

Brand Storytelling used by the Irish Food and Drink Industry Advertisements

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Declaration

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

Signed: Unaiza Shabbir

Date: 6th January 2019

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Abstract

The purpose of this study was to investigate consumer's perceptions on brand-storytelling executed in Irish food and drink industry advertisements. This aim of this study was to investigate the perception of consumers from Dublin, Ireland. The researcher conducted four focus groups as part of this study. The focus group discussions allowed the researcher to determine an in-depth knowledge about the opinions and perception of the participants. The data was collected and analyzed using thematic analysis. The results of this research show that Irish food and drink industry advertisements executed using story-telling may create brand-loyalty, purchase intention and a positive consumer perception. The study also shows that Irish consumers connect better with the Irish food and drink brand stories compared to other participants.

Table of Content

List of tables and figures	7
1. Introduction	8
1.1 Background of the research	8
1.2 Irish Food and Drink Industry	10
1.3 Context for the research	10
1.4 Research question and objectives	10
1.5 Dissertation Road-map	11
1.6 Limitations	11
2. Literature Review	12
2.1 Brand Storytelling	12
2.2 Brand	14
2.3 Brand Image	14
2.4 Brand Knowledge	17
2.4.1 Brand Awareness	18
2.5 Brand Personality	18
2.6 Consumer Neuroscience	19
2.6.1 Brand Preferences	21
2.6.2 Cortical Relief	21
2.6.3 System1, System2	23
2.7 Brand Loyalty	24
3. Research Methodology	25
3.1 Research Methodology Introduction	25
3.2 Research Design	26
3.2.1 Research Philosophy	26
3.2.2 Research Approach	28
3.2.3 Research Strategy	29
3.2.4 Exploratory Research	30
3.2.5 Research Choice	32
3.3 Research Time Horizon	33
3.4 Population and Sampling	33
3.5 Data Collection	35
3.5.1 Secondary Data Collection	36
3.5.2 Primary Data Collection	37
3.6 Focus Group	37
3.6.1 Planning the Focus Group	39
3.6.2 Conduction the Focus Group	41
3.6.3 Issues in Focus Group	44
3.6.4 Reporting the Focus Group Data	45
3.7 Research Ethics	46
3.8 Limitations to the research	46
4. Data Analysis	47
4.1 Introduction	47

4.2 Objectives. Loyalty, Perceptions and Purchase intention	47
4.3 Guinness Advert – ‘Behind every great horse’	50
4.4 DairyGold – ‘What would you do in an extra minute?’	52
4.5 Jamesons – ‘Scully was to blame’	54
5. Conclusion and Recommendations	55
5.1 Introduction	55
5.2 Objective 1 – Consumer Brand Perception	55
5.3 Objective 2 – Generate greater purchase intentions	56
5.4 Objective 3 – Favourable change in consumer’s brand loyalty	56
5.5 Consumer Nostalgia	56
5.6 Sensory Marketing	57
5.7 Brand Relatability	57
5.8 Recommendations	58
5.9 Limitations and Suggestions for further research	59
6. Self-Reflection on learning style	59
6.1 Learning Styles	60
6.2 Master of Science Marketing Degree	62
References	63
Appendix	71

List of Images, Tables and Figures

Images

Image 1: Guinness advertising campaign (Photo Credit: Guinness)	9
Image 2: Bord Bia, Irish food drink industry fact and figures	9
Image 3: John Lewis & Partners Christmas ad 2018	13

List of Tables

Table 1: Definitions of Brand Image	14
Table 2: Description and focus of measurement of commonly used Neurophysiological tools	20
Table 3: Interpretivism Philosophy	28
Table 4: Advertisements used in the Focus Groups	40
Table 5: Budget	40

List of Figures

Figure 1: Brand Identity Framework	15
Figure 2: Keller's Brand Equity Model	16
Figure 3: Double Vortex Brand Equity Model	16
Figure 4: Brand Image Factors	17
Figure 5: Brand Personality Framework	18
Figure 6: The Research Onion	26
Figure 7: Research Methods Choice	32
Figure 8: Types of Secondary Data	36
Figure 9: Learning Styles	61

1. Introduction

1.1 Background of the research

The Irish food and drink industry is constantly growing (Daly. J, 2016). As a growing industry, Irish food and drink brands have invested a lot of energy in understanding consumer perceptions and the most effective ways to reach to them. Brand-storytelling is the new trend in the world of advertising; it is based on the evidence that advertisements based on storytelling connect better than those executed using straight-sell techniques. The way brands connect with consumers have evolved over time. It is every brands' main objective to connect and influence the consumers behavior towards a favorable result; in most cases that would be a consumer making a purchase. Advertisers are constantly trying to understand and predict consumers behavior in an attempt to influence it. Brand Storytelling have received a lot of academic attention over the past few years, however none specifically regarding Irish food and drink industry brands. This dissertation explores consumers perception towards brand storytelling as used in the Irish food and drink industry advertisements.

Stories are universal, and all the cultures have experience them, they are an essential part of 'human cognitive development' which means its been part of our interaction since a very long time (Scott, M. D, 2016.p.59; also see Haven, 2014). Although the topic has gained popularity in regard to branding only in recent times, many neuro-scientists have proved the positive effects of storytelling on the human mind, 'anyone who pronounces with certainty one concrete reason for storytelling faces obloquy' (Yorke. J, 2013. p.210). John Yorke in his book 'Into the woods: how stories work and why we tell them' forms a connection between storytelling and Maslow's hierarchy of needs by stating that stories give us a sense of connection which comes within our basic human needs (Yorke, J. 2013. p.131). A story-consultant; Kendall Haven mentions that 'our brains are hardwired to think, to understand, to make sense and to remember in specific story terms and elements' he goes on to say that stories influence consumers in three steps:

1. Stories grab the audience's attention. Supporting this idea John Yorke says we immediately ask 'What Happened' when we are faced with a story setting.
2. Stories necessitate the audience to engage. Critical to understanding of story is how customers tell themselves the stories that define them (Scott, M. D, 2016.p.60).
3. Lastly stories connect with the audience by forming an emotional connection.

This explains why brand-storytelling works so well to connect and influence the customers. For the Irish food and drink industry, brand story-telling is not a new phenomenon, yet there hasn't been

much research done on Irish food and drink industry brands and the use of storytelling. Lindstorm, M (2008) tell us one out of the many ways the brand Guinness used story-telling to its advantage:

‘First the bar tender pours the glass three-quarters, then we wait and wait, and then he tops it off. The fact is neither of us mind waiting. The fact is that the ritual of slow pour is part of the pleasure of drinking a Guinness in the first place, but the ritual didn’t come about by accident. During the 1990’s Guinness was facing big losses across pubs in British isles because customers didn’t want to wait ten minutes for the head of their beer to settle so they introduced the advertisement campaign; Good things come to those who wait’, ‘it takes 119.53 seconds to pour the perfect pint’ and even aired commercials showing the right way to pour a Guinness, this gave birth to the ritual’ (See image).



Image 1: Guinness advertising campaign based on the recommended settling time of 119.53 seconds (Photo

Credit: Guinness)

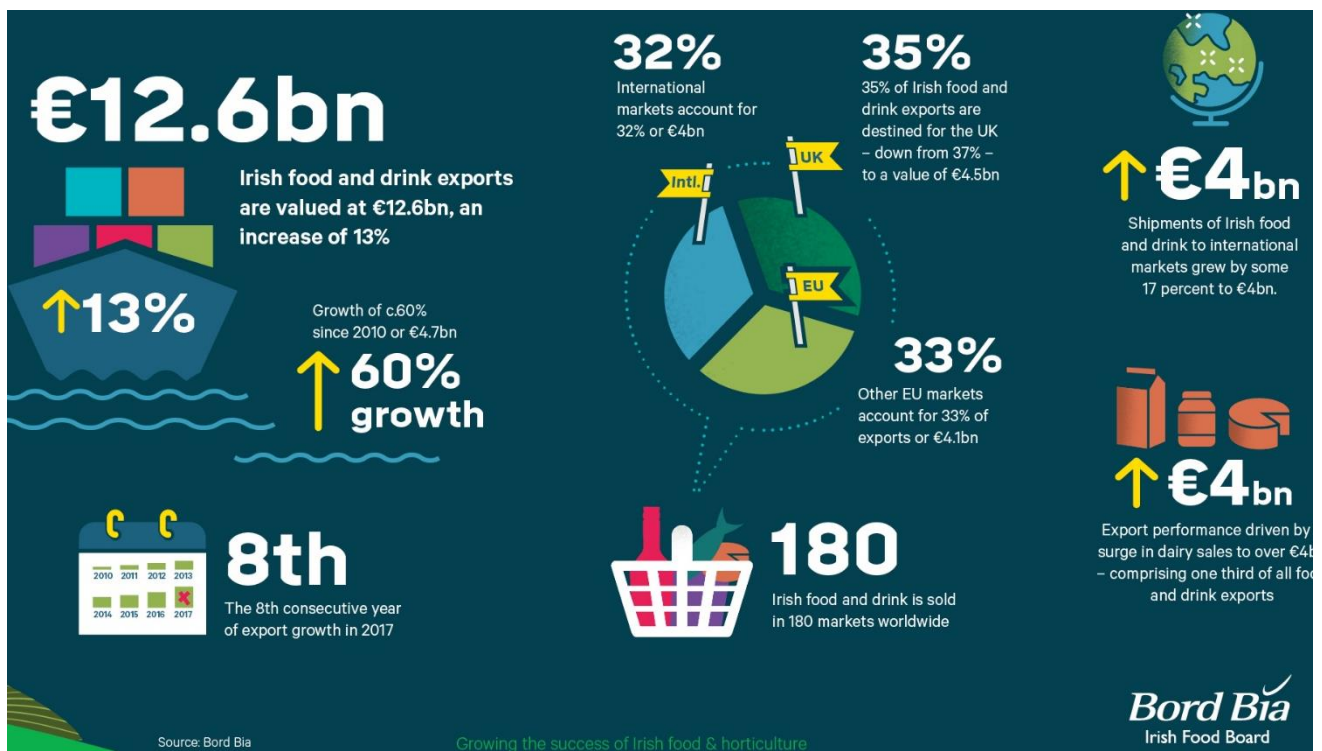


Image 2: Bord Bia, www.irishfoodanddrink.com

1.2 Irish Food and Drink Industry

Food and drink producers in Ireland are global leaders from 2006 to 2015, total household consumption have increased by 5.8% (IBEC, Budget 2019 Submission). According to Ibec's 2019 budget submission; Food and Drink Industry Ireland is a growing sector with over 150 companies. 'A very strong food and drink performance in 2017 saw exports increase by 11% to €12.26bn'. Furthermore, to support that claim, the stats presented by Bord Bia Irish Food board show that 2017 was the 8th consecutive year that marked an increase in exports in the sector. These figures show the importance of food and drink Industry in Ireland (See Image-2)

1.3 Context for the researcher

Storytelling is the best way to give meaning to brands (Simmons, J. 2006).

"Researchers have proved that sharing our thoughts and experiences triggers the part of our brain linked with rewards, providing that same level of dopamine that humans experience from sex, food and exercise" (Mancuso. J & Stuth. K, 2014). Today is the age of technology, we are constantly in-touch with each other through the web and communication is fast. In this fast-paced, tech-savvy world; humans crave authenticity, storytelling enables companies to connect with consumers making companies sound authentic and human (Scott, M. D, 2016, p.6). Scott, M. D (2016, p.40) further elaborates the reasons why stories work so well to connect with consumers:

- People look for authenticity
- They want participation over propaganda
- An organizational story cannot be well presented by ad agencies
- Individuals at the top of the company are the master storytellers
- Consumers want information in a language that they understand

1.4 Research question and Objectives

This research expands on brand-storytelling in marketing framework from previous literature and applies it to the context of Irish food and drink industry. Previous research has proved the positive effects of storytelling on consumer perception, it can be proposed that storytelling used by the Irish food and drink industry may influence consumers perception positively. The central premise is that brand storytelling would be more effective than traditional straight-sell execution style advertisements that sell on product attribute information in an argumentative style (Woodside et al, 2008). The following paper presents hypothesis on the effects of storytelling used by brands in

marketing on 3 types of consumer responses. Though perception towards the brands and purchase intentions have been examined in the past, research on brand storytelling, and specifically on consumers perception about Irish brands needs to be done. The constructs examined in this research are consumer behavior amplified by storytelling used in adverts of Irish food and drink brands via brand perception, brand loyalty and purchase intention.

The following is the proposed research question for this research:

‘How customers perceive Irish food and drink brand advertisements that are executed using storytelling’.

There are three main objectives that this research will seek to answer regarding consumer’s behavior towards the advertisements:

1. To determine factors in the Irish food and drink brand advertisements executed using storytelling technique that generate a favorable change in consumers perception towards the brand.
2. To determine factors in the Irish food and drink brand advertisements executed using storytelling technique that generate greater purchase intentions.
3. To determine factors in the Irish food and drink brand advertisements executed using storytelling technique that generate consumer brand loyalty.

1.5 Dissertation Road-map

This dissertation was conducted as part of a ‘Masters-degree’ at Dublin Business School. Following the introduction, the paper consists the literature review which presents previous findings on brand-storytelling as used by the Irish food and drink industry. The methodology for this research will be laid out in the third chapter, the paper will justify the qualitative approach and data collection method. The data will then be assessed for thematic points and objective findings in relation to the dissertation objectives. The findings will be compared with the literature review. Recommendations will be formed by cross-referencing the findings with the previous literature. The recommendations can be used for further research and for Irish food and drink brands to use in forming their brand-stories. Finally the paper will provide the conclusion and a self-reflection from the dissertation.

1.6 Limitations

The obvious limitations with any short-term study are related to the methodology in place. The scope of this research is limited, and findings can-not be applied to other contexts seamlessly. This study analyzes the topic with demographics of specific geographical region; Dublin and can-not be generalized with rest of the population or geographic regions. In addition to that the researcher lacks experience in conducting focus groups on professional grounds so there is a possibility of

misstep in the interpretations in terms of protocols. The researcher conducted extensive research and preparation to mitigate these risks but since it will be the researcher's first attempt with focus groups, there is a scope of error.

The researcher's personal bias is another limitation. The researchers' interest in brand-storytelling makes biases possible based on their tendency to favor the topic. Awareness that results may not align with the researcher's personal beliefs must be accounted for and treated as objectively as possible when recounting the relevant data.

2. Literature Review

2.1 Brand Storytelling

Human memory and communication are story based (Schank, 1990)

Biologically and culturally speaking, narrative is engrained in our mindsets (Boyd, B. 2009, Niles, J. D. 2010). Many researchers have proved that narrative is a thought process that differs from logical thinking, brand Storytelling entails conveying messages and sharing gathered knowledge to help discover and explain the world around us (Mancuso, J & Stuth, K, 2014), Bruner (1986) agrees that we like to make sense of the world in form of stories (Bruner, J. S. 1991, 2004). Stories told in adverts also sometimes called narrative advertising evokes consumer empathy towards the ad characters, this happens because of consumer-character identification and vicarious participation in the experiences of the characters in the story (Boller, G. W. and Olson, J. C., 1991).

Archetypes are defined as repeated prototypical elements in stories, like the concept of a Hero and the Villain; the hero trying to save the day and the villain trying to put obstacles in his way (Sanders, J & Krieken, V, 2018). This template can be documented in very diverse stories from poems to Hollywood movies to brand advertisements (Cambell, J. 1949 in Sanders, J & Krieken, V, 2018). Hirschman defines stories as a product of human tendency to see causality in this world (Hirschman, 2010, p.581). An example of the brand story advertisement would be the John Lewis & Partner Christmas Ad 2018, which was published by John Lewis & Partners in November but has constantly been in the trending list on YouTube due to the high number of viewers. The ad tells the story of the famous singer Elton John and shows his course of journey from a gifted young boy to a world-famous singer, the film begins in present day and goes back in time until the moment on a Christmas morning when he gets a piano as a gift; that piano being the start of his journey, the ad promoting getting gifts for our loved ones (see Image-2).



#9 ON TRENDING
John Lewis & Partners Christmas Ad 2018 - #EltonJohnLewis

Image 3: Source: www.YouTube.com, Ending of the film showing Elton John as a kid gets a piano on Christmas

Brand stories like John Lewis and Partners Christmas Ad, stand out from marketing and advertising efforts that are executed in a traditional straight-sell method because their primary objective is not to promote the product. Brand story's objective is to 'project brand experiences that stand out and not only promotes product and price' (Smith, K and Wintrob, M. 2013, p. 37). Stories help brands in various ways some of them are creating awareness, empathy, recognition, recall, comprehension and provide meaning (Singh, S. and Sonnenburg, S. 2012, p.189). A strong consumer brand relationship is achieved when brands side with the protagonists in achieving their goals (Woodside, A.G, Sood, S. and Miller, K. E. 2008).

It is important in the marketing context to understand how consumer's process information grasped from storytelling. Stories can be used to influence the consumers thought process and to bring meaning to everyday objects (Twitchell, B, J. 2004). Other formats of information tap into specific memory areas in the brain (semantic or episodic), "storytelling affects the conscious and unconscious consumer brand knowledge from episodic and implicit memory" (Koll, O. Sylvia, V. W. and Kreuzer, M. 2010, p. 589). Consumer's thought process is affected by narrative terms rather than argumentative terms (Woodside et al, 2008), especially when they are trying to give meaning to events (Escals, J. E, 2004).

Storytelling helps brand connect with consumers. A self-brand connection with consumers is created in storytelling, stories give meaning to a consumers' life, brand associations are used to construct one's self or to communicate one's self to others (Woodside, G, A. 2010). A strong connection is forced between brand and consumers self-identity (Woodside, G, A. 2010). Stories avert consumers focus from product attributes to story elements, allowing them to be immersed in the story, consumers can then 'tune out the ad' (Escalas, J. E. 2004, p.171).

2.2 Brand

A brand can be defined as ‘a name, term, sign, symbol, or design, or combination of them which is intended to identify the good and services of one seller or group of sellers and to differentiate them from those of competitors’ (Kotler, P. 1991, p.442). A brand is not just a name and a logo, it is an organizations’ promise to deliver what they stand for in functional and emotional benefits as well as self-expressive and social benefits (Aaker, D. 2014). Aaker (2014) also defines brand as a journey and a developing relationship, based on customers perception and experience every time they connect with the brand (Aaker, 2014).

‘Brands serve as the core of a customer relationship and they perform as a force that affects all departments; strength of brands lead to customer loyalty, business success, resilience despite product problems and the basis for moving into new products or markets’ (Aaker, 2014).

Bivainiene (2007) defines brand as a multidimensional set, integrating tangible and intangible attributes of the product. Three parts of the brand mentioned in scientific literature are; brand image, brand identity and brand positioning (Bivainiene, L. 2007).

2.3 Brand Image

Brand image is consumer’s perception of the brand, successful presentation of the brand image is inherent to the marketing communication process (Bivainiene, L. 2007). The more favorable consumers’ impression of the product or services, the more likely are they to purchase them (Fanning, J. 1999, p.4).

Major Definitions of Brand Image	Source
Brand identity framework – four elements: brand as product, brand as an organization, brand as a person, brand as a symbol	Aaker (1996)
Brand image inclusive: product attributes, brand personality (brand demographics – origin, age, gender, social class, brand traits – extraversion/introversion, agreeableness, conscientiousness.	Thakor (1996)
Brand Image construct is composed of three types of brand associations: attribute, benefit, brand attitude.	Keller (1993)
Double Vortex Brand Model. One of the models integrating both tangible and intangible elements and relationships among them is the atomic model. This conceptualizes brands in terms of nine elements: functional capability,	Chernatony, Riley (1998)

symbolic feature, service, distinctive name, ownership, shorthand notation, legal protection, risk reducer and strategic direction.	
<i>Table 1: Source adapted from Bivainiene, L (2007)</i>	

It can be noted from the above table that the definition for brand image is constantly evolving and there is less agreement on its appropriate definition (Dobni, D. and Zinkhan, G. M. 1990). Consistent with definitions by Herzog, H (1963) and Newman, J. W (1957), among others and an associative network memory model of brand knowledge, brand image is defined as 'perceptions about a brand as reflected by the brand associations held in consumer memory' (Keller, L.K 1993).

