



A COMPARATIVE ANALYSIS OF SALES EFFECTS OF
TV ADS & SOCIAL MEDIA MARKETING – *for Fast Food*
Restaurant Chains in the Greater Dublin Area

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Abstract

Marketing is having various components and functions for different kind of applications, requirements and objectives. Advertisement is one of the key components of marketing practise. The major challenges are facing by the advertising industry is the tremendous growth of the technology and its acceptance by the people with the same pace. Due to this fast paced advancement of technology, many new media vehicles have introduced and accepted by all. But for advertisers and academicians, it is still challenging and interesting to know the effectiveness of these media vehicles to achieve the advertising objectives. Sales revenue is one of the key performance indicators of the advertising campaign.

This is an attempt to do a comparative study of the sales effects of traditional and contemporary media vehicles. This document is the dissertation report for MSc. Marketing course, 2014-15. It starts with the commentary of high levels of the topic which covers the general area of the subject and fast food industry of the Irish market. Then it covers the rationale of choosing this topic and what the gaps are, which is going to be filled with this research.

In the literature review section is having collection of various literatures which have been reviewed to design and frame the research by broadening the knowledge through various advertising theories and comparison of the contemporary and traditional media vehicles. In later sections researcher has framed the thesis statement, objectives, sub-objectives and research questions.

Based on these studies, philosophy and theoretical framing have been done. The type of philosophy, in this study is “epistemology” which discuss about the interdependency factors, key performance indicators and relationship between the various factors to achieve the advertising objectives. Further research and studies, says that there are two major actors viz. consumers and marketers. To know the points of view of both and get the deeper knowledge of the subjects researcher have adopted mixed method approach which includes quantitative, qualitative, primary and secondary research. The primary research has done for both consumers and marketers.

Then analyse the results and findings got from primary research and secondary research analysis. The findings from primary research and secondary research analysis are discussed in the “discussion” section. This is also discussed about the advertising objectives can be related ultimately to sales goal and branding objectives.

To execute this research everything was not very simple there were many limitations. Further researcher has highlighted that how these are taken care. Also discussed about the future possibility of this research.

Declaration

Submission of Thesis and Dissertation

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1.0 Introduction

It is a fact that advertisement is a key element of marketing (Adcock, Halborg and Ross, 2001). Modern advertising has changed dramatically compared to older advertising principles and techniques. Modern advertising suggests to take care of four important aspects viz. setting up of advertising objectives, preparation of the advertising budget, building advertising strategy, message and media options, and performance assessment of the advertising campaign. Advertising results can be evaluated on communication effects, sales and profit effects (Armstrong and Kotler, 2009).

The results of advertising can be measured only when its objective is clearly defined. Advertising objectives are always clearly differentiated from marketing objectives of the organization (Sherril, John and Rushton, 1990). Achieving advertising objectives may not guarantee sales success unless all other aspects of the marketing mix are also effectively deployed (Sherril, John and Rushton, 1990). But most of the brands and companies are in business, except non-profit organisations, to make a profit; rest are merely intermediary steps on the road to goal (Green, 2007).

Advertising drives sales by nudging propensity to buy the brand by the individuals who saw the commercials (Newstead et al., 2009). Many researchers feels that the effects of adverts are beyond sales and profits which are often much harder to measure (Joshi and Hanssens, 2010). One popular way to measure sale and profit is by comparing sales revenues with the advertising expenditure, which may also termed as Return on Investment (ROI). Another way is based on lag models where the effect of advertising is measured in different intervals of time. Prime parameter could be sales results during that time intervals (Bass and Clarke, 1972). Yet another is through experiments, for example to test the effects of different advertising expenditure levels. More complex experiments could be designed to include other variables, such as opting for different media for the same product and brand (Armstrong and Kotler, 2009).

1.1 General Area

Sales could be a final arbiter for the advertising campaign, but there are many obstacles and pitfalls along the way to identify and isolate the sales effects of advertisements from the rest of the variables in the marketing mix (Roberts, 1990). The past decade has witnessed the dramatic development and growth of information and communication technologies that enable easy and rapid interaction between customer and advertiser. As a result, advertisers are increasingly relying on various modes of interactive technologies such as social media and other digital systems (Pavlou and Stewart, 2000).

The prime objective of this research is to study the sales effects of advertisements through traditional and contemporary media vehicles viz. Television and Social media. Further arguments have been given to include “sales revenue generation” as the key performance indicators of advertisement even for long term branding perspective. There are multiple challenges to investigate and compare the sales effects of TV advertisements and social media marketing in the greater Dublin area for fast food restaurant chains because of non-accessibility to prime sources of inputs, these are marketing departments of the leading companies which are having marketing strategy for both TV and social media, for this dissertation within short execution time. The reason to choose fast food restaurant chain is because of its continuous demand by the consumers irrespective of the seasons except of few such as ice-creams and others.

1.2 Specific Areas

A new study by Bord Bia shows that the fast food and takeaways dominate the €6.13billion Irish catering industry. In fact Irish spend around 38 percent, i.e. €2.38billion on eating out budget in “quick service” and fast food restaurants (Sheehan, 2014). Ireland has had the third highest jump in the consumption of fast food in the past 15 years (O'Carroll, 2014). There are multiple reasons for increase in the consumption of fast foods. A few of them have been highlighted as infused into the culture because of technology, social media, corporate social responsibility strategies of fast food companies and government policies (Hospitality Ireland, 2013). Consumption growth of the fast food is not mere coincidence, but is the effect of the marketing efforts of the fast food restaurant chain companies.

As per KPMG, in the year 2013 total amount spent in the advertising market in Ireland is around €700 million and spent on TV ads is around 30% circa €200million (Television Audience Measurement Ireland, 2014). As per PWC, in the same year 2013, online advertising marketing expenditure in Ireland was €97 million, of which 46% was spent on searching advertises, 39% on displaying advertises and 15% is on desktop advertising other than mobile (IAB Ireland, 2013).

Social media marketing is a latest platform using by marketers and advertisers as social inclinations have moved to this medium very fast, lesser than a decade time. Advertisers are preferring this platform as it can perform better action as it is cross-device based platform that means it can be used on any device, mobile, PC or tablet unlike TV. Moreover, now customers wants to interact rather than only listening. Advertisers also prefers this platform for long term customer acquisition as they can read the behaviour of consumers or potential consumers through cookies and activities on social networking sites (Fulgoni and Lipsman, 2014).

From the above mentioned details and information, it can be deduced that in this age of digital and information technology, marketers are still spending higher on traditional media compared to

contemporary media. 80% Irish are online versus European Union average of 65%. Smartphone penetration in Ireland is 43%, with 61% accessing the internet everyday on their smartphone (IAB Ireland, 2013).

1.3 Gaps

While reviewing the literatures not able to find the factual figures of sales revenue generation from both the media vehicles i.e. TV and social media. This is important for planning, budgeting and to build the advertising and communication strategy for short and long term. Most of the literatures have covered the effectiveness of TV adverts and social media marketing as indirectly linked to sales effect, such as the differential sales growth before and after the broadcasting of TV advertises (Ansari and Jolouidar, 2011) (Ahmed et al., 2012) and on official pages of social networking site of the company to the sale (Pradiptarini, 2011). Similarly, in one of the researches on social media, the gained brand value has converted as currency and then relate it with the sales earnings (Dimitriadis, 2014). It does not reflect the revenue directly, but is a virtual way to achieve the sales revenue.

Found many contradictions in the marketing literatures regarding the sales effects of advertising; very few have worked on the sales revenue and advertising media effects considering sales revenue generation as the key performance indicator (Ahmed et al., 2012). It is observed that there are huge opportunities to execute such researches on the advertising area than any other marketing subjects. The use of social media sites as part of a company's marketing strategy has increased significantly in the past couple of years. Social media platforms are free advertising opportunities that can in acquire sales leads along with other advertising objectives. One of the biggest advantages of using online networking platform is that they are free, easy to access and interactive. It (social media) does not require an exorbitant investment to use unlike other forms of marketing (Russell, 2011). On the contrary argument have been given by the author that television ads are quite attractive and result in a high propensity to purchase products and which means increase in sales revenue through television adverts (Ashaduzzaman and Asif-Ur-Rahman, 2011).

It is a challenge to find the media vehicle effectiveness on the basis of sales growth or sales revenue. It may vary industry wise, geography wise and culture wise. This has provoked to execute the research on the effectiveness of media vehicles and measuring indicators of effectiveness of adverts as sales revenue. This has encouraged to study various literatures and expand the depth and breadth of the Knowledge.

2.0 Literature Review

This section contains the synthesis of various related literatures and describes the thematic layers of advertising theories, the comparison of sales effects of TV adverts and social media marketing, and various methodologies which was adopted in the past.

Customers pass through various stages of buying process. This journey may be long for high involved products and services, and short for low involved ones. Advertisements are the medium through which customer encounter first with the high level knowledge of products and services then follow to acquire the information and knowledge of it and then build the interests or disinterests based on this (Sherril, John and Rushton, 1990).

2.1 Theory

Advertising is an area which is changing with very fast pace because of the technology advancement and market dynamics. One model and it's derivative is very popular in the modern advertising field. AIDA and Hierarchy of Effects model by Lavidge and Steiner, 1961, is accepted and even included in advertising practice by the industry (Rehman et al., 2014). AIDA and Hierarchy of effects model describes the purchase journey of the customer via advertisements through various media vehicles. AIDA has the elaboration as "Awareness, Interest, Desire and Action". AIDA is a model for advertisers which they used first to make aware about the product and services to purchaser then develops the interest on the products and services then create the desire in purchaser to have the products and services and finally push to the purchaser to purchase the product or service (Rehman et al., 2014).

Lavidge and Steiner, 1961, have proposed in the hierarchy of effects model about the consumer behaviour theory of purchase journey by the consumer; every purchaser is going through three stages viz. Cognitive, affective and conative (Medcalf, 2003). During these stages purchaser and advertiser take few more actions to fulfil the requirements. Such as purchaser during the stage of cognitive discovers and learn about the products and services by getting aware and acquiring the knowledge through announcements, descriptive advertisements, classified advertisements, jingles, teaser campaigns and others. In the next stage i.e. affective stage, the purchaser would like to build his or her likings and preferences by emotionally attaching to the product and will find difficult with other products and services; advertisers use competitive advertisements, image advertisements, status advertisements, glamour appeal to build affectionate towards the products and services. And in the last stage purchaser get motivated to buy the products and services by developing conviction on the products and service to purchase; advertisers do sales promotion- retail deals, last minute sales, point

of purchase deals and many others (Belch and Belch, 2009) (Medcalf, 2003). It is difficult for advertiser to identify the stages of audiences and broadcast the appropriate advertisements at right time.

