

Research on Contemporary Marketing Issues

M Sc Marketing

DIT College of Business

Volume Six, 2017



Table of Contents

Table of Contents.....	2
Introduction.....	3
The Dublin Horse Show: Exploring the Experiences and Motivations of Equine Tourists	4
Brand Love: Antecedents And Outcomes In The Luxury Market	5
Where Does Marketing Meet The Arts? An Exploration Of The Factors That Influence Arts Marketing Strategies From The Perspective Of Arts Organisations.....	6
Experience Management In Cinemas In Ireland: An Exploratory Multiple Case Study Of The Irish Film Institute And Omniplex Cinemas.....	7
From Vinyl To Virtual: A Sociomaterial Perspective On The Persistence Of Vinyl In An Age Of Digital Virtual Consumption	8
A Netnographic Exploration of The Online Construction of Masculinity By Irish Male Bloggers And Social Media Influencers	9
An Exploration Into The Discourse And Modes Of Female Objectification In Reality Television: MTV's Ex On The Beach.....	10



Introduction

Welcome to this sixth edition of Contemporary Research in Irish Marketing from students of the M. Sc. Marketing full-time masters programme at DIT.

This is Ireland's premier 'conversion' programme, recruiting graduates from non-business disciplines such as arts, engineering, media and science and developing their capabilities to become excellent marketers in twelve months.

The dissertation task, a central feature of learning and research at the School of Marketing, allows the students to define, shape and research a marketing issue in great depth, using leading-edge theory to formulate a research question. This question is examined 'out there' in the word of marketing industry practice and consumer reality through the use of appropriate research methodologies. Such an engagement with research defines and differentiates these graduates and the 'black book' produced by them ensures that these graduates have demonstrated the core marketing competences needed at the highest level.

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

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



*Roger Sherlock,
Head of Department of Marketing Studies,
DIT College of Business,
School of Marketing,
Aungier Street,
Dublin 2.*



The Dublin Horse Show: Exploring the Experiences and Motivations of Equine Tourists

Author: Ruth Brennan

Supervisor: Dr. Aileen Kennedy

Abstract

In marketing a good experience is memorable with research suggesting that memorable experiences positively influence future behaviour and loyalty levels. Literature examining sporting event experiences has increased in recent years yet existing research on the sporting experiences and spectatorship motivations of equine tourists lacks empirical support.

To date, the motivations of equine tourists have been analysed quantitatively with the use of generic scales. Arguably, these scales contribute little to our understanding of sport specific motivations as they fail to include the individual characteristics of a particular sport. To address these issues this dissertation explores the experience of equine tourists at an equestrian event with the objective of relating these experiences to the concept of spectatorship motivations.

A qualitative research design was adopted through the use of semi-structured in-depth interviews. To explore the experience of equine tourists 6 interviews were conducted with attendees of the 2017 'RDS Dublin Horse Show.' Interviews commenced in the time after the event to assess the memorability of the experience and determine the influence this had on their motivation to attend the event in the future. To gain an organisational perspective the marketing manager of the RDS was also interviewed.

Four key themes emerged from the data. Firstly, the 'Dublin Horse Show' experience prompted individuals to identify with equestrianism. Often, an identification with equestrianism meant that individuals questioned the relevancy of areas of the event that were not directly related to equestrian activities. Secondly, attending the 'Dublin Horse Show' allowed for the equestrian identity to become more salient which provided motivation for attending the event. Thirdly, hostility towards crowds superseded a disapproval of costs associated with the event as individuals stated they would pay additional money for seats in the main arena to escape the crowds next year. Lastly, the atmosphere in the main arena and the co-creative processes involved in the production of authentic experiences served as catalysts for the production of extraordinary experiences.



Brand Love: Antecedents And Outcomes In The Luxury Market

Author: Ellen Hainsworth

Supervisor: Dr. Aileen Kennedy

Abstract

The purpose of this study is to test the antecedent and outcomes of the new marketing concept brand love in the luxury product category. This extends Carroll and Ahuvia's (2006) model by examining the relationships between existing and additional constructs in the context of luxury consumption that has high hedonic potential.