BRAND IDENTITY SYSTEM

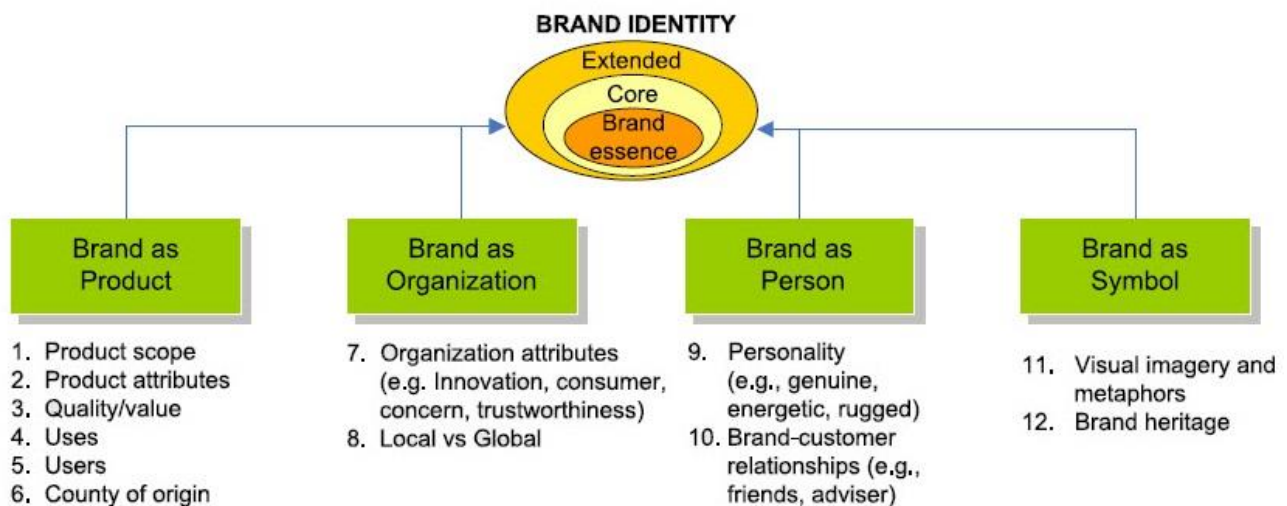


Figure 1: Brand Identity Framework, Source Rovaha 2017, Ronald van Haaften

Aaker, (1997) developed the brand identity model above which contains four perspectives and twelve dimensions. Aaker (1996) defined brand identity as:

'Unique set of brand associations that brand strategists create. These associations represent what the brand stands for and imply a promise to customers. Brand identity helps establish a relationship between the brand and customer by generating a value proposition involving functional, emotional, or self-expressive benefits' (Aaker, 1996).



Figure 2: Keller's Brand Equity Model, Source: *Strategic Brand Management*, p.108

Brand Equity Model concept is simple; it is that in order to build a strong brand, you must shape how consumers think and feel about your product (Keller, L, K 2013, p.107). The pyramid shows four fundamental questions customers ask regarding the brand, these are further divided in to six building blocks that must be in place for brand to reach the top of the pyramid (Keller, L. K. 2013, p.107).

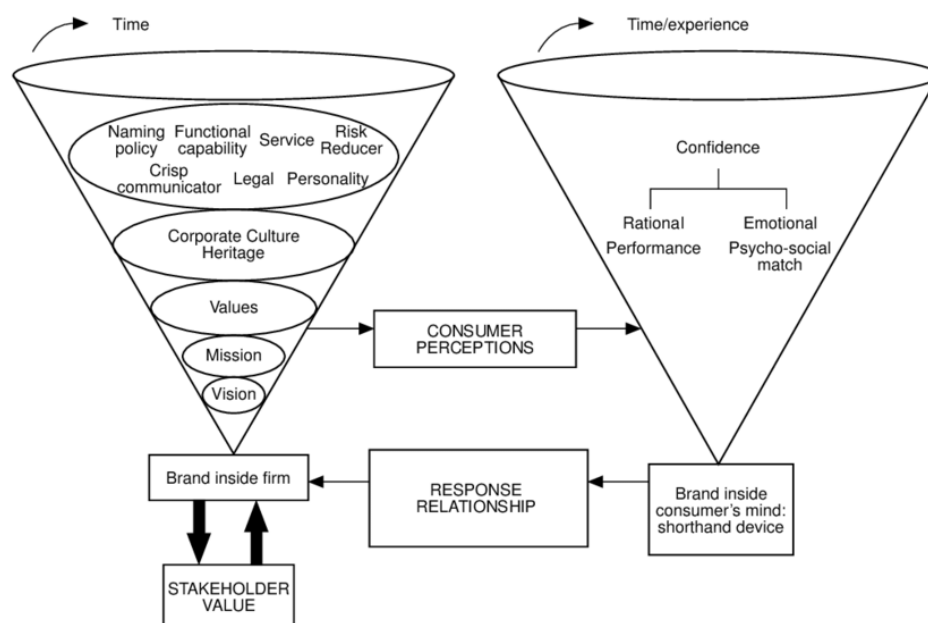


Figure 3: Double Vortex Brand Equity Model; Source Chernatony, de. L & Riley, Dall'Olmo. F (1998)

Chernatony and Riley (1998) devised the double vortex brand equity model show that a brand's intangibles related to brand personality are as important as the brands' functional capabilities

related to hardcore product performance (Chernatony, de. L & Riley, Dall’Olmo. F, 1998). Vision, mission, and values are important part of the double vortex framework. The visual elements of name, logo and product design are the components that have an effect on the brand image, the different elements vary in the importance depending on the audience. (Chernatony, de. L & Riley, Dall’Olmo. F, 1998).

Brand image is comprised of 4 major factors; loyalty, recognition, value and expansion

Factors of loyalty to a brand Factors determining purchase Factors of brand flexibility Level of repeated purchase Loyalty Degree	Factors of brand recognition Strong and weak characteristics of a brand Price and value ration Quality evaluation Brand Position Level of realization and awareness
<i>Brand image factors</i>	
Factors of brand value Understanding the price Price and value compatibility Advantages over competitors Degree of price elasticity	Factors of brand expansion Brand characteristics and benefits Areas of brand expansion Factors of brand weakening
<i>Figure 4: Brand Image factors (Scott, 2001, P. 534-542)</i>	

2.4 Brand Knowledge

‘If knowledge is defined as an individual’s problem-solving capability then it is obvious that memory and learning are foundations of knowledge’ (Kenning, P & Plassmann, H. 2005, p.349)

The relevance of brand knowledge has been established by many authors like Kohli and Leuthesser, (2001); Richards, Foster, and Morgan (1998), as a primary step in building strong brands (Keller, L.K. 1993). Three of the core components of brand knowledge are brand awareness, brand attitude, and brand uniqueness. These individual brand components are defined as ‘brand identities’ and all of them together make up ‘the brand’ (Keller, L.K, 1993). The importance of knowledge in memory to consumer decision making has been well established. Understanding the content and structure of brand knowledge is important since it influences what the consumer thinks of a brand (Keller, L. K. 1993). Emphasis is put on the brand name component of the brand identities, defined

as ‘part of a brand which can be vocalized’ (Kotler, p. 1991, p 442), though other components of the brand identities like brand logo or symbol also come in consideration.

2.4.1 Brand awareness

Brand Awareness is the first dimension of brand knowledge, it is related to the strength of the brand in consumers’ memory, it is reflected by consumer’s ability to identify the brand under various conditions (Rossiter, J. R and Percy, L. 1987). In other words, how well do the brand identities serve their function? Brand name awareness aims to achieve the ease with which a brand name will come to mind (Keller, L. K. 1993). Brand recognition and brand recall performance help create brand recognition, it relates to consumer’s ability to confirm past exposure to the brand when give the brand cue thus brand recognition ensures that consumers can correctly identify the brand as having seen or heard in the past (Keller, L. K. 1993). Brand recall requires that consumers can generate the brand from their memory, brand awareness aims that the consumers think of the brand when they think about the product category thus brand awareness plays an important role in the consumers decision making process (Keller, L. K. 1993).

2.5 Brand Personality



Figure 5: Brand Personality Framework, Source; Superskill Graphics Pte Ltd.

The figure shows Aaker’s brand personality dimensions. It is based on the idea that brands in order to bridge the gap between people and the brand, need to associate human characteristics associated with the brand.

One route to expand the brand is to create or enhance the personality of the brand (Aaker, A. D. 2012). Brand personality refers to set of human characteristics associated with a brand (Aaker, L. J. 1997). Research on consumer behavior has shown that brand personality plays an important role in consumer decision making (Aaker, L. J. 1997). ‘Brand personality is based on the brand-as-person perspective’, for some brands the personality can provide a link to the brands emotional and self-expressive benefits as well as a basis for customer/brand relationships and differentiation’ (Aaker, A. D. 1996).

‘A favorable brand personality is thought to increase consumer’s preference and usage (Sirgy, 1982), increase emotions in consumers (Biel, 1993), increase level of trust and loyalty (Fournier, 1998), encourage active processing on the part of the consumer (Biel, 1992) and provide a basis for product differentiation (Aaker, 1996)’ (Bivainiene, L. 2007).

‘First, many scholars have examined the antecedents of brand personality and brand equity from a cognitive perspective. Aaker defined four basic dimensions of brand equity: perceived quality, brand awareness, brand association, and brand loyalty’ (Liao, Wu, Rivas and Ju, 2017).

2.6 Consumer Neuroscience

The discipline of consumer neuroscience, in a business context is also known by the name ‘neuro-marketing’ (Hubert and Kenning, 2008). Neuro-marketing promises to significantly increase knowledge of marketing issues like price-perception, advertising efficiency, branding, and purchase behavior (See Kenning and Plassman, 2005; Plassmann et al, 2015). In the past few years, interest in the field of consumer neuroscience has increased considerably (Kenning. P & Linzmajer, M, 2010). The manner in which decision-making problem is presented can affect consumers preferences, this phenomenon is called ‘framing effect’ (Kenning, P et al, 2009). Opposing to the rationality assumption of economic theory people tend to be risk takers when they face a problem that is framed negatively and more risk averse when they face a problem positively framed (Tversky. A. and Kahneman. D, 1981). Studies proved that framing effect occurs as a result of an integration of the conscious and unconscious implicit and explicit background information in the decision-making process (Kenning, P et al, 2009).

Availability of new technology in the field of neuroscience now enables scientists to capture unconscious and emotional processes in addition to the existing behavioral data (Hubert, M and Kenning, P 2008; Kenning, P and Plassmann, D 2008). A central role during the decision-making process happens when, brain activation occurs in the medial prefrontal cortex area and the anterior cingulate cortex, this is where integration of implicit framing information like emotions and unconsciousness occur (Kenning, P and Plassmann, D 2005). Brands act as frames and influence

consumer's preferences (Deppe et al. 2005, 2007). Researchers acclaim that our thoughts arise from images rather than words (Zaltman, G, 1997), two-thirds of all stimuli reach the brain through visuals (Kosslyn et al. 1990). Research on consumer neuroscience inspects area related to consumption and marketing through neuroscientific research, it has enabled researchers to better understand human behavior in the decision-making processes (Kenning. P & Linzmajer. M, 2010). Vast majority of researchers agree the importance of emotions in consumer decision making, yet most research methods are biased towards reason (Zaltman, G, 1997).

Description and Focus of Measurement of Commonly Used Neurophysiological Tools	
Brain Imaging Tools	
Functional Magnetic Resonance Imaging (fMRI)	Neural activity by changes in blood flow
Position Emission Tomography (PET)	Metabolic activity by radioactive isotopes
Electroencephalography (EEG)	Electrical brain activity on the scalp
Magnetoencephalography (MEG)	Changes in magnetic fields by brain activity
Table 2: Source adapted from Kenning, P et al, 2012, p.681	

Various neurobiological methods such as electroencephalography (EEG see Table-2) have been used in marketing research since a while now, neuroimaging technology now enables us to directly observe the processes in brain through methods such as positron emission tomography (PET see Table-2), functional magnetic resonance imaging (fMRI see Table-2) and other such methods (Kenning. P & Linzmajer. M, 2010). In commercial applications, EEG is a popular method because it is the least expensive method, in contrast fMRI is widely used in scientific and clinical use and less often in marketing and other business-related applications, due to very high cost there is little interest in PET for commercial use in neuromarketing (Hsu, M, 2017). Access to analyzing cortical areas activated during the processing of a stimuli in consumer's brain provides new possibilities that were not achievable before, it enabled researchers to observe the entire brain and helped detect new devices that can be associated with consumer behavior (Kenning. P & Linzmajer. M, 2010). Being able to observe the brain activity now provides an objective perspective of the science of consumer decision making (Kenning. P & Linzmajer. M, 2010).

2.6.1 Brand Preferences

For brands to succeed, brand owners need to understand how consumers make the buying decision (Barden, 2013, p.5). Preferences are predominately influenced by emotions, based on the fact that highly emotional events have a more vivid, clear and great detailed memory; this means that preferences built on emotions are more robust than preferences built on deliberations (Sharot et al, 2004). Neuro-marketing is the idea that bridges psychology and economics to understand consumer decision making (Barden, 2013, p. 7). Aaker (2012) argues that in order for one brand to be preferred over another, they need to stand out by expanding the brand beyond only functional benefits. Functional benefits often fail to be the unique selling proposition for most brands, since they can be copied easily (Aaker, D, 2012).

Scientific evidence shows that people do not make decisions in the way marketers commonly and simplistically assume (Barden, 2013). Emotions are one of the most important factors to drive behavior, marketers have sought to maximize consumer's positive emotional associations with the products and tried minimizing the negative associations (Hsu, M, 2017). In a well-publicized Coke versus Pepsi fMRI study, McClure et al. (2004), explained that people prefer Coke because of brand recognition over Pepsi in a non-blind tasting (by differentially activating the dorsolateral prefrontal cortex that governs cognitive information processing) (Kenning. P & Linzmajer. M, 2010). However, similar brain areas, mostly associated with pleasant emotions, were activated for both drinks in blind tasting, this explained that consumers prefer one brand (in this case Coke) over another due to brand recognition and not taste preferences (Kenning. P & Linzmajer. M, 2010).

Plassmann et al. (2007) identified the neural correlates of retail brand loyalty. The study asked people to choose between retail brands for the purchase of an identical garment, selecting the brand which they would prefer, in the fMRI study (Kenning. P & Linzmajer. M, 2010). Subjects were divided in to two groups, one of 'loyal customers' and other 'dis-loyal customers'; data analysis showed that loyal customers integrate emotions into the decision-making process in a more intense manner, through activation in the ventromedial prefrontal cortex, in short, favorite retail brand can acts as a relevant rewarding stimulus on a behavioral level (Kenning. P & Linzmajer. M, 2010).

2.6.2 Cortical Relief

Barden (2013) explains the discovery of cortical relief by the German Neuroeconomist Professor Peter Kenning and his associates. In the discovery of cortical relief, Dr. Peter Kenning and his associates looked at brain scans of people who were shown photographs of pairs of brands. These photos either included the person's stated favorite brand or not (Barden, 2013.p5). In the experiment when a favorite brand was included, the consumers brain showed significantly less activity in the

areas involved in reflective thinking, an effect named ‘cortical relief’ or first-choice brand effect. During the experiment brain regions involved in intuitive decision making were triggered which means that we pick our favorite brands without having a second thought (Barden, 2013, p.5). This proved that in case of a low involvement product such as picking a ketchup for example; consumer will pick the product that is the most preferred which then causes cortical relief to happen (Jungar, 2015). The idea behind cortical relief is that the entire purchase decision is done in the sub-conscious limbic part of the brain, also what we call the emotional part of the brain and there is absolutely no cognitive activity involved in the purchase decision making process during cortical relief (Jungar, 2015).

Research have shown that different brain areas govern gains and losses, neuroimaging tools showed that one brain area, associated with utility and reward (ventral striatum), is activated in the prospect of an economic gain while a different brain area associated with losses (insular cortex), is activated in the prospect of economic loss (Kuhnen, CM and Knutson, B 2005). When people gain some useful good or incentive by making a judgement, the ‘reward area’ of the brain is activated therefore, feeling of utility correlate with the reward system activation of brain (Kenning, P & Plassmann, H. 2005, p.348). Brand preference is defined as picking one brand out of several other brands, when we pick our preferred brand, the reward system in our brain is activated; picking one brand out of several occurs frequently in consumers every-day life (Kenning, P & Plassmann, H. 2005, p.346-347).

According to Kenning. P & Plassmann. H, 2005, p 347:

In a research experiment, Deppe et al. could show in a simulated buying decision tasks between sensorily similar fast-moving consumer goods, only the subjects preferred brand provoked a distinct mode of decision-making. In their fMIR study, subjects were asked to make binary decisions between different sensorily undistinguishable consumer good brands. One of the results of the study that Deppe et al. 2005 found reduced activation in the dorsolateral prefrontal, posterior parietal and occipital cortices and the left premotor area in the brain, only when the chosen brand was the subjects’ favorite one. Simultaneously activity was increased in the inferior precuneus and posterior cingulate, right superior frontal gyrus, right supramarginal gyrus and most pronounced in the ventromedial cortex.

Marketers coined the term ‘autopilot’ shopping for this phenomenon where decision making happens in the unconscious part of the brain, in case of first-choice brands (Barden, 2013, p.11). Consumers brain on autopilot shopping is rewarding itself with dopamine, every time they choose a

preferred brand on autopilot, it also reduces the stress levels of the shopper (Jungar, 2015). Initially marketers didn't see autopilot shopping as a favorable consumer behavior but overtime research showed that marketers should aim for it (Jungar, 2015). Jungar (2015) in her blog mentions that brand owners should try and achieve autopilot shopping in consumers because otherwise customers will re-evaluate their brand preference (Jungar, 2015). Another outcome of the cortical relief study was that it only comes in effect when the respondent's favorite brand is on the line, even a second favorite brand will not trigger this intuitive decision making (Barden, 2013, p.6). Scientists call this 'first-choice brand effect'. According to Barden (2013), research indicates that 'the optimal target is to maximize the number of consumers for whom the brand stands number one, being in the relevant set is not sufficient, no revenue is earned by the brand that was nearly bought' (Barden, 2013. p.6).

2.6.3 System 1, System 2

Daniel Kahneman investigated factors that influence the human decision-making process. In his book *Thinking, fast and slow*, Daniel Kahneman mentions that there are two ways that our thought process work (Kahneman, D, 2011). System 1 and System 2; the two systems include all many key findings that have been written about in the past research on human decision-making process; System 1 which is automatic and fast, is where all the fast, automatic decisions happen, it is the intuition and perception part of the brain (Kahneman, D, 2011). System 2 which is more slow and logical thinking, on the other works step by step, this system enables humans to make reflective, deliberate decisions (Kahneman, D, 2011). The aim of strong brands is to activate system 1 and avoid system 2 processing, weak brands, by contrast, activate system 2, this occurs when consumers think about the purchase decision and preferences; Dr. Peter Kenning framework reveal brands that induce 'cortical relief' are processed in System 1 (Barden, 2013, p.9). Kahneman came up with the theory first in 1970s, having noticed that people often make mistakes in their decisions and that our judgements are often incorrect (Kelly, A, 2017). This research changed widely held assumption about human nature where researchers thought that our decisions are the voice of reason in most cases, except for occasions when our decisions are overcome by emotions (Kelly, A, 2017), Kahneman and Tversky argued that while we do use reason in our decisions, often times we rely on thinking that is quick and it requires less effort than rational decisions (Kelly, A, 2017).

Depending on various intrinsic and extrinsic factors, both thought processes influence our decision-making process; these models are defined as system 1 and system 2 (Kahneman, D, 2011). Most people self-identify themselves with system 2 because when we use System 2, we are unlikely to make mistakes, system 2 requires selective and sustained attention (Kahneman, D, 2011). Most

people are lazy to use System 2 because of changes in motivation and self-control, in moments like that they rely back on System 1 (Kahneman, D, 2011).

Bruva & Tang (2018) proposed the base of problem in Kahneman's theory about Attention & Effort, they state that attention is not necessarily effortful, there are two different modes of attention (Bruva, B & Tang, Y-Yi, 2018). One mode of attention is associated with sympathetic dominance and adaptive gain modulation to handle the demands of cognitive tasks however, evidence shows that it is dissimilar to effort (Bruva, B & Tang, Y-Yi, 2018). The other form of attention is associated with parasympathetic dominance and can occur effortlessly, Bruva & Tang (2018) agree with Kahneman's claim: 'Objective cognitive effort can occur with attention under sympathetic dominance' however, Bruva & Tang (2018) showed that attention can also be achieved without sympathetic dominance, and, sympathetic dominance can happen in without attention.