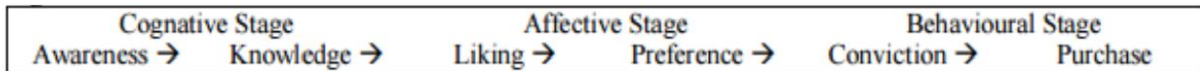


Fig 1: Response Hierarchy (source: (Belch and Belch, 2009))

The theory which discusses about the results and performance of the advertisements is DAGMAR theory created by Russell Colley in 1969. The elaboration of DAGMAR is Defining Advertising Goals for Measured Advertising Results (Mackay, 2005). DAGMAR was created to encourage measurable objectives for each stage of the communication (Smith and Taylor, 2002) and does not deal purely with message. So this could be one of the important theory to influence the sales revenue generation as a key objective must carry a prospect through four stages of the understandings and communication (Mackay, 2005).

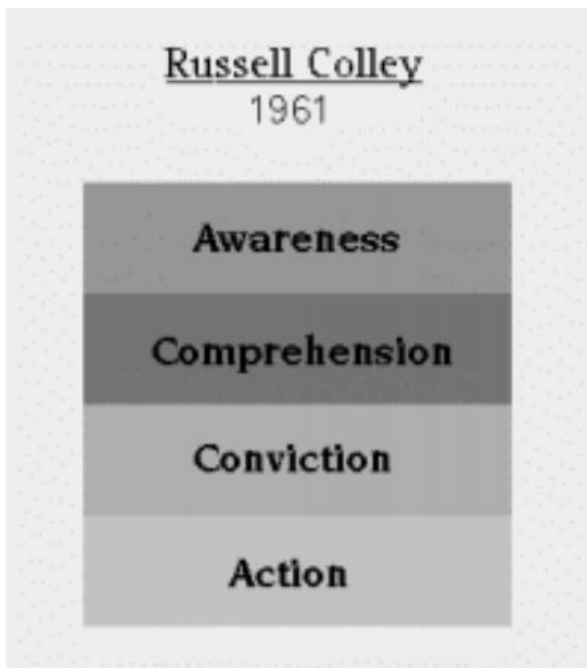


Fig 2: DAGMAR Model (Mackay, 2005)

As mentioned in the previous section that the common yardstick of the business growth is a revenue generation and firm’s value. Marketing objectives with both short and long term objectives plays a pivotal role. Short term objectives of the marketing may be immediate sales revenue, which also equally important as it take cares of the operations costs (Silva-Rosso, Srinivasan and Hanssens, 2004). Advertising and media planning is the key factors to achieve the marketing objectives. The old advertising model had three distinct concepts. The first was the idea that a “mass market” exists and can be reached through effective broadcast advertising. Second, the old model suggests that segmentation based on demographic factors such as age, income, gender, and education is sufficient

to create effective ads. Third, with enough repetition and reach to the mass markets, favourable impressions can be made (Blake, 1994). This means the frequency needs to increase but in media planning, instead of frequency **opportunities to See** (OTS) is commonly used. The opportunity to see refer to the cumulative exposures achieved in a given period (Clow and Bacck, 2007).

Cost is a measure of overall expenditures associated with an advertising program or campaign. The number that can be calculated of this cost is by **cost per thousand (CPM)** method. CPM is the money spent to reach 1,000 members of the media vehicle's audience. The Formula is

$$\text{CPM} = (\text{Cost of media buy} / \text{Total audience}) \times 1,000 \text{ (Clow and Bacck, 2007)}$$

The basic rule, developed by Herbert Krugman, states that it takes minimum of three exposures for an advertisement to be effective. This is the *three-exposure hypothesis*. Most media planners have assumed it for many years (Krugman, 1972). Now, many advertisers think three exposures are not enough to create an impression in the consumer's mind, primarily because of the clutter that exists (Clow and Bacck, 2007). Clutter also effects on the types of objectives firms trying to accomplish. For instance, increasing brand awareness is easy then building brand image. This directly impacts on the sales revenue through ads. This means it is not important the number of exposure to the advertisement but exposures needed to be effective. This builds two concepts: effective frequency and effective reach. **Effective frequency** refer to the number of times a target audience must be exposed to a message for achieving of a particular objective. **Effective reach** is the percentage of an audience that must be exposed to a particular message to achieve a specific objective (Clow and Bacck, 2007).

A new theory concerning reach and frequency challenges the traditional three exposure hypothesis. This approach is called recency theory which suggests that consumer's attention is selective and focused on his or her individual needs and wants. The traditional three-exposure hypothesis is based on the intrusion value of advertisements which can make an impact on an audience regardless of individual needs or wants. Intrusion value is the ability of media or advertisement to intrude upon a viewer without his or her voluntary attention (Tabor, 1998).

Recency theory states that consumers have selective attention process as they consider only those adverts of the products and services which they are looking for. It is also suggested that it is a waste of money when ads reach individuals that are not in the market for a particular product or have no interest on it. One primary difference is recency theory is the idea that one ad exposure is enough to affect an audience when that person needs the product or service being promoted. In other words,

recency theory suggests that one exposure might be enough for each member or audience or consumer, because they are looking for the information and are ready to make a purchase decision (Teixeira, 2014). This may even lead to selective exposure or attention to media contents may then reinforce the attitudes or behavioural changes out of which reciprocal association is considered important (Slater, 2004). This reflects that recency theory is more appropriate for digital and social media marketing than other mass communication. But this could be possible even for other media vehicles such as TV or radio based on the broadcasting timings they may find the right audience. This ultimately relates to the three-exposure hypothesis.

Social cognitive theory (Bandura, 1986) is one of the most frequently cited theories in the field of the media communication research (Bryant and Miron, 2004). It provides an explanation for the observational learning and explicit capability of human behaviours. The theory also suggests a causal model to explain human behaviour the reciprocal interactions among persons (including cognitive, affective, and biological events), behavioural, and environmental factors (Bandura, 2002). According to the theory, an individual who decides to model another person's values or behaviour, acquired through observational learning, may be encouraged or discouraged to adopt it based on the perceived consequences - reward or punishment (Bandura, 2002). The theory also suggests a conceptual framework to define the successive processes governing observational learning, including attention, retention, production, and motivational processes.

The attention process represents how people notice, sometimes selectively, other people's behaviour when exposed to the model. The retention process defines the extent to which people are able to recall memorized behaviour. The production process refers to the practice of behaviour or thought through the learning process. The motivational (or de-motivational) process is the underlying attraction toward the learned behaviour or repulsion from it. The development of meaning and use patterns with regard to communication technology include social learning and social information processing. This is called the social psychological process (Salancik and Pfeffer, 1978).

The communication purpose and reduction of the ambiguity will reduce the information processing time and easily communicate the objectives. This has clearly identified that media plays a major role in this and based on this the media richness theory have built. In the hierarchy of media richness, face-to-face communication is the richest followed by telephone, email, and print media. Therefore, applying the theories discussed above are related to social media, people may join in particular social media network depending on the amount and type of the information that needs to be processed or transmitted (media richness), personal reasoning or perception (social cognition) and the degree of the socialization needed (social presence).

2.2 Television advertisements and its effectiveness

Television could be the best and popular media vehicle to reach every households easily as average spending time on TV by an Irish adult (15+ years old) is 3 hours and 28 minutes, Adults 55+ years are watching more than 5 hours and the kids are watching 2 hours 45 minutes (Television Audience Measurement Ireland, 2014). To hit the mass markets enough repetition required and the media vehicle like TV and radio have done or can do easily. But with the advertisers or companies have the challenges to move the market from the brand awareness and brand equity to brand loyalty (Blake, 1994), that is customers should attract to buy.

TV is the powerful media tool for advertising as it persuasive to impact all categories of the customers as it has the ability of colourful motion pictures with sound effects (Panda, 2004). Television offers advertisers the most extensive coverage and highest reach of any media. Television has the advantage of intrusion value, which is the ability of a medium or advertisement to intrude upon a viewer without his or her voluntary attention. Visual images and sounds can be incorporated to capture the viewer's attention and present persuasive messages. Products and services can be demonstrated on television in a manner is not possible in print, radio or in text messages (Kaplan, 2003). But still it is not enough to broadcast the advertisements unless knowing its effectiveness on the audiences and fulfilling the objective of communications and sales.

The author executed the research of the effectiveness of the TV advertisements by analysing the purchase journey of the buyers. The study was based on the theory of AIDAS (Awareness, Interest, Desire, Action, and Satisfaction), an extension of the hierarchy of effects model. And even accounted this research by the empirical analysis. The information have collected through the survey of the customers in the market. The author has predicted that TV advertisements are having high impact on the audiences to attract, interest to purchase, desire for purchasing, action of purchasing and customer's satisfaction (Ansari and Joloudar, 2011). However the author has not able to find out the impact of the buying on sales generation or growth. Although clearly established that there is a positive impact of TV advertisements on purchasing and satisfaction.

It is also interesting to know the impact of TV ads for long term. McDonald' says that each advertisement, if it works at all, stimulates its immediate response: the continuum, however far into the future, is merely the continued repetition of such responses. The study shows that TV ads work immediately and the strength of this effect very much influences the total sales effect and most of the TV ads have very less active life as it decays very fast (Newstead et al., 2009).

TV ads considered to be a non-personal communication tool to inform groups about the products and services and used for 'above the line' marketing and communication strategy. And its effectiveness can be measured directly by observing sales volume during campaigns or indirectly by conducting surveys. The author viewed sales promotion as an incentive used by marketer to induce the trade or consumers to buy a product and to encourage the sales team to sell aggressively (Gautam, 2014). The sales effects refer to the assessment of the capability of advertising to affect the sales volume and/or the market share, regardless of the possible influence of other variables. The effectiveness of advertising should be considered for its effect on sales for the short term (Gautam, 2014).

