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**National
College *of*
Ireland**

**EVALUATING THE SCOPE OF DIGITAL MARKETING FOR SMALL BUSINESS
PROMOTION IN IRELAND**

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**SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE AWARD OF MASTER OF SCIENCE (MSC) IN INTERNATIONAL
BUSINESS**

Supervisor: Ms. Rachel Ramirez


SUBMITTED TO NATIONAL COLLEGE OF IRELAND (AUGUST 2021)

Abstract

In this digital world, one of the arguably most vital technologies used by new businesses to grow their customer base is digital marketing. Startups have been leveraging digital tools such as social media, search engine optimization and email to create markets by winning new customers while retaining the old ones. Digital marketing has shaped the way new businesses work, and Irish startups are no exception. Ireland, especially Dublin, has become a tech startup Centre in Europe, with new businesses born almost every day due to a hundred entrepreneurs putting their heads above the parapet. The research study evaluates the extent to which new businesses in Ireland have employed an array of digital marketing strategies to promote their brands, their impacts, and consumers' attitude towards digital marketing strategies. The methodology follows through quantitative design, which uses a sample population size of 125 respondents randomly selected from Irish startups and digital marketers based in Dublin, Cork and Galway because the cities have the highest population of startups in Ireland. A mail questionnaire was administered to the respondents, and the feedback provided was used for data analysis. Statistical methods like bar graphs, pie charts and correlation analysis were used to analyze the data. The main findings indicate that social media marketing is the most popular marketing tool used by Irish new businesses for local and global market reach. There is also a relationship between the performance of digital marketing tools and the success of startups. For new businesses to be successful by gaining a competitive edge in the market environment, they have to focus on the performance, functionality and quality of their digital marketing platforms.

Declaration

I declare that this thesis has been completed and composed by me and submitted for assessment on the program study leading to the award of MSc in International Business.

Signed.....

Date 18th August 2021

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It has taken effort and sacrifice to bring this research study to completion. However, the research would not have been possible without unwavering support I have been accorded by many individuals who have played vital roles in this study's success. My heart is grateful, and I would like to express my most sincere gratitude to all of them.

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CHAPTER 1: INTRODUCTION

1.1 Background to the study

In the modern competitive business environment, most companies, if not all, strive to reach their customers in the most effective and possible way, making these businesses to develop strategies which can create customer satisfaction, loyalty and value. The desire of new business enterprises is improving its sales to expand their assets and the size of the market. Evolution in technology continually present new opportunities as well as challenges for education, academic research and industry practitioners. Technological innovations have led to a transition in marketing techniques from traditional marketing to digital marketing (Singh, 2019). The face of businesses has been revolutionized by social networking such as twitter and Facebook as well as other internet tools. To promote buying and selling of products and services, a new company has to focus on its marketing techniques. Marketing in business refers to advertising, selling as well as delivering products and services to consumers or other businesses. Companies consider marketing as a form of investment and expect it to return to the company inform of profit (Mousa et al., 2021). The marketing department in an organization plays a vital role in advertising and promoting the organization's business and mission. The selling capability the businesses' success depend largely on market development (Warokka et al., 2020). As the face of the company, marketing department coordinates and represents its business through determining the wants and needs of consumers so s to be able to deliver the products that can satisfy what they need. Marketing has become a restless, dynamic and a changing business activity (Bala & Verma, 2018).

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New business promotion in Ireland has witnessed a drastic change in the recent decades with the most significant change being the adoption of digital marketing tools in their daily operations as a result of increasing needs and demands of customers that have forced them to limit traditional methods of marketing. The demands, needs and wants of the consumers have shaped the market's outlook, forcing new business organizations to improve service delivery at the customers' comfort. Businesses therefore have to stay updating their marketing trends and finding the appropriate markets for selling their products and services. Digital marketing is a very innovative and novel thought of 20th century (Warokka et al., 2020). Nowadays, it has turned mandatory for business organizations to have an online presence through an online store or institutional website with an ultimate objective of expanding its market associated with advertising, promoting and selling their products and services offered by the business (Teixeira et al., 2017). Digital marketing has become a powerful advertising network thanks to the application of internet channels to market products or services to consumers. In order to integrate online business in marketing activities of new companies, various techniques have been developed with the aim of bringing end users to digital platforms, triggering their purchase and business interaction behavior. These techniques, often associated with concepts of digital marketing have key functions including analysis, planning activities, implementations, and control of activities that are aimed at satisfying the demands, needs and wishes of consumers. This brings profit and success to the company because the ability of a company to thrive and gain an edge in competitive market is depended on its customer base (Hutt & Speh, 2021). Good marketing strategies and plans are essential foundations of all forms of business in reaching out

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to as many customers as possible and win them by meeting their demands (Krizanova et al., 2019).

Digital marketing in the today's competitive business environment plays an important role in the survival, development as well as success of small and new businesses. Highly corelated with new information technologies, digital marketing is expected to shape and develop traditional techniques and characteristics of marketing improving the overall business performance. Nevertheless, the focus of this study is on the new and small Irish businesses heavily relying on new customers and investors for the promotion of their products and services.

1.2 Statement of the Research Problem

The purpose of this Research is to evaluate the scope of digital marketing for new business promotion in Ireland. The literature review reveals that digital marketing techniques affect sales and its effectiveness. If implementations of digital marketing are improvement, improvements in new business performance and adaptability can also be witnessed. This study aims at evaluating this casual relationship for new business promotion in Ireland. In addition, various forms of digital marketing are identified and the scope of usage as well as the individual impacts on new business promotion is evaluated. In this case, the effectiveness of digital marketing is independent variable while effectiveness of a new business promotion is dependent variable. Digital technologies have taken a key initiative in transforming the practice and potential of marketing thanks to the onset of reforms on the internet, countries' economic growth and the expectations of the consumers. This has attributed a shape in which comfort alongside delight

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service has now been a vital criterion as far as product selection is concerned hence shaping the business models Irish startups. Marketing has been one of the ancient sciences where human beings identify, create, exchange needs between the buyer and seller and therefore enable and promote the process of trading both product and services. The transformation in marketing have led to the urgent need in employing new strategies, methods, technologies and digital marketing tools. According to Vinerean (2017), Global Center for Digital Business reveals that digital revolution will scrap off 40% of the companies currently leaders in the industry if they fail to make a digital transformation in the next five years.

It is as result of transition from traditional marketing to digital marketing that have forced new businesses in Ireland to employ robust online marketing strategies with the aim of remaining afloat in the competitive market, ultimately reducing cost of money as well as time, increase the value of goods in consumer minds consequently increasing sales, profits and the companies' value. Irish fashion industry for instance has embraced this digital transformation. Social media has been at the forefront as a very powerful influence on brand promotion. This transformation has not changed the essence and methodologies in marketing. Just like before, it focusses on customers while taking into account the consumer's values, behaviors and human qualities prompting the new businesses to use classic tools of marketing to sell their product in the most effective way and yield economic benefits.

1.3 Rationale of the study

The most fascinating part of technological advancement and its easy access by consumers is brand promotion and marketing strategies. The customers nowadays are enlightened, empowered, informed and fully conversant with online media and its related contents. Traditional marketing strategies have lost grip and their powers have diminished, thus getting very little trust from consumers in brand promotion for new businesses. Technological innovation is transforming the practice of marketing increasingly forcing marketers to comply with the complex and changing world. Consumer behavior is as well changing and customers are losing trust, becoming more critical, proactive, intellectual and informed than witnessed in the years back. Innovative skills, knowledge as well as new approaches are needed by current marketers not only for sufficiently grasping the technology embedded dynamic marketing environment but also understanding and engaging in communication with new customers. The marketing environment has become highly digital and the evolving developments in technology present entrepreneurs with new challenges and opportunities. This involves challenging domains of digital technology such as online marketing, artificial intelligence, social media, cloud computing and others. Current and future marketers of new businesses are expected to operate and deliver in these challenging domains. Therefore, the researcher developed the need to carry out this research study which has two other rationales: academic rationale and policy rationale.

1.3.1 Academic rationale

The study has a scholastic justification. There is a necessity of addressing critically the nexus between digital marketing and the success of Irish startups. The research further fills the gap between the connection between digital marketing and Irish startups' success. It will serve as a benchmark for Irish scholars, Government and researchers seeking to conduct further studies.

1.3.2 Policy rationale

The research findings aim to shed light upon the connection between digital marketing and the success of new businesses in Ireland. The findings offer possible solutions that can improve performance of new businesses using digital marketing. It will also enlighten stakeholders and provide insights on the need to encourage online platforms in new businesses. The research highlights what has been achieved in Irish digital market landscape and singles out areas that need further improvements to support business sustainability.

1.4 Research objectives

The general objective of the study is to evaluate the scope of digital marketing for new businesses promotion in Ireland:

- i. To investigate the impact of digital marketing on Irish new Business.
- ii. To investigate the role of technological advancements on new businesses in Ireland.
- iii. To investigate perceptions of both businesses and consumers towards online marketing approaches currently used by Irish new companies.

1.5 Research questions

The study is based on the following research questions:

- i. What is the impact of digital marketing on Irish new Business?
- ii. What are the roles of technological advancements on new businesses in Ireland?
- iii. What is the attitude of businesses and consumers towards digital marketing in Ireland?

The researcher plans to answer the above research questions through a questionnaire survey that will be administered to IT managers of leading startups and marketers of digital marketing agencies based in three major Irish cities namely Dublin, Cork and Galway.

1.6 Research hypothesis

This research is based on the following hypothesis.

- i. There exists a nexus between digital marketing and the success of new businesses in Ireland.
- ii. Poorly designed digital marketing campaigns and strategies leads to poor performance of startups in Ireland.

1.7 Scope of the Study

This research critically evaluating the scope of digital marketing for new business promotion in Ireland. The research focuses on Irish online marketing landscape on startups and the attitudes of

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consumers towards digital marketing. Critical focus is given to major Irish cities that have new business relying on digital marketing to promote products and services especially Dublin, the Irish capital, which is becoming the European tech startup center. The research will look at new companies by contacting marketing and IT Managers of start-ups and digital marketing agencies in Ireland to ascertain the proposed framework. The data will be collected through questionnaires and interviews, and it will be analyzed using SPSS and interpretations made.

1.8 Research design

The research consists of six main chapters.

Chapter one.

The first chapter consists of the general introduction to the research work which includes; Background to the study, the statement of the research problem, Rationale or justification of the study, Research objectives, Research questions, Research hypothesis, scope of the study and Research design.

Chapter two

This chapter includes the literature review, or review of relevant academic literature on this selected study topic. It outlines key theoretical frameworks and specific types of marketing techniques used by companies. This chapter covers the writings and arguments of other scholars on digital marketing forms and how it differs with the conventional or traditional marketing, the scope of digital marketing for new business promotion especially in Dublin, the Irish capital. It

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also gives statistics of new businesses births by entrepreneurs in the recent years and how new businesses have responded to covid-19 pandemic.

Chapter three

This chapter is a depiction of detailed approaches of methodology that have been adopted in the study.it focuses and provides more insights on research methodology as well as research design.

Chapter four

This chapter will present the analysis as well as the interpretation of the data derived from the research. It will include data findings and analysis.

Chapter five

This is the Discussion part of the paper. It will shed more light on the findings and analysis going deeper into the explanation of the Findings in other for the project work to be more understanding.

Chapter six

This is the final part of the paper. It will summarize the findings, conclusions and recommendations of the study.

CHAPTER 2: LITERATURE REVIEW

2.1 Conceptual framework

One of the arguably most common terminologies that is used in the word of business is marketing. It is considered so crucial that none of a new business venture can start and thrive without it. When a new business starts in the market, its main objective and focus is getting as many customers as possible.” In the business market, a single customer can account for an enormous level of purchasing activity” (Hutt & Speh, 2021, p.39). A good strategy and plan of marketing are essential foundations of any kind of business. Marketing is taken seriously and businesses that focus on the needs of the customer are highly successful. This explains the key reason for marketing in businesses, purposely to attract and win customers. Every new business may desire good customers, but great customers are considered the best. As a result, businesses have not only been forced to come up with ways of getting customers but also meeting the demands of their best customers (Krizanova et al., 2019). Businesses have therefore strived to venture into activities that are tailored in promoting their products and services either online or traditionally.