An online survey was used in the approach and generated 103 responses that were valid. Exploratory factor analysis, multiple regression and correlation were then used in the analysis of the data. The findings produced additional factors than were used in the original conceptual model offering further insight into the drivers of luxury brand love.

In particular the findings suggest that ability to express inner self is one of the strongest drivers of brand love in luxury consumption. No association was found between hedonic experience, hedonic product, social self-expressiveness and brand love. In turn, brand love promotes consumers to be brand loyal, to hold the intention to repurchase and engage in positive word of mouth. However, no relationship was found between brand love and resistances to negative information in the luxury product category.

Interestingly, this study actually found consumers to be more loyal in luxury product category with high hedonic potential however the hedonic experience can act as an underlying driver to experience other brands. Finally, consumers who experience brand love will also engage in some positive word of mouth when the brand is self-expressive (towards both inner and social self). Brand experience is a factor that also has association with brand love. This research contributes to extant brand love literature by testing a model of brand love in the context of hedonic consumption in the Irish luxury marketplace.



Where Does Marketing Meet The Arts? An Exploration Of The Factors That Influence Arts Marketing Strategies From The Perspective Of Arts Organisations

Author: Claire McFadden

Supervisor: Laura Cuddihy

Abstract

The main purpose of this study is to explore the factors that influence the marketing strategies of arts organisations. The research examines these factors from an arts organisation's perspective. In particular, this study looks at the recently established initiative Creative and how this factor will affect arts organisations.

After a detailed examination of relevant literature, a set of semi-structured interviews were conducted with directors and marketing managers from 7 different organisations. Due to wordcount limitations, five of these interviews will be analysed. Respondents were asked a number of questions in relation to the objectives that emerged from the literature.

The research concluded that there was a variety of influential factors impacting on arts organisations. Digital platforms were considered a vital way to reach audience, the development of relationships was at the core of all marketing strategies. However, it was found that to grow these audiences, there was a need for support at high levels.

This resulted in political and funding being discussed as the main external factors that influence. Without the funding support and the recognition of the value of the arts, arts organisations would have difficulty growing audience numbers. The initiative Creative Ireland was researched as a factor that could impact arts organisations, however the majority of organisations believed that initiative had little impact on grassroots organisations in terms of the allocation of funding or support.



Experience Management In Cinemas In Ireland: An Exploratory Multiple Case Study Of The Irish Film Institute And Omniplex Cinemas

Author: Ivona Perne

Supervisor: Kathleen Hughes

Abstract

Cinemas today are increasingly put under pressure to offer more value to their consumers, because of competition brought on by technological advancements, such as streaming platforms.

Considering that cinemas are in the business of selling experiences, and have been the inspiration behind the experience consumption theories, this research looked into how cinemas augment their offering through employing the experience economy paradigm.

The thesis employed a multiple case study research design and looked at two Irish cinemas that have different business and programme models, the Irish Film Institute and Omniplex Cinemas. Their experience management practices were explored through several objectives that examined their approach to experiential marketing, customer experience, experiential environments, value co-creation and brand experience.

The research uncovered that experiences are managed top down and across all touch points. There is an overreliance on content (films) when it comes to conducting experiential marketing and developing brand experiences, and an overreliance on technology when it comes to managing the customer experience. These findings taken into consideration with the current cinema industry trends could call for a possible change in the way cinema experiences are managed, which is outlined in the recommendations.

While this research focused solely on the managers' perspective, future research into experience management in cinemas in Ireland should explore the customers' perspective in order to test the practical effects of the management approaches.