The author has done research on the impact of advertising media on sales growth, including TV, newspaper, LCD displays and billboards. The authors have performed the empirical qualitative analysis. In this study the authors have selected two actors – retailers or Shopkeepers and the buyers or customers. The questionnaires have prepared for both and distributed. The adopted approach was to record the sales growth of the product from the retailers or shop keepers through questionnaire (Ahmed et al., 2012). The questionnaires were supplied to customers to the source of advertising through which they are propensity to purchase and then link to the details of retailers and the products. This is to understand which media vehicles have impacted on sales growth. This is an empirical quantitative analysis. The authors have found that TV adverts are having high impact on the sales growth of the products. This study has tried to link the purchase with the influenced advertising media but not really able to consider the long term effects of TV and other advertising media (Ahmed et al., 2012). Although the authors have linked the purchase of the products with the influenced media vehicle, but not clearly or convincingly to the sales growth as it is very difficult to assess at what point of time sales increased by the influence of which media vehicle (Ahmed et al., 2012).

2.3 Social Media marketing and its effectiveness

Emergence of social media and subsequent trend of change in media consumption are publishing business to adopt social media as one of their marketing and public relationship tools. Social media is a fusion of sociology and technology, transforms the information flow from monologue (one to many) into dialogue (many to many). This is not limited to generate, engage and exchange but also about promotion, participation, openness, connectedness, interactivity, collaboration and information sharing of the product and services (Nyekwere, Okoro and Azubuike, 2014).

Social media marketing provides a window to marketers not only to present products and services to customers, but also to listen the customers' grievances and suggestions. As mentioned earlier regarding the social media theory that word-of-mouth is the super power to influence the customers. So, social media marketing makes easy for marketers to identify various peer groups or influencers

among various groups, who in turn can become brand evangelist and help in organic growth of the brand. This can be done on very nominal expenses (Neti, 2011).

As per the study by public relation firm Burson-Marsteller shows that 86% of 100 largest companies on the Fortune 500 list use at least one of the social media sites such as Facebook, Twitter, Youtube or blogs, and 28% of them all four platforms; number of businesses gained some advantages from social media marketing (Pradiptarini, 2011). As social media marketing is relatively new among business practitioners and scholars, so there is a dearth of the academic articles and journals. Many concerns have raised regarding the sales effectiveness and return on investment (RoI) of social media. Various studies have done about the impact of the social media on the sales and return on investment. The methodology adopted was quantitative and comparative analysis of the sales growth and social media marketing (Twitter) activities of five fortune 500 companies viz. Microsoft, Wal-Mart, P&G's Charmin, Merck's Claritin, and AT&T with their main competitor's viz. Oracle, Target, Kimberley-Clark's Cottonelle, Johnson & Johnson's Benadryl, and Verizon Wireless respectively. The sales revenue generation of these companies are compared on year-on-year and quarter-on-quarter basis. Some of the variables were examined in the analysis, including length of Twitter memberships; number of followers, tweet and its type; as well as the latest data of the company's/brand's sales revenue or market share. Results have shown that there were no substantial changes in the sales revenue growth and market share because of the social media – Twitter activities. The company, which was having lots of activities over Twitter was not able to generate sales growth, which was anticipated against the social media marketing campaign (Pradiptarini, 2011). Although Tweeter is a one platform which does not show the capability of whole gamut of social media. The study was unable to relate the sales effects with social media activities of the companies directly and even not able to find the consumers' understandings regarding the influence of social media.

Social media have penetrated rapidly into the society, companies' are increasingly using them as a part of their marketing and brand building activities, although the small number of the companies are feel comfortable in the new environment (Dimitriadis, 2014). The author discussed about the various reasons of social media marketing have accepted fast by the customers, viz. declining response rates, technology developments, demographic shifts, customer preferences, and low cost. One of the major benefits for the company is to boost the sales by using social media, for example, Sony announced in February 2012 have earned an extra million euros through Twitter. The author has adopted the approach to do survey of the customers who are connected to the 14 companies of the Greece through its (companies') social media pages (Dimitriadis, 2014). The study has found that

companies' got the benefited on various aspects including sales revenue. But it is not clearly reflected the linkage between the sales and other advertising effects with the exact value of sales difference before and later using of social media.

As mentioned above, there are multiple reasons to opt any of the media vehicles by the advertisers (Hossain and Bahar, 2015). If the advertisers want to build the brand awareness within mass, TV could be the best media, which can easily attract the new potential consumers (Ansari and Joloudar, 2011). But it is hard to get the feedback from the consumers on adverts, this means there is no interaction between the audience or consumers and companies. The drastic change of the communication landscape has provided by the social media where both consumers and companies can interact with each other. This will be beneficial and helpful to get the confidence on product and to generate sales (Keller, 2009). TV adverts have the time limitation and short span of time can be provided by the TV owner to express the salient features and benefits. Based on the adverts customers have to trust on it, whereas on social media the detailed description of the products and services can be provided and shared which helps in influencing general opinions and attitude formation (Mangolds and Faulds, 2009). Immediate feedback and reactions of the customers can be recorded and shared on social media globally (Mangolds and Faulds, 2009).

Although social media have provided the liberty to express and share the feelings about the brands and products (Mangolds and Faulds, 2009) but TV adverts are providing the awareness and purchase intent even (Edell and Keller, 1989) (Naik and Peters, 2009). The authors have even concluded that TV adverts can synergises to create the awareness, but purchase intent building is not possible through online TV adverts (Chang and Thorson, 2004). The other studies show that best cost per impact coming from online advertising although spent 90% on TV adverts, the reallocation to online and social media increased the exposure by 20% (Briggs, Krishnan and Borin, 2005).

As mentioned previously that there are a dearth of literatures in this area, no studies show the factors allocated to the sales directly; maximum researches have the focus on awareness, cognitive responsive, propensity to buy but not on sales. So this study has the prime focus on the comparison of sales effects of TV adverts and social media marketing. It is hard to generalise or build the paradigm for all the industries. Hence have chosen the fast food restaurant chain companies which are investing their marketing and advertising budget on both TV and social media. Understanding that sales of the particular products or services and getting influenced by the adverts through different media is having dependency on culture, so have limited the research only to the greater Dublin area, Ireland.

3.0 Research Question and Hypothesis

The thesis statement can be read as “*Comparative study of the sales effect of TV adverts and Social Media Marketing for fast food restaurant chains in the greater Dublin area, Ireland*”. The main research question can be framed as “which media vehicle is suitable to generate sales revenue for fast food restaurant chains in the greater Dublin area – TV or Social media?” The objective of this research is to find out the sales effects through traditional and contemporary advertising tools and compare both. This means the researcher has attempted to explore which media vehicle is suitable to generate sales revenue, television or social media. Further have tried to explore three sub questions. First, what are the factors to improve sales effects of social media and TV advertisings? Under this have tried to explore the factors of consumer behaviour - purchase pattern, timing of the advertisements on the both traditional and contemporary advertising tools; does sales effects are influenced by the age, sex and profession and any other?

Second, how indicators of sales effects are important for marketer for building short and long term strategy? In this have discussed and argued that sales indicator is really necessary or not, or how sales generation can be related with the advertising objectives. Third, how other indicators may impact on the sales effect for its improving and achieving the ultimate goal of the business organisation? Such as responsiveness, engaging, recalling and other advertising results, that means all communication effects finally improved the sales revenue or vice versa.

3.1 Hypothesis

The consumer behaviour pattern is not same for all products, especially categorising as high and low involved product. In hierarchy of effects model, Lavidge and Steiner, 1961, have built the model of the sequence, cognitive (Think), affective (Feel) and conative (Do). But later it sequenced differently for high and low involved product (Ahmed et al., 2012). For high involved product the sequence is feel, think and do, but for low involved product the sequence is - do, feel and think (Ashaduzzaman and Asif-Ur-Rahman, 2011). But ultimately it is derivative of the hierarchy of effects model, so based on these models, the first set of research Hypothesis is:

- HA1 – TV advertisements are attracting the customers with propensity to purchase
- HA2 – Social media are attracting the customers with propensity to purchase
- HA3 – Both TV advertisements and social media are equally attracted to the consumer with propensity to purchase

Coney, 1961, developed “awareness, comprehension, conviction, and action hierarchy” also known as DAGMAR theory – Defining Advertising Goals for Measured Advertising Results. Coney identified some

other marketing factors which are associated with final sale, that is again derivative of hierarchy of effects model – think, feel and do (Belch and Belch, 2009). Based on DAGMAR theory, the second set of Hypothesis is:

HB1 – TV advertisements are generating sales revenue

HB2 – Social media are generating sales revenue

HB3 – Both TV advertisements and social media are equally able to generate sales revenue

The objective of this research is to compare the sale generation through traditional and contemporary media vehicles. For this matter have chosen TV advertisements as a traditional media vehicle and social media as a contemporary media vehicle, both are very much popular in the respective segments and in customers' day to day life (Hackley, 2010). Since it is difficult to perform on each product or even each segment of the product, so have focused on the fast food restaurant chains. Based on country and culture also impact on the use of media vehicles, so for the timely completion of research have executed in the greater Dublin area.

This research is a multi-method - quantitative and qualitative research. Quantitative analysis is having relation between TV ads with sales revenue generation and social media marketing with sales generation. This is calculated and measured by the consumers' responses, whereas the marketer points of view have studied from the secondary research analysis of the various literatures, also have done the interview of industry expert and compare it with the primary survey of consumer. The argument and discussions have made between the results of these two methods.

4.0 Methodology

This section provides the approach and adopted methodology to achieve the objectives of the research. The objective of the research is to compare the sales effect of the TV advertisements and social media marketing of fast food restaurant chains in the Greater Dublin area, based on this objective have built the hypothesis. The study area has two major components one is measuring the sales effectiveness of TV advertisements and social media marketing and second is to compare both.

4.1 Philosophy

The research objectives and questions are clearly stated and which is reflected through the thesis statement which is *“Comparative study of the sales effect of TV adverts and Social Media marketing for fast food restaurant chains in the Greater Dublin area”*. If the sales effects have to be assessed, then major actors are consumers and marketers. There is the dependency on the consumers because of this actor’s behaviour, interest, and action decides the impact on the sales. This means the ontology of this research has the dependency on the external factor, multiple scenarios have to be considered to get the best answers of the research questions (Saunders, Lewis and Thornhill, 2012).

The epistemology can be described by observing and assessing the research questions it requires both observable phenomenon and subjective meanings which can able to provide acceptable knowledge. Such as how consumers are making aware themselves? – TV or social media; why consumers are visiting to any particular fast food restaurant? – adverts or service quality; which age groups are influenced?; whether source of income or profession may also influence or not.