2.7 Brand Loyalty

Brand Loyalty have remained an important topic in marketing research. Retaining customers is lucrative for businesses, companies need to focus on their marketing capabilities to maintain long-term relationship with customers, in other words, improving customer loyalty can help with sustainable growth and profit generation (Hallowell, R. 1996). Brand loyalty is a major factor contributing towards brand equity, building brand loyalty is integral within modern, competitive marketing environment to achieve a competitive edge over other brands (Islam et al, 2014). With the changing marketing conditions, understanding the factors that contribute to brand loyalty is critical for brands, brand loyalty will determine consumers brand preferences, loyal customers tend to repeat the purchase of the brand without considering alternatives and will tend to buy more regularly (Islam et al, 2014). Tarpey writes about brand loyalty that, repeat shopping behavior involves taking action out of one's commitment, alternative brands are always available, thus brand loyalty has to do with brand-related commitment of the purchaser (Tarpey, Sr. 1974).

Brand Loyalty refers to a customer's attachment with a brand (Liu, Li, Mizerski & Soh, 2012). Although brand loyalty is an important topic in marketing research (De Villiers, 2015; He, Li & Harris, 2012), the factors involved, and definitions vary greatly. Some studies focus on the attitudinal loyalty (see Kressmann et al, 2006) while others focus on the behavioral brand loyalty by measuring buying frequency (Romaniuk & Nenycz-Thiel, 2013). Attitudinal brand loyalty means consumers' commitment and intention to repurchase the brand (Russell-Bennett et al, 2007).

3. Research Methodology

3.1 Research Methodology Introduction

‘Research is to see what everybody else has seen, and to think what nobody else has thought.’

Albert Szent-Gyorgyi (Nobel Prize Winner & Biochemist, 1893-1986)

The previous chapter consisted of prior literature about Brand Storytelling and related subjects. It consisted of why and how Brand Storytelling is used by the Irish food industry. This chapter presents a review of research methodology which is going to be used in this research. The key activities and their impact on the research will be highlighted. The research philosopher’s approaches, strategy, choices, time horizons, data collection, sampling design processes, limitations and ethical issues will be covered in the following section.

Saunders et al. (2009) defines research as a means to increase knowledge by figuring things out in a systematic way. Research is integrating a review of the existing knowledge with the creation of new knowledge in a particular field (Riley et al, 2000). Fisher defined methodology as a way of conducting research, the aim of research methodology is to act as a tool to help researcher answer the research question by collecting the relevant information (Fisher, 2004).

This research methodology section consists of five sections; research design, data collection instruments, data analysis procedures, research ethics and limitations of methodology. To assist with this section the book ‘Research Methods for Business Students’, by Saunders et al was used. Saunders et al, (2015) compare marketing research methodology to layers of an onion (see diagram below), where the layers represent the stages of research one needs to uncover to reach the objectives in the middle of the onion. To ensure credibility and good standard of research, it is integral to focus on every layer of the research onion.

This research was conducted using the research approach presented in the Figure 1, which comprises five layers, the outside layer: research philosophy, methodical choice, research strategies, time horizon, and techniques and procedures which are in the middle of the research onion. After uncovering every layer, the middle layer of the research data collection and

analysis, helps this research draw the conclusions. The author chose this approach for the research due to the imposed structure and simplicity of the approach.

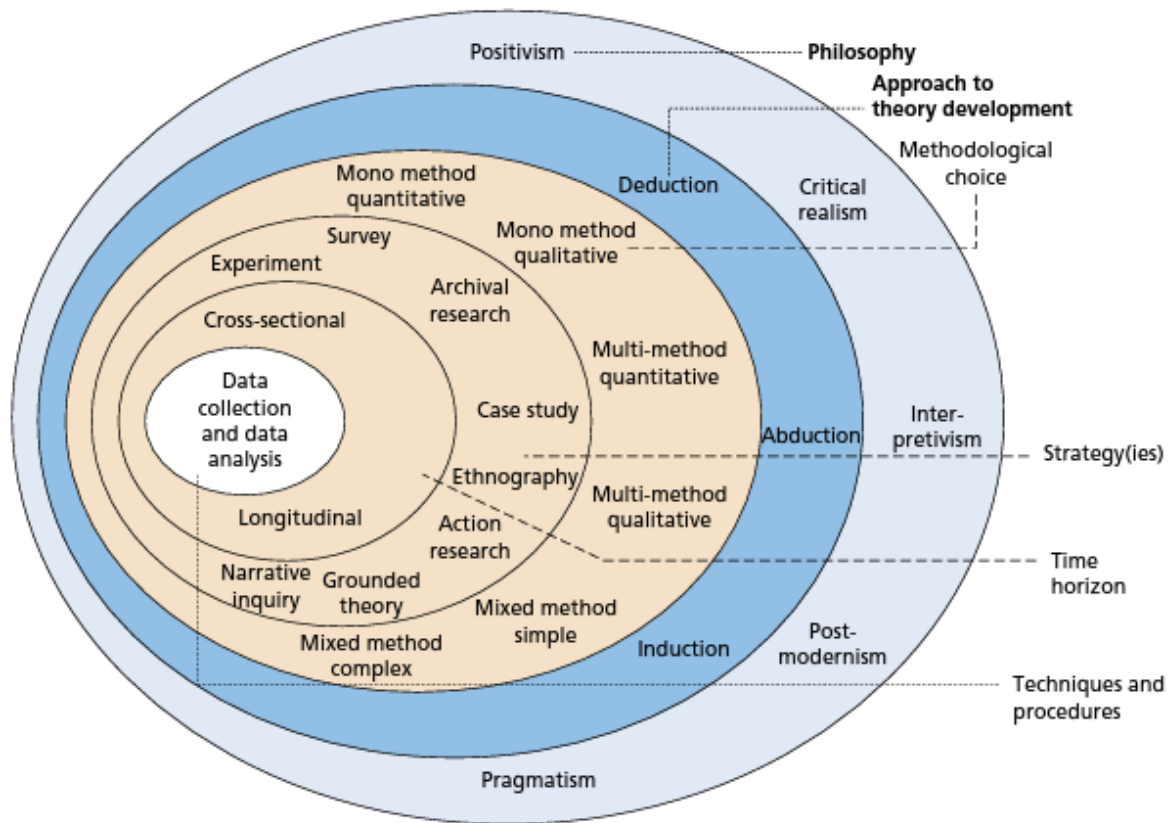


Figure 6: The Research Onion, Source: Saunders, M et al (2015)

3.2 Research Design

3.2.1 Research Philosophy

The first step in the research methodology onion is to determine a research philosophy. According to Saunders et al. (2012, p. 127), research philosophy is the development of knowledge and the nature of knowledge. The chosen research philosophy affects how the researcher choose to see the world, no one philosophy is better than the other which is why giving proper amount of consideration to research philosophy is crucial (Saunders et al. 2012, p. 128). Out of the many research philosophies, this paper will discuss the following four research philosophies:

- Pragmatism
- Positivism
- Realism
- Interpretivism

Pragmatism philosophy is based on the research question of the study, according to Saunders et al (2012, p.130); ‘‘when the research question does not lead to a particular research philosophy unambiguously, a pragmatist’s view will work with different philosophical positions’’. A pragmatistic view focuses on the relevant support actions of a concept (Kelemen and Rumens 2008; Saunders et al, 2012, p.130).

Positivism is based on facts more so than impressions, Saunders et al. (2012) revealed; positivism philosophy is the philosophical stance of the natural scientists. Positivism philosophy is carried out in a value-free way which denotes that the researcher enables the estimation of quantitative costs when collecting data, and similarly can test the hypothesis (Saunders et al. 2012, p.134). Market researchers initially embraced positivism due to its more ‘scientific’, ‘hard’ image, its perceived unambiguity when it comes to interpretation (Channon 1982 in Barker, A, Nancarrow, C & Spackman, N, 2001).

Realism philosophy is very close to positivism; however, realism is more focused on facts hypothesis (Saunders et al. 2012, p.136). There are two types of realism philosophy namely; direct realism which is a factual perception of ‘what you see is what you get’, and critical realism which states that researchers should not stop at the first perception as reality but go deeper to find true perception and sensations (Saunders et al. 2012, p.136).

Interpretivism philosophy requires the researcher to understand the contrast between humans in their roles as social actors (Saunders et al. 2012, p.137). ‘Qualitative research is associated with an interpretive philosophy’ (Denzin and Lincoln, 2005; Saunders et al. 2012, p.163). Interpretivism is the chosen philosophy for this research on the basis that research surrounding the social world requires a different logic of research procedures. Interpretivism requires the researcher to draw a strategy that takes in account the differences in people. There are various factors that differentiate individuals for example, standard of living, differences in social and cultural environment, personality differences, family background and such (Saunders,

2003). The researcher has adopted interpretivism philosophy because the researcher seeks to understand the different perceptions of humans and their opinions of the world around them. Interpretivism is best used among people and not objects, it is suitable in case of business and management research, particularly in marketing and other business fields (Saunders et al. 2012, p.137). Since this research is a marketing research, interpretivism is the best suited philosophy. Besides, the mindset of participants in the focus group and highly influenced by their social surrounding, cultural environment, personalities and other factors.

Interpretivism Philosophy	
Ontology	Socially constructed, subjective, may change, multiple
Epistemology	Subjective meanings and social phenomena, focuses on the details of situation, a reality behind these details, subjective meaning motivating actions
Axiology	Research is value bound, the researcher is part of what is being researched and cannot be separated and so will be subjective
Data Collection Technique	Small samples, in-depth investigations, qualitative
<i>Table 3: Adapted from Saunders et al (2012, p.140)</i>	

3.2.2 Research Approach

The second step in the research methodology union is to determine the research approach. Saunders et al (2012) states that theory is an essential part of a research project however, the extent to which theory is used in research design depends on the clarity of theory in the beginning of the research (Saunders et al. 2012, p.143). This paper will talk about two different research approaches; inductive and deductive.

Deductive Approach

In deductive approach, theory is developed, and a research strategy is designed to test the hypothesis, deductive approach enables the use of large quantitative data to test hypothesis (Saunders et al. 2012, p.145). Using the deductive approach, more specific answers can be found in response of the research question.

Deductive approach offers the following advantages (Dudovskiy, J. 2018):

- It provides explanation of casual relationships between concepts and variables
- It helps measure concepts quantitatively
- It provides the possibility to generalize the research findings to some extent

Generally deductive approach is carried out in five stages (Dudovskiy, J. 2018):

- 1- Deducing hypothesis from theory
- 2- Formulating hypothesis to propose relationships between two specific variables
- 3- Testing hypothesis
- 4- Examining the outcome
- 5- Modifying theory

The structure and the methodology used in the deductive approach could have been interesting to use but deductive approach is associated with quantitative data whereas this research is conducted using qualitative data.

Inductive Approach

In inductive approach data is collected and theory is formed using the result achieved from data analysis (Saunders et al, 2012. p.146). This approach is best suited for this research because inductive approach is ideal for studying small samples unlike deductive approach which is used for large numbers. Since this study comprises of focus groups, inductive approach is ideal for this study. Inductive approach is used in this research because although there is a wealth of information regarding brand storytelling, it has never been specific to the Irish food and drink Industry (Saunders et al, 2012, p.148). Taking humans into account is an important aspect of induction approach which is why it is best suited to this research.

3.2.3 Research Strategy

Research strategy is defined as a plant of how a researcher will answer the research question, it is defined as a methodological link between the research philosophy and subsequent choice of methods to collect and analyse the data (Denzin & Lincoln, 2005 in Saunders et al 2012, p.173). Saunders et al. (2012) emphasises that the choice of a research strategy is made

based on the research questions, objectives, the range of knowledge, the time horizon, availability of resources and the philosophical substantiation of the researcher (Saunders et al. 2012. p.173).

3.2.4 Exploratory research is chosen for this research. Exploratory research includes open questions to determine what is happening and gain understandings about a topic, particularly if the researcher wishes to clarify a problem (Saunders et al, 2012, p.171). Some of the ways to carry out an exploratory research is by conducting in-dept interviews or conducting focus group, due to the exploratory nature, this type of questions is likely to be relatively unstructured and flexible (Saunders et al, 2012, p.171). Researcher in exploratory research should be ready to change the direction since the research is flexible and adaptable to change it can bring new insights (Saunders et al, 2012, p.171).

Saunders et al. (2012, p.173) have mentioned the following strategies are exclusively linked to qualitative research:

1. Ethnography
2. Action Research
3. Grounded Theory
4. Narrative Inquiry

Ethnography has evolved over time. This approach involved researcher living amongst those whom they study, to observe and talk to them in order to produce detailed cultural accounts of their shared beliefs, behaviours and way of lives (Cunliffe, 2010 in Saunders et al 2012, p.181). Ethnographers aim to study people in group setting to see how they interact with one another and share the same space (Saunders et al, 2012, p.181). Conflict about how best to achieve this focus led ethnography to continue to develop and to fragment, problems linked to problems related to representation and about how to judge the quality of qualitative researcher rose.

Action Research strategy is designed to ‘develop solutions to real organisational problems through participative and collaborative approach utilizing various forms of knowledge, this form of research will have implications for participants and the organization beyond the

research project’ (Coghlan and Brannick 2010; Reason 2006; Reason and Bradbury 2008; Shani and Pasmore 1985 in Saunders et al, 2012 p.183).

Narrative research is defined as an account of an experience that is told in a sequenced way, indicating a flow of related events that, taken together, are significant for the narrator and which convey meaning to the researcher (Coffey and Atkinson 1996; Saunders et al, 2012, p.188).

Grounded theory is best suited for this research. Grounded Research is a theory as well as a methodology of conducting research. According to Saunders et al, (2012) ‘it is a theory that is grounded in or developed inductively from a set of data’.

There are several reasons for using this method. First, the possibility to gain an in-depth understanding of the context of the research and to see things thorough consumers point of view ‘grounded theory was developed as a process to analyse, interpret and explain the meaning that social actors construct to make sense of their everyday experiences in specific situations’ (Bryant and Charmaz 2007; Charmaz 2005; Corbin and Strauss 2008 in Saunders et al 2012, p.185). Secondly, grounded theory is used a methodological approach, it is used as a method of inquiry and the result of a research process, it is usually referred to as taking an inductive approach, it can be used in business to explore a wide range of topics like people’s behaviour (Saunders et al, 2012, p.185). Furthermore, Saunders et al (2012) explains that in grounded theory, the researcher collects and analyses data simultaneously, developing analytical codes as these emerge from the data in order to reorganize these data into categories.

Coding being the key element of grounding theory, the Grounded Theory strategy of Strauss and Corbin (1998), mentions three stages of coding (Saunders et al, 2012.p.186):

- Open coding: The reorganization of data into categories
- Axial coding: The process of drawing relationships between categories
- Selective coding: Integrating categories to produce a theory

Method of Grounded Theory:

Phase 1 – Data Collecting

Phase 2 – Note Taking

Phase 3 – Coding

Phase 4 – Making Memo

Phase 5 & 6 – Sorting and Writing

3.2.5 Research Choice

Qualitative Research

According to Hague, P. et al (2016, p.47)

‘Qualitative research sometimes stands alone, a small number of depth interviews, even as few as a dozen, may give a feel for the subject, the terminology which is used, constructs that need testing, how the audience sees the world and so on’.

This research is carried out using qualitative research method; Focus Group. Qualitative research focuses on participants’ meanings and the relationships in variables, using a variety of data collection techniques and analytical procedures, to develop a conceptual framework (Saunders et al. 2012 P.163). Qualitative research is a multi-layered approach which investigates culture, society and behaviour through an analysis and integration of people’s words and actions, unlike quantitative approach it does not convert verbal symbols into numbers (Hogan. J, Dolan. P & Donnelly. P, 2009). The data remains at the level of words, either the research participant’s own words, the words written in documents or the words used by the researcher herself to describe the activities, images and environment observed (Hogan. J, Dolan. P & Donnelly. P, 2009). Self-contained focus group is one in which the results stand on their own, the results obtained through self-contained focus group are sufficient enough to be summarized and reported (Lyttle, B. & Weizenecker, M, 2005). Quantitative research was rejected for this particular research due to the lack of focus on human emotions, also a face-to-face interaction with audience allows the researcher to read the tone of how people feel in reality.

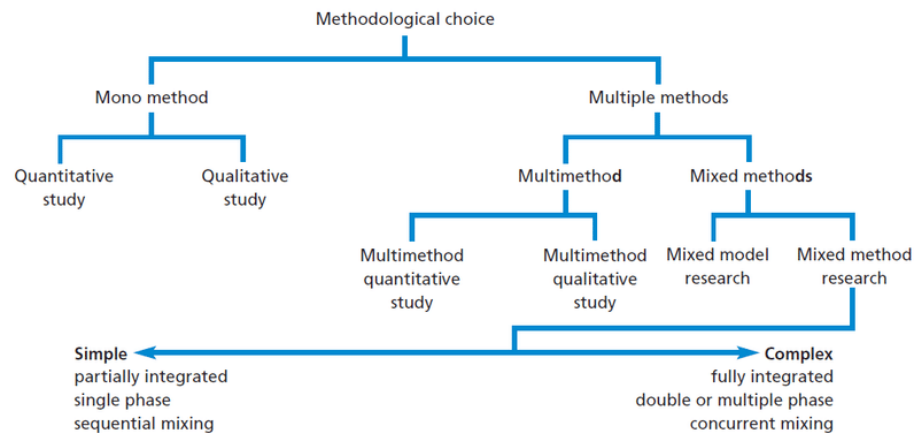


Figure 7: *Research Methods for Business Students, Saunders et al, 2012.p.165*

In this research qualitative data were collected via Focus Groups to understand consumer's views towards Brand Storytelling in the Irish food and drink industry.

3.3 Research Time Horizon; Cross-Sectional Study

Saunders et al (2012) defines two methods regarding the time horizon, Cross-sectional which is defined as a 'snapshot' and Longitudinal which is defined as a picture in a 'series of snapshots'. A cross-sectional study studies a particular phenomenon at a particular time, this type of study is most common in academic research since research is mostly time constrained. In this research qualitative research have clarified consumer attitude towards brand storytelling in Irish food and drink industry. 3 Focus Groups were conducted.

3.4 Population and Sampling

This section will portray how the researcher chose the participants of the focus groups and the size. Careful consideration was made into the sampling method for this research, to answer who, how, and when to collect primary data. First, the desired population was defined, followed by the location an accessible sampling frame and sample size for the data. Finally, the sampling technique was determined. The sampling process can be classified in five main steps (Sekaran, U & Bougie, R. 2010):

1. Define the population
2. Determine the sample frame
3. Determine the sample design

4. Determine the appropriate sample size
5. Execute the sampling process

Population

The population is defined as ‘the full set of cases from which a sample is taken’ (Saunders et al, 2012 p.260). The population for this study was determined to be Dublin aged 25-29 and 65 and over, taking the two age groups gave the research an interesting ‘compare and contrast’ regarding consumers views about the topic at hand. The geographic range is ‘Dublin city’. According to CSO data on Dublin census, in 2018 April, there were 291.1 thousand persons aged 25-29 (CSO, 2018). The total population size for 65 and over for Dublin in 2017 of 673.4 thousand (CSO, 2018). The researcher chose to conduct 4 focus groups, one of them was a pilot focus group.

Sample Frame

A sample is a ‘subgroup of the population selected for participation in the study’ (Malhotra et al, 2012, p.495). The researcher had 4 small groups of samples for the focus group of 5 to 7 people. The trick to a good sample is to know enough about the universe so that the right number of people are selected and the right type of people (Bradley, N. 2010). Choosing a small group of respondents reduces the risk of non-sampling errors compared to choosing a large sample group.

Sample Design

A pilot focus group was conducted with 5 students from Dublin Business School, these students were between the age group 20-30. The second focus group was conducted among a group of Indian students who have been in Dublin for no more than 3 months, they were all studying marketing at Dublin Business School, they were between the age 20-30. The second Focus Group was conducted with a group of senior citizens from an art class at St Gabriel’s Parish centre in Dollymount, Dublin 3. The third Focus Group was conducted with a group of 7 people, all between the age 20-30, 3 of them were Irish, 1 of them was Brazilian, 2 Germans, and one of them was from Morocco.

Sampling Procedures

The two sampling procedures mentioned by Saunders et al (2012) are; probability sampling and non-probability sampling. Probability sampling also known as random sampling (Malhotra, 2009) involves selecting a method where members are chosen randomly (Weiers, R. M.1988) whereas in non-probability sampling ‘the probability of each case being selected from the total population is not known’ (Saunders et al, 2012, p.262).

This research is based on purposive sampling. Purposive sampling is also known as judgmental sampling (Saunders et al, 2012, p.287). Purposive sampling is best suited for this research because according to Saunders et al (2012), it is often used when working with very small samples and when you need to get information out of cases (Neuman 2005 in Saunders et al, 2012, p.287). It is further mentioned that purposive sampling is used by researchers adopting the Grounded Theory strategy which is used in this research (Saunders et al, 2012, p.287).