2.2 Traditional Marketing

In the recent past, most businesses employed traditional marketing to promote their products and services to potential customers. This form of marketing reaches customers and audience offline through the old forms of marketing such as the print media, big signs or billboards that are placed by the roadside. It further covers a wide array of advertising forms including Tv

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broadcasting, poster campaigns as well as well as radio broad casting that seek to attract customers to a product or service regardless the cost. According to Tarik & Adnan (2018), traditional marketing relies on one-way communication in sharing messages to the audience. This form of marketing plays an important role only in reaching local customers. Startup businesses may put their trust on these traditional forms of marketing with the hope of the methods offering good services. However, it is a matter of time to realize it does not work effectively on their favor to reach out to many customers as anticipated and the business may fail to remain afloat due to dynamic marketing strategies.” Traditional offline physical store merchants would be forced out of business” (Yadav, 2018, p.13). This kind of marketing majorly rely on Ansoff model to identify opportunities of business growth which links the marketing strategy of an organization to its strategic direction.

Figure 1:Forms of traditional marketing



Note. This figure was created by Lawrence et al. 2018, representing the different methods of traditional marketing

Figure 1 above illustrates traditional marketing and the strategies that are incorporated by this type of conventional marketing. Most of the digital marketing strategies above fall under four categories; print which includes newspapers, magazines, flyers and brochures and any printed material to be distributed, broadcast which includes Radio and television, materials mailed direct to consumers such as flyers and brochures as and what we see almost daily (Billboards).

2.2.1 The Ansoff Matrix market development theory

Traditional marketing approach Ansoff matrix which focuses on two key elements namely product and market which interpenetrate in four strategic types successfully applied in business.

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This strategic marketing tool was developed by Igor Ansoff, an American planning expert, and presents four alternative strategies of marketing in form of a 2*2 matrix or table as shown below.

Figure 2: Ansoff Matrix in Traditional Marketing



Note. The figure was produced by Robinson, Edwards & Bishop (2019) to represent Ansoff matrix, as cited by Suciati et al.2020.

Figure 2 above shows Ansoff matrix method as applied in Traditional marketing. One dimension of the table considers products, both existing and new while other dimension considers markets both existing and new (Loredana, 2019, p.4).

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- i. Market penetration. This serves as the lowest risk option for businesses and it asks the question on how the business can sell more of similar products to its existing customer base. The strategy is the easiest to be implemented as it does not require new resources and the customer base is familiar with the business's product. Its main objective is increasing the current marketing share. The strategy cab be executed through decreasing the price of products to attract new customers as well as increasing efforts of promotion and distribution. Brands spend too much in marketing so as to penetrate their markets.
- ii. Product development. This strategy entail developing as well as selling new products in an existing market. It has a higher risk than marketing penetration as product in marketing change. For instance, a new business can make modifications in its existing products so as to give an increased value to its customers for purchase purposes, or else develop and launch in the market new products alongside the existing products the business is offering. A classic example is Apple which launches a brand-new iPhone in span of few years to attract more customer base.
- iii. Market development. This marketing strategy is about selling of the businesses' existing products to new markets. It is riskier than market penetration since it is difficult to understand new market complexities. It entails reaching a segment of new customers or targeting new geographical areas to expand internationally. A business whose product is doing well in one market might not worry to enter new markets with similar products.

- iv. **Diversification.** In this strategy, a business enters new markets with new products which are either related or not related what the business offers. It is the riskiest strategy among the four strategies, as the business in moving to unfamiliar market. However, this risk of market unfamiliarity can be mitigated through related diversification for higher returns. Classified into three categories, either concentric/horizontal diversification, conglomerate diversification or Vertical diversification. In concentric or related diversification, a business enters a new market with new products somewhat related to existing products offered by the company. Conglomerate diversification allows a business to enter into new markets with new products completely unrelated to the business existing offering. Take for example, Samsung, which operate in a business ranging from phones, computers, refrigerators, chemicals to hotel chains. Finally, is the vertical diversification, where business move backward o forward in chain of value by taking full control over activities earlier outsourced to third parties such as suppliers and distributors.

2.3 Digital Marketing

While traditional marketing strategy and its reliance on Ansoff matrix marketing strategy may work out to some business, it may not take long before it is phased out due to shortcomings of this marketing strategy (Dawes,2018). It fails to capture some details of business markets or its position such as competitors. Due to its simplicity, a lot of extra and greater thought is required. Small and new retailers find it difficult to standout in due to big competitors in the market. The era of this kind of conventional marketing is gone. It is also worth noting that the global

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pandemic of Covid-19, which started on 2020, “meant that both retailers and consumers had to turn to digital reality overnight” (Alshaketheep et al.,2020, p.5). The era of Covid 19 and computerized industry have completely toppled how business operate and conventional marketing is no longer effective. According to Indriastuti & Fuad (2020), “The digital approach will work well if SMEs have digital transformation so that they can compete intensively. The strategy is changing their offline store to online purchases for the sake of safety and convenience” (p.1). There is however a modern, much better, easier, effective method of growing customer base in business called digital marketing and no new business should overlook this vast modern marketplace. Digital marketing is the use of digital channels to advertise products or services to reach customers. It has changed and shaped the way companies attract their customers and revenue generation in Ireland. The internet and its inbuild features especially search capabilities have utterly transformed how small and Medium Enterprises market themselves. The number of potential customers which is found online is far away higher that the tally that can be attracted locally. Use of digital marketing reaches an enormous audience in both measurable and cost-effective way. It is possible for new businesses to interact with their prospects and be able to understand exactly what the customers are looking for. Further, digital marketing allows one to know his or her audience and as well allow them to know him or her in person which helps in creating brand loyalty. Through digital marketing, a new business can immediately tract responses of their marketing efforts. Many new businesses operating in developing economies in the recent years have begun to make use of their websites, social media programs, online banner, ads. online sales planning and the overall digital marketing strategies

(Vieira et al., 2019). A business should have put the following in place so as to be successful in digital marketing.

- i. An e-commerce website which allows buying of company products or services.
- ii. An Email marketing which can aid the business reach out to customers in their inbox messages.
- iii. Social media marketing to stretch product messages and allow engagement with potential customers.
- iv. If relevant, there should be new videos on daily basis uploaded on the businesses' video platforms.

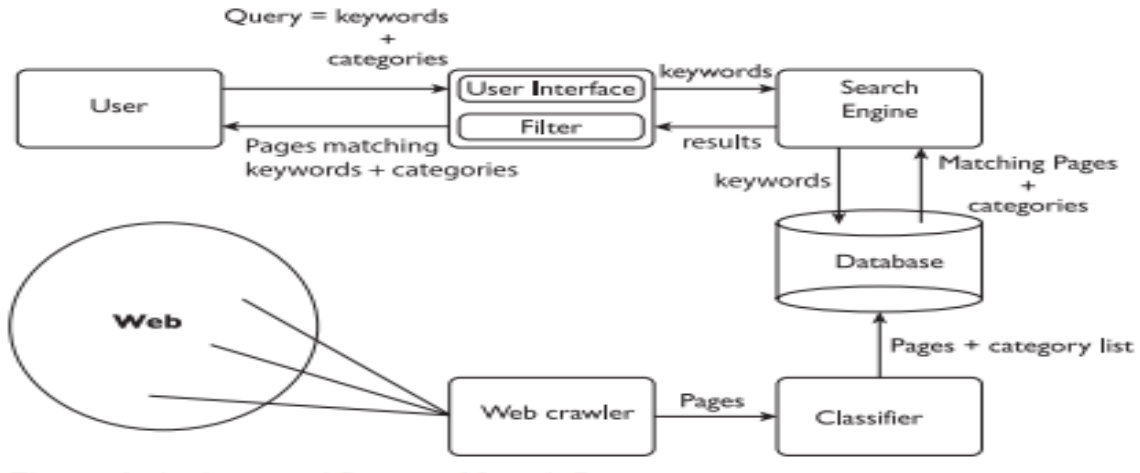
In the past decade, use of digital marketing has become very vital to not only organizations but also startups with its capability to allow tailored messages reach specific audiences. It encompasses a wide array of marketing tactics and technologies deployed to reach customers and consumers online.

2.3.1 Search Engine Optimization (SEO).

This digital marketing strategy has the goal of helping a business rank higher in results of google search, eventually tolling higher search engine traffic to the website of the business. In an attempt to have this goal accomplished, SEO marketers research phrases and words that consumers use to search information online. A SEO encompass a number of elements from

words on the business’s website to the way other webpages link to the business’s website. The series of processes are systematically conducted to improve “volume and quality of traffic through search engine visits leading to specific sites by utilizing the working mechanism or algorithm the search engine” (Iskandar & Komara, 2018). According to Bhandari & Bansal (2018), the architectural design of search engine is done in a way that a client search words in web crawler, in which web index has the keyword name searched by client which is acquired very fast.

Figure 3 :An architectural design of SEOs



Note. The figure was developed by Barbar & Ismail (2019), to demonstrate architectural design of SEO

Figure 3 above is an architectural design of search engine optimization. In order to search pages relevant to what the customer is looking for and provide feedback, SEO operates primarily through three functions namely crawling, indexing and ranking. Crawling helps the SEO scan web content; indexing helps in organizing and storing the contents that have been found during crawling in classifiers and database respectively while ranking best provides contents relevant to the searchers query.

2.3.2 Pay-per-click (PPC).

Pay per click is a paid advertisement and promoted results of search engines. It is a short-term digital marketing strategy, where if the business is no longer paying, ad cease to exist. Marketers pay a certain fee each time their ad is clicked. The most common form of PPC is Search engine advertisement which allows “to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering” (Yogesh & Nallasivam, 2019, p.5).

2.3.3 Social Media Marketing

This includes everything a business carries out through its social media channels. Social media goes further to even beyond creating posts and responding to comments in their social posts. The main objective of this type of marketing is producing content that which users share with their social network to help a business broaden its customer reach and increase its broad exposure (Yogesh & Nallasivam, 2019). Social media marketing is more complicated than just managing

personal Facebook or twitter account and requires a blend of objective, creative thinking and a data driven strategy perhaps befitting only the professionals.

2.3.4 Content marketing

This form of digital marketing takes advantage of storytelling and sharing information with the aim of increasing brand awareness. The goal is having the reader take action towards being a customer, for instance, requesting for more information, an attempt to sign up for email list or even making a purchase. Content marking further entail creating valuable content emerging from the needs of potential customers who attempts to search information about the commodity hence offering an effective way for markets to be instrumental in value creation (Vinerean, 2017; Wang et al., 2019).

2.3.5 Email marketing

Despite the emergence of mobile applications, social media and other channels, email constitute one of the most effective techniques of marketing. Email marketing refers to sending commercial messages via email to several potential customers (Bala & Verma, 2018, p.11). Through an effective email software, a business can maintain a list of email segregated depending on factors as depicted by the customer behaviors.

2.3.6 Mobile marketing

This type of digital marketing focuses on reaching target audience of a business on their tablets or smartphone through social media, text messages, websites, mobile applications and emails. According to an article by Bala and Verma (2018), mobile marketing forms the most effect type

of digital marketing as mobile users are increasing day by day. It is becoming a revolutionary tool of connecting businesses with their clients through mobile gadgets at the right time, in the right place and with the right direct message.

2.3.7 Web/ Marketing analytics

Perhaps, marketing analytics is the most powerful aspect in digital marketing. Essentially, it helps a business to tract consumer behavior at a very high level. It is possible to collect, measure, analyze, understand, plan, carry out reporting and predict a business's web activities. Some important tools in web analytics include Google analytics, Woopra, Clicky, Metrics, Chartbeat and Mint (Bala & Verma, 2018, p.13).

2.3.8 Affiliate Marketing

Similar to referral programs, this strategy involves working with individuals outside the company under agreement of promoting a business product in exchange of agreed commission in each sale made out of their efforts. Publishers bring customers through offering a business a space in their pages so as to advertise the business as well as helping it drive conversions and the is paid based on the model of compensation (Bala & Verma, 2018, p.12). As much as it cuts reduces heavy lifting of marking, it requires extensive monitoring since involves putting reputation of a brand on the hands of someone else.

2.3.9 Influencer Marketing

This type of marketing involves engaging in partnership with influencers which include celebrities, authorities figures and expertise who already have an existing audience. After

promoting a business product in platforms such as Instagram, Snapchat, or even You tube, Customers buy the product as a result of the influencers recommendation. The influencers not only create and promote the business brand content to their followers but also to the business target customers (Lou & Yuan, 2019).

2.3.10 Social video Marketing

This may include a short video clip or longer format which is educational and entertaining, either prerecorded or even live streamed in real time. As a form of digital marketing, “Video marketing is one of the best marketing strategies at the moment, the mini videos shared between different digital and mobile platforms are being a success for the launch of new products or brand information” (Romo et al., 2017, p.146).

2.4 Traditional marketing verses digital marketing

Bala & Verma (2018) compares traditional marketing and digital marketing in ample various ways.

- Unlike the conventional traditional marketing people wait for a stipulated time frame before finding out the customer’s response, digital marketing provides real time response.
- Due to the fact that customer’s response is real time, it is thus possible to track whether a particular campaign is working for a particular product or not, and through the customer’s feedback, it is possible for marketers to make appropriate changes campaign promotions. This feature of flexibility is not possible in traditional marketing.