To help with interpretation of the data for better knowledge have integrated different perspectives of the consumer behaviour and marketing communications model (Saunders, Lewis and Thornhill, 2012).

For this research have considered the Irish and western world culture where the fast food is very popular in almost all age groups and also affordable to purchase. Many such kinds of the values have played large role in interpreting the results. The axiology for this research have adopted both objective and subjective points of view (Saunders, Lewis and Thornhill, 2012). The objective points of view have built for consumers and subjective points of view for marketers.

For data collection have used both quantitative and qualitative techniques. Sales effects of the consumers’ points of view have recorded through the questionnaires and to record the marketer points of view have done the archival, secondary research analysis and interview of the industry expert.

Overall have built and based the research on “Pragmatism” philosophy to answer the research questions and objectives. It is mixed of the data and interpreting the different perspectives of the values, principles and data. To design and build the research approach and methodology, understanding of the philosophy have played a critical role (Burrell and Morgan, 1982).

Based on the research philosophy have designed the model which, inspired by Four Paradigms, i.e. Objectivist, regulation, subjectivist and radical change. This research is more inclined to regulation paradigm where the two dimensions are functionalist and interpretive. Within this interpreted dataset of the consumers’ responses to the questionnaire and understand the perspectives of marketer and advertisers (Saunders, Lewis and Thornhill, 2012).

4.2 Research Approach

This research has adopted the “deduction approach” in which identified causal relationships between TV ads, social media marketing, sales revenue generation, service quality, demographic details of the customers, and psycho-behaviour. Based on these causal relationships and reviewing of various literatures have supported to build the set of hypotheses.

Fast food restaurant chains in the Greater Dublin area have considered for this research purpose. These fast food restaurant chains are those which are having marketing department and using the TV and social media as advertising vehicles. All the major companies have considered such as McDonalds, Burger King, Supermacs, KFC, Dominos, and PizzaHut. For data collection have done consumers’ survey on fast food restaurant chain’s outlet premises, by this way the genuineness of the subject can easily be recorded.

4.3 Commonly Adopted Methodologies in Previous Researches

In the past most commonly adopted research approaches were to measure the effects of TV ads by “area copy or weight test”, this is highly time consuming method where the sales difference measured between test and control areas, which are not be attributable to the advertising effects but may be of differential changes in some other marketing factors . Although to perform this econometric or peplemeter technique may be used. Econometric analysis, on the other hand is comparatively better than area copy, but not suitable to the research objective. Consumer panel data will be potentially better data source and best could the large panel avail while purchasing and on while watching the TV advertisements (Roberts, 1990). But these all are not viable for this study because of financial and time constraints.

Measuring of the effectiveness of social media marketing many has approached in two ways, one is observing the company who is actively updated and interact on the social media platform versus the activities of the competitor on the same. That is comparing the number of communications, followers,

participants, click through rates and lead generations of both the companies and all competitors. Then relate with the sales revenue and market share of the companies (Pradiptarini, 2011). And second is by sociometric techniques, where the measurement of the social network website of the company with the persons whom we want to do the survey (**subject**) (Stephen and GALAK, 2009). By visiting the pages of the social website of the subject and their networks observe the communication with others and weight the cognitive, affective and conative stages of the subjects and confirm the purchases of the same products. But for this huge time needs to be spent to identify the subjects and assurance to participate in the survey.

Most of the adopted methodology of previous studies and researches were focused to consumer behaviour, brand value, brand building, feedback collections, product improvement, and sales promotions rather than on sales revenue generation through social media marketing. Hence decided to adapt the both qualitative and quantitative approaches.

4.4 Adopted Methodology

As the philosophy of this research is based on pragmatism theory, as mentioned earlier, research approach is “deductive” have decided to go for the multi method research. To adopt the multi method research there are multiple reasons which are described further in this section. As mentioned the topic or thesis statement is a comparative analysis of the sales effects of TV adverts and social media marketing of the fast food restaurant chains in the greater Dublin area. The main effect is “sales” of the restaurant chain the actor who responsible for it is “customers”. Hence, it is important to record the points of view and the factors related to customers and their buying pattern and reasons or logics. But the other side of the table that is from marketer points of view, their notions and rationales to opt and choose the appropriate media vehicles that are TV and social media.

This indicated that research needs to be designed mixed methods as it requires the interpretation of the marketers’ and industry experts’ interviews and articles as per the research requirements. This also helped in establishing the generalisability of the study to usage or selection of appropriate media vehicle for the Greater Dublin area. The mixed method research design also provided the credibility of a study to produce complete knowledge (Bryman, 2006) (Greene, V.J. and Graham, 1989) (Molina-Azorin, 2011).

There are two actors who played important roles to understand the sales effects via advertising media vehicle. Recording and analysis of points of view and opinion of two different actors have provided the opportunity to understand the breadth and depth of the topic.

In quantitative survey, it assumed that few questions may be unanswered by subjects. To solve such problems, qualitative research have done via secondary research analysis of the interviews of the marketing professionals or the head of the fast food restaurant chains or advertising professionals and

the published articles. For this even the archived videos also have considered and studied. Not only have relied on the video interviews, but also to get the local experience and to validate these literatures have also done interviews of the industry expert of social media marketing.

Further, recognising the nature of this research design is a descripto-explanatory studies where have describing the results, performing the analysis and drawing the conclusions. Also find the causal relationships between the media vehicle and sales effects of the fast food restaurant chains. And the complete knowledge is drawn from experimenting, survey and secondary research analysis of articles and datasets i.e. archival and case study.

The research strategy has been formulated based on the activities and its objectives. Three variables have considered to perform the study viz. TV ads, social media marketing and sales effects. As the study is to understand and compare the sales effects of advertisements through different media vehicles, traditional and contemporary. So both the media vehicles are independent variable and sales effects are a dependent variable. As the effects and impacts of TV ads and social media on sales needs to be identified and also have to find out the sub questions about the research. For this study have assumed two set of hypotheses which may fall under the null hypothesis or the alternative hypothesis (Saunders, Lewis and Thornhill, 2012). The survey has been done in the open environment of restaurants and outlets. The reason to perform surveys on the spot is to get the genuine feelings and reasons rather than subjects get prepared with one set of responses. So this have done both in open and controlled environment. The experiment strategy has adopted for this research with the open question that is a comparative analysis of sales effects of TV ads and social media marketing of fast food restaurant chains in the Greater Dublin area and then turned to appropriate questions as hypotheses where have built the dependent and independent variables to predict the relationships. The survey strategy is also have adopted for this study, this gives the possibility to acquire the knowledge with highest conformity to the results. This strategy has allowed to collect the information and details and provide ability to quantify it. It was done on questionnaire basis and the survey strategy has provided the control over the study and got the uninfluenced and unbiased responses which is very useful to interpret the results and findings. This was provided the possibility to quantify the hierarchy of effects model and also about the purchase details to relate with the sales effects.

In secondary research analysis, archival research strategy was also considered, but this research was not much focused on statistical data of the past studies, but more about the historical articles and interviews, and considered the latest one. As mentioned earlier also that there are a dearth of such studies and data, academician and practitioners need to work on these kind of studies

for most practical implementations of it. The past interviews of the marketing heads of the restaurant chains and advertising professionals, and articles was allowed to explore the points of view of marketers which have used as the verifier of the primary research. This have given provided help in restructuring the research design to be more specific and focused. Also have interviewed the social media expert via email to acquire the breadth and depth of the local market knowledge. To conduct the interview have followed all the ethical practises followed by the sending the detailed purpose and topic of the dissertation and the importance of this study to real practicing world.

Even the “case study” strategy was also considered as a part of the research strategy this have highlighted the views of marketers as mentioned in later section about the McDonald’s Trust Tracker campaign, 2012 and the recent campaigns. These cases describe how the company have chosen and utilised the media vehicles. As the research has to be completed in the limited time frame so purposely have not chosen “triangulation and literal repetition” of the case studies, whereas much focused to perform the embedded case study (Yin, 2009).

As there is the limited time to perform this research so have not much focused on the types of time zone viz. cross sectional and longitudinal which would be the ideal strategy to be adopted. Although these have tried to manage by case study and archival research strategy.

Before starting the research have prepare the research project plan which included the contingency plan. In the research have emphasised in the project planning and in the exploratory study via multiple literature. To access the literatures have used the NCI library infrastructure and online materials. Also have taken help from the internet searches for various publications. These literature reviews have laid the strong foundation to frame the design, strategy, and workflow of the research. And even for archival and case study for secondary research to record the marketers’ points of views. Also adopted the survey technique as mostly used in the deduction approach for many quantitative researches, as mentioned earlier also (Saunders, Lewis and Thornhill, 2012).

The questionnaire is designed to understand the propensity to buy and understanding the medium by which customers get influenced based on hierarchy of effects model. Considering this fact questionnaire is having 5 sections viz. demographic details, cognitive, affective, conative, and purchasing details such as which product, price and source of medium get influenced about the product.

4.4.1 Designing of Questionnaire

The design of the questionnaire was considered that the copies of questionnaire are delivered or handed over to the subjects on the restaurant chains and collect it later. The subjects or respondents are from the age of 11 to 65 years old of any profession who visits fast food restaurants. They are of any social class, profession and gender, so the questions of the questionnaire are designed as easily understand by everyone. Meanwhile should also be benefited to research in terms of easy to analyse and response should be contaminated and distorted by uniformed responses. Moreover, as it was planned to perform the survey in restaurant chains and outlets the point was considered that consumer cannot spend much time in responding the questionnaire. Based on this, the number of questions have limited that is only fourteen and most of them are multiple choice, except two questions where the justification and logical responses were required. The questions were designed taking into account that subjects should clearly state that what is their favourite fast food restaurant chains, how they are updating or making aware themselves (using which media vehicles) and are they really influenced by adverts and visiting to their fast food restaurants? Prominently taking care of the independent and dependent variables and also obviously should able to find out the answers of the research questions clearly and respond to the hypotheses (Ghauri and Grønhaug, 2010).

While designing of the questionnaire have considered the all three types of data variables which needs to be collected viz. opinion variables, behavioural and attribute variables. Under opinion behaviour registered the subjects' feel about their favourite fast food restaurants, about its TV ads and social media marketing. Behavioural variables like their frequency to visit the fast food restaurants, with whom they are visiting. Collected attribute variables such as spending on each visit to the fast food restaurants (Dillman, 2009).