More specifically, heterogeneous purposive sampling has been used in this research. Following heterogeneous sampling, the researcher used her judgement to choose participants with enough diverse characters that provided variation in the data collected (Saunders et al, 2012, p.287), this enabled the researcher to draw key themes that were observed in the focus groups. It appears as a drawback since small sample contains cases that are completely different, but Patton, M. Q. (2002) argues that this is in fact the strength since it enables the researcher to draw interesting patterns and key themes (Saunders et al, 2012, p.287). Patton (2002) suggests that the researcher identify the diverse characteristics prior to selecting the sample. In this research, one of the focus group was conducted with Indian students studying in Dublin, another was conducted among local Dubliners which enabled the researcher to collected unique data from the two groups.

Homogeneous purposive sampling was also used in this research, it focuses on one particular subgroup in which all the sample members have similar characteristics, allowing them to be explored in greater depth and minor differences to be more apparent (Saunders et al, 2012, p.287). In the first focus group, all participants were Indians, they were all between the age 20-30 and they were studying marketing from Dublin Business School where as in the second focus group, all of the participants were senior citizens who take an art class at St Gabriel’s Parish

Centre. In the third focus group, all participants were between the age 20-30, 3 of them were Irish, and two of them were selected because they work in the Food industry.

3.5 Data Collection

The key in data collection is to ask, ‘who was asked’ and ‘what were they asked’ (Raimond, 1993 in Saunders et al, 2012, p.195). Data can be collected using primary and secondary data collection techniques. Primary data is new data collected specifically for the purpose of the study whereas secondary data is already available data from existing sources (Saunders et al, 2012).

3.5.1 Secondary Data Collection

Secondary data is based on information collected by someone else and not the researcher, this information can be obtained from various online and published sources (Sekaran, U & Bougie, R, 2010). Secondary data can include qualitative or quantitative data or both (Saunders et al. 2012). Saunders et al (2012) suggests that collecting secondary data before collecting primary data gives the researcher an understanding and insight into previous studies and emerging trends relevant to the area of the research (Saunders et al, 2012). The figure below shows three main subgroups of secondary data; documentary, survey-based and information compiled from other sources (Saunders et al, 2012, p.307).

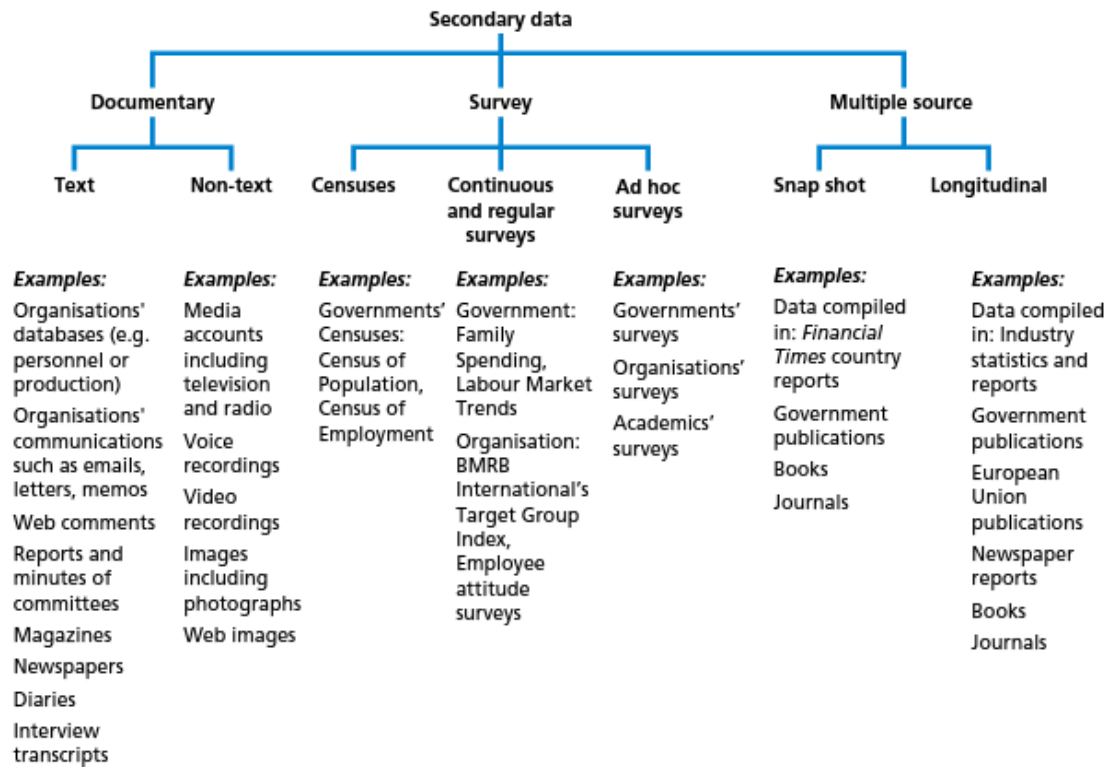


Figure 8: Types of Secondary Data. Source: ©Mark Saunders, Philip Lewis and Adrian Thornhill 2011

For this research various forms of secondary data were obtained from Dublin Business School library's electronic database and other sources from the internet. Multiple-source data in form of books, journals, industry statistics and reports were used. Survey-based sources were also used.

3.5.2 Primary Data Collection

Primary research is conducted in order to obtain data required to answer the research question. Primary data can be obtained in various forms like interviews, focus groups, surveys and many other forms (Sekaran, U & Bougie, R, 2010). To answer the research questions asked in this research, an in-depth understanding of the target populations feelings was required therefore, focus groups are ideal for this research. Hague, P. et al (2016, p.48); 'the focus group is an ideal opportunity to show different ads and generate a discussion as to which has impact, relevance and communicates the appropriate brand position' this statement solely justifies the

use of focus group for this research. 3 adverts from the Irish food and drink Industry were played during to Focus groups to get participants response regarding the stories used in the adverts.

Focus groups are also great to understand attitudes, delve into behaviour and examine the overall hypotheses (Hague, P. et al, 2016, p.48).

3.6 Focus Group

Theoretical knowledge regarding focus group have been majorly used from Paul Hague, et al (2016) book; Market Research in Practice, due to its detailed analysis chapter on Focus Groups. Hague, P. et al (2016) define focus group as a research technique where 5 and 10 people are carefully selected as representatives of a target audience, to participate in a discussion led by a moderator. According to Hague, P. et al, (2016) focus groups provide the researcher with insights that more structured surveys may not be able to provide, open-ended questions help focus groups explore the behaviours and attitudes. Two, three or four focus groups can provide a clear response so there is no need to conduct any quantitative study (Hague, P. et al, 2016. p.45).

Focus groups are known to possess four key characteristics (Hague, P. et al, 2016. p.67):

- People are actively involved
- Participants of the focus group have a common interest or experience
- Participants provide in-depth quality data
- The discuss helps the researcher answer ‘what is going on’

The advantages and disadvantages of focus group defined by Hague, P et al (2016) are:

Advantages of Focus Group:

- ‘The interaction of the members of the group creates a sharing experience which encourages people to mention things that wouldn’t otherwise surface’ (Hague, P. et al, 2016, p.47).
- Respondents get the opportunity to listen to other views which gives them time to reflect and make insightful comments of their own. This could start a debate if people take opposing views however, this can help build an understanding of the subject.

- Moderator guides the discussion in the appropriate direction
- It enables the moderator to obtain spontaneous in-depth information
- It is more flexible than other forms of research

Disadvantages of Focus Group:

- ‘Bias can be introduced if someone makes a comment and they are articulate on a subject or perceived as an authority by other group members’ (Hague, P. et al, 2016, p.47).
This can pressurize other participants in the group to comply and fall in with the views that have been expressed.
- Some respondents can dominate the discussion while others may say little. All this requires careful handling by the moderator.
- Self-reporting data might not mirror actual behaviour
- Accuracy of what the participants say can be questionable due to social desirability factor or forgetfulness

Steps that the Moderator took to minimize bias in focus group:

As researchers have mentioned some of the disadvantages of focus groups can be eliminated by careful planning and well-managed discussion. For this research the moderator pre-screened participants, those who occurred more talkative were asked to sit next to the moderator in the focus group. Everyone was given name tags which were placed on the seating area, so the seating was pre-decided by the moderator.

Secondly, after watching the video adverts under discussion, participants were first asked to fill out a form that asked about their opinion of the video and once everyone had filled out the forms they were asked to share their opinion, this meant that most participants will stand their ground in case of their views and not simply agree to others ideas. Doing this made the focus group genuine and the ideas that were recurring enabled the researcher to draw genuine themes to research on.

3.6.1 Planning the focus group

Focus Group Size and Participants:

Focus groups typically consist 5-10 people, the group needs to be small enough to allow everyone to participate and yet large enough to provide group interaction and diversity of experience (Hague, P. et al, 2016. p.67). Key players in the focus group were the researcher who was also the moderator of the focus groups, and the respondents. The researcher develops the recruitment criteria, writes the moderators' guide (may be the moderator herself) and chooses the focus group facility (Lyttle, B & Weizenecker, M, 2005).

Technique

A traditional focus group technique was used. Traditionally focus groups were conducted in a face-to-face environment with all the participants coming together in a location for a given time to discuss the researcher topic however, with technological advancements it is possible to bring the groups together online. This research was conducted using face-to-face focus groups. It is the moderator's job to make sure that all participants voice their opinions. The key to conducting successful focus group is to recruit the right people in the right place and ask the right questions, a physical stimulus like a video can be used (Lyttle, B & Weizenecker, M, 2005).

Visual Stimuli

Visual Stimuli in shape of video advertisements were played in the focus groups. 3 of the Irish food and drink Industry brands were chosen. The adverts were chosen based on the following factors:

- A known Irish Brand
- Story that was used in the advert. A story that taps into emotions of the audience.
- Number of views on YouTube

Based on the above, the following 3 adverts were shown in the focus group:

Brand	Advertisement	Link to YouTube
Guinness	Behind Every Great Horse	https://www.youtube.com/watch?v=j6hhQni3Nt0

Dairygold	What would you do with an extra minute?	https://www.youtube.com/watch?v=iAlrFhVnFHQ
Jameson	Scully Was to Blame	https://www.youtube.com/watch?v=Di16EanY_wQ
<i>Table 4: Advertisements used in the Focus Groups</i>		

Venue for the focus group:

Three focus groups including the pilot focus group were conducted in Dublin Business School, it was chosen as a venue since it is located in the middle of the city and all the participants could get there feasibly. Also using the Dublin Business School buildings facilitated the researcher by providing the projector and the sound required for the visual stimuli in the study. One of the focus group was conducted in the St Gabriel's Parish Centre in Clontarf. The researcher reached out to the community centre that conducts an art class for senior citizens and asked permission to conduct the focus group. There was a project in place in the venue.

Budget Planning:

It is necessary to budget appropriately for a focus group (Lyttle, B & Weizenecker, M, 2005). The following costs were incurred during this research in conducting the focus groups altogether:

Item	Cost (€)
Transport	10
Refreshments for Participants	30
Printing	20
<i>Table 5: Budget (Source: Self-formed)</i>	

There were no additional projector or facility cost since three of the focus group were conducted in the researcher's school and one was conducted outside but there was no charge. Proper consideration was given to making sure that the participants feel comfortable in the facility.

Time Constraints

Traditionally focus groups are conducted in approximately 1.5 hours therefore it is the moderator's job to keep the conversation moving, there is only enough time to discuss a small number of questions therefore questions need to be well-planned (Lyttle, B & Weizenecker, M, 2005).

Determining the number of focus group is a crucial step. 'Usually three to five groups are judged sufficient enough to gather an adequate number of viewpoints about a topic, after that saturation can occur beyond which any additional data collection will not produce any new understanding' (Lyttle, B & Weizenecker, M, 2005).

Moderator Involvement

The level of moderators' involvement in the study depends on a few things including the group dynamics; whether the moderator controls the discussion or allows free participation, a low involvement approach is best suited for exploratory research (Lyttle, B & Weizenecker, M, 2005). For this research the moderator kept her involvement minimum to moderate, intervened to keep the discussion flowing. A disadvantage of low-involvement approach is that it becomes hard to compare results because groups discuss topics of interest to them and they are not similar.

The researcher followed the moderator guide content provided by Lyttle, B & Weizenecker, M, (2005). The moderator did not try and explore too many topics since time was limited. Discussion was started from broad questions and narrowed down over time.

3.6.2 Conducting the focus group

The moderator started the discussion by giving the general introduction, explaining the purpose of the focus group and by going over a few housekeeping items, there were refreshments for the participants. Some ground rules were mentioned like one person talks at a time, to respect others' opinions and to participate even if their opinion is different from what others have to say. The moderator also mentioned that the session is being recorded and asked participants to sign the consent forms. After going over the ground rules, everyone introduced themselves.

Dealing with the respondents

Lyttle, B & Weizenecker, M, (2005) mention that although it is exciting for the moderator to deal with variety of people with different backgrounds and experiences yet, these individual characteristics could potentially cause problems for the Moderator. The following are the six common personality traits in participants that can be challenging for the moderator to deal with (Lyttle, B & Weizenecker, M, 2005):

Experts and influentials

‘Experts can be valuable or a hindrance to a focus group’. Participants can get intimidated by those perceived to have more education, experience, money, or influence; therefore, other participants might not want to express their opinion if its opposing. On occasions experts might step in and try to move the conversation along, experts often feel like someone needs to be in control of the focus group and can be critical of the moderator. A good strategy to deal with experts is to acknowledge their expertise and ask to hear from other members of the group. Another way to deal with experts is to acknowledge that everyone in the group has important insights that need to be heard.

Disruptive participants

Disruptive participants are often driven by extreme views and consider their own views superior to others, this is the reason they engage in behaviour that may disrupt the discussion. They might fail to follow rules and might act in a disrespectful manner. They hinder the free-flowing idea and discussion in the group. In dealing with a disruptive participant, the moderator needs to step in and remind them that everyone’s opinion is important, the moderator can say ‘We don’t expect you to agree with one another but listen to each other’s views’. If the participant continues to disrupt the focus group, the moderator must remove the participant from the focus group.

Dominant Talkers

Dominant talks are unaware of how others perceive them but consider themselves superior to others, they feel like they have much to add to the discussion and therefore give others less chance to talk. They can be spotted in a pre-session small talk.

The moderator should seat the dominant individual next to them which allows the moderator control with body language, various non-verbal control techniques include; avoiding eye contact with the talker and appearing bored with their comments. If that does not work, then more verbal comments can be made like asking to hear from others. It is crucial for the moderator to be tactful and kind in dealing with all participants.

Quiet and Shy respondents

These participants think before they speak, they add little to the discussion and speak in a soft voice. Shy respondents are reluctant to share their opinion and need to be encouraged to speak or elaborate their views.

One way to deal with shy and quite respondents is to make them sit directly across the table from the Moderator to have an increased eye contact which will encourage them to participate. Nonverbal cues like smiling and nodding also provide encouragement. The moderator can also choose to verbally ask them to participate with questions like ‘what do you think?’

Ramblers and wanderers

Rambling participants often have no point when they speak, they are comfortable with talking but take up valuable time by talking on and on. Similar to dominant talkers, the moderator should practice non-verbal cues like avoiding eye contact. As soon as the rambler takes a pause, ask the next question or repeat the current question.

Inattentive Participants

Inattentive participants may fail to understand or focus on the question, they seem to be preoccupied and unable to connect. They forget or do not know what their answers mean. Stress, medication, or anxiety could cause such problems. A good method to deal with the inattentive respondent is to call the person by name, repeat the question, then ask if they have something to

contribute. Another strategy a moderator can use is use a flip chart with one question per page for everyone to see and remember.

Dealing with awkward situation

Group Conflict

A focus group is intended to have stimulated discussions. Every participant has different experience and feelings about the topic under discussion. A conflict is most likely to arise when participants forget the group rules of listening to others and being respectful of other views. The moderator can anticipate the differences likely to arise and say something like ‘we expect that we might have different opinions on this topic, you may hear point of views opposing yours, if that happens, we ask that you be respectful and listen to everyone’.

Respondents lacking information

Another obstacle that a Moderator could face is a group with lack of information on the topic under research. This can be avoided by pre-screening participants to see that they fulfil the basic requirements to be part of the focus group. Sometimes a participant may seem to lack information but actually they might be just shy to share their view.

3.6.3 Issues in focus groups

Confidentiality Measures

Privacy is a major concern in research issues, but it has an even greater impact on focus groups due to the nature of how the data is gathered by recording video or audio. It is imperative to tell the participants in the beginning of the focus group that the conversation will be recorded and written down in the final report. The moderator must be careful thought to not draw too much attention to the recording device because the participants can become too conscious of sharing their ideas. The participants were asked for consent to use their names and details.

Observing statements; not actions

The crux of focus group is in data gathered from what the participants say they do or feel and that might not be what they actually do. The gap between participant’s statements and their action can be due to various reasons such as social desirability or forgetfulness. This results in

inaccurate data being collected. This gap is the reason the researcher needs to conduct a few focus groups to allow the researcher to gather variety of data which provides accuracy.

Cultural Differences

Focus groups may be conducted with people from different countries and backgrounds, which means the way participants interact with the moderator is different. Cultural differences can be a drawback when conducting studies overseas, the costs incurred are high. In this research, the moderator comes from a different country from Ireland, therefore in interacting with the senior citizens the moderator had an Irish person at the back of the room to assist with any gaps in communication that might have occurred between the moderator and the participants. In the beginning of the study, the moderator mentioned that her friend will be there to assist, although they would not be participating in the study. The cost of conducting the focus group also varies across the globe, in Europe it costs twice as much per group compared to Asia. One focus group was conducted with a group of Indian students studying in Ireland.

Lyttle, B & Weizenecker, M, (2005), mentioned that ‘Asian people are less open and have been conditioned to keep their opinions to themselves and therefore need a skilled moderator to encourage them to participate’ the researcher disagrees with this statement. The researcher found the group of Indian students to be most responsive among the 4 focus groups conducted for this research. A potential reason might be because the moderator is Asian as well so the participants might have felt more at ease sharing their opinions with the moderator who comes from the same culture.

3.6.4 Reporting the focus group data

The focus group recordings were transcribed to be analysed. The analysis process began with using the data reduction method, which means only the relevant data will be used in the analysis. Using the relevant data enables the researcher to focus solely on the meaningful data keeping the research objectives of this study in mind. The audio recordings were thoroughly checking to ensure that the researcher transcribed the data without missing any details. After transcribing the data, thematic analysis was used to group the data into themes which assisted in answer the research question (Wood, C. Giles, D. & Percy, C. 2012. p.72). Thematic analysis can be described as segregating the data based on themes (Saunders et al, 2012. p.78).

There are various ways to analyse the results of the focus groups in the final report. One way is to systematically summarize what each group has said regarding each question. Interpretation can take place in three ways:

1. Number of groups that mentioned the theme
2. Number of people in every group that mentioned the theme
3. The enthusiasm the theme generated among participants

These three indicators are called ‘group-to-group’ validation’. It happens when a theme generates a consistent excitement among participants from all groups. The final report should have a coherence from all groups in every question and a summary of the discussions. Too many quotations can confuse results. On the other hand, using too little ‘quotations’ and comments of participants can make the report dry and uninteresting.

3.7 Research Ethics

Saunders et al (2012), p.226 defines ethics as ‘standards of behaviour that guide our conduct in relation to the rights of those who become the subject of your work or are affected by it’. Research ethics were given due consideration before initiating this research, focus groups specifically. The researcher disclosed everything related to the purpose and use of this research to the participants. The participants were asked to read and sign the consent forms, which provided a description of the study, how it was being recorded, what was the research being done for. As mentioned above in conducting the focus group, the moderator mentioned in the beginning that the discussion was being recorded. The participants nature of participation in the focus group was voluntary and they had the right to withdraw partly or completely at anytime during the focus group, this clause was also mentioned in the consent forms signed.

3.8 Limitations to the research

There were a few limitations to this research considering the time that the researcher had to conduct this research which was limited. The researcher was able to find answers to the research questions however, the researcher could not test the results of the research. If there was more time, further research could have been conducted to prove the strongest brand stories used

in Irish food and drink industry. Another limitation of this research and most studies in that case is the social desirability factor, most participants will choose to give a desirable answer.

4. Data Analysis

4.1 Introduction

This chapter will present the findings from the 3 focus groups that were conducted as part of this study. The researcher analysed the data from the focus group discussions using thematic analysis and saw that there were reoccurring themes that arose throughout. In this chapter the researcher will discuss the themes. The themes which were relevant to the objectives are; relatability, nostalgia and brand perception. The names of the participants for the focus groups are coded with participant number.