- Small retailers find it difficult to compete with big competitors in the market due to the owing cost involved as well as strategy making expertise whereas in digital marketing it is possible to reach a wider target audience with a better assurance service through a crisp website. Businesses can create a digital marketing strategy with little cost replacing costly traditional advertising methods such as radio coverage, print media, magazines and televisions.
- Through digital marketing it is possible for a marketer to stimulate target audiences to take appropriate actions that's interests the customers, visiting their websites, knowing their products and different services. This allows customers to express their various views on a particular product, choice of purchasing the product as well giving feedback, giving a marketer an opportunity to engage with customers which is usually diluted in traditional marketing.
- Digital marketing offers brand development and promotion better than traditional marketing especially through social media marketing websites, social media channels and emails. This usually allows targeting customer's requirements and adding significant value to their expectations.

Traditional marketing is an old school marketing technique. It refers to a way of promotion and advertisement including flyers, Tv ads, Radio ads, billboards, print advertisements and newspapers which businesses used to market their products in early stage. This type of marketing

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has four phases which, Interest, awareness, desire and decision (Duh et al., 20218). Digital marketing is modern method of marketing where products and services are promoted and sold by use of online marketing. It uses digital media such as google, YouTube, Instagram and other forms of digital platforms. It employs four phases: Planning, Conversation, Content, and Sequels (Miklosik et al., 2019).

The table below gives a summary of the key differences between traditional marketing and digital marketing from different literatures.

Table 1: A summary of the diffrences between digital marketing and traditional marketing

Traditional Marketing	Digital marketing
Promotion and selling of products and services through Telephone, TV, banner, door to door, sponsorship and Radio	Promotion and selling of products and services via digital and electronic media such as SEO, PPC and content marketing.
Traditional marketing provides a form of marketing which is not cost effective.	Digital marketing is a cost-effective technic of promotion.
It is not a good technic for brand building.	Very efficient and fast technic of brand building

Traditional marketing makes it difficult in measuring the success of marketing

Some methods of traditional marketing include:

- Radio
- Tv advertisements
- Broadcasts
- Banner ads
- Print ads
- Sponsorship

Digital marketing has analytic tools that help in measuring the success of marketing.

Digital marketing includes the following techniques:

- Pay per click marketing (PPC)
- Search engine optimization (SEO)
- Content marketing
- Email Marketing
- Social media Marketing
- Web design

2.5 Networks in new businesses

In the research on digital marketing, Dimitrova & Sin (2018) defined business networks “as a variety of businesses forming relationships, through business transactions and interacting together” (p. 17). This study provided importance of business relationships and networks for a startup. The structure of digital market is complex and due to this complexity, no new business can provide customer service having on its own end to end solutions. There is usually needed to sustain variable alliances as well as creating a valuable network with right partners. Partnership management capability is key competence new business must develop and possess. Digital technologies have highly transformed the structure of social networks and relationships both in consumer side and company space (Pagani & Pardo, 2017).). Products and services have highly

embedded digital systems. These digital systems have shaped the relationship a business has with consumers or customers, suppliers and other business actors such as partners.” Social networking sites such as Facebook, Twitter, and LinkedIn provide a central point of access and bring structure in the process of personal information sharing and online socialization” (Lee, 2017, p.5).

2.6 Irish startups

A startup is a company that is in its first operational stages usually founded by one to two entrepreneurs who join forces to develop a product or service which they feel has a demand. A startup is a small business in its humble beginning having less than 20 employees (Choi et al., 2021) and searching for first customers (Bocken & Snihur, 2020). According to Sorenson et al., 2021, they operate at a smaller scale with fewer resources and individuals enter higher levels of organizational hierarchy than in large organization due to small population. Startups fall at a high rate, and employees are left in search of a new job (Sorenson et al., 2021). New businesses and startups are booming almost every day in Ireland especially in Dublin. The country is a home of some of the world biggest companies, for example, Google and Medical multinationals such as GSK. Several countless startups have been born with the aim of disrupting even these biggest companies, coming up with solutions to problems leaving a mark not only at home but also abroad. Such new businesses are found in Irish capital Dublin and still others around the whole nation with more focus on Cork, Limerick, Kildare and Galway. Ireland, also known as “Emerald Isle”, is rich in culture such as folklore, music, literature, nature, local foods and drinks

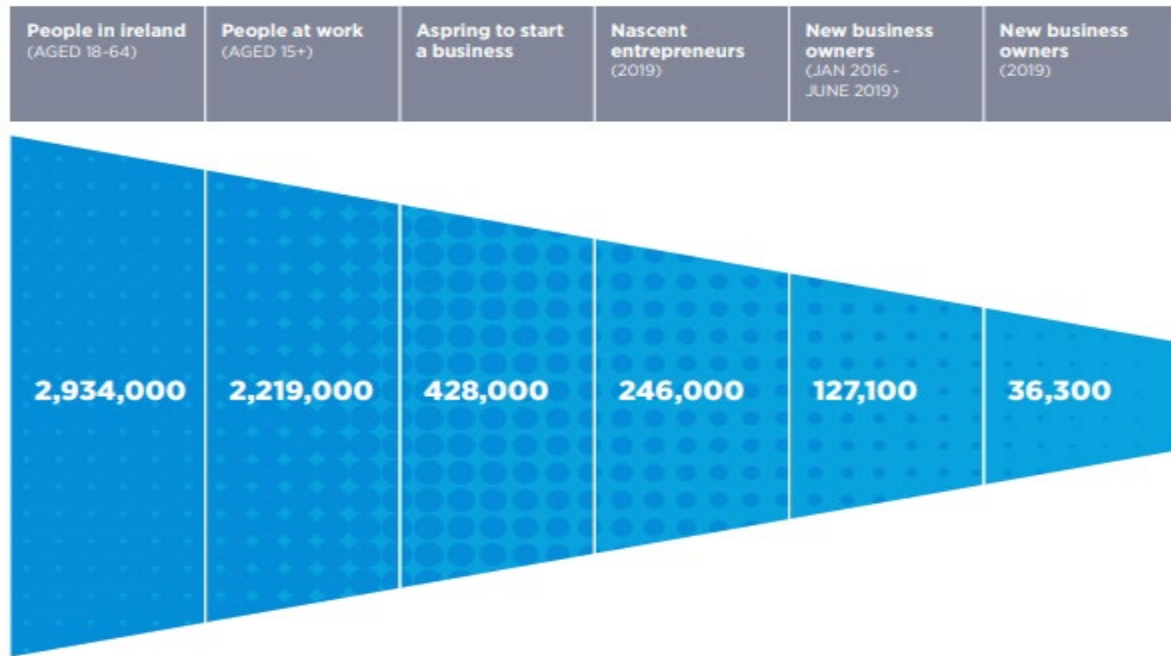
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like Guinness. In addition to the country's rich culture, Ireland is a haven for modern entrepreneurs, who afford a double life well balanced between the culture and innovation." The Global Entrepreneurship Monitor (GEM) research indicates that Ireland has a relatively strong pipeline of latent entrepreneurs among the population with almost one in five aspiring to start a business in the next three years" (Fitzsimons & O'Gorman, 2020, p. 15). These entrepreneurs consist of nascent entrepreneurs, entrepreneurs who are at early stage of their journey of entrepreneurship (either planning for a startup, organizing and mobilizing a startup team or even committing to save for the startup). Further, the entrepreneurs also include the new business owners. According to Fitzsimons & O'Gorman (2020), new business owners are entrepreneurs who started a new business since January 2016 and at list manage and own part of the business. This rate shot up to 4.3% as at 2019 ranking Ireland 8th across OECD (Organization for Economic Co-operation and Development) in terms of nascent entrepreneurs and 9th in terms of new business owners. Between 2016 January and 2019 June, Ireland recorded over 127,000 individuals who started a new business. Based on this statistic, it evident that equivalent of an average of over 3,000 individuals started a new business every month in Ireland as of 2019.

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Figure 4: Entrepreneurial funnel in Ireland as at 2019



Note. The entrepreneurial funnel was developed by Fitzsimons & O’Gorman (2020) to demonstrate the trend of new businesses by entrepreneurs.

Figure 4 above shows the population of Ireland as of 2019, the population that was working, the number that was aspiring to start a new business, the population that had recently started businesses (nascent entrepreneurs) and the new business owners. The trend has been a key in birth of new businesses, thanks to the support from the initiative of the Irish Government, the “Enterprise Ireland”, launched in 2017 as a part of “Action Plan for Jobs 2017” (Hore et al., 2021, p.2). The initiative venture capital firm as well as angel investor community which is

steadily growing. It has been a high ranking of the European Digital city index, making Ireland a base for 80% of the global tech companies of the world such as Google, LinkedIn, Facebook, Amazon and Twitter. With Brexit not left out, Ireland as an English language hub has a series of new opportunities, thanks to a continued European Union access, which potentially makes Ireland a preferred home of countless entrepreneurial gems even in the coming years.

2.7 Irish Tech startup landscape

Dublin, the Irish capital, is becoming the European tech startup center, a culture that began way back, mid 1980s thanks to likes of Microsoft and intel that came in town. Over 30 years now, Ireland has managed to attract Google, Twitter, Facebook, LinkedIn, Dropbox amongst others. Over this transformative period, few startups have developed as a result of these big tech companies. Nowadays, Ireland is in the eye of new business and startup storm, thanks to hundreds of entrepreneurs who every day put their head high above the parapet.” Building a positive start-up landscape in Ireland was emphasised in the 2012 Government Action Plan for Jobs, where it was stated that the landscape should include both ‘supporting indigenous start-ups’ and ‘attracting inward entrepreneurial start-ups’” (McNamara & Quinn, 2020, p.18). Thousands of supporting companies, known as the startup eco-system, have come onboard to sustain as well as foster the growth of this new businesses. An example of such supporting business is Venture capital sector; a business capable of financially supporting growth of startups (Đalić et al.,2017). Frontline venture, run by three experienced professionals, is one of the Venture Capital in the

market. The three professional lads create and publish a snapshot of Community of Ireland startups for new businesses marketing.

2.8 Digital Incubators and accelerators in Ireland

Ireland has hundreds of topnotch digital talents providing services needed by new businesses to standout in the world of digital business. Incubators have a focus on preparing fledgling startups through provision of training, office space and networking. On the other hand, accelerators facilitate access to seed funding thus promoting development of next stage (McNamara & Quinn, 2020). There is a number of both public and private incubators and accelerators and public-private partnership. An example of this is the Digital Hub, the Irish largest cluster of digital companies. The Digital Hub is managed by Irish state agency, the Digital Hub Development Agency, which was set up in 2003.

2.9 Effects of startups during the pandemic.

Covid-19 pandemic has impacted almost all the areas of business in Ireland, especially startups getting off the ground. An estimate of 60% of companies that engaged with Enterprise Ireland from March 2019 report that because of covid 19 pandemic they have faced negative and critical impacts on their businesses to date. According to Bonner and pollard (2021), covid-19 has had a negative impact on economy especially in Northern Ireland which saw excess business deaths over births leading to loss of 1300 businesses by end of 2020 (Bonner & Pollard, 2021). Startups are regarded vulnerable to covid-19 pandemic because they typically engage in high risky activities, face a lot of barriers to access traditional forms of finance and they are in early stages

of establishing relationships with their customers and suppliers. If the pandemic and restrictions persist, there is likelihood of permanent reduction in startups as well as SMEs which will affect job creation, innovation and productivity in the long run. Enterprise Ireland however promised to provide short term funding which it referred to as Sustaining Enterprise Fund, to small enterprises to support their business continuity as well as strengthening their ability in returning to growth. Ailing businesses have largely received support packages inform of financial aid. While the financial support has been embraced in the face of falling economy, there has been a recognition and complains that startups have been neglected as well as a slow process in getting approvals on submitted applications for financial support (Keane, 2020). Bonner and Pollard (2021) are confident that

the move toward digital can perhaps be seen more clearly by the increase in retail business births, assumed to be a reflection of the move to online retailing. This in itself, driven by changing consumption patterns due to requirements to stay at home and the relatively low associated start-up costs (Bonner & Pollard,2021, p.12).

2.10 Advantages and disadvantages of digital marketing in new Businesses.

2.10.1 Advantages

Digital marketing has countless benefits on new businesses including reaching a lot of customers hence building a new businesses' customer base. This allows new businesses to grow very fast through creation of awareness about the startups in the social media (Dimitrova & Sin, 2018). It allows to create awareness as well as communication online about a brand (Nunan et al., 2018).

This further increase customer awareness which leads to boosting business relationship between a new business and a customer. Digital marketing helps in availing information to customer actively and there he or can such any company when need arises.