From Vinyl To Virtual: A Sociomaterial Perspective On The Persistence Of Vinyl In An Age Of Digital Virtual Consumption

Author: Liane Piercece

Supervisor: Dr. Conor Horan

Abstract

It has never been easier or more convenient to access music than it is today. Technological developments have meant that consumers can instantly access limitless amounts of music at the touch of a button. Integral to this research, is the fact that in the face of these technological advancements, vinyl is making a comeback. More significantly, this trend is not just occurring with older, more nostalgic listeners but also young individuals who have grown up in an age of digital prominence. Music is one of many cultural goods whose material dimensions have been significantly reduced to that of an intangible artefact that resides in a digital virtual environment.

These material transformations have led many to postulate, what happens to the relationship consumers have with objects in a digital space? And what has changed in the cultural landscape that has caused a resurgence in vinyl listening?

This research adapted a sociomaterial lens to in order to view the relationship between the social and the material, and the ways in which changes on a material level have contributed to social changes. An exploratory qualitative study was conducted with six informants which revealed several changes which are occurring as a result of the digitisation of music.

The researcher identified that the digital virtual environment limits feelings of ownership and meaningfulness over possessions. Additionally, the configurations of streaming services have resulted in integration into consumers' lives, which has led to passive listening and an inability to detach from routines and the online world.

Significantly, the studying of two different groups highlights the importance of age in constructing feelings of ownership and possession in a digital environment. Overall, the findings highlight the renewed role that vinyl plays in consumers' lives which is directly related to and impacted by digital virtual consumption. Subsequently, it sheds doubt on arguments that we are heading away from ownership towards a postownership economy by highlighting the importance of physicality's in the relationship consumers have with music formats.



A Netnographic Exploration of The Online Construction of Masculinity By Irish Male Bloggers And Social Media Influencers

Author: Maeve Shannon

Supervisor: Dr. Rosie Hand

Abstract

This study has been undertaken to explore how masculinity is portrayed and communicated by Irish male bloggers and social media influencers. The study of men and masculinities has been a topic of interest in recent years with many authors contemplating the contemporary meaning of masculinity.

Hegemonic masculinity is seen as embodying the current, most celebrated way of being a man. According to Connell (2005), men are said to pursue masculine hegemony as a way of exhibiting their dominance over women and subordinate men. In light of recent societal changes and shifting gender roles, this concept is said to be jeopardized as men are encouraged to re-define their masculinities through new found categories of expression.

In sociology today, social media and the influence of the media is central to the ongoing debates about gender and sexuality. It is said that bloggers and social media influencers possess an online authority and confidence, making them a very important reference point in today's society. Given this social power held by bloggers, it can be therefore assumed that they will influence and challenge the contemporary construction of gender. This study aims to explore the recent shifts in gender that are connected to new forms of self-representation by Irish male bloggers.

The author aims to explore concepts such as masculine hegemony, plurality, inclusivity and the supposed feminization of masculinity within the Irish male blogosphere in order to consider masculinity as a construct and to explore the notion of gender binaries.



An Exploration Into The Discourse And Modes Of Female Objectification In Reality Television: MTV's Ex On The Beach

Author: Erin White

Supervisor: Dr. Olivia Freeman

Abstract

Objectification of women can be widely observed in a plethora of 21st century media formats. The purpose of this dissertation is to explore the objectifying discourse that occurs in reality television, as well as the visual and gestural modes that aid in the discursive objectification. Literature from areas such as media, reality television and objectification was collected and critically analyzed to establish an overview of the key factors of objectification in reality television.

Discourse analysis, with the aid of multimodal analysis was utilized; four alternating episodes of MTV's Ex on the Beach were analyzed for occurrences of objectifying discourse and visual or gestural modes of objectification.

The qualitative data collected was in alignment with previous literature, and revealed that objectifying discourse occurs regularly and in several forms in Ex on the Beach.

The two most frequently recurring discursive themes found were the dehumanization of women, including the reduction of women to a) objects and b) animals, as well as women's existence for male pleasure.

Furthermore, visual and gestural modes of objectification were also found to be prevalent in reality television formats, in themes including sexually objectifying gestures, male gaze and state of dress. The significance of these findings lies in the societal implications objectifying discourse and modes can inflict, therefore presenting a valuable addition to the literature.