Internal validity or measurement validity of the questionnaire has done to validate that questions are able to quantify the cognitive, affective, and conative effects of the consumers or subjects. The design of each question has taken into account of the data needs to be collected. Questions of the questionnaire have constructed combination of adopting and adapting the questions which used in other questionnaires and also develop the own questions as well. But most of the questions are developed by own because of the dearth of the researches on even the similar study. While designing the questionnaire considered to include both open ended and close ended questions. Out of 14 questions two questions are of open ended questions, please refer question numbers 9 and 11 of annexure 1. These questions are meant to understand the feelings of liking of other media vehicles which does not want to limit with few options or does not want to close ended to know the thoughts of subjects. Further different kinds of closed ended questions are included viz. list questions,

category, and rating. List questions have provided the opportunity to the subject to choose the response from the listed options has have done in questionnaire, refer to the question numbers 4, 5, 6, and 13 of annexure 1. The purpose of this type of question is to make quantifiable and inferred easily. The risk of such question is about not answering by the subject.

In contrast, category questions are used to each answer of the subjects under one category, refer the question number 1, 2, 3, 7, 12 and 14 of annexure 1. Rating questions have used to collect the liking and so it is also called as liking style rating questions, refer question number 8 and 10 of annexure 1. Similarly for questions for interview, which have done via email also consider the marketer's points of view. The prime question was to know how social media expert is treating the social media marketing into an overall marketing strategy. How they device the social media for sales revenue generation? And finally, how they measure the performance of the social media marketing campaign? Very straight forward questions have designed because the expert should not feel any ambiguity regarding the study due to which the answers should not be deviated to other direction. This means during research also would like to the real practical scenarios then ideal scenarios. For more details regarding the questions, please refer to the annexure 1.

The order and flow of the questions have taken account with the interest of the subjects and should be able to fill it in short time as the subjects are in the fast food restaurants.

4.4.2 Data Collection

This was one of the challenging and the toughest part of the research. Data have been collected as primary research through survey and secondary research through archival and case studies of the literatures. For primary research it is important to perform the survey within stipulated time and without a huge investment of money. But the result should be appropriate to link or connect with the research questions. As there is a limitation of the time and funds cannot able to conduct the live television audience measurement and panel method while purchasing. Although the Television audience measurement report, TAM Ireland is only providing the viewing of the advertisements but not provide the evidence and data of purchasing influenced by the TV advertisements. Similarly for social media marketing, it indicates the followers, likes, unlikes, sharing of the information and other activities but directly does not indicates that consumers are really influenced by social media and visiting to the respective fast food restaurants or outlets. So, if directly approach to consumers and perform the survey to enquire how they influenced, making aware and update about their favourite fast food restaurant, i.e. regarding the media vehicle and buying of the food items will reflect the sales effects of which media vehicle. As it is on-spot survey on fast food restaurants and outlets the possibility of influence or uniform responses are very negligible. Overall, this was reliable and trustable method to perform the survey.

The survey was done in the shops and outlets, near point-of-sale, and enquire how they get influenced to purchase the product, whether the source is TV advertisements or social media marketing. High ethical standards have followed for this survey. Subjects' consent has been taken verbally as, on-field that is on restaurants handing over the one page document briefing about the dissertation will consume their time and even some time they may not be interested as it is going to consume a lot of time to read and fill the survey form. Taking account of this point, the survey had done completely anonymous only basic demographic information is collected, so that subjects should not have fear about the data breaching.

The survey has done in various fast food restaurants and outlets across the greater Dublin area including Dublin city, parts of Kildare County which are touching to Dublin county, parts of Wicklow country which are touching to Dublin County.

Secondary research was equally challenging to find out the relevant sources as mentioned earlier that there is the dearth of this kind of study. Three publications' website have visited to read the various journals and magazine and NCI library was the biggest source to find most of the journals. For secondary research around 75 journals, 12 magazines and 7 books have read. Although to acquire the marketer's points of view this was not the best approach, but it was really hard to take the interview of the marketers from fast food restaurant chains for the dissertation because of their unavailability. This was the biggest limitation to record the direct expressions and the approaches of them which was hard to find even through the secondary research. To cover the marketer's points of view of the local market has done the email interview with Ms. Amy Lynch, Social Media Marketing Expert, Aviva, Dublin, Ireland. She has managed many such marketing campaigns in her past. The correspondence of this interview has done through emails so that is why post processing is not much of the interview.

But for designing and storing of the survey questionnaire forms have used the Google Forms which are easily and freely available on Google Docs. All the survey forms have supplied to the subjects of the paper and collected on the spot after the finishing of it. Those filled survey forms have stored on Google Forms, it also generates the analysis and summary report, which are used further for the results and analysis. This tool has been tested by the responses of the fifteen subjects and found satisfactory results and have decided to go with the sample size of above 80. There are the limitations and challenges with this research which are discussed in the next sub section.

4.5 Limitations

As mentioned in earlier sub sections that many surveys based on econometer and peoplemeter have done. But those were helpful to do a study to aware or to attract the potential customers than relate directly with sales revenue. As there is no guarantee that watching of the ads may confirm the purchase of the products or services that is why have decided to enquire directly from customers the reason to visit their favourite fast food restaurant because of the TV ads or social media. The recording or finding of this data was not as challenging compared to understand the marketer's points of view. This is important for the research as the marketer's points of view will validate the consumers' responses. But to reach and connect with the marketers of the fast food restaurant chains and advertising companies was very difficult for such academic dissertation.

This research could have included three components to it, one difference in sales generation before and after broadcasting of the new TV ads, the second could be the duration of this effectiveness and third could be the quality of the TV ads. Similarly for social media marketing campaign also similar kind of the study could have done which would be even beneficial for the fast food restaurant chains and marketing companies. The next section entails about the results and analysis of the study.

5.0 Results and Analysis

After collection of all the filled survey forms have entered on the Google doc survey form. This is used because the data entry time of the surveyed form is very less, easy to store, and it can summarise automatically.

Total 93 survey forms circulated to the consumers in different fast food restaurants and its outlets of the Dublin County. Four forms are not completely and properly filled, so these are rejected and only 89 survey forms are accepted and treated as the completely eligible forms.

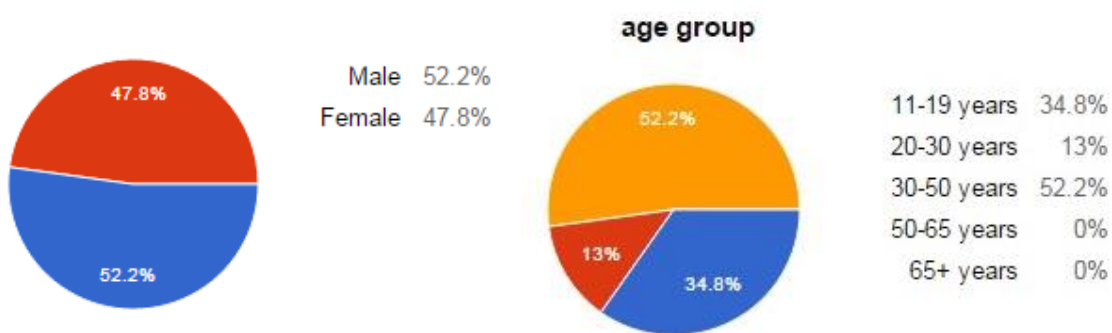


Figure3: Sex ration and Age group

There are 52.2% males and 47.8% females consumers participated in this survey. The age group of 30 to 50 years is 52.2%, 11 to 19 years are 39.1% and 20 to 30 years are 13%. The age group between 50 to 65 years and above 65% has not participated in this survey.

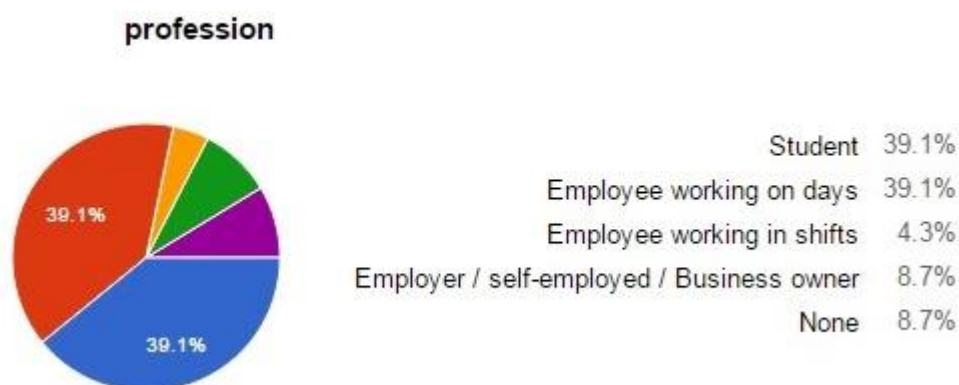


Figure 4: Profession

There are 39.1% of students, 39.1% of working professionals or employees working on days, 8.7% are self-employed or business owner or employer, 8.7% are not working or in a specific profession and 4.3% are employees working in shifts.

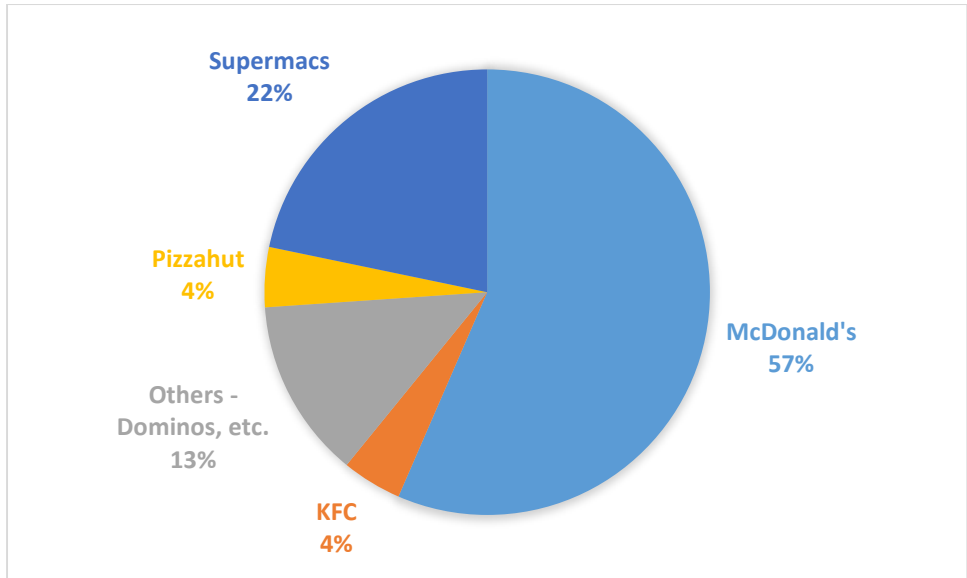
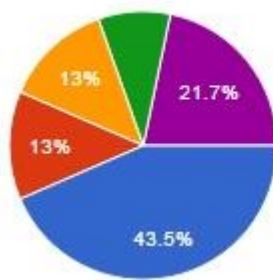


Figure 5: Fast Food restaurant knowledge

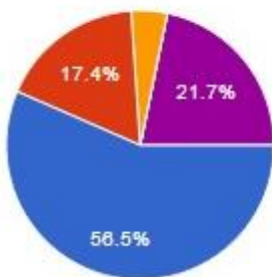
Enquired from the subjects (consumers) that what the other fast food restaurant is they know other than where the questionnaire have been filled. McDonalds is 56.5%, Supermacs is 21.7%, KFC is 4.3%, PizzaHut is 4.3% and others are 13%.