First and foremost, the moderator realized that every group was different and so the questions were not asked in the same sequence. The moderator judged the flow of discussion to ask the right questions at the right time in every group, although the overall pattern stayed the same, the discussion started with generic brand related questions to help the participants start thinking about brand storytelling. The questions got more directed eventually. Three adverts were played in the focus groups and participants filled out the forms to answer a few questions regarding purchase intention, brand perception and what they thought of the story. Writing the responses gave the participants time to process the adverts and then the group had a discussion.

4.2 Objectives – Loyalty, Perceptions and Purchase intention

Question: Name a few of your favourite brands to begin with.

To begin the discussion, the moderator asked what people's favourite brands were. Various brands were mentioned in the focus group and some participants gave reasons for liking these brands. Irish food and drink industry brands were also mentioned in the focus groups; Flahavans, Nolans bread, Guinness, Jameson, Boyne valley, Barrys, Donegal Catch. Other participants mentioned brands like Buttercream dreams, Kerrygold, Happy Pear. Lyttle, B & Weizenecker, M, (2005) mentioned that asking open-ended questions and more generic ones is a good way to start a focus group.

Question: What does the term brand storytelling mean to you?

This question was asked to analyse if the majority of the participants understand the term and also to give them an idea of what was about to come. Majority of the participants in every group understood the concept of brand storytelling well. Most of the definitions that the participants gave regarding brand storytelling was based on previous storytelling literature “story telling is a powerful tool to connect with the consumers” (see Simmons, J. 2006; Scott, M. D, 2016).

Participants from the first focus group talked in terms of marketing. Participants mentioned that storytelling was about brand perception, brand recall, logo and slogan of a brand and the overall brand image. They look at storytelling as a tool used by companies to position themselves in the market. The participants further mentioned that brands integrate human emotions with brand; ‘happiness, convenience and such’. According to the participants of the first focus group, ‘brand storytelling is an effective tool to get the message across and to connect with the consumers by telling them a relatable story’.

Quite a few of participants from the first focus group mentioned brand stories from the past that stuck on with them for life. It has to do with nostalgia, thinking about these stories took them back in time and they took pleasure in telling the story to the group. They enjoyed telling the brand story used in the advert, at the same time they felt nostalgic when talking about the brand stories. Most of the stories they mentioned had to do with family; a sense of bonding. Other stories were humorous, and they made everyone laugh. Some of the participants suggested that the moderator look up the advert and watch the story, so in essence they were promoting the brand, perhaps unconsciously. Some stories that were mentioned were famous because of the sing-along songs, and music. “The tunes became so popular, people would use those tunes as their ringtones and such” described one of the participants.

The second focus group with the Irish senior citizens, was asked the same question. Participants needed a moment to remember the ad stories. They mentioned a preference for humorous adverts, and music. One of the participants mentioned the Guinness adverts story; “it was a funny story about a guy entering a pub from the forest and a beautiful girl”. The participants expressed that they remember the brand stories but wouldn’t be able to recall what

brands they are promoting. Another famous Irish advert mentioned was “Sally O’Brian” from Guinness, the participants who mentioned weren’t very sure that it was Guinness but remembered the story.

The third focus group, participants mentioned various brand stories as well. One participant said that brand storytelling brings “the Coca-Cola truck and Christmas” to mind. Another participant mentioned that “brand storytelling is about selling the whole consumer experience related to the product, it’s about a lifestyle”. Another member agreed and said that they would only buy into something if they can feel like they “belong in the story”. One participant said that they would think of brand-story “as a means to recognize the brand”. Another participant mentioned that “stories were used to give brands a human side and be more relatable to the consumer experience”. Participants responses from the question confirm the literature review findings that stories connect with consumers because people can relate to them, they give brands a human face and consumers want information in a language that they understand (Scott, M. D, 2016.p.40).

Question: What emotions do these stories evoke in you?

Most people agreed that the brand-stories mentioned reminded them of the past therefore brand-stories were nostalgic for them. Participants from the 1st focus group agreed that “brands that challenge society norms, brands like Dove show that the company truly cares about the society by spreading an awareness and not just trying to sell the product”. Dove as a brand was mentioned by the 3rd Focus Group as well “Dove, real beauty campaign, shows that the company is authentic, and they care for people” mentioned a participant. The responses confirm the literature finding that humans have a tendency to see causality in the world.

Question: Would you guys say you are brand loyal to any brands?

Two of the participants from Ireland said they “prefer buying local and would be brand loyal to locally produced Irish food and drink companies”. Another participant said they would purchase the items “based on quality not so much brand loyalty”. For others price was also a factor in making the purchase decision.

Question: What Irish food and drink industry adverts come to mind?

Participants from the 1st focus group had come to Ireland recently therefore, had not seen many Irish adverts but they mentioned a few that they liked. Cadburys advert, Carols posters, Macdonald's advertisement around Dublin, Ikea, Jamesons bottle and most of all Guinness was mentioned. Participants praised Guinness for their success in Ireland and mentioned that it has been "quite a journey for Guinness and today the brand is so successful that it has become an identity of the country". Some participants mentioned they wouldn't prefer Guinness taste-wise, but they loved the advertisement and brand stories. Participants mentioned that Guinness has transformed the entire city with their brand.

In the 3rd focus group, participants mentioned the Kellogg's Christmas Ad, they mentioned the story; "children and Santa clause, you can tell it is Christmas by looking at the advert". One of the participants said that "these brands have been using storytelling since the 90's and it is not a new phenomenon". Another participant said, "stories work well to connect to consumers because of the emotions they tap into, Guinness ad with wheelchair rugby had nothing to do with the product but the story". Again, in this 3rd focus group similar to the first one, Dove Real Beauty ad was mentioned. Participants said that these adverts provoked relatability, nostalgia and thoughtfulness in them. "Brands like Dove makes the audience think about norms".

4.3 Guinness Advert – 'Behind every great horse'

This advert received very diverse responses from all participants. From the participant's responses, it showed that Irish people were more moved and could relate to the advert compared to other participants.

Focus Group 1

Participants from the 1st group did not like the advert. "for me there was no connection between horses and the brand". Another participant mentioned "I didn't like the advertisement, I don't like Guinness taste, so I wouldn't buy it". The participants added that they thought it was nice to see the advert paying gratitude to the people who work on the ground level. Most participants made guesses for what the advert could mean. 1st participant thought the ad was about "horse equipment because there was no mention of the brand". 2nd participant the ad "was disappointing yet the music was impactful". 5th participant added "I don't drink so I wouldn't

buy it, but I couldn't tell what the ad was about, I think it was emotional because of the use of horses". Participant 4 disagreed with the rest of the participants and thought that the story was beautiful, "but they should have kept their brand logo hidden and yet visible enough, so people can connect instantly". One of the participants observed the use of a Mercedes Benz truck to transport the horses, "it shows that they collaborate with the best brands".

Focus Group 2

Majority of the participants from the 2nd focus-group liked the advertisement. Most of them had seen the advert and are brand loyal to Guinness. 1st participant liked the music and thought it was relaxing, they also mentioned that the background was "very nice, but I don't think I would purchase Guinness". Participant 4 agreed and said they enjoyed looking at the pictures and that it was interesting information regarding locality and the hard-work put in to the horserace event, yet Participant 4 said it might not make them purchase "six packs of Guinness". 5th Participant disagreed and said, "I'm not into horse-racing, but I've always drank Guinness". 2nd participant mentioned having seen the advertisement before but they don't buy Guinness "unless expecting guests", watching the horses it reminded the participant of the "racing season in Cheltenham and the racing season, when I see the planting and digging, I tend to think of food", she said she experienced excitement watching the horses run and being rubbed down. 3rd participant appreciated the advert and also mentioned being a regular customer of the brand; "the ad illustrates professionalism required to rear a good horse and similarly I presume they are saying the same professionalism is used to make a pint of Guinness". These comments showed that the participants could well-see the subliminal message the brand was trying to convey through the story of horse-racing.

Focus Group 3

Participants from group 3 had interesting and diverse reactions to the ad. Two Irish guys could well relate to the brand story and they loved the concept. One of them said that Guinness associates itself with the Irish identity through sports and by sponsoring events. Another participant said that he could relate to the story because it was "local and ordinary", he went on to say that the advert might not work very well with foreigners since it's very local. Participant 5 disagreed and said that people all around like the idea of the country side (portrayed in the

advert) and that foreigners will find it interesting as well, she mentioned that the ad had green fields which would attract people from other countries as well. Participant 4 said he wouldn't buy into the story if it wasn't Irish, participant 5 mentioned that it might be his patriotism that the story is tapping into. Participant 4 concluded by saying that every Irish person would buy into that advert, "unless they were against horse-riding", participant 5 agreed being against horse-riding. Participant 3 mentioned that horse-riding is ordinary sport in Ireland but would be considered upper-class in many countries, participant 4 mentioned the Peroni Ads which were targeting the upper-class and they wouldn't be relatable ads for most people, he said. Participant 6 said they cannot relate to the ad at all and that it was made for Irish audience, participant 7 agreed. Participant 1 said that Irish brands tend to promote the "local products", which is big part of Irish culture, "Irish advertisements they go back to the roots but in Brazil people wouldn't value the local products so everything from abroad is considered better" therefore the participant said that it was a cultural difference between the two countries. Participant 2 said it took her back to the childhood when her grandfather used to go horse riding, but she couldn't relate to the ad now. Similar to what a participant mentioned in the 2nd focus group, participant 2 mentioned that horses are considered a noble animal, which is why Guinness used horse racing to associate with the brand.

4.4 DairyGold – 'What would you do in an extra minute?'

Focus Group 1

Participants were asked if they were thinking what they would do if given an extra minute, everyone said "yes", some of the things that people from the advert mentioned like; 'I'd hug my wife' for example, participants could relate to it and felt they would do the same for some of them. Participants agreed and said, "we could connect with the people in the ad", one of the participants said that the ad made him think of making others happy by a simple gesture of a smile to make them happy, another participant said they would sleep like one of the characters in the advert. Others said they would call their family. One of the participants said it made him thoughtful and he couldn't think of what he would do but he did wonder. Participant 4 and 5 mentioned that they were able to connect with the characters in the advert and then later on participant 5 said that "I couldn't connect with the brand" since the statements were varying, the

moderator looked at what the participant had written on the response sheet. Analysing the written statement from participant 5; he explained they were able to connect with the story and display a liking for it but then also says that the ad did not connect as a “butter brand”, more of an “awareness campaign”. Other participants said the same thing and said they liked the concept but not for a butter brand because there was no connect. Participant 3 disagreed with rest of the group and he said “The point was to be selfless, I think trying to persuade people to purchase the brand ruins the idea of being selfless. So, I see the ad and it makes me think about what I’d do in a minute, in doing so I have already connected with the brand, I felt happy watching this ad”.

Focus Group 2

Participants from focus group 2 did not like the advert very much, except one of them said that “it was interesting to hear what some people would do with a minute like the young father walking his kid to school and the young fella wanting to practice his scales, but there was no trace of DairyGold”. That was the only nice thing participants from focus group 2 had to say about the ad. Major problems that they mentioned in the ad were as follow

- Voices changed too quickly, and it wasn’t soothing at all
- Couldn’t read what was written in the background because they changed the set too fast
- There was no sign of DairyGold the product
- “Thought it was about a mobile phone”
- At first the ad is interesting, with different people view’s but if you watch it more than once you can really get annoyed
- It was too long

Focus group 3

Participants were asked if the ad made them wonder what they would do in an extra minute. Participant 4 and 5 among the participants liked the ad and they said it was thought provoking. Participant 5 said it made her feel how we are always spending time on our phones as a result kids today lack the attention span to watch even a film “we don’t know how to spend time with people anymore” and she said that this ad would grab her attention more so than others. Participant 4 had similar opinion in terms of the attention and emotions experienced in

the advert; “it grounded me and gave emotional appreciation and reflection, it was relatable but a bit long”. Other participants thought the question was “a bit ridiculous and cliché”. Similar to focus group 2, participants said that the advert was too long and got “boring”. The participants mentioned the following things they did not like about the advert:

- It was too long and boring
- I still don’t know what the ad is selling
- It’s cliché
- No one had a funny answer, people said similar things

One of the participants said that it may be possible to connect with the advert better if they knew the brand before, so they think its for people who already know the brand well.

4.5 Jamesons – ‘Scully was to blame’

Focus Group 1

Everyone in the group thought this ad was the best among all. Participant 2 liked that it put forth the product-features in the advert; 3 times distilled and smoothness. Participant 1 agreed and said she liked the humour “I loved the humour, it was beautifully picturized”. Participant 5 said “Someone like me who doesn’t know much about the brand or alcohol can really relate well with it because you know it mentioned the quality and that its distilled three times, so you can guess the quality must be good”. Participant 3 said they wouldn’t buy whiskey but if they did, “I’ll recall this ad and pick Jamesons”. Participant 5 praised the ad and said that besides being a beautiful story, they have also made sure to mention that it is triple distilled very prominently. He mentioned that he’s a fan of Scotland whiskey, but this ad made him want to try Jamesons, “Secondly, being an Irish brand, it connected with the people on emotional level”. There were no doubts about this ad with the group, everyone enjoyed the story.

Focus Group 2

Most of the participants from this group like Jameson whiskey and are brand loyal already. Although they like the product, most of the participants didn’t seem to enjoy the ad as much. Participant 1 thought the story was “old-fashioned and sad”, and she wasn’t sure what happened in the story. 2nd Participant said she might have seen the advert before, “Jameson is my

drink anyway”. She said the advertisement had “no life and colour”, she agreed that the ad was trying to portray a time in 1800’s however, she added “in today’s world I have to have colour”. Participant 4 agreed with participant 1 and said it was a sad story about a guy making a mistake but, in the end, “they lived happily ever after”. Participant 5 didn’t think much of the story. The moderator further asked a few questions to probe a discussion. Participants said they were trying to show life around the distillery in the old world, they said it was targeting the elder drinkers.

Focus Group 3

Three participants from the group said they didn’t understand the story. Participant 1, 2 and 7 said they know it was about something going wrong and then right and humour, but they didn’t get the storyline. Participant 5 said they found the story very relatable “its probably because I’m such a Klutz” she said, facing the participants who did not understand the story she went on to say “Like you said you didn’t understand what would happen in the pub; you’ve never I’m guessing spilt or broken something so precious and have to walk into a pub full of people affected by it so what was expected to happen in the end was that the pub would come on him cause he lost all their whiskey so I felt fair in the end going Oh dear, and then I was like oh all right, yay”.

Participant 3 said that in competition to Scottish whiskey, they were trying to get across the message on the quality of the Whiskey “that it is triple distilled, they’re saying our whiskey is better that way from others, but it brings back the history of the product, Irish are proud of our history, so anything related to the past is good selling point in the Irish market”. Participant 4 said it was the humor that made the ad fun to watch.

5. Conclusion and Recommendations

5.1 Introduction

The objective of this chapter is to draw conclusions out of the data analysis from the primary research. The conclusion is also connected to the secondary research and forms a link between the primary and secondary research. The conclusions from the focus groups will be compared with the previous literature. The second part of this chapter suggests the

recommendations for further research. All of the researcher objectives and theories are presented in this chapter, allowing the researcher to draw limitations and possibilities for further research.

5.2 Objective 1 – Consumer Brand Perception

It was apparent from the focus groups that brand storytelling has a significant effect on consumer's brand perception. The brand 'Dove' was mentioned in two of the three focus groups for the same campaign, "they show that they care for the society by challenging norms", another participant said: "they are re-defining beauty", this shows that when brands portray a story consumers take-away subliminal messages and connect with the brand. The result of the focus groups shows that brand perceptions regarding brand quality, origin and price greatly influence the consumer's purchase decision. When companies understand their target audience, they companies are in a better position to create advertisements that will connect with the consumers. Researcher shows that there are various ways that can influence customer perception, usually through advertising and other mediums (Watson, J and Hill, A. 2015). 'Customer experience is vital to the customer perception' (Newell, F. 2003) many participants agreed. Consumer's perception and loyalty with regards to a brand can be enhanced through advertising.

5.3 Objective 2 – Generate greater purchase intentions

Majority of the Irish participants were already purchasing the brands shown in the advertisements, however, participants from outside Ireland showed a greater purchase intention towards Jamesons, since they were able to connect with the brand story and majority of them liked the story. "When it comes to choosing a whiskey next time, I will think about this advert and will purchase Jamesons' said one participant.

5.4 Objective 3 – Favourable change in consumer's brand loyalty

All participants had different views regarding brand perception, however, these views were not contradicting in nature but to some extent were connected with each other. While one participant mentioned they weren't necessary brand loyal rather they would just purchase brands out of a habit of buying the same brand, not so much loyalty, another participant showed willingness to repurchase products from the same brand and mentioned being brand loyal to 'local products. Majority of the participants from Ireland showed an already-existing brand

loyalty towards Irish food and drink industry brands, whereas participants from outside Ireland could not connect with the Advertisements as much.

5.5 Consumer Nostalgia

Over time, marketers have developed many techniques to evoke nostalgia, varying from commercials that directly ask consumers to remember the past to vignettes lifting brand moments from different era similar to the Jamesons advert showed in this study; which showed life of Irish people around the distillery in the 1800s. Marketers try to connect with consumers through nostalgic advertising (Boyle, M. 2009; Elliott, S. 2009). Participants in the focus groups experienced personal nostalgia as well; one participant was reminded of when in her childhood her grandfather used to go horse-riding, while others thought about life around the distillery in the past. Many researchers have defined nostalgia as “a wistful mood that maybe promoted by an object, a scene, a smell or a strain of music” (Belk, R. 1990, p.670; see also Best, J and Nelson, E. 1985; Peters, R. 1985). Personal nostalgia has been used in advertisings excessively since the 90’s and it is not a new phenomenon in the advertising for consumer goods and services such as many food and drink industry adverts (Sullivan, E. 2009). Personal nostalgia has shown to have an influence on the brand preferences of consumers in certain cases (Loveland, K. E, Smeesters, D and Mandel, N, 2010).

5.6 Sensory Marketing

Sensation is defined as an immediate response of our sensory receptions (e.g. eyes, ears, notes) to such basic stimuli as light, colours and sound, perception is the process by which these stimuli are selected, organized and interpreted (Solomon, R. M, et al, 2016.p.125). Storytelling is a part of sensory marketing. Sensory marketing pays extra attention to the impact of sensations on our product experience (Solomon, R. M, et al, 2016.p.128). During the focus group many participants said that they found that the voice and music used were relaxing or the music was “certainly not relaxing”. Music and other sounds affect people’s feelings and behaviour, for example consumers are more likely to recognize brand names that begin with a hard consonant like a K (Kellogg’s) (Solomon, R. M, et al, 2016.p.134).

5.7 Brand Relatability

Yorke, J. 2013. p.3 tells us that stories introduce us with a protagonist and invites people to identify with them; ‘they effectively become your avatar in the drama, you live the experience of the story vicariously through them’. Many participants in the focus group were able to identify with the characters in the adverts: “Someone like me who doesn’t know much about the brand or alcohol can really relate well with it because you know it mentioned the quality and that its distilled three times, so you can guess the quality must be good”, another participant said “it was local and ordinary, like I am local and ordinary”. Woodside, G, A. (2010) mentioned that stories give meaning to consumer’s life, brand associations are created to construct the image of self.

The purpose of this chapter was to highlight the findings that emerged from the three focus group discussions. It was apparent from the findings of this study that participants were well-aware about brand story-telling. The findings pointed out that participants were influenced by various stimuli’s in the adverts like sound, colours, characters, story and plot. Participants from outside Ireland were not able to connect with the brand stories as well so Irish participants. There was also a difference of opinion in the adverts that people enjoyed the most. Overall, all of the groups enjoyed watching and discussing the adverts.

5.8 Recommendations

This section aims to point out certain recommendations for the topic under discussion. Although the aim of this research was to determine consumer perception, purchase behaviour and brand loyalty, after compiling the data the researcher came across an interesting finding ‘Cultural difference’. The focus groups consisted of participants from diverse backgrounds. The first focus group and the others had a different response and opinion of the adverts shown, this is because the past life experiences shape the way we perceive things. It is noted that the Irish food and drink adverts shown in the focus groups were able to create relatability more with the Irish participants and less with all others. A recommendation that emerges from that finding is for the industry to make more global adverts that can be relatable to everyone and not just the Irish audience in the country. Another recommendation of the research is to use stories relevant to the target audience age, Jameson ad wasn’t much appealing to senior citizens although majority of

Jamesons target market is senior citizens. The following recommendations are suggested for the Irish food and drink Industry:

- Emphasize on sensory marketing in stories
- Integrate humour in their stories
- Create brand stories that can connect with audience from all different backgrounds

5.9 Limitations and Suggestions for further research

When analysing the data, the researcher identified a few limitations which would have an effect on the overall findings. The first most important limitation of this study was that the researcher could only work with 5 to 7 participants in one focus group. This research consisted of 3 focus groups and one pilot focus group. To achieve a further accuracy of results, larger sample would have led to a much-detailed insight into customer's perception on brand story-telling used by the Irish food and drink Industry. Time constraint was another limitation of the study. Also, another limitation could have been that the participants might have wrongly interpreted the questions asked by the moderator which could affect the findings of the study.