2.10.2 Disadvantages

As Much as there are countless benefits of digital marketing to new business, there are several challenges that cannot be overlooked. First, over reliance on digital marketing “can cannibalize or substitute traditional product” (Hofacker et al., 2018, p.10). Secondly, there are three other challenges of digital marketing (Birzu, p.2-3). The challenge of ad-blocking services. People use ad-blocker software as the ads affect their browsing experience which they consider it irrelevant and annoying. Another challenge is Digital Video Recording technology that give consumer control to record videos as well as stop transmission. Finally, digital marketing poses the challenge of transmitting aggressive spam commercial message. The spam message is usually shared through emails, mobile messages and social media.

2.11 Conclusion

Advancement in technology through technological evolution as well as the Covid-19 pandemic have completely shaped how businesses operate. The retail landscape has had a profound transformation and a dramatic change throughout the world, leaving customers to forge new habits of shopping and increasing their brands’ expectations. Currently and even years to come, people will look back from 2020 and associate the transformed marketing landscape of new digital businesses with two major factors that changed its face: global covid 19 pandemic and

internet. With this evolving global landscape, hottest trends in digital marketing for Irish startups put more focus on customer service enhancement, targeting users, redesigning websites and diversification of content strategies. Irish startups that have invested time and resources in these global marketing trends have been able to propel their business forward and even able to stand out above their fierce competitors. Most of these startups are based in Dublin, the Irish capital. Dublin had been earlier ranked as an incredible spot to study, live, work, visit and a city of stuffed social culture. Currently. In has added another cap by becoming a flourishing center of entrepreneurs and computerized industry.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

As stated in the first chapter, this chapter presents the research methodology of the dissertation. The researcher outlines the various research philosophies, research design, research approach, data collection techniques, population and sampling technique and ethical research considerations in more detail. It provides an apparent reason for choosing a quantitative research design and why it was the most appropriate for the research. The chapter further provides the justification for the research methods. It eventually outlines the imitations faced during the research methodology.

3.1.1 Aims and objectives

The entire research methodology chapter is centered towards accomplishing the research objectives, which include:

- To evaluate the impact of digital marketing on Irish new Business.
- To investigate the role of technological advancements on new businesses in Ireland.
- To investigate perceptions of both businesses and consumers towards online marketing approaches currently used by Irish new companies.

3.1.2 The Research questions

The research questions act as the guide throughout the methodology deductive approach that has been applied used in this study. The following questions have been designed for the ultimate purpose of meeting the aims and main objectives of this research:

- What is the impact of digital marketing on Irish new Business?
- What are the roles of technological advancements on new businesses in Ireland?
- What is the attitude of businesses and consumers towards digital marketing in Ireland?

3.2 Research Philosophies and Justification

Saunders et al. (2012) state that research is an engagement whose aim is to investigate systematic approach things resulting in knowledge increment and improvement in a particular area.

Žukauskas et al. (2018) define epistemology as philosophical paradigms and systems of

scientific research that evaluate understanding as well as the application of different practices and theories accustomed to research. In other words, it is the belief on how researchers may come to understand the world (Ryan, 2018). Research philosophies are beliefs about how data and information on a particular phenomenon under study have to be collected, analyzed, and used. The four commonly used research philosophies include post-positivism, pragmatism, interpretivism, and social constructivism. Post-positivism is a philosophy which is deterministic whereby the outcomes or effects depend on the causes (Haddadi et al., 2017). This research philosophy develops a kind of knowledge which is determined by the objective reality measurements that exist. According to park et al. (2020), positivism is aligned with hypothetico-deductive method in verifying stated hypothesis which begins with a theory, followed by development of hypothesis, designing an experiment and conducting empirical study. Findings from the empirical study are then used to refine the theory. Positivism is often connected with experience, experiments as well as quantitative research and is often perceived a progression or a type of empiricism (Ryan, 2018).

Pragmatism is a second research philosophy that denotes that an ideology or a proposition is true if it satisfactorily works. The meaning of the ideology is achieved through practical outcomes of accepting it. In English, the word 'pragmatism' is commonly used to refer to the practicalities of getting on to do what the situation at hand demands (Simpson, 2017), the research problem (Žukauskas et al., 2018). Pragmatism research philosophy maintains that the meaning of an ideology and its truth is a practical outcome of the ideology. Interpretivism is another research

philosophy often referred to as anti-positivism because it opposes positivism (Ryan, 2018). The philosophy argues that based on experience and understanding of the people, truth and knowledge are situated historically, subjective and culturally. The researchers therefore cannot be detached from their values and beliefs. This inevitably indicates how researchers collect, interpret and perform data analysis. Interpretivism refers to the theories on how researchers acquire knowledge of the world, which are dependent on understanding and interpretation of the meanings which people attach to the actions they perform. Lastly, social constructivism is a research philosophy that denotes that development of human is socially situated and interacting with the others usually construct the level of knowledge. The philosophy declares that knowledge develops through social interaction and language; thus, it is a function of shared experience rather than an individual's experience. It claims that people can never comprehend individual cognitive development without social context where an individual grows up, and we cannot step out of our interaction domain (Bozkurt, 2017).

However, this research uses positivism research philosophy. The justification for using a positivism philosophy is that the study uses experimentation to get factual and trustworthy knowledge through following through a quantitative research. The findings are quantifiable as data is collected through use of a structured questionnaires. The research involves developing hypothesis at early stages of the research process that are to be tested through a deductive research approach. The knowledge of the research is therefore determined by the measurement that exist.

3.3 Research Approach

There exist two research approaches that a study can employ: the inductive approach and the deductive research approach. In the deductive approach, the researcher moves from general to particular through studying an existing theory and developing a hypothesis that emerges from the theory, then tests the hypothesis and revises the initial theory (Nola & Sankey, 2007, as cited in Woiceshyn & Daellenbach, 2018). On the other hand, the Induction research approach is the opposite of deductive as it involves shifting focus from the particular to general through embarking on empirical observations on a specific phenomenon and formulating theories and concepts (Locke, 2007, as cited in Woiceshyn & Daellenbach, 2018). It entails finding out the links that exist between variables in an attempt to develop a general research finding.

This research employed deductive approach by formulating hypothesis based on existing theories and then developing research strategies through case studies to test the formulated hypothesis. Case studies promote access to different sources of data which enhances data reliability and credibility. The fundamental purpose was to obtain relevant data from new businesses and digital marketing agencies based in Dublin, Cork and Galway. The research considered quantitative method most applicable in meeting the descriptive research objectives and exploratory research aimed at testing the formulated hypothesis. This requires responses of participants concerning the Irish digital marketing landscape for startups. Administering questionnaires in a case study is easier because a sample of the population is used. This research approach was deemed most effective in obtaining sufficient data and information required to achieve the study's objectives.

3.4 Research Design.

Research design is the overall research study strategy involving gathering data and analyzing the resulting outcome, the path through which scholars need to carry out their research (Sileyew, 2019). According to Sileyew (2019), a research design is intended to provide a practical framework for a study. A quantitative research design was applied in collecting primary data relevant to Irish digital marketing for startups promotion. This research was conducted through a descriptive mail questionnaire as it is easy for a researcher to reach several participants within marketing agencies and startups. It also effective in researcher's development of empirical understanding on how digital marketing is employed by new Irish entrepreneurs in their new businesses.

A quantitative approach was considered the most appropriate in meeting the descriptive and exploratory aims of the study. The approach is also deemed necessary in the case study analysis as it creates understanding about the extent in which digital marketing strategies are employed by new businesses to promote their brands.

3.4.1 Justification for using Quantitative research

Quantitative research is appropriate in a more structured environment giving the researcher more control over the study as well as research questions, applied especially in determining variable and outcome relationship and often involves developing hypothesis at early stages of the research (Rutberg & Bouikidis, 2018). Rahman (2020) notes that quantitative research aims to provide answers for questions such as "how many", "to what extent" and "how much" as a way

of measuring a variable or phenomenon as it exists in social world. In this research, quantitative research was deemed best because the study involves hypothesizing through development of hypotheses as a description of an expected outcome from the research topic. The anticipated result is that there is a nexus between digital marketing and the success of new businesses in Ireland. The aim of the research is measuring how digital marketing has been employed by new Irish business to promote their brands. It also uses structured questionnaires to collect information from the population sample size of 125 respondents which was considered significantly large. The research study had clearly defined research questions which guided descriptive research seeking objective answers. These reasons justified the use of Quantitative research method.

3.5 Data collection Technique

The researcher employed primary and secondary data as the techniques of collecting relevant data for the study. Primary data was collected through use of questionnaires that were sent to research participants. In contrast, secondary data was obtained through comprehensive literature of already existing research about the Irish digital marketing landscape. As an essential part in the research design process, the method of collecting data was selected with the goal of effectively achieving the inductive research needs. The method adopted was questionnaires in gathering strategic information as much as possible in a way that was efficient and timely. Email invites were mailed to the research participants to inform them and seek their voluntary

participation. More attention was given to the clarity of research questions while designing the questionnaires to avoid vague and misleading results.

3.5.1 Primary data

Clark & Vealé (2018) notes that the primary research method is also called fieldwork because the researcher collects primary data from the field. This method is essential because information obtained from the field is centered on the specific objective of the research. The questions asked to the participants were explicitly tailored to provide answers relevant to the objectives of the research. In this research, the researcher employed questionnaires for collecting primary data. The respondents were invited through emails requesting them to participate in completing a questionnaire. In addition, the researcher employed the most careful execution that ensured the most reliable, accurate, unbiased, and relevant data was gathered. Primary data provided information that was first-hand right from the research participants who gave information that was current.

The questions used to evaluate digital marketing in the Irish new business landscape in the questionnaire were inquiries about how well the Irish startups have embraced a robust digital presence as a critical way of interacting with the right market over the previous years. Research questions were designed and tailored to focus on the research objectives. The feedbacks from respondents were collected and analyzed through a statistical correlation to compare various responses to the hypothesis of the research.

3.5.2 Questionnaire design

The research used a Mail structured questionnaire with questions that addressed the research aims to collect information. It is appended in the appendix section of this research report. The questionnaire was organized into two main parts. The first part was the consent for taking part in the questionnaire and the second part captured the questions that were to be answered by respondents. The informed consent comprised of an introduction with a salutation and highlighted the questionnaire's main aim and informed the respondents how ethical considerations of the research were to be met. The second phase of the questionnaires comprised of Research questions which ranged from part I to part VII. Part I covered the introduction and background of the company with which the respondent worked. Part II had questions focusing on the type and scope of the business the company engaged in. Part III and IV focused on questions related to the array of digital tools used by the startups and customer attitudes towards the tools, respectively. Part V covered questions relating to challenges of digital marketing the companies faced, while part VI centered on the nexus between digital marketing and the success of startups. The last part of the questions highlights the responses taken by the startups during the covid 19 pandemic to remain resilient.

To ensure the respondents completed the questionnaire, the questions were short, clear and pointed to the topic of study. The researcher organized the questions from the introductory part of the less sensitive and more general questions to the most sensitive and most specific questions. To avoid technical jargon within the questions, terminologies were avoided as questions were

simple and specific to the point for respondents to understand them. The language used in the questionnaire was the vocabulary suitable for the sample population being studied as it focused on digital marketing. Questions were presented with high levels of professionalism, with clear and concise instructions highlighting the consent for taking part in the research questionnaire.

3.5.3 Justification for using research questionnaires

The justification for using structured descriptive questionnaires for this research study was that it allowed the researcher to collect massive primary data from the 125 respondents within a short duration. This is a relatively large number and it would have been time consuming if interviews and observation methods were used to get the responses. The cost required to administer the questionnaires to the sample size of 125 respondents was cheaper and allowed collection of quantifiable data that is necessary for quantitative research which evaluates the scope of digital marketing for new business promotion in Ireland

3.5.3 Secondary data

Secondary data refers to the information which has been obtained from the available literature relating and providing answers to the research questions. It is readily available data compared to primary data, inexpensive, and easy to be collected. Several sources can provide secondary data, including data from documented materials, national population census, records from organizations, and information from government records. To evaluate this digital marketing research for Irish startups, secondary information was obtained through a literature review

sourced from the Irish startup landscape, digital marketing agencies, new business websites, university e-libraries, as well as publications from the government.

3.6 Population of the research and sampling technique

Population in research denotes the target group of participants which a researcher intends to interact while carrying out the study. Researchers and scholars have emphasized the importance of selecting the participants in achieving the research objectives. Asiamah et al. (2017) state that an appropriate definition or specification of population is of essence in guiding towards credibility of the sample credibility, techniques of sampling, and research results. Proper sampling of the population is essential for the accuracy of data collected, saving time, and cost-effectiveness. Adequate sampling prevents biasness among the research participants.