McDonalds	43.5%
Supermacs	13%
KFC	13%
Pizzahut	8.7%
Others- mention the name	21.7%

Figure 6: Favourite fast food restaurant chain

McDonald's is a most favourite fast food restaurant with 43.5%, 13% have favourite fast food restaurants are KFC and Supermacs, 9% subjects are Pizzahut and 22% are others.



Through TV ads	56.5%
Through Social Media	17.4%
Through Print Media - Newspaper, leaflets, etc.	4.3%
Radio	0%
Others	21.7%

Figure 7: Favourite Media Vehicle

56.5% subjects are getting aware of their favourite fast food restaurant by TV ads, 17.4% are through social media, 4.3% through print media, i.e. newspapers, leaflets, etc. 21% subjects are getting aware from other media and 0% are getting aware from radio.

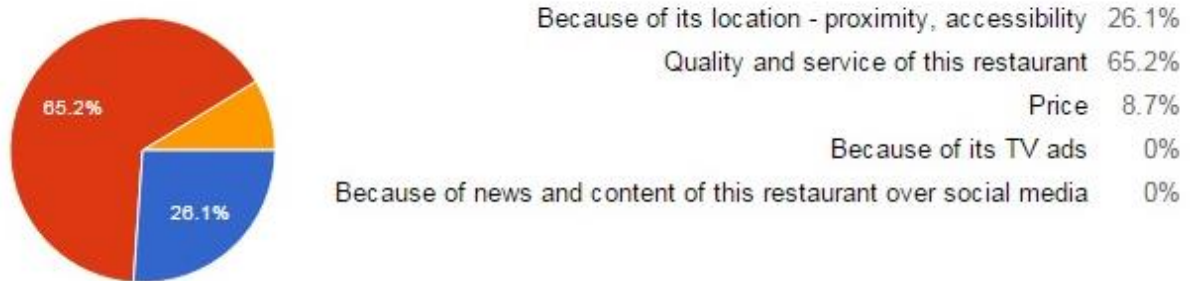


Figure 8: Reasons to visit Favourite fast food restaurant

65.2% of subjects are liking their favourite fast food restaurant because of its “quality and service of the restaurants”. 26.1% of the subjects liking their fast food restaurant because of its “location – proximity, accessibility”. 8.7% like their favourite fast food restaurant because of its pricing.

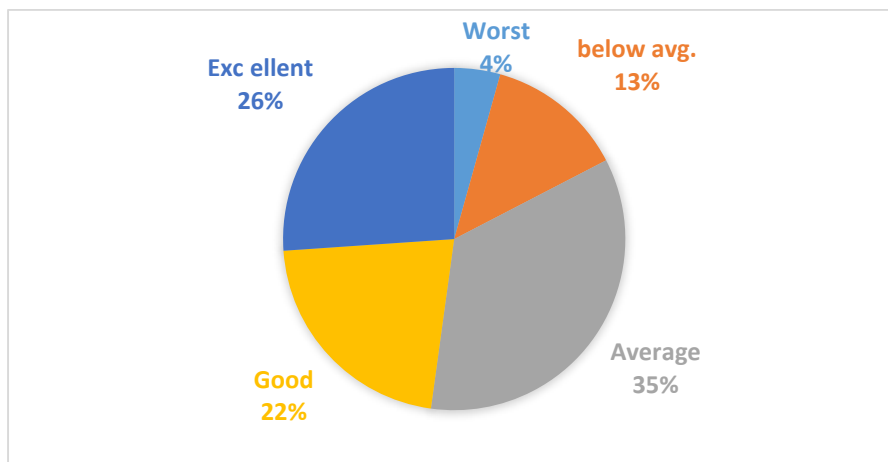


Figure 9: Effectiveness of TV ads

34.8% of subjects rated effectiveness of the TV ads of their favourite fast food restaurant as average, whereas 26.1% rated as excellent, 21.7% rated as good, 13.1% rated as below average and 4.3% are rated as worst.

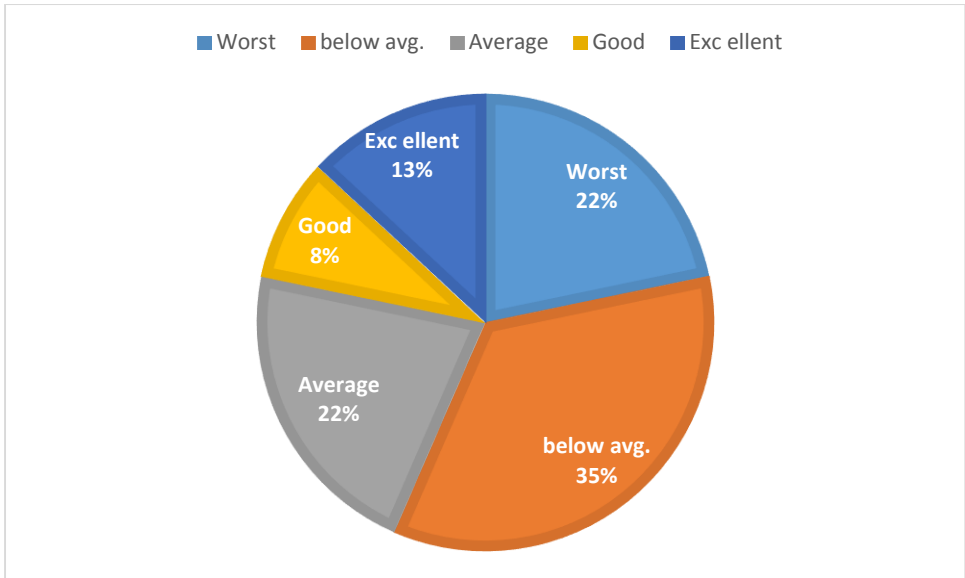


Figure 10: Effectiveness of Social Media Marketing

34.8% of subjects rated effectiveness of the social media marketing of their favourite fast food restaurant as good, 21.7% rated as average and excellent, 8.7% rated as below average and 13% rated as worst.

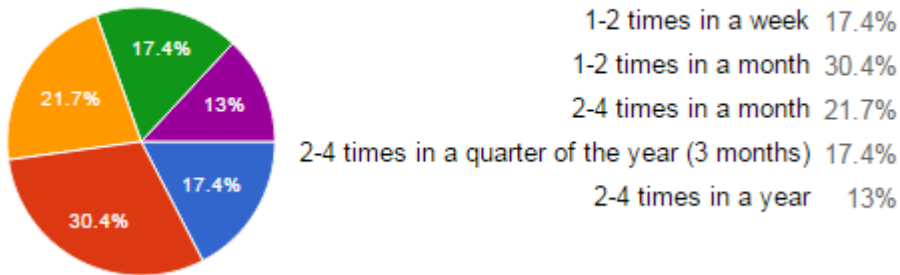


Figure 11: Frequency of visits

30.4% of subjects are visiting 1 to 2 times in a month to their favourite fast food restaurant, 21.7% are visiting 2 to 4 times in a month, 17.4% are visiting 1 to 2 times in a week and 2 to 4 times in a quarter of the year (3 months) and 13% are visiting 2 to 4 times in a year.

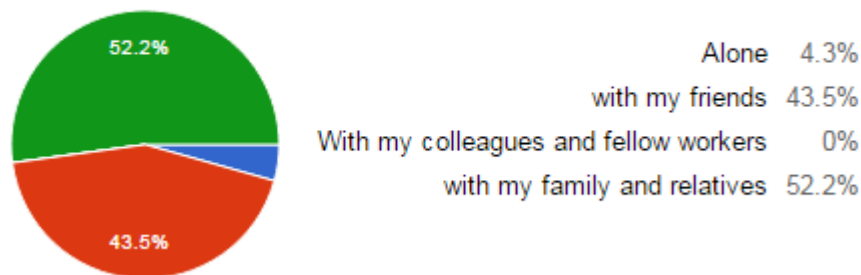


Figure 12: Visiting Partners

52.2% of subjects are visiting with their family and relatives to their favourite fast food restaurants, 43.5% are visiting with their friends, and only 4.3% are visiting alone to their favourite fast food restaurants.

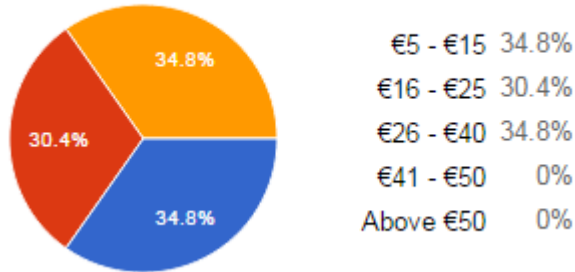


Figure 13: Spending on Fast food

34.8% of subjects are spending between €5 - €15 and €26 – €40 for each visit to their favourite fast food restaurant. 30.4% subjects are spending between €16 and €25 for each visit.

For better understanding of the social media marketing activities of the fast food restaurant chains and for this research purpose have chosen the popular social media website of Ireland i.e. facebook. Few observations of its official facebook pages have made considering the parameters of followers, likings, visiting to the pages and compare this with visiting to its outlets. Although every companies' pages does not have recorded the customers' visited information.