Since the researcher was only focusing on consumers perceptions and feelings, they did not conduct quantitative research. For further research on the topic of Brand story-telling in the Irish food and drink industry advertising, a qualitative approach might add further value to the study. Marketing concepts are forever evolving with more information available. Further research regarding the subject can be conducted using other brands than the ones used in the focus groups of this study.

This study was conducted to find out consumers perception towards brand-storytelling used by the Irish food and drink industry adverts; it can be used as a foundation for further research in the topic.

6 – Self-Reflection on learning style

The last chapter of this dissertation concerns learning and knowledge acquired by conducting this study for the degree of ‘Masters of Science in Marketing’ from Dublin Business School. The author of this dissertation has always been interested in neuro-marketing and the role it plays to form consumer decision making, which is why brand story-telling was the perfect topic of choice. Choosing this topic not only helped the author learn more about the phenomenon but also will help them in professional development. The following chapter will present a self-reflection as part of this dissertation, it will describe the learning style of the researcher and the development that occurred during the process of this dissertation. This chapter will also include the personal and professional benefits of the master’s degree for the researcher.

6.1 – Learning Styles

The researcher has used Kolb’s learning cycle test (1984) to discover their learning style. The theory of this chapter is based on David Kolb’s book ‘Perspective on thinking, learning, and cognitive styles. David Kolb (1984), in his book explained that ‘there are different learning styles for different personalities’. The following four learning styles are mentioned by Kolb (1984):

1. Diverging: People who belong to the diverging learning style ‘feel and watch’. Mostly divergent people view the concrete situations, they use their developed feelings, imagination and emotions to get creative. Divergent people work efficiently in groups because they are motivated to interact and listen.
2. Assimilating: People belonging to this learning style are good at subtracting efficient conclusions from large data and discoveries. Assimilating learners are interested in abstract concepts and ideas since it requires them to read, learn, and explore previous studies and theories in order for them to develop their own theories.
3. Converging: This learning style represents people who are expert in applying the theories and ideas in practical use. Converging learners base their decisions on questions solving, they are not interested in social problems and group work since they prefer to experiment and simulate new ideas.

4. Accommodating: Learners with this style like to act on research available in form of primary research. Accommodating learners are comfortable working in groups to build common goals and achievements with others.

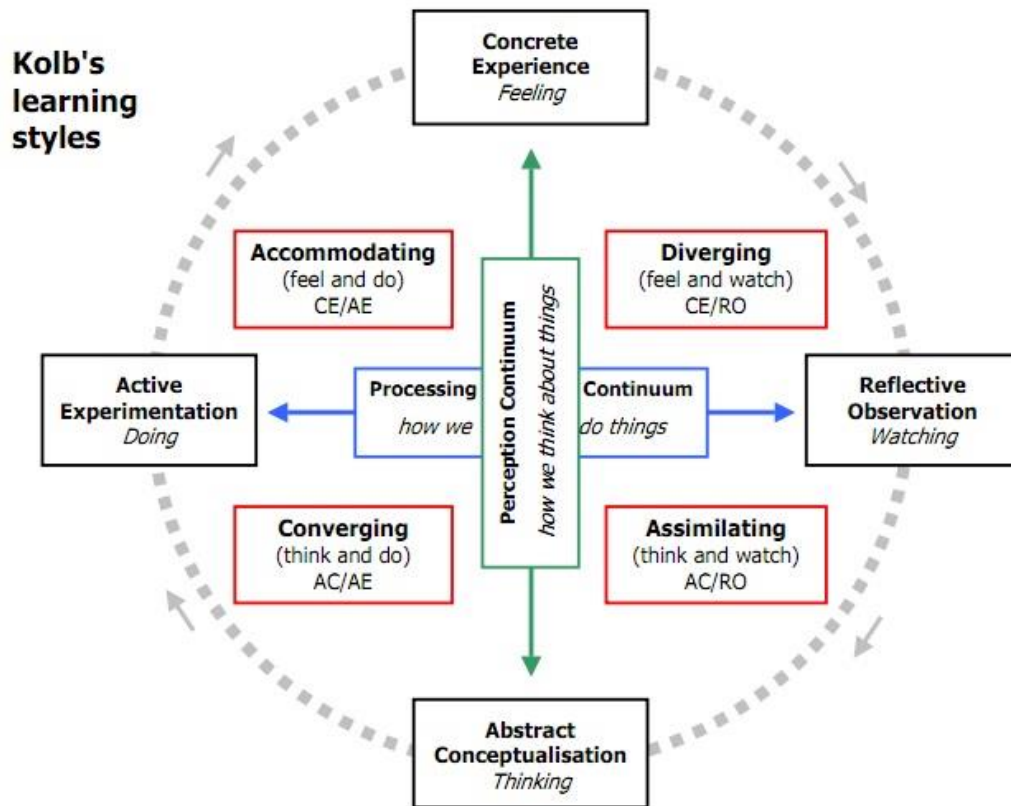


Figure 9: Learning Styles (Source: Kolb's Learning Styles, 1984)

According to Kolb (1984), we all have different learning styles. Learning can be interpreted as a process that leads to a behavioural change. In the process of learning different stages can be noted (as shown in the figure), such as gathering information, testing new theories and ideas.

After taking the Kolb's test, the researcher discovered that her learning style is pragmatist which is referred to in Kolb's book as 'Converger'. It is important for the researcher to practically apply what she learns. The researcher realized that she prefers acting over thinking. The process that the researcher understood to write this paper portrays the researcher's learning style. First the researcher defined objectives and theory and then while writing this paper she 're-thought' the theories established in the beginning. Taking the Kolb's test, the second profile for the researcher

is Accommodator or the ‘Activist’. This explains the researchers use of focus groups for primary research; the researcher feels comfortable in group setting and is confident dealing with many people.

Activists like to be involved in new experiences and are motivated by new ideas. This type of learner enjoys undertaking tasks and prefers to act first and consider the implications later. Activists do not enjoy preparing for the learning experience or reviewing their learning afterwards (Kolb, 1984). Pragmatists are enthusiastic to try new things. They like learning concepts that can be applied in real life.

Similar to every other learning style, there are certain disadvantages of being a pragmatist and activist learner. The motivation to act before thinking is one of the most prominent disadvantages, which can be risky in a research. Since the researcher has a pragmatist and activist learning style, she enjoyed conducting primary research more than secondary research as part of this research.

As a result of this research, the researcher has developed considerable improvement in her learning style. The researcher noticed a real progress in terms of work organization, dealing with people and learning about new theories that the researcher didn’t know about before undertaking this research. The researcher has learnt a lot about herself, her motivation in studies and her personality. The researcher learnt to define a strategy in order to prove her objectives, this dissertation allowed her to understand that to succeed it is important to look inside and out.

6.2 Master of Science Marketing Degree

In this section of the paper, which is also the last section; I will be speaking in first person. Since I have undertaken my previous studies in Pakistan, studying in Ireland and Dublin Business School was a memorable experience for me. Choosing the topic that I was truly interested in, I have learnt things that I can apply in my real life when working in marketing. Dublin Business School helped me get through this year throughout, the faculty, the staff and everyone have been very supportive. The library resources have come in handy. Above all of that one of the very important factors of doing a masters degree is an improved calibre and knowledge, I feel confident going in to workforce and talking about marketing now that I have finished this degree.

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Appendix

Appendix – 1

Primary Research form filled by participants after watching the advertisements

Full Name:

Age:

Profession:

Nationality:

Advert 1: Guinness – Behind every great horse

Have you seen this advertisement before? *(Yes/No)*

How likely are you to purchase the brand?

Your thoughts on the story used in the advertisement:

What feelings did you experience during the advertisement?

Advert 2: Dairygold – Make a minute

Have you seen this advertisement before? *(Yes/No)*

How likely are you to purchase the brand?

Your thoughts on the story used in the advertisement:

What feelings did you experience during the advertisement?

Advert 3: Jamesons – Scully was to blame

Have you seen this advertisement before? *(Yes/No)*

How likely are you to purchase the brand?

Your thoughts on the story used in the advertisement:

What feelings did you experience during the advertisement?

Appendix A: Pilot Focus Group

Appendix B: Focus Group – 1

Appendix C: Focus Group – 2

Appendix D: Focus Group – 3

Appendix A: Pilot Focus Group

Date: 14th November 2018

Time: 10 am – 10:40 am

Location: Dublin Business School – Library Study Room

Members: Students from Dublin Business School

Participant Number	Name
1	Dominika Salzwedel
2	Alexis Canete
3	Jonas Brand
4	Isabele Jorge

Mod: Hello, my name is Unaiza Shabbir. I am a Master of Marketing Student in Dublin Business School. Thank you for taking out time to participate in this focus group today. This session will last 30 minutes. The aim of my research is to determine consumer's perceptions, attitudes and consumer loyalty towards Irish food and drink industry brands that use storytelling. I will be showing 2 advertisements in today's session, once the adverts finish, I will ask you to write your opinion of the ad and the story used in it, briefly in keywords on the sheet of paper provided to each of you. After that I shall ask you to share that opinion and will ask a few questions related to the ads. To start-of would everyone introduce themselves.

1: My name is Dominika and I am studying finance, I'm a part time student here and I work full time.

2: My name is Alex Canete, I am studying finance too, but I am full time.

3: My name is Jonas and I am just doing a semester exchange from here.

4: I'm isabele and I'm studying marketing.

Mod: Thank you for the introduction. The first question I'd like to ask you guys is 'what does the term brand mean to you?

4: Brand represents the company or the products, so it can be how fancy things are when you hear the brand's name. That's it.

1: There is a story behind every company.

3: The thoughts you associate with the name, the logo anything like that, I think.

4: Yes, I think it's the story of a company it defines how expensive the products are going to be and defines the price. Like Gucci brand, you hear the name and you know it's going to be expensive because of the brand name.

1: It tells you the strength of the company as well. It defines would you actually go buy it or would you stay away.

Mod: What brands would you go buy when you listen to the name, are you brand loyal to any brands.

1: When it comes to food, I am brand loyal to Kellogg, regardless of the price I would prefer that brand over other cereals that might not be very different. It's been there for so many years I tend to see cheaper brands, but you still tend to go to the one you've been buying for so many years.

Mod: so, you mean you purchase that brand out of habit, like an auto-pilot shopping mode.

1: Yes

Mod: what about you guys do you have any brands you'd just pick out of the shop without giving much thinking to it?

3: for me I don't mind really, but I will pick the brand that is cheaper. For example, cereal if I find a cheaper cereal, I will buy it regardless of the brand, as long as it tastes good. I think price is a major factor for me.

4: I lived here for some time now so now I know what brands are good in quality and cheap too compared to other, so I go straight to those brands.

2: I cannot find the same brands from my country here, so I think I will pick the cheapest but in soda, I always go for fanta not any of the other stuff.

Mod: Do you think fanta's taste would be a defining factor?

2: yes, I think it is different from others.

Mod: Since past couple of years more and more brands have started using storytelling in their advertisements. The focus is not so much on product features but the stories. Especially in the Irish food and drink brands, like Guinness, their adverts are narrative based. Why do you think brands are using more brand storytelling?

1: It is because stories are associated with our lives. Like AIB, they use stories to gain your trust, I think.

Mod: AIB the bank you mean.

1: Yes.

2: It is humanizing the company, it's putting a human face you can relate to and it makes you 'Oh' you go to the shop and you see 'Oh' the same old person that makes the sausage, that's for me is something I like.

1: Those cows you know when they advertise the meat they say 'this is the country, or I don't know they cows have eaten this green grass and they are happy cows and now in cages.

4: I agree with them. They try to relate to the products.

Mod: we will move on now to the advertisements. Unfortunately, the projector isn't working so I'm going to put the laptop higher up so everyone can see. Following the adverts, I will ask you to write keywords about how they made you feel and then describe what you've written.

Guinness 'Behind every horse' advert plays.

Mod: Now just write keywords for what you thought of the ad.

Mod: What emotions did you experience during the ad.

1: I think it tries to relate to you, it makes you think of the struggle you go through in your own life, you strive in your job, in our personal life, most of us we are very much ordinary people who have some goals, plans that they try to strive for.

Mod: Do you think the horse and the team behind them created an association with a person and their goals?

1: I didn't think the horse comes so much in to account but again maybe like the fact that they showed the people who work so much behind the show to gain the result.

Mod: what do you guys think?

2: I think it's about hardships, and in the end, it associates Guinness with the human story before the animal. So first it gets you in your emotions and then it associates the brand at the end. So ya, it's an interesting approach, I think.

3: I think when they first started Guinness, they used to carry Guinness on the horses back carriage, I think they put a ad to remind us it's the evolve from the past you have seen in the carriage, and now it is racing so horse is important to them. That's what I'm thinking

Mod: isabele what do you think?

4: Go ahead, let's move on to the next ad.

Mod: ok let's watch the next ad. The brand is Jamesons.

Jamesons 'Scully was to blame' plays.

Mod: What do you think it was about?

1: I think for me it's about you are making mistakes and how you get up and shake off and move on without giving up.

Mod: do you think the humor element makes it more interesting, humor is a big part of Irish culture so adding that makes the event interesting. Also, the fact that they say it is a true incident.

3: I think it's just them looking back at a mistake and making humor out of it because today it doesn't really matter it was a long time ago. And I think it was interesting that they told a story and then later on they also added 'oh its triple distilled and tastes smooth and all that' I liked that they told a story and it was engaging. It was more engaging than we have this brand you should buy it.

2: I think when he made the mistake it was bad but right now the guy said it tastes so good because of that accident. Depends on how you say it, first people are going to laugh but it was an accident.

Mod: Would these ads make you want to try the brand? Would you say I'm going to try their product because I liked the ad.

1: Jameson I don't normally pick it, it wouldn't be something I'd buy in Tesco of course my workload and studies. But, actually after this ad you mentioned earlier about the cultural thing and I have been living here quite a while I think the fact that the Irish people take things very lightly in comparison to other countries so you have a smile after in the end 'ah sure they just, messed it up' and that's just the way it goes so looking back at the ad maybe next at a pub it could stuck in your mind and probe you to try it.

3: Ya specially with the environment they've created in the advertisement its kind of similar to when you're sitting in a pub, at least it had a few similar feelings so you could think 'oh I should go for a whiskey, what should I chose this feeling I remember this advertisement I saw ya maybe, maybe I might try it, the Guinness one not so much but Jameson one yes'.

2: I don't mind I think I would buy either if its not political the ad so that's all.

Mod: All right. Thank you very much guys for coming in. I understand you have classes at 10:30 so I'm going to finish it here now.

Appendix B: Focus Group – 1

Date: 16th November 2018

Time: 1 pm – 2:30 pm

Location: Dublin Business School – Castle House 2.6

Members: Marketing Students Dublin Business School

Participant Number	Participant Name	Nationality
1	Siddhi Navin Kadwadkar	Indian
2	Nupur Kalose	Indian
3	Parth Deven Parekh	Indian
4	Abhishek Jain	Indian
5	Shruti Jain	Indian

Mod: Good afternoon and welcome to the focus group. My name is Unaiza Shabbir and I am an M.Sc. marketing Student here in Dublin Business School and my supervisor is Alan Morgan. I am pleased that you could join us today for this focus group.

I have invited you to join the discussion on brand storytelling. Today we are going to be talking about Irish food and drink industry brands that use storytelling in their advertisements. During this focus group I will be showing you 3 advertisement and would like to know your opinion about the advertisement. We will be discussing things that you enjoyed about the ad as well as things that you think could have been improved or executed differently.

This research is being done for my dissertation titled ‘brand storytelling in advertising as used by the Irish food and drink industry’.

As a marketing student, you guys know that researchers have invested a lot of time and energy trying to understand the science of consumer decision making process. My study aims to explore why and how stories work so well to connect with the consumer, and how it influences consumers brand perception, loyalty and attitudes.

Before we begin the study, I will be asking you to sign the consent forms in front of you. I will be recording this session today, I have a mobile phone placed in the middle of the table recording this session. And we are recording this, so we don’t miss any of the comments. Often times people say things so well we are not able to write them down quickly enough, so the recording will help.

There are a couple of ground rules that might help us, if you have a cell phone, I’d appreciate if you turned it off or turn it on silent mode. If you do need to respond to it, please step out but come back as soon as possible. I have some chocolates here for you so please help yourself.

Remember that there are no wrong answers today, so feel free to express your thoughts and ideas. We all have different experiences and thoughts so feel free to comment even if your ideas are different from what others have to say. My job is to guide the conversation, and to keep us on time and be sure we are finished within time today. Let’s go around the table, find out who you are, what’s your name and name a few of your favourite brands to begin with.

Participant 1: My name is Siddhi, and I am studying M.Sc. Marketing and my favourite brands are ‘AND India’, Vero Moda, in food; Amul of India, they have great cheese and butter, that’s all.

Participant 2: Hi this is Nupur Kalose, I am doing my master’s in marketing, my favourite brands are also mostly clothing brands; Zara and Only, I love clothes. In shoes I like sketchers in shoe brands. In food and drink; coca cola. And that’s it.

Participant 3: Hey, my name is Parth, even I am doing M.Sc. Marketing. I don’t have a favourite brand per say but when If I have to choose one, I would say Google, Nike and Phillip Morris. I love how they advertise. I don’t have a favourite one though.

Participant 4: Hi, my name is Shruti Jain, I am doing master’s in marketing from DBS. Just to name a few brands that I use in my day to day life; for clothing it would be M&S, I like their quality and because they have the perfect sizes available, also pricewise it is perfect. For shoes I usually wear Steve Madden, they have a long-lasting life and their service is awesome. For food I don’t like frozen food, I’m non-alcoholic, but here in Ireland normally I shop from Dunnes, TESCO metro because they are the cheaper brands.

Participant 5: Hi my name is Abhishek Jain, I'm also a student of M.Sc. Marketing and as far as apparels are concerned, I don't have a favourite brand. In watches my favourite brand is Patek Philippe and Raymond Weil. There are two reasons, first is the quality which is the look and feel of the product, secondly the kind of marketing and the brand they persist, is different within the league. First of all, you won't see much of their advertisement, they have a very niche, clean and to the point marketing. So, if you are a watch enthusiast you would know who they are, if not than you wouldn't know. For shoes, more or less I like Dune London, Armani Exchange, or Hugo Boss these are the brand I love wearing. I'm not fussy about food so anything vegetarian works for me.

Mod: Thank you for the introduction guys. My next question is what does brand storytelling mean to you?

Participant 4: It's the individual's perception about the brand, the things they can recall seeing that brand, seeing the advertisement, logo and slogan of the brand, anything related to that brand. An image of that brand.

Participant 1: As a kid I used to love Amul the brand's cartoon advertisement that showed a girl cartoon, even now I like the idea. That image of the cartoon stuck with me, they have kept the same marketing idea and pattern ever since and I find it very cute. It also reminds me of the story of Amul brand. In clothing the brand I mentioned earlier 'AND' uses a certain model with a certain look so I always recognize that its about 'AND'. I get connected to the brand just by looking at the advertisement I'll know its about that specific brand. According to me that is brand storytelling.

Participant 2: I would say brand storytelling is about how companies sell themselves. So, it has to be very to the point at times and also give consumers an idea of how they reached where they are. As a consumer I wouldn't go and buy anything because of the brand, I would need to know about their story and quality.

Participant 3: Storytelling is very important when it comes to positioning the brand in the mind of the consumers. A few examples from India, we have coke there but I always preferred thumbs-up. Coke has been the leader in brand acknowledgment due to very high investment, they promoted the idea that every time you open a bottle you open happiness. So, they sell happiness with the product, which really connects with the audience, secondly, they had this anthem called 'taste the feeling' which embedded the brand seamlessly into the song, it makes you feel good. Automatically when you listen to the song, the brand comes in to my mind. I don't like coke, but it always come to mind. Also Maggie instant noodles, they promoted the idea that Maggie is cooked in 2 minutes and sold it to younger consumers so every young person when they are hungry and don't want to cook, which is most of the times; they think of Maggie the brand.