For this research, the sample was chosen through a systematic random sample technique from Irish recognized startups and digital marketing agencies. The population targeted in the research study included people living in Ireland. The sample population used in the research is restricted to the marketing agencies and new Irish businesses. A sample population size of 125 respondents was used for this research so as to achieve a significant and manageable size of population. The study sourced the respondents from leading Irish startups and digital marketing agencies of three major Irish cities within a duration of 6 months (February-July) in 2021. The reason for selecting the three cities was because they are the hub of a high number of startups in Ireland. The capital and Irish digital hub, Dublin takes the top position in the list with 7127 startups, followed by

Cork with 1498 startups, and Galway trails with 602 startups. This was according to published article written by Earley (2019).

3.6.1 Sample population Selection Criteria

The criteria used to select the sample population through the systematic random sampling technique was that the respondents must be living in Ireland and working as a marketer of a high-profile digital marketing agency or as an IT manager of a leading startup based in one of the three major cities in Ireland, namely Dublin, Cork, and Galway. This was because the three cities lead the country with a high population of startups and digital marketing agencies as seen in 3.6 above. The systematic sampling method ensured each member of the population had equal chance to be selected. A blend of selected of respondents was selected by the researcher from three leading startups in every city and one digital marketing agency from each of the three cities.

The reason for choosing the startups was that they had few years operating in the market environment, approximately less than five years, and were founded by entrepreneurs with the aim of developing products and services which they believed was on demand and needed to reach a wide range of audiences. The momentum behind this newly formed business was therefore a perception of customers' demand for their products or services. The researcher wanted to evaluate to what extent the startups had leveraged the digital marketing tools to promote their products or services to as many consumers as possible.

3.6.2 Systematic random sampling technique

The researcher prepared a list of 120 high reputed startups based in Dublin, Cork, and Galway and ranked as the best in Ireland. The 10th startup in the list was randomly selected as the starting point. Out of this population, every 10th startup in the list was selected, which allowed a controlled way of making a selection. The sample was therefore taken from a regular fixed interval of 10, which gave 12 companies.

The researcher then targeted 240 respondents from these 12 startups and digital marketing agencies and sent 20 questionnaires to 20 respondents working with each company through email. However, out of the 240 respondents, only 125 responded by filling the questionnaire. This is the number that the researcher used to collect information necessary for the analysis.

In Dublin, the following three startups were selected through the random sampling technique:

- i. Boundless. This is a female-led startup led by Dee Coakley as the CEO, who has been involved in other startups. It is an employment platform for growing as well as managing remote teams.
- ii. Recroot. This is a startup with a video hiring tool for hospitality that is remotely hiring in high volumes. It has significantly impacted the hospitality industry over the last few months.

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- iii. KeepAppy. This startup kicks off the list to watch in 2021. It is a social enterprise that empowers people to control their wellbeing and health through an app that tracks their moods, water intake, sleep schedules, social engagements, and production levels.

In Cork, research participants were selected from the following startups:

- i. Altada. Founded in 2017, Altada is an AI company that uses Artificial Intelligence to optimize and interpret massive datasets. For instance, the company applied its recent technology to help frontline workers boost their data efficiency amid the ongoing Covid-19 pandemic.
- ii. Bundledocs. The Cork-based startup helps legal professionals create bundles of digital documents, binders, and booklets, thus tackling an issue that has been crystallized by the covid-19 crisis necessitating remote working through electronic filing. The startup is a cloud platform company for the paperless layer.
- iii. GuardYoo. The startup is a cybersecurity platform that aid in compromise assessment. The platform helps find when organizations' IT systems have been compromised, the magnitude of the compromised, and how to stop it.

In Galway, research participants were obtained from the following three leading startups.

- i. Kite Medical. Founded in 2016, Kite Medical is a small team under Medical Tech that makes waves in the medical industry. The team invented a form of medical device to help

children diagnose kidney reflux and its problems at a tender age, preventing future kidney complications.

- ii. CitySwift. Established in 2016, it is one of few startups in Ireland that provide a helpful platform offering data-driven bus scheduling to make public transport more efficient and improve customer satisfaction.
- iii. Farmeye. Ireland is famous for rolling hills as well as its agricultural background. Farmeye is an agricultural startup that creates a map-based system to help sustain soil nutrients. It helps farmers in monitoring their produce from soils and adherence to fertilizer guidelines.

The researcher also selected a sample population for the study from Digital marketing agencies based in the three cities. The marketing agencies were selected because they are among the agencies that have gained an edge by being most preferred and hired in Ireland to help businesses promote their brands, build loyalty with consumes and increase their sales through digital technologies.

The following are the various digital marketing agencies that were considered:

- i. SWOT digital marketing agency. With over 20 years of experience, this Dublin-based digital marketing agency offers tailored digital marketing solutions to businesses in Ireland, UK, and further afield. The agency has a strong focus on paid advertising with Google ads and Search Engine Optimization.

- ii. Honest marketing. By providing digital services for any business to increase its online visibility and revenue, the Galway-based digital marketing agency uses a mix of SEO, PPC, and social media marketing to find the best online marketing strategy that can bring the best results for clients.
- iii. SysG soft solutions. As a project management and software development company with over 100 experts and 10 years of expertise, the Cork-based digital marketing agency delivers flexible and web-based applications for clients' business problems using the latest technologies.

3.6.2 Justification for population sample selection.

The target population of startups and digital marketing agencies in Ireland is very large which made it impractical to collect data from the entire population. A sample population size was selected to represent the target population of startups in Ireland as this made it possible for the researcher to generalize findings from the questionnaires. A significantly big number and manageable sample size of 125 respondents was used to achieve quality and accuracy of the results. The respondents were randomly selected from leading and high-profile startups and digital marketing agencies based in Dublin, Cork and Galway because the three cities top in Ireland with high number of startups. To ensure a state of balance and prevent biasness, three startups and one digital marketing agency was selected from each city. The reason for using 125 respondents was to effectively represent the target population and use the findings to generalize the entire population.

3.7 Process of data collection

3.7.1 Data collection instrument

The research relied on primary and secondary data as its source of data. Questionnaire method was the instrument used to collect primary data, which was availed to the respondents by use of emails. The reason for using questionnaire in this quantitative research was because it is an appropriate method of gathering information from a significant number of respondents within a specific duration of time. The tools used to collect secondary data included Government of Ireland publications, Irish startup journals, and new business and marketing agencies' websites.

3.7.1 Data collection process

The researcher carried out the execution and construction of primary data based on the study's objectives, hypothesis, and research question. The quantitative approach of the research evaluated the scope of digital marketing for new business promotion in Ireland. The questionnaires were structured as possible based to achieve minimize cases of ambiguity, unfamiliar words, jargon, and technical words, which are likely to bring confusion and errors in the execution of the research process.

On the other hand, secondary data were sourced from online databases, research reports, Government of Ireland publications, Irish startup journals, and new business and marketing agencies websites, as addressed in section 3.7.1 above. The data was collected through descriptive as well as exploratory approaches for the purpose of obtaining all relevant aspect of

information. Multiple data forms are crucial in exploring all the possibilities minimizing any chance that may lead to the omission of vital data (Rushe, 2011).

3.8 Data analysis

Data collected from the respondents by use of questionnaires was converted into a form of a transcript for in-depth analysis. It was analyzed though percentages and statistical methods using SPSS as the analytical software. The results of the analysis were displayed by the use of descriptive statistical methods such as pie charts, mean, median, frequency distribution tables and bar charts. Inferential statistics such as correlation to display the level of relationship between variables and regression to make predictions between variables were also used. This methods of analyzing data in quantitative research were used to find evidence whether to support or reject the research hypothesis that was formulated at the early phases of this research process. SPSS analytical software was used to analyze the quantifiable data.

3.9 Research methodology validity

Binti Daud (2021) stated that validity is the degree to which the content of research questions is relevant to the research characteristics to enable the researcher to achieve the study's objectives. It is intended to ensure the items conducted meet the study requirements. Validity is of the essence because it provides a proof of research quality in the organizational field (Hayashi Jr et al., 2019). Validity in research methodology can be analyzed by dependability, conformity as well as transferability. The researcher took various steps to enhance the validity of the research methodology, including research proposition provision, full substantiation of the research, and

clear presentations of the research questions. This was achieved through developing research questions based on knowledge gaps in the existing studies.

Content validity seeks to evidence whether suitable measuring instruments effectively measure what they purport to measure (Binti Daud, 2021). It also seeks to establish how suitable a measuring instrument offers an appropriate research coverage. To achieve validity in this study, the research was under the supervision of an expert capable of providing necessary guidance to the researcher and also validated the relevance of the content of this research.

3.10 Ethical procedures in the research methodology.

The researcher considered the moral rights of the participants a vital aspect while evaluating the scope of digital marketing for new business promotion in Ireland. The most relevant and common ethical rights for this research include consent, anonymity, and confidentiality.

3.10.1 confidentiality

The uttermost priority of the researcher is participants' confidentiality. Confidentiality is where the researcher knows about the participant, the name of the participant, the participant's address, or other personal identification information. However, the researcher takes the responsibility of protecting the participant from any form of harm by altering any form of personal identification that can be revealed during data collection (Coffelt, 2017). This could be done through the use of a pseudonym to refer to the participants. Considering this, the information that respondents provided in the questionnaires was used only for this research and was kept confidential.

3.10.2 anonymity

According to Coffelt (2017), anonymity is achieved. The researcher may collect demographic data from participants, including biological sex, educational level, age, ethnicity, socioeconomic status, nationality, religion, and any data relevant to the study. However, the researcher does not reveal any form of personal identity of individuals participating in the research; hence typically no privacy issues. To maintain the moral right of anonymity in this study, the participant's name and job position, and highly expressive views will be eliminated during publications. The responses the participants provided will also be used only for this research.

3.10.3 Informed consent

In an attempt to seek consent of the participants, ethical consent forms were incorporated to the questionnaires and shared to respondents through email requesting for their participation. The goal was to provide adequate information to respondents in a language which they could easily understand and therefore make a voluntary decision of participating in the research. The informed consent forms further presented the key elements of the research to the participants and what their participation involved. Through the forms, the participants confirmed their participation which also highlighted that the research was to abide with ethical codes of conduct.

3.11 Data storage

The responses provided by the participants in the questionnaire were stored in the researcher's computer and then transferred into a research transcript for the purpose of doing analysis. However, in research completion, the questionnaires files will be deleted as of a consideration of

the ethical rights of the participants. The files of the research questionnaires are protected with an encrypted password. The researcher owns the password and cannot be revealed to unauthorized persons. These measures will further contribute to participants' confidentiality.

3.12 Limitations of the research methodology

The research methodology had various limitations. One limitation was the use of 125 respondents as the population sample randomly selected from leading startups and digital marketing agencies of three Irish cities, namely Dublin, Cork, and Galway, which raises concerns about generalizing the study findings. This is likely to lead to biasness because the sample size may not significantly enough to adequately cover the entire population. The sampling method also posed a challenge in selecting a genuinely representative sample due to refusals where several target participants failed to confirm their participation through the email invite.

Another limitation was legal and ethical constraints. Ireland has broad statutes and enactment of data protection laws. An example is the Data Protection Act 2018, which provides general privacy rights that apply to both the public and private sectors. To comply with the legal laws and ethical regulations, the researcher has to effectively articulate why data is being collected, obtain the informed consent of participants through prior notifications, ensure data collected is kept secure and confidential and used only for lawful purposes. The researcher should also behave ethically when interacting with individuals participating in the research according to market research society guidelines.

Moreover, Time constraint was another limitation the researcher faced while conducting the research methodology. The researcher carried out the study simultaneously with other forms of academic endeavors within six months. As a result, the time devoted to carrying out activities centered on methodology and the entire research was consequently cut down to accommodate schedules for other academic activities. A short time frame limited the amount of data that would have been obtained from this research.

Lastly, data collection techniques for the research were adversely affected by the ongoing Covid-19 pandemic. World Health Organization (WHO) on 11th March 2020 characterized the outbreak of the corona virus as a global pandemic. Governments across the globe were called to take action to mitigate the further spread of the dreadful virus. The Irish Government made responses to the covid-19 outbreak through the department of health. The responses included prohibiting non-essential trips with the exemption of travels to essential work, healthcare appointments, and genuine family reasons. As a result of these, most of the collected data for this research was obtained remotely through administering questionnaires online, which were sent to participant's official mails as obtained from the organization's management. This procedure was adopted due to the current restrictions regarding adherence to COVID-19 guidelines, exceptionally minimal movements.

