebook now drives more traffic to media sites than Google*. Retrieved July 22, 2018, from <http://fortune.com/2015/08/18/facebook-google/>
- Interbrand. (2017). *Inter Brand*. Retrieved July 18, 2018, from <https://www.interbrand.com/best-brands/best-global-brands/2017/ranking/>
- Ireland, D. i. (2018, January 29). *We are social*. Retrieved July 9, 2018, from <https://www.slideshare.net/wearesocial/digital-in-2018-in-northern-europe-part-1-west-86864594/67>
- Jarvinen, J., & H Karjaluto. (2015). The use of Web analytics of digital marketing performance measurement. *Industrial Marketing Management*, 50, 117-127.
- Jeniffer, Harris, Bargh, J. A., & Brownell, K. D. (2009, July 28th). *Priming effect of television food advertising on eating behaviour*. Retrieved July 22th, 2018, from <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2743554/>
- Jones, J. P. (1990). *Ad spending: Maintaining Market Share*. Harvard Business Review.

- Keith, Pettijohn C, & Burnett M. (2008). Ethics in advertising: Difference in industry values and students perceptions. *Academy of marketing studies journal*, 81-96.
- Keller, K. (1993). Conceptualizing, measuring, and managing customer based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Keller, K. L. (2003). *Strategic Brand Management: Building, measuring, and managing brand equity* (2nd ed.). Boston: Pearson Education.
- Kiatsonchai, & Choibamroong T. (2014). An analysis of marketing strategies of boutique hotels in thailand. *Journal of graduate study in humanities and social science*.
- Kotler, & Armsrong G. (2016). *Principles of Marketing*. Harlow: Pearson Education.
- Kotler, P., & Hermawan kartajay. (2017). Marketing 4.0. In 4.0 (Ed.), *Moving from traditional to digital* (p. 32). New Jersey: John wiley & sons, Inc., Hoboken.
- Kotler, P., Keller, Brady, Goodman, & Hansen. (2016). *Marketing Management* (3rd edition ed.). Pearson education limited.
- Kunde, J. (2002). *Corporate Region: Financial Times Prentice Hall*. Pearson Education.
- Kushwaha, & Agrwaha S. (2015). An Indian customer surrounding the 7 P's of service marketing. *Journal of Retailing and Consumer Services*, 89-95.
- Lewis L. (2015). *Qualitative inquiry and research design: Choosing among five approaches*. Health Promotion Practive.
- Loverlock, & Wirtz. (2011). *Services marketing: people, technology, strategy*. New Jersey: Pearson.
- Lubben C. (2016, January 27). *Children's products: An overview of advertising laws and regulation*. Retrieved July 05, 2018, from https://www.stinson.com/Resources/Insights/2016_Insights/Children_s_Products__An_Overview_of_Advertising_Laws_and_Regulations.aspx
- Mackey, & G. S. (2015). *Second language research: Methodology and Design*. Routledge.
- Malhotra N. (2010). *Marketing research: An applied orientation*. New Jersey: Person Education.
- Marshall, P. H. (2011). *Spending Advertising Money in the Digital Age: How to Negotiate the Media flow*. London: Kogan Page.
- Martha Barletta, T. P. (2003). *Marketing to women: How to understand, Reach, and Increase Your share of world's largest market segment*. Dearborn Trade Publishing.
- Maxwell J A. (2012). *Qualitative research desgin: An interactive approach*. Sage.
- McDowell, W. (2004). Exploring a free association methodology to capture and differentiate abstract media brand associations. *Journal of Media Economics*, 17(4), 309-320.
- Midha, N. J. (2014). The value of earned audience: How social interactions amplify TV impact. *Journal of Advertising Research*, 54, 448-453.
- Mintel. (2017). 'Attitude to advertising' *Mintel oxygem reports platform Irish series*.
- Mintel. (2017). 'Social Networking Ireland' *Mintel oxygen reportst platform, Irish series*.
- Moschis, G. P. (1979). Television and Interpersonal Influences on Adolscent Consumer Learning. *Journal of Consumer Research*, 6(1), 23-45.
- Noreen, & H. S. (2015). Exploratory Study of the Impact of social Media Marketing on Consumer Purchase Intention. 53.
- Noreen, & R. k. (2012). *Basics of social reserach: Qualitative and quantitative approaches*.
- Oh, & P. A. (2010). *Handbook of hospitality marketing mangement*. Oxford: Butterworth-Heinemann.
- okazaki, s. T. (2013). Social Media and International Advertising: Theoretical Challenges and Future Directions. *International marketing review*, 30(1), 56-71.
- Olbrich, R. a. (2011). Modeling consumer purchasing behaviour in social shopping communities with clickstream data. *International Journal of Electronic Commerce*, 16(2), 15-40.