Participant 1: Its like this biscuit brand in India, they told the story that every kid who eats the biscuit is a genius, so kids started believing that, talking about Maggie reminded me of that.

Participant 4: Watch brands like Omega etc have created strong affiliation with celebrities and characters, like James Bond etc. These brands tell a story for very specific customers so that they can connect with them.

Mod: If you had to pick one favourite advertisement, what would it be and why?

Participant 1: There are quite a lot of them, we tend to remember the ones we don't like more. Sometimes we would stop switching channels just to watch adverts because they are so good. It is hard to pick one.

Participant 4: Everybody loves chocolates, when we talk about chocolate, we talk about Cadburys always.

Participant 3: Cadburys celebrations, especially on Diwali festival.

Participant 1: They are so emotional.

Participant 4: On festivals especially, Cadbury chocolate ads are all over the tv. But one of the ads that I absolutely love is when this girl comes in to the cricket field and she eats the Cadbury and that is my favourite ad.

Participant 1: I even like that Cadburys ad 'sham and raam'.

Participant 5: Everybody knows and loves Cadbury ads 'have a break have a KitKat'

Participant 4: Recently they came out with a new ad, dancing on the street. Its quite a good ad to take the stress off your busy schedule.

Participant 3: I love that ad with a guy and his fishing rod, Feviquick.

Participant 1: I even like the Asian paint ad with the young boy. It about a girl who lives in a small house and a boy who lives in a mansion and she waits for him to grow up. I love that one.

Participant 4: There was an ad that went very viral 'Ramesh babu, sab barhiya ha' it revolves around this concept, new house, new car, new paint.

Participant 2: There are many ads, Maggie noodles as well.

Participant 4: Maggie has very emotional and connecting ads, in just a few seconds of that ad you can connect with it.

Participant 3: Even moka moka ad at the time of the world cup.

Participant 2: If I had to pick an advert, I would pick vodaphone's advert that came out on friendship day, 'jo tera ha wo mera ha', people even used their music as their caller tone. But its very difficult to pick a good ad.

Participant 1: I love dove ads also, they are so real.

Mod: So you guys have mentioned quite a few ads there so would you take a moment and think about how these ads make you feel? What emotions do they evoke in you?

Participant 4: Nostalgia!

Participant 1: Exactly

Participant 4: Nostalgia, as well as an emotional connect because all the ads we have talked about, whenever we think of them it takes us back to our childhood memories, for Cadbury chocolates and Maggie and all. We were fond of these things, so that's how nostalgia works to connect with the emotions of people.

Participant 3: I totally agree with this point.

Participant 2: Yes, me too.

Participant 5: Same here

Participant 1: And if you see ads of brands like Dove, they tell you that you're beautiful, so you don't have to do anything because they don't just want to sell their product, they care about getting that message across to the consumers.

Participant 4: I want to add to that, back in Indian, Pakistan and neighbouring countries where the standards of beauty for women are connected to being fair-skinned. But brands like Dove challenge that norm. It sends out an idea that we should not judge any women based on their colour and creed.

Participant 2: They create an urge to buy them so if I see a truck with a MacDonald burger or Pepsi I would actually go and buy it. It really tempts you.

Participant 5: Chocolates are substitutes for Indian sweets, if they are having Indian sweets now, we can have chocolates, so you get better substitutes.

Mod: So, are there any Irish food and drink adverts that come to mind?

Participant 3: I love that Cadburys ad where the girl goes to buy a chocolate for her mum and then she pays in little things from her pocket and the shopkeeper returns her a unicorn in change. I really loved the ad.

Mod: Oh yes brilliant ad, what about everyone else?

Participant 1: Carols have good ones.

Participant 5: I saw a poster for Dunnes, they sell a jumper and jacket for 8 Euro so that is interesting.

Participant 1: I love Ikea as well.

Participant 2: I noticed MacDonald's uses aggressive advertising techniques here, they are everywhere, even on bus stops.

Participant 2: Even Jameson's, their bottle and ads are very beautiful.

Participant 1: Ya their ads are very good.

Participant 4: I think that's the only Irish whiskey brand available across the globe. In Ireland specifically, what Guinness has done, it is impeccable. They have a city of brands here. Dublin is about Guinness, it is in every bar, all the bridges. They have made the city and brand as one.

Participant 1: Also, their logo is the Irish Harp.

Participant 2: Also, for any visitor of Guinness storehouse is one of the first things to do in Dublin always.

Participant 1: I have housemates from different countries and they drink so much Guinness and they have put the cans all over the house because they want to show it off.

Participant 3: But I think they've made such a hype about the brand that you expect it to be out of this world but when actually you try it most people don't like the taste to what they expect.

Participant 4: Ya the taste is not that good. I prefer Budweiser. But if we are talking about storytelling, Guinness is fabulous, and they are very good at it. They have transformed a city in to their brand.

Participant 2: Ya I don't like it too much. And they've done such great marketing that when anyone comes here they have to try Guinness, I tried it once and didn't like it so I'll never have it again but tomorrow a million new visitors will come and try it so they will never run out of customers.

Participants 1: People drink Guinness like water. Like we drink milk, they drink Guinness. 9:30 in the morning and I'm like 'come on!'.

Mod: Now I'll be showing you a few advertisements, once you have watched the ad please fill in the form in front of you without sharing your thoughts with each other. Once you have filled in the form, we will then discuss the ad. You can see the first ad is Guinness of course. So let's view the ad.

'Behind Every Great Horse' Guinness Advert Plays.

<https://www.youtube.com/watch?v=j6hhQni3Nt0>

Mod: Would anyone like to share their views about the ad? What are your thoughts on the storyline. Why do you think they chose that story?

Participant 3: Because until now most of the times we see Guinness is quite famous in city and urban life but in rural areas, they prefer craft beers from what I've seen in the rural area pubs, so

I think through this ad they are trying to captivate the markets outside urban areas, since horseracing is very popular there. Also, in the ad they've shown a Mercedes Benz truck, so it shows that they collaborate with the best brands. It shows that the best people, the winners will be celebrating with Guinness. But I didn't like the ad very much and it wouldn't make me buy, for sure.

Participant 1: It wasn't that great, for me there was no connection between the horses and the Guinness brand, maybe because I don't have much knowledge about horse racing. I felt like the ad about horse racing equipment or the sport itself but there were no beer cans or Guinness in the screen however, I liked the voice of the speaker throughout.

Participant 2: I didn't like the advertisement, I have tried Guinness and I didn't like the taste, so I won't buy it again. I prefer Budweiser. My thoughts on the story, I think they are paying a tribute to the people who work at the ground level. They are trying to show that they care about those people not only the ones who are out there and seen by everyone. It's an act of gratitude to them. I think they are trying to say that where they have reached today is not only the work of the people higher up but by the efforts of people working on ground level also. But it was disappointing because when I see an ad for Guinness, I naturally expect to see a glass of beer. The ad was emotional, the music played a great role in doing that. Music was impactful.

Participant 5: I almost felt the same thing about the ad, since I am non-alcoholic, I wouldn't buy it for myself but if I had to buy something for a friend for Christmas or a gift, I would buy Guinness. I don't know about the price though, so I don't know if I would buy it. Seeing the entire ad, it didn't tell me that it was about an alcohol brand, it didn't tell me that its about Guinness. I thought it was about the animal horse, I thought it was all the hard work that goes into making a horse a racing horse. I couldn't link it to the brand Guinness, I think it was emotional because of the horse but it wasn't a good ad for an alcohol brand.

Participant 4: As far as the story is concerned, they beautifully shown the horse racing. They have shown that they will be the key management around it. They have kept the flavour contract and it has a nice feel to it. But when you talk about the thought process behind an ad, there need to be a connection between the story and the brand. I think they should have kept their brand logo hidden and yet visible enough, so people can connect instantly. The time when the ad starts, there is a horse shoe, helmet so they could have put the logo on the horse shoe, on the helmet. They should have shown that they are major promoters. In the end they showed their logo and expect to turn table around, that's not happening.

Participant 3: Maybe because they will be sponsoring the Galway race that's why they are showing this ad. In many countries around the world like India you can not advertise alcohol, not sure about here but maybe that is the reason they didn't show alcohol directly and they were just subtle about it.

Participant 4: That's what I was coming to, I'm not saying they need to show beer, I'm saying they need to show the brand logo, they are the key event holders, so the brand should be prominent enough from the first instant in the ad to the very end.

Participant 1: Or they could have shown that after a hard days work they are ending the day with a pint of Guinness or something.

Participant 2: The pint must be there.

Mod: Moving on to the next ad. Lets view it and see what you think.

'What would you do in an extra minute?' DairyGold Advert Plays.

<https://www.youtube.com/watch?v=iAlrFhVnFHQ>

Mod: Ok so, anyone can go first. While you were looking at this ad, did it make you think what you would do in an extra minute?

Everyone Agrees: Yes

Mod: Would anyone like to share?

Participant 5: I haven't called my parents in 3,4 days I was thinking I should call them.

Participant 3: I was thinking the same but then I was thinking one minute won't be enough to talk to them so I'm thinking of something that would make me happy in a minute so I'm still thinking.

Participant 4: I thought hard and decided I should give my wife a hug.

Mod: There was a guy in the ad who said the same, could you relate to him?

Participant 4 & Participant 5: Absolutely. We could connect with the people in the ad.

Participant 4: There is one more thought I had, that If we have that one extra minute we are walking up and down the street all the time, in that one minute we can smile to at least 10 different people and they might be having a bad day so might make their day.

Participant 1: I would sleep! But I was preparing myself for that question and I thought no one will ask me so I was thinking what I would do.

Participant 2: I would call my mother for 10 minutes so 1 minute won't be enough.

Participant 5: For me it would be enough, we just ask each other how we are doing and that's all. It works.

Mod: So, this ad evoked a lot of emotions in everyone.

Participant 1: But I'm not too sure if the people speaking in the ad knew what they were promoting or talking about, but I think it's because in Ireland people don't eat breakfast so I

think maybe they mean to say in one minute you can spread the DairyGold butter and eat breakfast but it wasn't implied in the ad. Maybe they are saying you should bread butter quickly in the morning.

Participant 4: Until the end though I couldn't connect with the brand, it was more like an awareness campaign rather a brand advertisement. I think it was just about how different people would utilize an extra minute and the importance of it, for various people, people battling with cancer and such. They might be saying spare a minute since we are so technology use it for people around you to connect.

Participant 5: I didn't know that DairyGold is a butter company and the ad is about a butter brand. I thought it would be some diary product company, but I couldn't tell. It was a very emotional ad, but I think people were selflessly talking but again there were some people who were like I would like to spend one minute on a hobby I like. So, I couldn't relate to the brand. It's a story that leads you to nowhere. There was no brand.

Participant 2: But at least they should have mentioned their logo or something or written somewhere.

Participant 3: I guess the point was to be selfless, I think putting the brand logo there and persuading people to purchase the brand ruins the idea of being selfless. So I see the whole ad and in the end I see the brand logo since I am already hooked on to the ad and I'm made to think what I'm going to do in a minute, I have already connected with the brand. I felt happy watching this ad, looking back I'll think that the DairyGold ad made me happy, so its directly connecting happiness with DairyGold.

Mod: Lets move on to the next advert.

'Scully was to blame' Jameson's advert plays.

https://www.youtube.com/watch?v=Di16EanY_wQ

Participant 2: We liked this ad the most, they have product features, and they have this story. This is what we expected from the previous two ads. They sell that it is 3 times distilled. They also promote the smoothness of it. So, I think this sells the best. Even I would try it. And it was funny as well

Participant 1: I agree I loved the humour, it was beautifully picturized. And they have mentioned the brand throughout. It was an excellent ad.

Participant 5: Someone like me who doesn't know much about the brand or alcohol can really relate well with it because you know it mentioned the quality and that its distilled three times, so you can guess the quality must be good.

Participant 3: I really liked the ad, everything was quite clear, and I won't go and buy whiskey but whenever I'm trying to chose I'll recall this ad and pick jamesons.

Participant 2: Recall value, when you think of the ad you think its smooth, so I can try.

Participant 4: I don't have the words to describe it, first and foremost point; a beautiful story but they kept one thing which is their USP is that it is 3 times distilled is as prominent as it can get. Personally, I am more fan of whiskey of Scotland but I agree when I am thinking of picking whiskey next time I would like to try it recalling this Ad. Secondly, being an Irish brand, It connected with the people on emotional level.

Participant 1: How?

Participant 4: They showed that when the guy wasted the whiskey people hated him but when he goes back to the pub, they accept him and drink along, they forgive his mistake and then he jokes about it. They connected through humour. Beautifully portrayed.

Participant 3: They bonded with each other over whiskey in end, as in mistakes happen all the time.

Mod: That concludes the advertisements. In the initial two adverts you guys felt there should have been product features.

Participant 2: That's what we've seen, I studied advertising and a person who is going to go shopping, in an aisle of brands so they'd pick a quality product. Also saying the goodness about the product will be handy for me as a consumer to pick it, rather than having a story that doesn't even connect with the brand. I think Jameson has done very well.

Participant 1: Jameson's has outdone it; the taste is excellent and so is the ad. But Guinness was a disappointment for me, I saw the hype and expected more out of it but in the end, I didn't like the taste. Also, I did not like Guinness advertisement.

Participant 4: I have to say Jameson's ad they touched the experience, they feel the experience and they emotionalized the experience so that's how they do it.

Participant 1: Basically, I love stories and I am always curious to know what happens next. In the first two advertisements they didn't even mention what brand it was about, in Jameson's ad it was very clear.

Participant 2: To conclude I think they first two ads should have included product features.

Participant 3: I wouldn't think of product features a lot, in my past experience of focus groups with media research companies that I worked with since past couple of years; I realized that the most successful campaigns that I dealt with did not have product features, they either failed or they worked exceptionally well, it's a gamble but if it works out. For me I don't think product features are important although sometimes it does give you a direction but sometimes you don't need to know the product you just need to connect with the brand. See these are FMCG companies and for them remembering the brand is more important than remembering the product

because they can't sell of differentiation of product features, they have array of different products. They can't start with product features for all the brands because they have so many products, rather they focus on the brand and focus to connect with consumers. So I don't think product features are important, I think even an emotional connect will help a consumer pick the product.

Participant 1 & 2: No, we disagree. They are important.

Participant 2: I used to work with an Oil company in India and they used to sell on their product features vitamins, so they used to highlight that because that's how they would promote healthy life. Because that's what you buy end of the day.

Participant 3: No but I'm talking about products that already have a place in the market and have a standing. They don't need to show their product features.

Participant 1 and 2 disagree. We feel like we don't know what to do in that ad.

Participant 2: In restaurants if you go, they always mention the ingredients so eventually things do sell on product features. They are being open about it.

Participant 3: But those ingredients are written on the packaging, not in the advertisements.

Mod: We must remember that in today's session there are no wrong answers. Everyone has a different perception. We all have different experiences.

Mod: Thank you guys for being here today, for sharing your thoughts and insights. Have a great day.

Appendix C: Focus Group – 2

Date: 20th November 2018

Time: 12 pm – 1:00 pm

Location: St. Gabriel Parish Centre, Dollymount, Clontarf, Dublin 3, Ireland

Participant Number	Participant Name	Age	Profession	Nationality
1	Deirdre	68	Retired	Irish
2	Maureen			Irish
3	Michael Murphy	77	Retired	Irish
4	Eddie Cwolan	90		Irish
5	Patrick Costello	79	Retired	Irish

Mod: Good afternoon and welcome to the focus group. My name is Unaiza Shabbir and I am an M.Sc. marketing Student here in Dublin Business School. I am pleased that you could join us today for this focus group.

I have invited you to join the discussion on brand storytelling. It's about how brands focus on stories rather than product-features in their advertisements today. We are going to be talking about Irish food and drink industry brands that use storytelling in their advertisements. During this focus group I will be showing you 3 advertisement and would like to know your opinion about the advertisement. We will be discussing things that you enjoyed about the ad as well as things that you think could have been improved or executed differently.

This research is being done for my dissertation titled 'brand storytelling in advertising as used by the Irish food and drink industry'.

Researchers have invested a lot of time and energy trying to understand the science of consumer decision making process. My study aims to explore why and how stories work so well to connect with the consumer, and how it influences consumers brand perception, loyalty and attitudes.

Before we begin the study, I will be asking you to sign the consent forms in front of you. I will be recording this session today, I have a mobile phone placed in the middle of the table recording this session. And we are recording this, so we don't miss any of the comments. Often times people say things so well we are not able to write them down quickly enough, so the recording will help. I have some refreshments here for you so please help yourself.

Remember that there are no wrong answers today, so feel free to express your thoughts and ideas. We all have different experiences and thoughts so feel free to comment even if your ideas are different from what others have to say. My job is to guide the conversation, and to keep us on time and be sure we are finished within time today. Let's go around the table, find out who you are, what's your name and name a few of your favourite brands to begin with.

Participant 3: Porridge and Potatoes are two basics in my food. Now I'm thinking what the brand of those would be. The potatoes would be called the roosters, its from up in county Meath by one of these fellows. Go on paddy you're more knowledgeable than me about these things.

Participant 1: Flahavans is the porridge I use! that's the one.

Participant 4: What else, I have a piece of salmon every morning, smoked salmon a fella down in Wexford or something like that I'm forgetting who does it. Wexford or something. I like brown bread, Nolans bread.

Participant 3: Their own bread is it paddy?

Participant 4: Yes, Guinness I like, I really like, Jameson Whiskey so that's it, can't keep tablets.

Mod: Would anyone else like to share.

Participant 2: Maureen here, So for breakfast I would have almonds and maybe an egg sometimes I just might have a jam sandwich but it'd be jam, for lunch it could be the Irish salmon or the Irish meat, could be beef mostly lamb, Irish lamb and has to be vegetarian. between it can be anything from scrambled egg or tuna. About the drink now, a little bit of Jameson would go down nicely. but you never think about it.

Participant 1: I'm Deirdre. And looks like an easy way to go with it, to go through the day. Flahavans for porridge and fresh orange juice, Boyne valley honey, milk is just slimline milk the Irish one. And lunch would be ones and I'd have boiled egg maybe. Tomato, beetroot and all that from the supermarket, not sure if they're all Irish, the tomatoes aren't only in the summer we get a lot of Irish vegetables. For dinner I would get Donegal catch and again vegetables, and Green Isle do very handy packs of little quick chill veg that you can do in the microwave for single use, they're very handy. What else, it'd be Barrys tea, I try not to eat Cadburys chocolate. Chocolate and jello and biscuits and sweets and cakes and all of that. And I don't really drink but I'd have a glass of wine once a week, we don't have Irish wine so that's it. But I know what you mean about advertising because some ads specially Christmas ones coming up now, Ikea ones now and there's a whole story being told and you're wondering 'who's this ad from?' and then it says only at the end, I notice they were the thing to first do that, I noticed a few more, Marks & Spencer Christmas one on and there seems to be a little story and at the very end they tell you who the company is.

Mod: Yes, that answers my next question which is what brand storytelling means to you?

Participant 3: I'll have to look at the ad.

Participant 5: Would you look at that (points at water bottle on the table), it says great British Stale Spring Water. loads of it. I just wonder what is.

Participant 2: I have to tell you, I actually don't look at the ads, because when the ads come on I would go to a book or do something else or do that. But the only thing is, if I hear I like to horses at Christmas time that I will look at and maybe one with a child but after that I actually don't look at advertisements. For me it's a waste because when the ads come on, 'pick up the paper, and read the paper, oh the crossword or oh something else' that's the way I go I don't waste time, when advertisements are on, I make a cup of tea or something.

Participant 3: Similar to Maureen, funny ads I might look at. I'm thinking of a funny ad now. What funny ads are on?

Participant 5: Can't think of it,

Participant 4: One is by Guinness its about gathering sticks in a forest he's dirty and a woman comes up dressing up in beautiful clothes, shoes polished beautifully head to toe to the local pub, night club actually. But it's a good ad, that I like. Mostly I wouldn't remember who they are for you know like that one I had to watch it four or five times to remember that it is by Guinness. So there are a few other ones.

Participant 5: What stands out to me is there is a pub and she comes in to, remember it was this ad. Sally, the sally ad. Sally O'Brian! I think it was Guinness, some drink.

Participant 1: I always like the ones with nice music and classical music. I always look up those ads. Music will be great influence for me.

Participant 4: On the other hand, there are some ads that I dislike, if they came on, I would switch over to another channel I don't want to have to suffer this.

Participant 3: I like those ones which, they don't have to do with food, but you know the lads on their mobiles and the crash one.