3.13 Conclusion

This research methodology chapter has presented the research methods adopted for the study and the research philosophies that have been employed. From the above context, it is evident that the

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quantitative research approach was the most suitable for collecting data and analyzing the case study to achieve the objectives of this study. The questionnaire method that was used for 125 sample populations consisting of digital marketers and IT managers of digital marketing agencies and leading startups in Dublin, Cork, and Galway provided valuable information about the research topic. Responses from the questionnaire have been used to find answers for the research questions.

Through the analysis and interpretation of data, conclusions have been drawn based on theoretical deduction from the findings of the research. This included the relevant recommendations on the best practices of promoting brands concerning the scope of digital marketing for small business promotion in Ireland. The conclusion will also express the study's outcomes based on the initial objectives and how effectively the objectives have been met. Recommendations for developing future research in the same field will be referenced from this study. The next chapter analyzes the data collected from the questionnaires through statistical methods using SPSS. The two statistical methods used are descriptive statistics and inferential statistics. by use of graphs, tables as well as numeric calculations and inferential statistical methods. The descriptive statical methods employed have been used to describe the population by use of mean, mode, standard deviation and frequency distribution. Inferential statistics have been used in the data analysis in generalizing the findings and making predictions for the entire population. This includes correlation analysis for establishing relationships and regression analysis for making predictions.

CHAPTER 4: ANALYSIS AND FINDINGS

4.1 Introduction

The previous chapter highlighted the research philosophy, design, approach, method of collecting data and the various ethical considerations of this research. This fourth chapter however covers the analysis, presentation and discussion of the data collected from this quantitative research study whose purpose was to evaluate the scope of digital marketing for new business promotion in Ireland. The chapter outlines the overview of quantitative data which was obtained from 9 Irish startups and 3 digital marketing agencies based in Dublin, Cork and Galway which participated in the research, contributing to a total of 125 respondents. The data respondents provided was entered into an analytical software and analysis conducted using various statistical methods. The overview of this research analysis also includes demographic characteristics of the startups. The responses provided by the participants through the questionnaire relevant to answering the following research questions were evaluated: (a) What is the impact of digital marketing on Irish new Business? (b) What are the roles of technological advancements on new businesses in Ireland? (c) What is the attitude of businesses and consumers towards digital marketing in Ireland?

4.2 Data analysis

4.2.1 Analysis of demographic profile of the startups

Since the sample size, $n=125$ was manageable, it was easy for the researcher to establish demographic profile of the company which respondents worked for by covering the type and

business scope. This data was entered into analytical software and included information about nature of the business carried out by the company, the target audience or customers and the market environment either local or global. Different companies engaged in different types of businesses which targeted different audience and customers. This made it impossible to carry out comparison between the selected companies due to uniqueness in type of business and target customers. However, it was possible to carry out a descriptive statistic of the extent in which the startups reached their target customers. This included local market, global market or both as it was evident with certain companies.as shown in table 1 below.

Variable, (N=125)	Category	N	percentage
	Local market	63	50.4%
	Global market	53	42.4%
	Both local and Global	9	7.2%

Table 2 Descriptive statistics of companies' scope of business in terms of reaching customers locally and globally

Table 1 above illustrates that most of new businesses in Ireland use digital marketing tools to promote their brands to local customers. A significant number also reach consumers at global business environment whereas a small number of the well-established startups have the potential to reach both local and global customers.

4.2.2 Analysis in the use of digital marketing by Irish startups

4.2.2.1 Popularity analysis of digital marketing tools

Data from the questionnaire about the various digital tools used by startups to promote their products and services to customers was entered in a transcript and then transferred into the computer of the research for in-depth analysis. Analytical software was used to display the various frequencies of the outcome of the sample population. The results indicated that a number of startups leveraged a wide range of digital marketing tools with the view of reaching customers as shown in table 2 below. The Frequency represents the number of startups using the marketing tool.

Table 3 Descriptive statistics of the usage of digital marketing tools by new businesses

Digital marketing tool	Frequency	Percentage
Social media	116	22.60%
Search Engine Optimization	80	14.90%
Email Marketing	71	13.22%
Pay-per-Click (PPC)	10	1.86%
Content marketing	71	13.22%
Mobile marketing	26	4.84%
Web/Marketing analytics	62	11.55%
Affiliate Marketing	26	4.84%
Influencer Marketing	62	11.55%

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Social Video Marketing	8	1.50%
Other	5	0.93%
Total	537	100%

The frequency, which indicated the number of startups from the sample population which used the corresponding digital marketing tool for brand promotion, surpassed the sample population because in many scenarios a startup used more than one digital marketing tool. As evident from table 2 above, respondents through the questionnaires reported use of a wide range of digital tools in marketing. This included social media, search engine optimization, email marketing, content marketing, web marketing analytics, influencer marketing, Mobile marketing, Affiliate marketing, Pay per click (PPC), Social video marketing and other advertisement tools. Other digital marketing tools which were specified by few respondents included display advertising and virtual events and webinars. Respondents specified virtual conferences as a tool which allowed startups interact with their customers online.

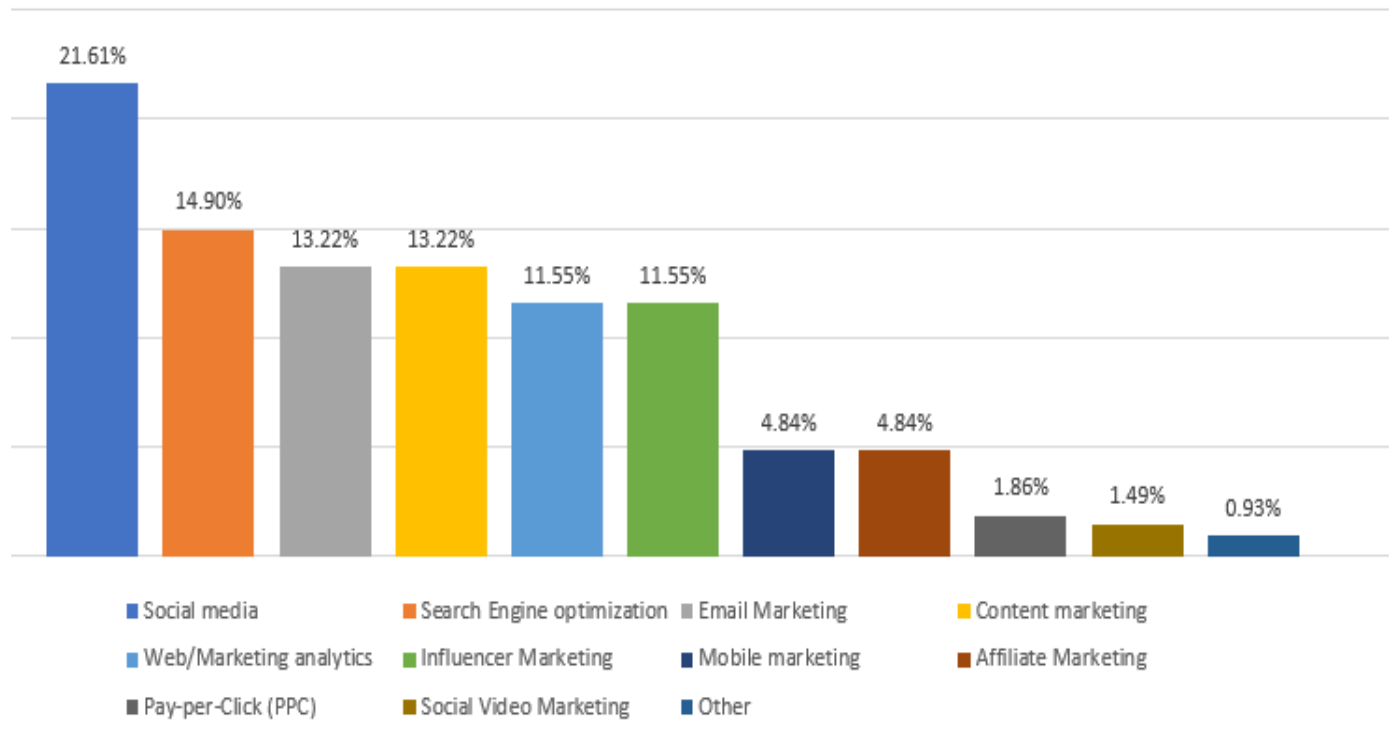


Figure 5: A bar graph showing percentage usage of digital marketing tools by Irish Startups

Analysis of the data was further done in bar a graph which represented the various percentages in which the digital marketing tools were used by the startups as shown in figure 1 above. Social media was the most popular tool used by a significant number of startups and recorded the largest percentage of 21.61%. Search engine optimization was also a popular marketing tools among the startups as it recorded 14.90%. Email marketing and content marketing recorded the same percentage of 13.22% which indicated similar popularity in usage. The analysis further indicated that new business took advantage of online marketing strategies by using web/marketing whose percentage was 11.55%. Influencer marketing displayed a percentage

usage of 11.55%, similar to web analytics. The bar graph also shows Mobile marketing as a strategy used for digital marketing with a popularity of 4.88% leveling the popularity of affiliate marketing. Some questionnaire responses indicated a number of startups within the sample population used pay-per-click (PPC) by paying a publisher whenever an ad was clicked. This constituted 1.86% usage of digital marketing tools in the sample that was selected. Out of the 125 responses from the questionnaire, 8 of them reported that startups used social media marketing to reach their customers and promote their products. Other marketing tools that were not captured by the questionnaire and were specified by respondents included virtual conferences/ events and display advertising which the bar graph indicated 0.93% usage. This indicates these two digital strategies were less popular compared to other forms of online marketing.

4.2.2.2 Analysis of most effective digital marketing tool.

Responses about what the research participants felt was the most effective digital marketing tool in promoting company brands to new customers as well as retaining the existing ones was analyzed. The analysis indicated that apart from social media platforms becoming more popular in product and service promotion, most of the startups perceived it as the most effective digital marketing tool. Out of the 125 respondents, 53 of them suggested social media marketing as the most effective platform that provides a means by which startups reach customers while promoting their desired mission and culture as shown in table below.

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Variable	Category	n
Effective Digital marketing tool (n=125)	social media	53
	Search Engine Optimization	8
	Email marketing	8
	Pay per Click (PPC)	8
	Content marketing	8
	Mobile marketing	8
	Web/ marketing analytics	16
	Affiliate marketing	0
	Influencer Marketing	8
	Social video marketing	0
	Other	0

Table 4: Analysis of the most effective digital marketing tools in product and service promotion

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This data was analyzed using a pie chat to indicate the percentage of effectiveness depending on the company's satisfaction with the digital marketing tool. The effectiveness percentages are represented in a pie chart shown in figure 2 below. Social media had the largest percentage of 45 % which could also be attributed to its cost effectiveness and its potential to reach a wide range of customers. The current population, regardless of age, has an increasing number of active users of social media networks which is open to all. The startups have leveraged this opportunity which has given them a chance to reach potential buyers of their brands. The data analysis in a pie chat also revealed that Web/ marketing analytics was also perceived an effective digital marketing tool by new businesses with 13%. The percentage was contributed by 16 responses making it emerge second in terms of its effectiveness on how the tool optimizes the performance of a company's website through highlighting how customers interact with the company's data. The analysis also indicated that both Search engine optimization, email marketing, pay per click, content marketing, mobile marketing and influencer had similar level of effectiveness.