- O'Leary Z. (2013). *The essential guide to doing your reserach project*. Sage.
- Panda, & M. K. (2013). Does emotional appeal work in advertising. *IUP Journal of brand management*, 7-23.
- Panneerselvam R. (2014). *Research Methodology*. PHI Learning Pvt. Ltd.
- Pickard A. (2012). *Research methods in information*. Facet Publishing.
- Pickard A. (2012). *Research methods in information*. Facet Publishing.
- Pollak, S. (2018, april 18). *Irish children being 'manipulated' by marketing of junk food*. Retrieved July 21, 2018, from The IRISH TIMES: <https://www.irishtimes.com/news/health/irish-children-being-manipulated-by-marketing-of-junk-food-1.3465958>
- Pour, Nazari K, & Emami M. (2013). The effect of marketing mix in attracting customers; Case study of saderat Bank in Kermanshah Province. *African Journal of Business Management*.
- Prapannetivuth. (2015). The marketing mix in small sized food industry: A case of Pattaya, Thailand. *International Journal of social, Behavioral, Educational, Economic, Business and industrial Engineering*, 3903-3906.
- Pressy, & Milton., D. P. (2013). A transcendent code of ethics for marketing professionals. *International journal of law and management*, 55(1), 55-73.
- Ramaeshan, Ishak A, & Kingshott R. (2013). Interactive effects of Marketing strategy forumation and implementation upon firm performance. *Journal of Marketing Management*, 1224-1250.
- Rebecca, P. (2018, February 6). *Social Networking - Nov 17*. Retrieved July 9, 2018, from <https://www.ipsos.com/en-ie/social-networking-nov-17>
- Robson, & M. K. (2016). *Real World Research*. Academic Press.
- Ross S. (2014). *Introduction to probability models*. Academic Press.
- Saleem H. (2008). *Inductive and Deductive Research Approach*. Retrieved july 20, 2018, from <http://www.drburney.net/INDUCTIVE%20&%20DEDUCTIVE%20RESEARCH%20APPROACH%2006032008.pdf>
- Sangkaworm, & Mujtaba B. (2010). Marketing practices of hotels and reseorts in ChiangMai. *Jounral of Managemtn and Marketing Research*, 1-17.
- Sangkaworm, & Mujtaba B. (2010). Marketing practices of hotels and resorts in chianmai: a study of product, pricing, and promotional practices. *Journal of Management and Marketing*, 1-17.
- Saunders, Lewis P, & Thornhill A. (2016). *Research methods for business students*. Harlow: Pearson.
- Saunders, P, L., & T. A. (2012). *Research Methods for Business Students* (6th ed.). Harlow: Pearson Education Limited.
- Saydan, Lewis P, & Thornhil A. (2013). Relationship between country of Origin and Brand Equity: An Empirical Evidence in England Market. *International Journal of Business and Social Science*, 78-88.
- Schiffman. (2012).
- Schirr G. (2013). Community-Sourcing a New Marketing Course: Collaboration in Social Media. *Marketing Educaion Review*, 225-240.
- Scott D. M. (2015). *The new rules o marketing and PR: How to use social media, online video, mobile applications, blogs, news release, and viral marketing to reach buyers directly*. John Wiley & Sons.
- Seejal, Vijay, & Jenny. (2012). *ABC*. dUB: XYZ.

- Sidhu, Sharma J, & Shivani S. (2015). Ethics in Advertising: An Indian perspective. *International Advanced Research Journal in Science, Engineering and Technology*, 115-119.
- Silverman D. (2010). *Qualitative research*. Sage.
- Silverman D. (2010). *Qualitative research*. Sage.
- Singh, R., & Vij S. (2017, April). *Socio-Economic and Ethical Implications of Advertising- A Perceptual Study*. Retrieved July 14, 2018
- Smith T.M, G. S. (2010). The complementary effect of trade shows on personal selling. *International Journal of Research in marketing*, 21(1), 61-79.
- Solomon, M. B. (2016). *Consumer Behaviour: A European perspective*. Pearson Education Limited.
- Srivastava, & Nandan T. (2010). A study of perception in society regarding unethical practices in advertising. *South Asian Journal of Management*, 61-69.
- Statistics, O. C. (2017, July 13). *Information society statics*. Retrieved May 9, 2018, from <https://www.cso.ie/en/releasesandpublications/er/issmh/informationstistics-households2017/>
- Stephen, & G. J. (2012). The Effects of Traditional and Social Earned Media on Sales: A study of a Microlending Marketplace. *Journal of Marketing Research*, 624-639.
- Stephen, & Galak J. (2012). The effect of Traditional and social earned media on Sale: A study of a microlending Marketplace. *Journal of Marketing Research*, 49(5), 634-639.
- Subram, Khan K, & Srivastava C. (2016). A study of marketing mix strategies on the Indian UPVC window market. *Internation journal of reserach in commence & management*, 41-46.
- Suggett, & Paul. (2017, November 17). *what is unethical advertising?* Retrieved may 2018, from <https://www.thebalancecareers.com/what-is-unethical-advertising-38797>
- Taylor, B. R., & D. M. (2015). *Introduction to qualitative research methods: A guidbook and resource*. John Wiley & Sons.
- Trusov, M. B., & Pauwels, a. (2011). Effects of word-of-mouth versus traditional marketing: Finding from and internet social networking site. *Journal of Marketing*, 73(5), 90-102.
- Tuten, T., & Solomon. (2014). *Social Media Marketing*. Sage.
- Tversky, A. (1972). Elimination by aspects: A theory of choice. *Psychological review*, 70, 281-299.
- Unwin, S. (1974). How culture Affects advertising Expression and Communication Style. *Journal of Advertising* , 3(2), 24-27.
- Van Dijck J. (2013). *The culture of connectivity: A critical histor of social media*. Oxford University Press.
- Van trijp, H. C. (1996). Marketing and Consumer Behaviour with Resepect to fast food. *Food choice, Acceptance and Consumption*, 264-290.
- VanNest. (2016, December 14). *Where Is your Site Traffic Coming From?* Retrieved July 22, 2018, from <https://blog.parsely.com/post/5194/referral-traffic/>
- Zhang, Y. (2015). The Impact of Brand Image of Customer Behaviour. *Open Journal of Business and Management*, 3, 58-62.