On McDonald's official facebook page of Ireland around 58 million people have liked and only 19 million have checked in to the restaurant or outlets. This includes the likes of tourists or visitors from other countries. On Supermacs' there are 62,000 likes are there, but no information regarding checking in to the restaurant or outlets. On Pizza Hut there are 32,000 likes and no information about checked in to the restaurant and Domino's Pizza is having only 6,103 likes and 39 people have checked in. KFC does not have separate Ireland official facebook page.

These are observations from the consumers' perspectives. To understand the causal relationships of sales effects and the TV and social media it is important to understand the marketer perspectives. This was one of the major challenge to record the marketers' points of view because of their busyness and non-availability. But have managed well to get those information from secondary sources viz. reports and interviews (print and video) of the industry experts. By using this can easily interpret the points of view of the marketer of the fast food restaurant chains.

5.1 Perspectives of the marketers – Secondary Research & Interview

Different sources have used to collect the Irish media and advertising industry. This helps us to understand the points of view of the marketer. This also reveals that what is the perception of the experts and can be related and argued with the results of the consumer survey performed.

Television media is still the primary choice of the marketer to connect with a wide audience, one even cannot underestimate the credibility of recommendations by friends and online consumer opinions. In Ireland the most trusted source of advertising is 'earned media' such as word-of-mouth or recommendations by the friends, families and relatives, which is 96% (Nielsen, 2012). The average viewer in Ireland in 2013 watched over 24 hours of television per week. The average viewer saw over 14,000 commercials across the year. 54% of the Irish homes now have access to the Digital Video Recorder (DVR). Time shift viewing increased up to 12% in 2014. Estimated content viewing on non-TV devices is approximately 14% in 2014. The 'over-the-top' platforms have increased with the high pace; despite over 700 TV channels available in Ireland (Core Media, 2013).

Customer or audience of Ireland trust 24% of ads on social media networks and 44% of TV ads. To find out the product information Irish population trust on 49% of TV ads and 27% of ads on social media. For hotels and beverage industries 44% of the Irish population influenced by TV ads and 29% by social media and online review (Nielsen, 2012).

McDonald's Ireland marketing department have changed and moulded the marketing strategy time to time. For instance, in 2012, using of horse meat in McDonald's recipe was the serious issue for McDonald's and planned to do campaign based on "trust tracker". This was to increase the trust level within the Irish consumers and increase the sale by minimum 10%, as that was continuous fall in sales revenue of the McDonald's Ireland (Public Relations Consultants Association (Ireland), 2013). McDonald's has given the responsibility to run the campaign to Drury Communications. TV, radio and print was a major media to broadcast and spread the messages fast and impress the consumers and social media to amplify the campaign. Twelve TV pieces and news were used on RTE and TV3 channels, social media and twitter were used as blanket coverage to converse with the consumers along with radio and print media for different stages of the campaign. The estimated expenses for this campaign was € 400,000. The result of this was to score the highest ever customer attitudes i.e. 25%, awareness of top quality Irish beef have raised by 20% and the sales have increased by 15% (Public Relations Consultants Association (Ireland), 2013).

In one of the interview Marketing Head of McDonald's Ireland, Roma O' Connor has stated that three elements are important in any advertising campaign, one simplicity, this gives the easiness to

understand, the second is the clarity of the message and the third is consistency of the ads. McDonald's are using various media mix or combination based on the objective of the campaign, but most of the time to spread fast and penetrate to each section of the population or society TV is most favourite media and even easy to work on (JCDecaux, 2015).

KFC marketing is controlled centrally from UK, its marketing head, David Timm, UK had said in his interview that planned to attract the customer as large as possible for the longest time. The strategy of the KFC is to build a brand "available for everybody" rather than focusing on "narrow appeal". Most of the ads are featuring love and family, are emotive and sentimental and aimed at positioning KFC as a family meal time option (Spary, 2015). Marketing department of KFC has advertising model and approach to media has changed and with that the marketing mix is under microscope to evaluate "philosophically and practically". "I think we were very TV led, TV dominant – and TV is still really important to us, it's still the majority of our media mix - but we are complementing that with other mediums, outdoor and digital, radio. Though the overall marketing budget remains "roughly" the same, more cash is being channelled into digital marketing. He admits KFC has been "a little bit behind" on digital but the brand is catching up", stated by David Timm, Chief Marketing Officer, KFC, UK & Ireland (Spary, 2015).

To get the conformity and confidence have done an interview of industry expert Ms. Amy Lynch under primary research strategy. She says social media marketing should not be independent campaign, it should be the part of the 360 degree marketing programme or campaign. Social media marketing is the biggest tool for brand building than sales revenue. Although the ultimate aim of the social media marketing is also to generate sales through it. But this completely depends on the nature of the campaign. The major objective of social media marketing is to engage with the customers and this can be measured by click through rates, likes, shares, comments and recommendations. To measure such activities various marketing software and tools have developed out of which is Amy is using for Aviva is "Tracx". Detailed answers can be read in annexure - 2.

5.2 Analysis

The results show that fast food restaurant is popular among all the age groups that ranges from 11 to 50 years. 52.2% of the age group who are visiting a fast food restaurant are about 30 to 50 years age group. This means most of this age group are married or family oriented this may be the reason to visit fast food restaurants with their family and relatives, the percentage of such is 52.2%. Most of the subjects are made aware of their fast food restaurant through the TV ads which is of 56.6% and only 17.4% are through social media. The effectiveness of TV ads of their fast food restaurant is 82.6% ranked between “excellent” and “average” most of them are ranked average. Summarise of the reasons of these ratings are – adverts are attractive, inviting, lovely and rich, good quality, and persuasive. Whereas the effectiveness of social media marketing is 78.6%, which falls between excellent and average and 34.8% are rated as good. Summarise of the reasons of these ratings are – easy to use at any point of time, i.e. proximity of use, for getting more information on sales promotions, always be on social media websites, and easy to get update adverts of new foods and drinks, vouchers. But it is equally important to know the reasons of not liking both TV ads and social media. The reasons of not liking TV ads are – do not watch TV and it does not give much information, and for the Social media are – not equally effective as TV ads as there is rarely any narration, and not found much ads over social media.

Referring to the previous section that also interprets the similar expressions of influenced by the TV ads in Ireland by 44% of the population and 24% of the population is influenced by social media. 49% of audiences belief on TV ads regarding the product information, whereas only 27% belief on social media. The similar thoughts and strategies can even be drawn from the previous section. The marketing heads of the top fast food restaurant chains of Ireland have said that they believe in the marketing mix and usage of different media for the same. TV media is one of the impressive and impactful to spread and penetrate the messages effectively. Social media is using most of the fast food restaurant chains as the blanket cover media to converse and record the feelings and feedbacks of the consumer.

Across globe social media marketing has great impact on the audiences and even same in Irish market. But data are not so prominent to express the same for fast food restaurant chains. As mentioned in previous section that except McDonald’s every other chains are having minimal likings, followers and outlet visiting data. This does not give the strong evidence to identifying the sales conversion through social media except McDonald’s official facebook page; even from this data it shows that the sales conversion is approximately 11%.

Around 70% subjects are visiting quite often to their favourite fast food restaurants with their families, relatives and friends. Only 4.3% subjects are visiting alone, this shows that fast food restaurants are the place to enjoy with the friends, families and relatives. Definitely, it is more than eating or dining place.

Subjects are not hesitating to spend minimum €5 to maximum €40 on each visit to their favourite fast food restaurants.

6.0 Discussion

This section discusses about the results and findings and relates it to impacts of the TV ads and social media marketing, and the practical implications of the outcomes of the results.

The results clearly show that TV ads are very attractive and effective up to 82.6%. This reflects the same from the TAM report that television is more popular media vehicle in Ireland and the greater Dublin area. Average spending on TV watching by an Irish is three and a half hour daily (Television Audience Measurement Ireland, 2014). It is very easy to get attracted to TV ads as it persuasive to impact on the consumers because of its advantages of motion, colourful pictures with great sound effects (Panda, 2004). Visual images and sounds can be incorporated to capture the viewer's attention and present persuasive messages. Products and services can be demonstrated on television in a manner so not possible in print, radio or in text messages (Kaplan, 2003).

Emergence of social media is hardly a decade year old, but it attracted rapidly to most of the population (Nyekwere, Okoro and Azubuike, 2014). Results have shown that only 17.4% are updating and making update themselves from social media marketing. But the effectiveness of it is still very high i.e. 78.6%. As it provides the platform to understand the product or services in detailed and also this platform allows to interact with the marketer for feedback and grievances; also to spread the messages as word of mouth (Mangolds and Faulds, 2009). This is very effective because it removes the ambiguity which will reduce the information processing and provides ease to communicate the objectives (Sherril, John and Rushton, 1990).

Results show that most of the subjects are making aware themselves through TV and very few from social media. Even this reflects the old and basic marketing principles like hierarchy of effects model and AIDA (Rehman et al., 2014). As TV is the mass media vehicle and having the advantages of motion pictures and sounds to attract easily that is why people may use it for making aware and social media is for more detailed and interactive communication platform where both marketers and consumers can express their views (Keller, 2009).

The results have found from the studies that despite of the attractiveness, there is no conformity on the growth of sales revenue from TV ads and social media marketing. Social media have penetrated rapidly into the society (Dimitriadis, 2014) but still the results show that in the fast food restaurant consumers of the greater Dublin area are not made aware themselves or buy by influencing the social media marketing. Similarly, author is also found the similar responses that activities over the social

media is performing well, but does not impact on sales revenue growth (Pradiptarini, 2011). But the social media marketing expert has stated that the ultimate goal of a social media campaign is to generate sales through it. From her response it can also be inferred that it is not always be devised to generate the sales, but it is more about the customer engagement and brand building (Lynch, 2015).

The results shown clearly that maximum subjects are influenced and attracted by the TV ads and they are not visiting to their favourite fast food restaurants because of the TV ads. Most of the subjects have given the reason to visit is because of its quality and services. By this we can infer that TV ads are attractive, but no guarantee of sales revenue growth through it (Clow and Bacck, 2007). On the contrary, to the results author has view that TV ads should be the part of the marketing and communication strategy for 'above the line' and should be measured in the growth of sales volume. At the same time agrees that the effectiveness of such advertisement should be considered for its effect on sales for the short term (Gautam, 2014).