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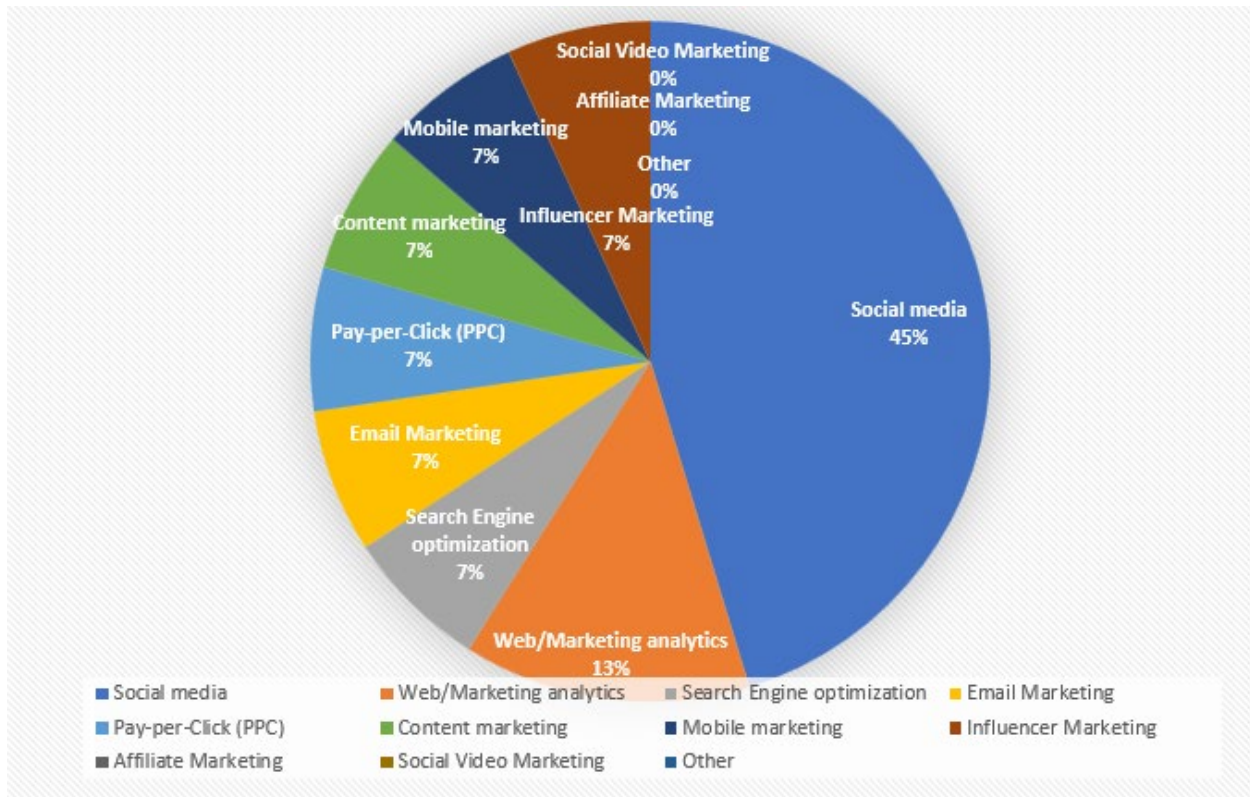


Figure 6: A pie chart showing effectiveness of Digital marketing tools within new businesses

The pie chart in figure 2 above revealed effectiveness of 7% for the seven mentioned digital marketing tools. Affiliate marketing, social video marketing and other forms of digital marketing tools indicated an effectiveness level of 0% with no response supporting their effectiveness in brand promotion. New businesses in the sample population did not perceive them as the most effective tools that promoted their products and services to potential buyers.

4.2.3 Analysis of the impact and consumer attitudes on digital marketing

4.2.3.1 Opening new markets

To analyze the percentages in which startups reached to new customers with the view of opening new markets and retaining the old ones, a frequency distribution table within the analytical software as used. This provided the number of responses from the sample that responded positively about new market creation. The frequency distributions for the various responses are shown below.

Variable	Category	n
Opening new Markets (N=125)	Yes	90
	No	0
	Not sure	10
	Somewhat	17
	Blanks	8

Table 5: Analyses of the responses on startups opening new markets through digital marketing

A large number of respondents confirmed that startups were able to open new markets and acquired new customers' while maintaining the existing ones. Whereas others reported they were not sure whether the company opened new markets through digital marketing, a proportion of them confirmed that startups were able to create new customers but not a large extent. However,

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a proportion of the respondents did not provide their response and left a blank space in the questionnaire. To provide a vivid description of the responses in terms of percentage, the research used a pie chart as shown in the figure below.

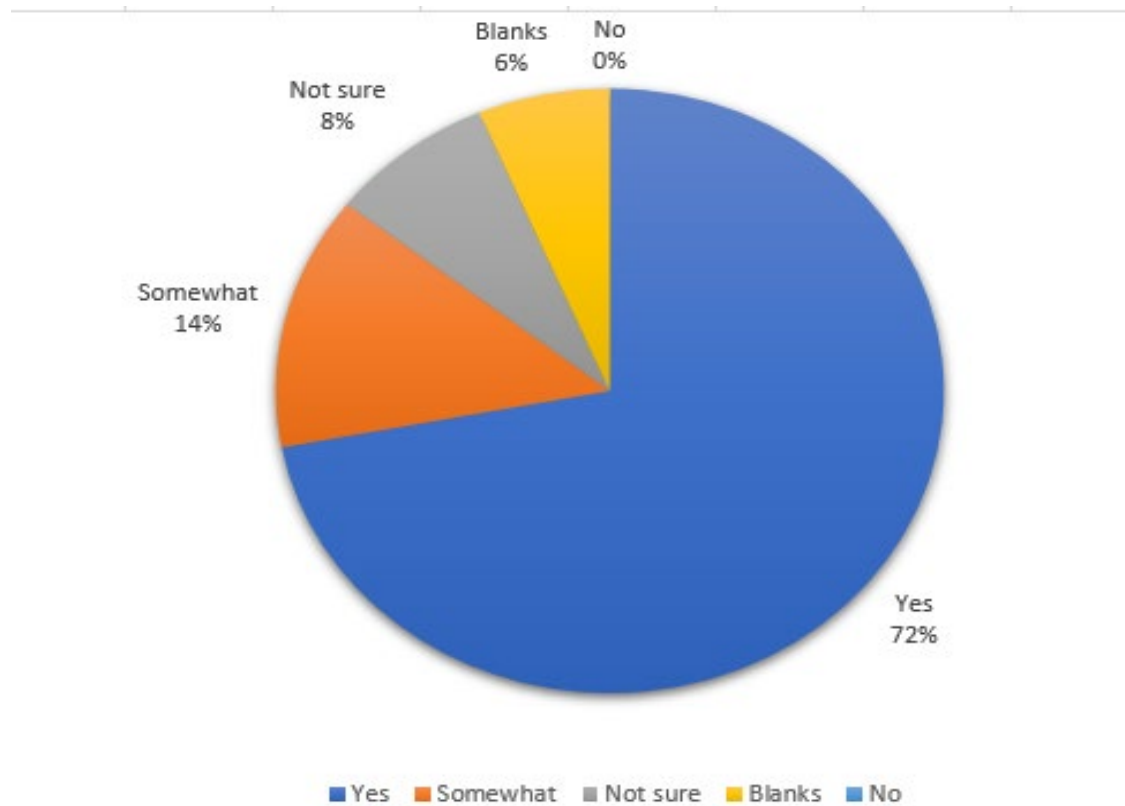


Figure 7: A pie chart representing percentages of various responses on new market creation by startups

The analysis through a pie chart demonstrated that 72% of the respondent reported startups were able to create new markets by reaching new customers by use of digital marketing tools. Those who confirmed that digital marketing did not help the startup reach out to new customers on

a large extend constituted a proportion of 14%. Others were not certain whether the strategies of digital marketing were capable of assisting new business to create new markets and the proportion of this population was 8%. The number that failed to respond to this question in the questionnaire constituted 6% of the sample population. However, there was no scenario where respondents provided an answer that indicated startups being unable to open new markets even when they employed strategies of digital marketing. This translated to 0% of the sample in the pie chart.

4.2.3.2 Customer's attitude on digital marketing strategies.

To analyze answers from the respondents on the question whether customers reacted positively towards the company's strategies of digital marketing as an indication of satisfaction, a frequency table was used. The table indicated the number of responses which demonstrated customers being positive on digital marketing tools used by the startups and also not being positive. It further indicated the number of questionnaires which did not receive an answer for this question due to unknown reasons. The analysis is shown below.

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Positive response	Number of responses
Yes	95
No	20
Blanks	10
Total	125

Table 6 Showing the extent in which customers give positive responses on the use of digital marketing tools by startups

Most of the respondents, 95 out of the sample size of 125, recorded that customer give positive responses regarding the use of digital marketing tools. Out of this selected population, 20 respondents did not agree on customers reacting positively on how startups use online marketing for brand promotion. However, 10 of the respondents did not provide an answer for this questionnaire question. This data was further analyzed in a simple bar graph which expressed it in terms of percentage gives it a more sense of meaning.

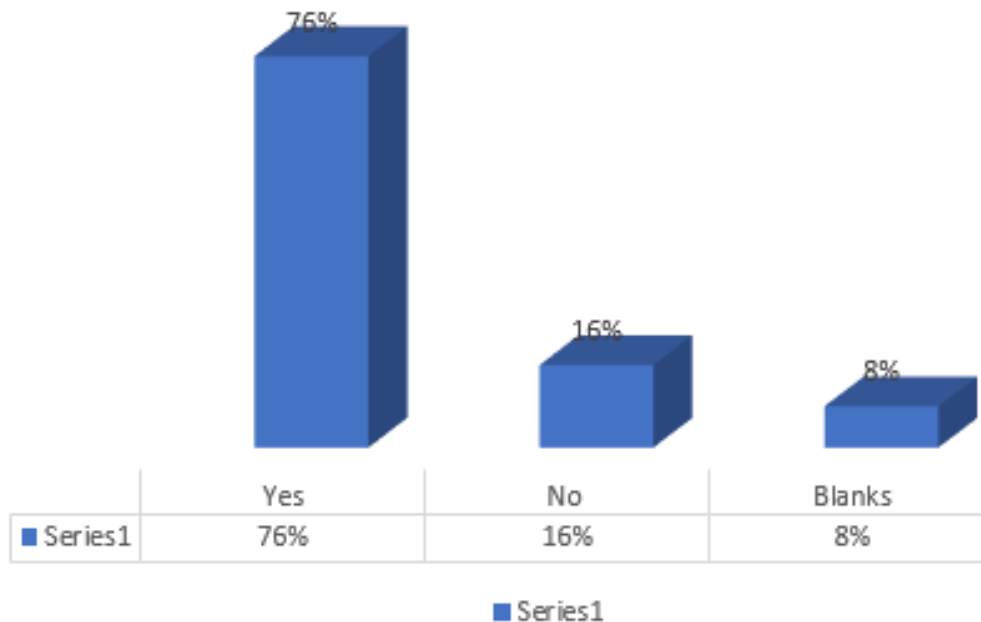


Figure 8: A bar graph Showing responses on whether customers were positive or not on how startups used digital marketing for brand promotion

In terms of percentage, the bar graph analysis indicated those who reported customers were positive about how new businesses used digital marketing tools for brand promotion constituted 76 % of the sample selected. 16% of the subset reported that customers did not respond positively to the digital strategies of the company which probably indicated that they were not satisfied. Among this sample population however, 8% did not provide an answer for the question and this was indicated as blanks.

4.2.4 Analysis on effectiveness of digital marketing and success of new businesses

4.2.4.1 Respondent's satisfaction on the performance of company website and other digital marketing tools.

The researcher carried out an analysis to determine the level of satisfaction among the respondents in the overall functionality, performance, look and quality of the company website and other digital marketing tools. The responses were analyzed as shown below.

Variable	Category	Number of responses(n)
Level of satisfaction (N=125)	Very satisfied	89
	Somewhat satisfied	26
	Neutral	8
	Very dissatisfied	0
	Somewhat dissatisfied	1
	I don't know	1

Table 7: Levels of satisfaction on the overall performance and functionality of digital marketing tools among the respondents

This data indicated that 89 respondents were very satisfied with the overall functionality and performance of the tools used by the startup for digital marketing. Whereas 26 and 8 were

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somewhat satisfied and neutral respectively, only one was dissatisfied and no single respondent was very dissatisfied with website performance. To present the data in terms of percentage, a pie chart was considered effectively.

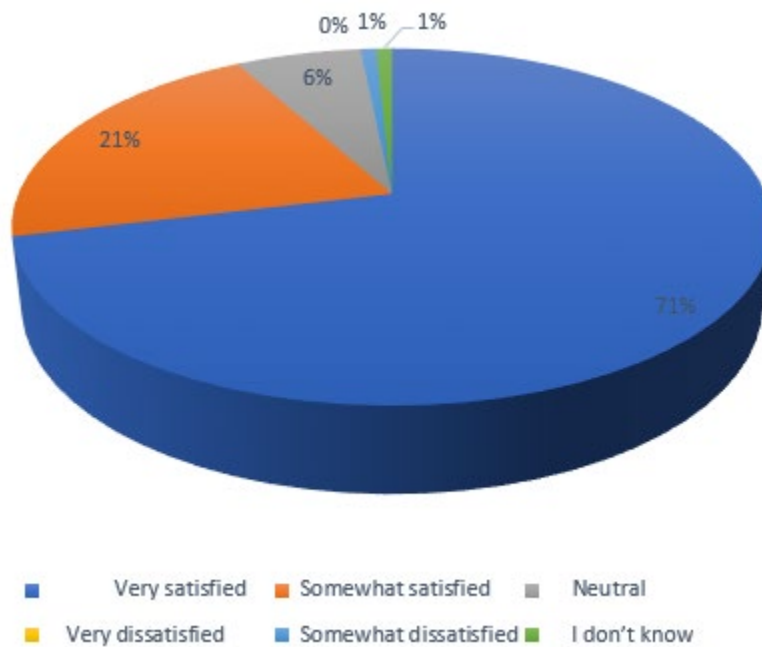


Figure 9: A pie chart representing the various percentages of level of satisfaction with the functionality and performance of digital marketing tools

The pie chart indicated that those who were very satisfied with the overall digital marketing tool's performance and functionality were 71%. Somewhat satisfied and neutral respondents constituted 21% and 6% of the sample populations respectively. The number of somewhat dissatisfied and those who did not know how to rate the digital marketing leveled as each recorded 1%. No one was very dissatisfied and therefore this recorded 0% in the pie chart.