Participant 5: Ya and I think it's terrible I was going off in my car in Thomas street and I said I have to get to two buses. I saw these people walking down the street, two people together they are not talking to each other, they are on their phones, and the worst part there was a kid between a year or so, sitting in a little go kart and he had a mobile.

Participant 2: We never talked about the Burgers in the advertisements, you know those burger chains what do you call them, chicken nugget ones

Participant 5: MacDonald's junk!

Mod: We are going to be watching the advertisements now. After watching the advertisement, please fill in the form in front of you and once everyone is finished, we will discuss what you think of the adverts.

Guinness advert 'Behind every great horse' plays.

Participant 1: Was this advert from last year?

Mod: Came out in July 2016.

Participant 1: Ya I was thinking it wasn't this year.

Mod: So, what are your thoughts on this advert? Anyone can go first.

Participant 1: Well I said that it's a very good ad, you know it's about the Galway races and so it's a lovely story. Background was very nice, and I like the music it was very relaxing, but I don't think I would purchase Guinness.

Participant 4: Yes, I just enjoyed looking at the pictures. It's an interesting little bit of information, horse racing information and locality it tells you about the race and certainly there is a lot more than on the fence. I'm not so sure though it it'll make me buy six pack of Guinness.

Participant 5: I've always drank Guinness, but the story nah, no... I'm not in to horse racing so I don't know.

Participant 2: Maureen here, I saw the advertisement before and no I wouldn't be buying Guinness unless I have visitors. So on the advertisement, horses when I see the horses it was the racing season in Cheltenham and it's the south of racing season to me and when I see the planting and the digging, I tend to think of food 22:29 _____ to the people and the horses. And I think I experienced excitement when I saw the horses running and being rubbed down, that's it.

Participant 3: I am Michael Murphy, I like the ad. I am likely to purchase Guinness, I'm fond of Guinness, I like Guinness. I like the story used to create this ad, the ad illustrates professionalism required to rear a good horse and similarly I presume they are saying that the same professionalism is used to make a pint of Guinness.

Participant 5: Very Good.

Mod: Thank you, lets watch the next ad now.

'DairyGold, what would you do in an extra minute' advert plays.

Participant 4: That was DairyGold was it?

Participant 1: Well, that's the question. You could have missed it.

Participant 4: Ya, ya it was an interesting discussion in the ad but at the end of the day I did not know it was Dairy Gold.

Participant 1: That's what I said, can't see the connection. Ok, I didn't see that advertisement before. I do purchase the brand because I need DairyGold for making sandwiches. My thoughts on the story, I couldn't see the connection in the ad and DairyGold. The dialogue was too long, and I couldn't read anything that was written in the background and that's what I kept struggling to read but it didn't stay long enough. The music and voices were annoying because they kept changing and were all over the play. It sounded like a result of a survey, wasn't relaxing anyway.

Participant 2: Maureen here, I have seen the advertisement before and yes, I purchase DairyGold all the time. What I think of the story; confused! What's the feeling; thought it was all about a mobile phone where does the butter figure in it. I thought I was listening but here I am no idea.

Participant 1: It ended up being what would you do with an extra minute in your life, don't think I can read DairyGold.

Participant 3: I'll go on next, I am Michael. I haven't seen this ad before, I am very likely to buy DairyGold though. My thoughts on the story; some of the ways people would use an extra minute are quite interesting. Young father walking his kid to school, and the young fella wanting to practice his scales on the violin I'm curious about how people would use a minute. But as everyone else said there was no trace of DairyGold.

Participant 5: I haven't seen the advertisement before, I am likely to purchase the brand at least twice a month. It makes you think about life, know what I mean. Just that's the thoughts I got.

Participant 4: It did stimulate me, not so much taking a slice of bread and putting DairyGold on it. I was thinking about an extra minute what I would do with it, and actually I don't have the answer. The last minute it is difficult to think.

Mod: Were you guys thinking of what you would do in an extra minute while watching the ad?

Participant 1: Yes! I think the first time if you watch it, you'd be thinking but if you saw this several times it'd drive you mad. Certainty wasn't relaxing.

Participant 2: No, Not really. I don't even listen to ads, I put them on silent.

Participant 5: In the back of my head yes, sort of

Participant 3: The only thing was that if they bring in fresh faces every time, they play this ad, I think you'd get tired of the same people saying the same things.

Mod: Lets watch the next ad now. It's the last one.

'Jamesons ad- Scully was to blame' plays.

Participant 4: What was the ad about?

Participant 1: Are we not sure now?

Participant 4: I know it was about whiskey, was it Jameson?

Participant 1: It actually was Jameson.

Mod: So what do you think about this ad?

Participant 1: I think I've seen it before, but I wouldn't recall seeing it recently. My father always drank Irish Whiskey and it was always Jameson. Don't drink myself but I'd buy it I'd have it for visitors around Christmas time. Thoughts on the ad, I felt it was slightly sad story and maybe little bit old fashioned. Now I wasn't quite sure what happened there, did he open it by mistake and lost all the whiskey there was something bad and looks like something good happened in the end colleagues liked him. I liked the background music so that's me.

Participant 2: Maureen here, I have a feeling I have seen it in the back of my mind. And yes, I would buy, my drink is Jameson anyways. Now the advertisement I found very drab and to me

there was no life and no colour, there's no colour in it. But I know it was going back in the 1800's but in today's world I have to have colour, that's me. And the advertisement if we look at the feelings, it was just 3 glasses and a bottle so for me there was no feeling. That's the way I found it.

Participant 4: It told a rather sad story, and he got blamed he took a chance to come into the pub and he was accepted by everyone after being started at, and then the three glass of Jameson were shown as a celebration and they lived happily ever after.

Participant 5: Mine is short, now I've never seen the ad before. I couldn't link it really, I don't think much of the story. That's it.

Participant 3: I've seen the ad before. I'm quite likely to purchase the brand on all occasions. I think it's a good story to illustrate the product the old world shown reminds me of life in the distillery gone by and I was entertained by the story.

Participant 5: Feelings won't be very happy!

Mod: Why do you think they brought this incident back to today's world?

Participant 3: Smithfield is very old-world bit, you know it's dialled up now but it is still cobble stones and all that kind of stuff and that's where the brewery is.

Participant 5: about a hundred distillate

Participant 2: I think it's a lot of the advertisements, they are now going back to the old styles I think maybe the world of today is rushing forward

Participant 1: don't know when it was made, maybe they showed a 100 year ago, I think it's a lot of things today are trying to remind people of history.

Participant 4: I think they are targeting the elder drinkers.

Mod: That is the end of this focus group. Thank you very much for your input and your time. I really appreciate you being here today. Have a lovely day.

Appendix D: Focus Group – 3

Date: 22nd November 2018

Time: 6:30 pm – 7:30 pm

Location: Dublin Business School – Castle House 2.4

Participant Number	Name	Age	Nationality
1	Nayara Barbosa	26	Brazilian
2	Nabila Barka	26	Moroccan
3	Enda Murphy	29	Irish
4	Joseph Roche	24	Irish
5	Mary Finch	26	Irish
6	Julia Katzgram	26	German
7	Jana	23	German

Mod: Good Evening and welcome to the focus group. My name is Unaiza Shabbir and I am an M.Sc. marketing Student here in Dublin Business School. I am pleased that you could join us today for this focus group.

I have invited you to join the discussion on brand storytelling. Today we are going to be talking about Irish food and drink industry brands that use storytelling in their advertisements. During this focus group I will be showing you 3 advertisement and would like to know your opinion about the advertisement. We will be discussing things that you enjoyed about the ad as well as things that you think could have been improved or executed differently.

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Researchers have invested a lot of time and energy trying to understand the science of consumer decision making process. My study aims to explore why and how stories work so well to connect with the consumer, and how it influences consumers brand perception, loyalty and attitudes.

Before we begin the study, I will be asking you to sign the consent forms in front of you. I will be recording this session today, I have a mobile phone placed in the middle of the table recording this session. And we are recording this, so we don’t miss any of the comments. Often times people say things so well we are not able to write them down quickly enough, so the recording will help.

There are a couple of ground rules that might help us, if you have a cell phone, I’d appreciate if you turned it off or turn it on silent mode. If you do need to respond to it, please step out but come back as soon as possible. I have some snacks here for you so please help yourself.

Remember that there are no wrong answers today, so feel free to express your thoughts and ideas. We all have different experiences and thoughts so feel free to comment even if your ideas are different from what others have to say. My job is to guide the conversation, and to keep us on

time and be sure we are finished within time today. Let's go around the table, find out who you are, what's your name and name a few of your favourite brands to begin with.

Participant 5: Hiya, my name is Mary. One of my favourite brands is Irish but its not really well known because it's a vegan brand; its buttercream dreams, she makes cakes and she only started up last year. So ya.

Participant 7: I don't have many favorite brands here because I don't know many Irish brands yet, but one of the brands that I use here and that I like is KerryGold. We have KerryGold in Germany as well. My name is Jana and I'm here for a semester abroad, from Germany. Recently I discovered a chocolate from Galaxy, I don't know if its Irish or not. And other food brands I haven't really put a lot of thought into it.

Participant 3: My name is Enda, I am originally from Wexford but living in Dublin. My favorite brands would be Guinness and KerryGold butter.

Participant 2: My name is Nabila, from Morocco. I've been here since January. What do you mean by Irish brand actually, does it have to be food and drink industry?

Mod: We are talking about the Irish food and drink Industry today, but you can name any brands that you really like regardless.

Participant 2: Well I am most interested in the fashion industry and I discovered an Irish brand that does shoes, they are called Fitzpatricks and I'm really interested in them.

Participant 4: My name is Joseph, I am from Wexford living in Dublin like Enda. They're just Irish people doing nice food and they're not in for the money and their products are really good.

Participant 1: My name is Nayara, I'm from Brazil I don't think I have any favorite Irish brands from the Food and Drinks Industry.

Participant 6: I'm Julia, I'm also from Germany and ya I can't think of any brand. I really like Raffaello I don't like the brand so much to be honest.

Mod: Thank you for that. What does the term brand storytelling mean to you?

Participant 6: Coca-Cola comes to my mind, the Coca-Cola truck, and especially when I see the Christmas lights outside, thinking that they are quite good in storytelling.

Participant 2: Its pretty much when a brand involves the product in a whole life experience, so they're not just selling the product but the whole experience and they let the consumer decide if the product fits their lifestyle. That's what I think.

Participant 4: Ya its certainly a lifestyle, you're buying into a lifestyle, you're buying something that you aspire to be or you are, weather food or health or outdoors or you eat

something from Happy Pears because you want to buy into it, you want to be seen as part of the gang.

Participant 7: For me storytelling is more like that I can recognize a brand, when they have a new spot on the tv I will be able to tell that it's a certain brand because they would execute it in a similar way to before. It's a unified image that they present.

Participant 1: Coca-Cola reminded me of other brands that do storytelling well, like Budweiser and Heineken. They have interesting posters around at this time so that came to my mind.

Participant 4: You know like you see a Heineken or Budweiser ads where people are drinking those in a gathering, they're saying that drink Budweiser and basically be 'cool'.

Participant 2: Netflix would be another example, like on social media you see their adverts and 'Netflix and chill' advertisements. Like they link the brand with chilling like you can't chill with the tv or the movies it has to be Netflix.

Participant 1: And every brand wants to do that, wants to integrate a human side, wants to make you feel the experience, so I think every brand wants to do that today.

Mod: Would you guys say you are brand loyal to any brands?

Participant 5: Yea, definitely to Irish brands like I'd forgotten until Joseph said like if there's an option between a brand, I'd automatically go for the Irish brands.

Mod: So for you it has to be Irish, not so much the brand.

Participant 5: Yeah.

Participant 3: Nah I wouldn't, depends what shop I'm in, like you know if you go to Lidl or Aldi sometimes you don't have the option of buying an Irish brand.

Participant 7: I think something I just buy things out of habit, like the same milk I get from Lidl and I get the same brand out of habit, but I wouldn't know what brand it is. I'd take the same milk from the same shelf, but it has nothing to do with the brand. In another case, I love buying Jeans from Levis.

Mod: Do you have any favorite advertisements and what bits of the story do you remember about the advert?

Participant 5: Kellogg's Christmas Ad! The 'ho ho ho' one, you know its been around since the 90's and they still use it. Its about these three kids wanting to see Santa and they wait for him.

Participant 4: and its like you just know it's Christmas just by looking at the ad, like the Coca-cola ads you know, it just never changes.

Participant 3: Budweiser has a similar one with horses running through the snow, that's been since the 90's as well.

Mod: Why do you think storytelling works so well to connect with consumers?

Participant 5: All of the adverts that we've talked about since the 90's they've always wanted used stories.

Participant 2: I think its about the emotions, you're not just buying something because its best in the market, but it might remind you of some nostalgic Christmas that you had before.

Participant 7: I think stories are maybe more relatable for people and they see themselves in a situation where they would use the product.

Participant 4: Guinness had a Wheelchair on a rugby ad. That one has nothing to do with the product at all.

Participant 5: Oh, ya that was a cool ad.

Participant 7: We watched the Dove Real Beauty ad in class. I think that's a good one, it has nothing to do with the product but the campaign 'real beauty'

Mod: What emotions do stories evoke in you?

Participant 5: I think it depends on the brand, like with Dove challenging beauty ideas, its going to work for emotions but its not going to work for food, might work for clothes.

Participant 4: Relatability you know, like if you can relate to it, you'd really be into it. Like I would never drink coke but if the ad was about someone walking down the stairs hung over and opening the fridge and having a coke then I might relate to it and buy it.

Mod: I am going to the advertisements for you guys now, if you could fill out the form after you watch the advertisement and then we will discuss what you've written.

Guinness advert 'Behind every great horse' plays.

Mod: Would anyone like to share their thoughts regarding the advertisement?

Participant 3: I'd say that Guinness associates itself with Irish sports, traditionally. Like it associated itself with rugby recently, hurling and the Irish sport. You were talking about wheelchair rugby as well. So this is horse racing another big Irish sport so started linking itself to the Irish identity. It doesn't show anyone drinking it, just shows the formation of the Guinness at the very end. Because it links itself to the sports by sponsorships as well so you might have seen the Galway races they would sponsor a race at the Galway races every year.

Participant 4: For me it supports local and ordinary, and like me I'm local and ordinary and I'd buy in to that sport ad its possible to dislike the team its relatable as in it is local here in Ireland

but show this ad in England or like France and people would be like ‘oh’ it wouldn’t be very universal.

Participant 5: Not necessarily cause people like the idea of ‘country’ regardless of where you are, people like the idea of green, so that’s what it showed. It showed green fields, you could realistically show somewhere else and say come on over for a holiday in Ireland or on a holiday somewhere green. You just need to dock the end bit.

Participant 4: Yeah but I think if it was the English version of it, I wouldn’t buy into it as much as I would

Participant 5: No but we have it on our backdoor and that’s the thing. Whereas England...you wouldn’t buy into, also I think its your patriotism a little, they’re buying into your patriotism because Guinness is an Ireland product.

Participant 4: Yes as an Irish person, you couldn’t not buy into that ad, you just couldn’t. Unless you’re really against horseracing.

Participant 5: Me!

Participant 3: Horseracing in Ireland is just an ordinary sport but in a lot of other countries it wouldn’t be ordinary its more upper-class sport in other countries.

Participant 4: Like if you looked at the Peroni Ad its very exclusive, like its all about the higher class and upper-class beer ad and a lot of people they wouldn’t relate to it as much as that ad you know.

Participant 6: And I think its made for Irish audience, like I can’t relate to that ad at all, I’m not in to horse races and I don’t like Guinness but still I like beer so it could be appealing to me but I can’t relate to it.

Participant 7: It’s the same I wouldn’t know, and it didn’t make sense to me like why they chose horse racing for this advertising unless now I know they are sponsoring the event, but I wouldn’t be able to tell.

Participant 1: I think most Irish advertisements like they go back to the roots, the countryside and local product but it wouldn’t work in my country for example because people don’t give much value to the local products so everything that is from abroad is considered to be better therefore, I think it wouldn’t work in Brazil. I think it’s a big cultural difference.

Participant 2: For me I think its like they are trying to take Guinness away from the industrial side. I have noticed that craft beers are very popular and liked here by people, so they are trying to link this to originality and something noble that they have. It takes people to their childhood memories, it reminds me of my grandfather horse riding, but I don’t see it now, I don’t see my siblings horse riding, it kind of takes you back to something in the past in your childhood. And

they didn't do GAA but horse riding because they are also linking themselves to the horse as a noble animal, horse is a noble animal and Guinness wants to be associated with that.

Mod: Great. Let's move on to the next advert.

'DairyGold, what would you do in an extra minute' advert plays.

Mod: While the ad was playing did you think what you would do in an extra minute?

Participant 2: Not really, I was listening to be honest but it makes me think of the last wish, in the execution when they ask for your last wish or something but I still don't know what the ad is selling. But it does make you think about priorities, it makes you think about family.

Participant 1: Yes I think it makes it about family because a lot of people mentioned their family, sister etc so it makes me emotional but then I thought this ad is too long so I thought it's too cliché like we spend too much time on screens and nothing's changing that but I think if it was shorter it would be better. It got boring.

Participant 6: and I don't know but I'm sure I've seen a similar execution by another brand. I can't remember what brand though.

Participant 7: Yes, I know what you mean, but I can't remember too.

Participant 3: I think the question is a bit ridiculous the more I think about it and the answers were all the same no one has a funny, any different answer.

Participant 5: But isn't that how we would all want to spend our time, with our families anyway?

Participant 3: If you're forced to!

Participant 5: Maybe that's just me.

Participant 4: Maybe I'm soft but I thought it was very top of it grounded me and gave emotional appreciation and reflection, but it was a bit long and it was relatable though like you had people telling different stories especially with holidays season. The girl being abroad and saying she haven't seen her sister and so. It was very original.

Participant 5: I did find it quite thought provoking, because it's true we all do spend more time on our phones and like now a days, in cinemas kids can't be quiet for 5 minutes to watch a movie because we don't know how to. We spend so much time on our phones we don't know how to spend it with people anymore.

Participant 7: I thought about if someone was to rewind the clock by one minute, I'd still be in the bus looking at my phone for one minute. Of course, everyone would say I'd hug my sister or something but ya that's... just nobody would really do that.

Participant 6: I was just thinking throughout for what brand could this ad be, and I was just very surprised that it was for a butter.

Participant 5: But that's the thing about Irish brands, like Joseph said earlier, that Irish brands tend to go back to the roots and DairyGold and KerryGold and all those butters were originally family brands, so they'd go back to families.

Participant 7: I think this ad would only make sense if you know the brand before. If you're completely new to the brand and want to buy a dairy product you probably wouldn't.

Participant 2: I don't see the point of the ad, like its not connected to the product or the brand.

Participant 5: For me that ad would grab my attention more so than others.

Mod: Lets move on to the last advert.

'Jamesons ad- Scully was to blame' plays.

Mod: Thoughts on the ad, anyone can begin.

Participant 7: I didn't get it. I noticed that it was supposed to be funny, like he lost a lot of whiskey, but I don't know why we lost it and I don't know what happened in the pub afterwards.

Participant 5: I find it very relatable, it's probably because I'm such a Klutz. Like you said you didn't understand what would happen in the pub; you've never I'm guessing spilt or broken something so precious and have to walk into a pub full of people affected by it so what was expected to happen in the end was that the pub would come on him cause he lost all their whiskey so I felt fair in the end going Oh dear, and then I was like 'oh al right, yay'.

Participant 2: I didn't really understand either but in the beginning, it said based on a true story, so Jameson is involved in people's life. So when people tell the story they will mention Jameson.

Participant 1: I didn't get the story either but I like the brands that make their advertisements based on the 50's so that's my only connection but I'm not a consumer of the brand and I associate it with old people.

Participant 3: Ya the message they were trying to get across was that it is triple distilled as compared to Scottish whiskey which is distilled two times and the guy didn't realize the third time so that was his mistake. They're saying our whiskey is better that way from the others, but it brings back the history of the product, the way to address. Irish people are proud of our history, so anything relates to the past is a good selling point in the Irish market I guess.

Participant 4: I thought it was comedic and everyone laughs in the end so it was good fun. It was a good small story and its good to reinforce the history as well mention that it was triple distilled.

Mod: Did you notice any similarities in the ads?

Participant 5: The idea of Guinness and Jameson were very similar, that we're Irish and we support people in the ground.

Participant 4: Heritage!

Participant 3: Yes the other one was very universal, you can play it in any country.

Participant 2: They are all using people's perception of the product to advertise it, which is brilliant, I think.

Mod: That concludes our focus group today. Thank you very much for joining and have a great evening.