As many marketing principles describe that every action should be measurable and have the estimated effects, even on financial, i.e. sales revenue growth short or long term (Silva-Rosso, Srinivasan and Hanssens, 2004). To measure the sales growth through TV ads it is important for marketers to look into beyond the return on investment (ROI) which normally calculated based on cost per thousand (CPM) (Teixeira, 2014). Marketers need to consider the effective reach of the ads and also consider the advertising budget with the various ways; advertising-to-sales ratio, advertising-to-margin ratio, inflation multiplier, affordability, matching competitors and modelling. Many large multinationals have adopted the advertising to sales approach, but this can be unreliable method; it is simply an accounting rule to create the proportionate fund; it is not based on specific marketing objectives and should be treated with caution (core media, 2014).

7.0 Conclusion

From the results and analysis, it can be easily concluded that the people in the greater Dublin area are not hesitating to spend on fast food. Approximately 60 percent are spending an average between €5 and €40 for each visit. McDonald's is a most popular and favourite fast food restaurant in the greater Dublin area. Approximately 70 percentages of the age group between 30 and 50 years old are visiting fast food restaurants with their family, relatives and friends.

TV ads of fast food restaurants are highly popular in the greater Dublin area compared to social media marketing. TV ads and social media marketing are able to attract and influenced, but not able to contribute in the sales revenue generation. *Subjects are not visiting to their favourite fast food restaurants because of the advertisements, neither TV ads nor social media. They visit because of the quality and services of the restaurants and other factors such as proximity, accessibility, and price.*

Referring to the hypotheses which are conceived in the earlier section are the attractiveness of the TV ads and social media marketing with the propensity to purchase and effects of TV ads and social media marketing on the sales revenue generation.

It can be concluded for the first set of hypothesis from the results and analysis that TV ads are more attractive than social media marketing with propensity to purchase but both are not equally effective to generate sales revenue. Most of the comments of the subjects are TV ads very attractive and tempting towards its food; even few subjects have said that they prefer social media marketing for details of the deals, new gamut of menus and even happy to tag themselves. But the percentage of such people are less in the greater Dublin area.

For the second set of hypothesis, it can be concluded that neither TV ads nor social media only reason to visit their favourite fast food restaurants the other factors such as the quality and services of the restaurant, proximity and price.

Further needs to understand that what other factors to be improved or taken care to increase the sale effects of social media and TV ads. Marketers need to be focused on good ad quality and follow the best lag models for broadcasting. As the attractiveness of the TV ads will reduce slowly as the repetition of the ads with certain duration. This can even identify through the estimation of lag models (Teixeira, 2014) (Bass and Clarke, 1972). Similarly for social media marketing, it should be interactive, having attractive pages interesting activities and also should have frequent updates. Most of the subjects have said that they like and want to be on social media as they can get most recent and updated information than TV ads. Marketers should not be limited themselves only up to the

estimation of reachability and return on investment (ROI). They should also formulate the strategies to improve the sales revenue for both long and short term through both traditional and contemporary media vehicles. The results show clearly that even in the age of digital and mobile TV ads have its own significant presence which is not at all negligible.

It is important for the company to have a brand image, but also should have sound financials to run the business and that is how the sales can be a final arbitrator of advertising effectiveness. Although it is difficult to identify and manage the sales effects of the adverts (Roberts, 1990). It does not mean to create the silos of the sales revenue generation and other factors of advertising effectiveness, but it is important to consider and should incorporate in the advertising strategy. As a short term strategy, it is easy for marketers to get sales revenue through the sales promotion ads, but it may difficult to get the constant sales revenue generation. As mentioned in earlier sections about the statement provided by David Timm, Chief Marketing Officer, KFC that it is important to maintain the good quality of the adverts which means easy to recall and impressive with a propensity to buy (Spary, 2015).

Finally, it is concluded from the study that both traditional and contemporary media vehicles have great impact on the audience, but there is not mandatory that an advertising campaign should have the sale effects, this could be important but not always. It is very much clear from the study that only advertising cannot generate the sales revenue, not even in small quantity. But the other functions and aspects of marketing can contribute to the sales revenue generation, such as outlet location planning- outlet locator planning, service marketing, pricing strategy and many others.

7.1 Future Possibility

This study has the prime focus on the effects of media vehicles on the sales effect. Because of the limitations of time and resource, it is completely focused on buying effect of the media vehicles rather than on the sales revenue. There is a thin line difference in the buying effects on the customers and the sales effects, the buying effect is related with propensity to buy whereas sales revenue is revenue generated and collected through sales. It is hard to say the sales revenue generation is always directly proportional to buying or purchasing by the customer. The academicians and practitioners have focused on sales effect could be more appropriate where the assessment could be on sales growth or decline if the TV ads and social media campaign have done at two different times. For better results the research approach should be of 360 degree that means should cover the all aspects. The future research should include the results of peplemeter or econometer of the TV ad. Record the sales revenue before the broadcasting of the TV ad of the certain location and then record the sales revenue of that location after the broadcasting of TV ad. Then compare the sales revenue. The same exercise can be done for social media campaign, record the sales revenue before the social media campaign and record after the sales revenue after the campaign. In parallel to both TV ad and social media campaign the survey of the consumers will also be done, this gives the validity of the data then simply interpretation of the data.

After this the difference percentage of both TV ad and social media marketing will give the absolute sales effects of the TV ads and social media marketing. After knowing the sales effect it is import to know even the return on investment and coverage and the effects of TV ad and social media campaign. This will help to assess the importance of the media vehicle and also provides to build the understanding of the usage of media vehicle and also develop the novel strategy in media and communication.

The sales revenue generation can be related or linked with the broadcasting time of adverts (Bass and Clarke, 1972). This will also provide the quality of the ads and its decaying level in terms of time or duration. This could be a combinations of lag model, control panel and consumer survey. This could be the classical empirical qualitative and quantitative research.

But to execute this kind of the research full support and coordination of the business organisation, consulting firms like TAM Ireland and skilled manpower will be required. Hopefully the some organisations collectively will do such research to build a new knowledge base in the marketing and business academic and practice.

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Annexe

Annexure 1- Questionnaire for Consumers

Dissertation - Effects on sales through Social media and TV ads of Fast Food Restaurants in the Greater Dublin area

Questionnaire for consumers

1. Please specify your gender

- Male
- Female

2. What is your age group?

- 11-19 years
- 20-30 years
- 30-50 years
- 50-65 years
- 65+ years

3. What is your profession?

- Student
- Employee working on days
- Employee working in shifts
- Employer / self-employed / Business owner
- None

4. What are the fast food restaurant chains you are aware of?

- McDonalds
- Supermacs
- KFC
- Pizzahut
- Others - Dominos, etc.

5. What is your favorite fast food restaurant chain?

- McDonalds
- Supermacs
- KFC
- Pizzahut
- Others- mention the name

6. How are you continuously made aware of your favorite fast food restaurant chain?

- Through TV ads
- Through Social Media
- Through Print Media - Newspaper, leaflets, etc.
- Radio
- Others

7. Why is this your favorite fast food restaurant chain?

- Because of its location - proximity, accessibility
- Quality and service of this restaurant
- Price
- Because of its TV ads
- Because of news and content of this restaurant over social media

8. Rate the effectiveness of TV ads of your favorite fast food restaurant

1 2 3 4 5

Excellent Worst

9. Please give the reasons for your rating



10. Rate the effectiveness of social media activities of your favourite fast food restaurant

1 2 3 4 5

Excellent Worst

11. Please give the reasons for your rating



12. How frequent do you visit to this fast food restaurant

- 1-2 times in a week
- 1-2 times in a month
- 2-4 times in a month
- 2-4 times in a quarter of the year (3 months)
- 2-4 times in a year

13. With whom do you visit regularly to your fast food restaurant chain?

- Alone
- with my friends
- With my colleagues and fellow workers
- with my family and relatives

14. How much you spend per visit to your favourite fast food restaurant

- €5 - €15
- €16 - €25

- €26 - €40
- €41 - €50
- Above €50

Annexure 2 – Interview of Social Media Marketing Expert

This is the interview of Ms. Amy Lynch, Social Media Marketing Expert, Aviva Insurance Ireland. As mentioned earlier that this was conducted through email. Below you may find the questions asked by the researcher and below each question the response of Amy. The date of submission of the answers is 24th Aug'15.

1. How social media marketing is considered in a marketing mix, whether it is supplement or complement?

Social Media should complement the overall marketing strategy of the business. It is important to consider all social media channels from the very early stages of the campaign creative process in order to fully integrate them. Otherwise they can sometimes be an afterthought and then the content can end up looking out of sync or disjointed with the rest of the campaign.

Social media can be a very powerful tool when used correctly, but it is naïve for people to think that something can be simply attempted as an afterthought. It deserves it's own copy and creative that will fit in well to the consumer's newsfeed. This may not be the same images etc. used for the overall campaign.

It is vital to not just use social media channels to "sell" or to use to push ads, followers will soon become aware of this and begin to dislike the brand. Followers owe brands nothing, they don't owe us click throughs or on page engagement. If a marketer keeps this in mind, it should help with building out a social strategy that allows the consumer to feel like they are gaining something by following and interacting with a brand, while still allowing the brand to push their own agenda EG. advertisements

2. Can social media marketing alone be revenue generator or help in sales revenue generation? If yes, how and how it can be measured?

The role of social media within Aviva at the moment, is to increase brand likability and bring followers closer to Aviva.ie. While the end reason for all of this activity is to obviously increase sales, it is the role of social media to bring the consumer one step closer down the sales funnel. At the moment, we do not measure social media's impact in sales revenue generation. Ideally we are working towards this.

Social media objectives are to increase brand awareness, consideration and likeability.

- 3. Does social media marketing works considering as objective to generate sales? If yes, what is the planning steps and considerations, how the targets have been set and how the results are measured? If no, then what are the prime objectives of it?**

The prime objectives of social media are the following:

Customer service queries – to be reactive and proactive. We use a social listening tool called Tracx.

On page engagement, so that Aviva have a social media presence. We use our channels to post about the initiatives we have in the community – whether that is through our sponsorship programmes or our staff volunteer days/ our partner charity (Focus Ireland). These are seen as “good news” items, which allows to speak to our followers about more product based campaigns, without them hopefully thinking that is all we offer.

Campaigns – on page engagement. Comments, likes, shares, video views, competition entries & click through to website. These would all drive brand awareness and consideration across key segments.

- 4. What is the contribution of social media marketing in sales revenue generation, even in Marketing Mix? Does the Return on Investment of social media marketing is high, how it is been measuring?**

Hopefully I have answered this above.