4.2.4.2 Respondent's satisfaction on the success of the startups

Respondents were presented with question to express their level of satisfaction on company's success as a result of overall functionality and performance of the strategies used to for brand promotion. The responses were analyzed as below.

Variable	Category	Number of responses(n)
Level of satisfaction (N=125)	Very satisfied	64
	Somewhat satisfied	51
	Neutral	5
	Very dissatisfied	0
	Somewhat dissatisfied	3
	I don't know	2

Table 8: A table showing how respondents were satisfied on the success of startups due to the use of digital marketing platforms

The analysis indicated 64 of the respondents were convinced that the overall functionality and performance of company website and other tools attributed to the company's success. The overall analysis was done using a bar graph.

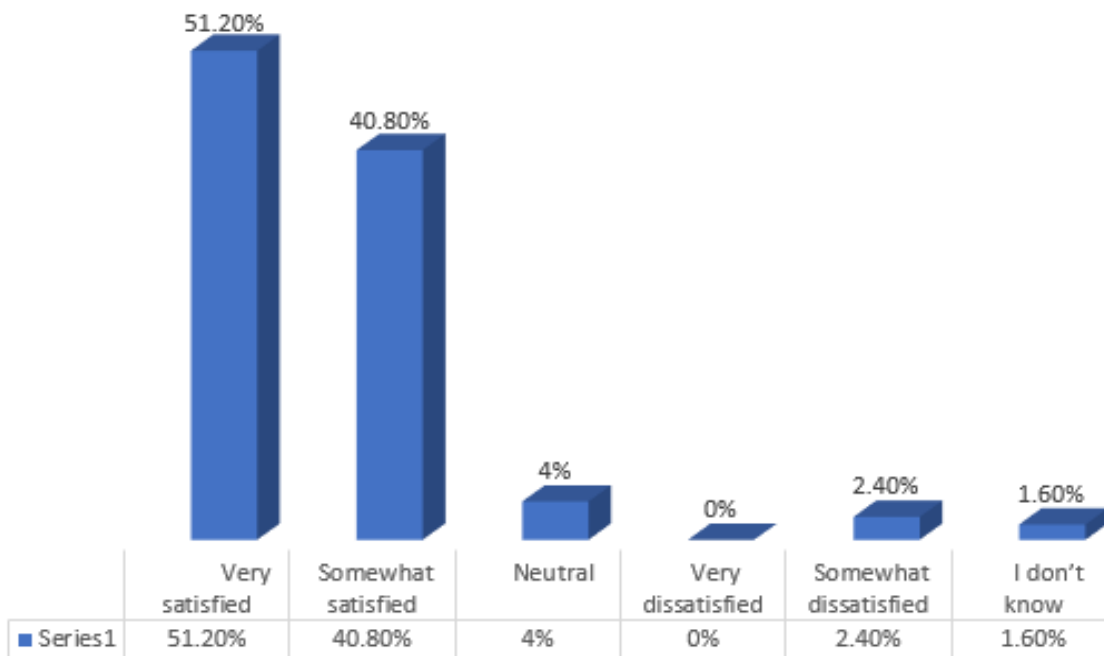


Figure 10: A bar graph showing levels of satisfaction on the success of startups

The proportion of the respondents who were very satisfied on the success of startups attributed by overall performance and functionality was 51.20%. The analysis indicated those who were not highly contented was 40.80% and neutral sample constituted 4%. A portion of 2.40% of the sample population were somewhat dissatisfied and 0% was very dissatisfied. A proportion of 1.60% of the participants interacting with the researcher did not know whether the functionality, performance and quality of the digital marketing platform attributed to the success of the website.

4.2.5 Hypothesis testing

4.2.5.1 A correlation test of hypothesis

To test and accept the hypothesis that there exists a nexus between digital marketing and the success of success of new businesses in Ireland, the researcher carried out correlation analysis.

The analysis summarized the relationship between two variables. The first variable was obtained from the data that indicated the respondent's level of satisfaction in terms of functionality, performance and quality of digital marketing platform employed by the startup. The second variable was obtained from respondent's data that indicated their level of satisfaction in the success of the startup as a result of performance, functionality and quality of the website. The data is as shown below

Satisfaction level	Digital marketing platform performance	Success of Startup
Very satisfied	89	64
Somewhat satisfied	26	51
Neutral	8	5
Very dissatisfied	0	0
Somewhat dissatisfied	1	3
I don't know	1	2

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Table 9 showing level of satisfaction between quality of digital marketing platform and the success of new business

A correlation analysis was very effective in establishing the relationship. This is because of the correlation coefficient, a number that describes the strength as well as the direction of two variables. If the number, correlation coefficient, is close to +1, then there exists a positive relationship between the two variables. If the number is close to -1, then there exists a negative relationship between the two variables. If the number is close to 0, then there exists no relationship between two variables.

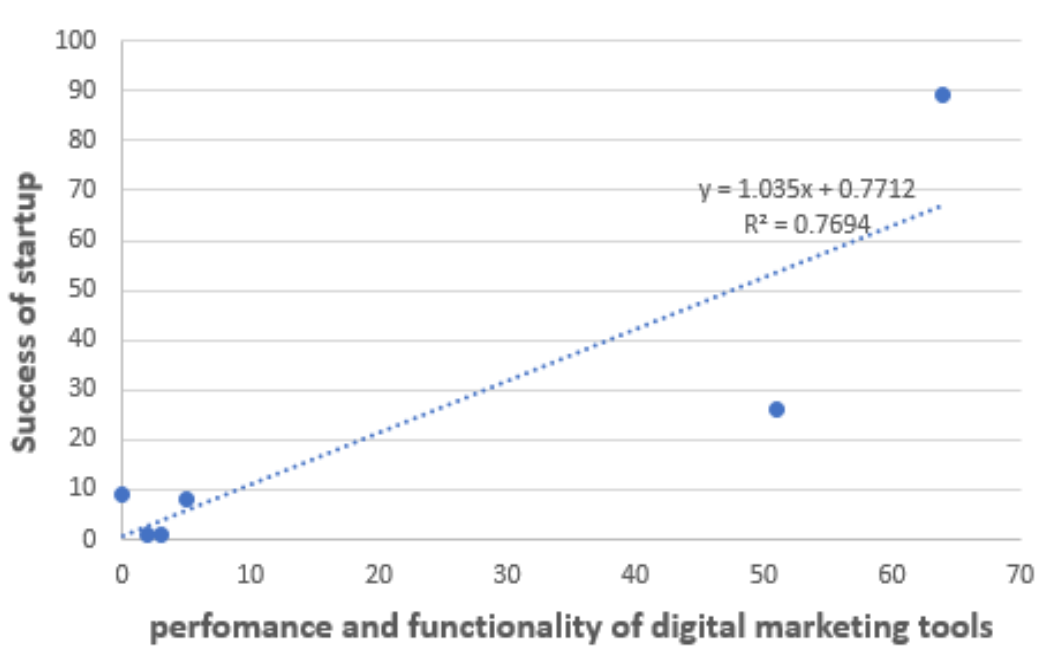


Figure 11: A correlation for the hypothesis test of there exist a nexus between digital marketing and success of new businesses in Ireland

In the correlation analysis in figure 7 above, the analytical tool calculated correlation coefficient as R squared which was 0.7694. In order to determine the coefficient correlation R, the square root of R squared was determined. This gave a value of 0. 8772. This value was close to +1 and this indicated there existed a positive correlation between performance, functionality and quality of the digital marketing platform and the success of new business. Hence the hypothesis, **there exist a nexus between digital marketing and the success of new businesses in Ireland**, was accepted.

4.2.5.2 Test of the second Hypothesis

The second Hypothesis of the research, **poorly designed digital marketing campaigns and strategies leads to poor performance of startups in Ireland**, was not statistically tested because all the respondents responded positive on similar questionnaire in the question. The question, **Do you believe poorly designed digital marketing campaigns and strategies leads to poor performance of startups in Ireland?** received a “Yes” for an answer among all the 125 respondents. The led to the conclusion that poorly designed marketing campaigns and strategies leads to poor performance of startups in Ireland and therefore the hypothesis was accepted.

4.2 Main findings

From the data analysis, there are several clear findings from the information collected from the respondents by use of the questionnaire. One of these findings is that digital marketing plays a vital role in helping startups reach consumers in local and global market environments. The findings revealed that digital marketing have given new business in Ireland access to mass markets locally, globally and both the two markets. Majority of new business have managed to use digital marketing tools to target potential customers within the businesses' geographic area in Ireland. Approximately 50.4% of new businesses based in Dublin, Cork and Galway have used digital marketing tactics to target specific local consumers who are interested in what the company offers. Out of the population of startups based in these three cities, 42.4% are able to find new markets by trading globally with the view of reaching the international marketing environment. This is a significant proportion that can be used to conclude that entrepreneurs and their digital marketing professionals have done a great job which has catapulted Irish startups to another level.

Another finding is a wide scope in using digital marketing platforms by new Irish businesses for brand promotion in Ireland. The scope ranges from social media, Search engine optimization, Email marketing, content marketing, influencer marketing, affiliate marketing, social video marketing, mobile marketing, web/market analytics, pay per click, display advertisement and virtual conferencing. However, social media is the most popular and effective marketing platform that startups have employed. The analysis indicated that social media marketing was the

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most popular digital marketing tool for new businesses, recording 21.61%. It was also the most effective preferred tool of marketing with a percentage of 45%. Other marketing platforms that followed closely were search engine optimization and email marketing, with popularity percentages of 14.90% and 13.22%, respectively. Regarding effectiveness in brand promotion for startups, web/marketing analytics took second place with 13%. In contrast, search engine optimization, email marketing, pay per click, content marketing, mobile marketing, and influencer marketing levelled with 7%.

Consumer attitude as a form of satisfaction is another finding that was taken from the data analysis. The analysis indicated that most consumers respond positively to the digital marketing tools used by the new businesses. A positive response is an indicator of satisfaction which is of paramount importance for the exponential growth of startups. Whether small or big, positive response sustains a new business and helps it grow regardless of its size. A positive response of 76% from the analysis is an indication that startups have done a significant job in winning new customers through quality and functional digital marketing platforms. The quality of the goods and services which new businesses produce is not always enough to attract potential and smart customers. However, with a blend of effective marketing strategies, customers will be happy because their increasing demands will be met, leading to a positive response. The results demonstrate that most new businesses in Ireland have focused on the performance, functionality, and quality of digital marketing tools to meet customer needs.

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Another key finding from the analysis of this data is that there is a relation between digital marketing and the success of new businesses. The findings indicate that startups use digital marketing tools to reach enormous customers. A significant population, 52.20%, was satisfied with startups' success attributed to digital marketing. The success of the startups is not limited to reaching a global marketplace. By showing a positive response, startups can create brand loyalty with their consumers. The analysis indicates that for startups to succeed, they have to employ quality and functional digital marketing platforms to create a differentiated customer experience by meeting their new expectations. Poor digital marketing campaigns and strategies within a startup lead to diminished success and might even find challenges to live in the digital era where consumer habits are constantly changing.

CHAPTER 5: DISCUSSION.

Digitalization involves integrating digital media into the operations of a firm (Wang, 2020). The key difference between digital marketing and conventional marketing lies in the medium used to market a brand. Whereas digital marketing employs digital mediums such as email, social media or even websites, traditional marketing uses traditional media like billboards, brochures, magazines and radio (Lawrence et al., 2018). The conventional marketing method does not allow direct Interaction with consumers (Tarik & Adnan,2018). Direct Interaction in business is of paramount importance as customers can get real-time responses when they send a message requesting help from a marketer. One way to expand a new business is the number of customers a startup acquires (Krizanova et al., 2019). A new business should consider improving its tactics of interacting with customers directly through proper engagement means. Many customers swiftly switch to competitors when they face a poor means of Interaction (Hunter. E, 2018). Investing in the marketing budget for a new business is equally essential as spending on the right path. Having the right market and quality products is not enough for a new business. Rather, it needs to leverage its marketing technique to reach the target audience and convert them into customers. The contribution of digital marketing comes in here when a startup acknowledges the need for effective marketing (Olson et al., 2021)

Businesses put brands in the limelight. A startup that heavily invests in its digital marketing strategies often stays far ahead of its competitors (Morzhyna et al., 2019). For new businesses to reach the levels of big brands by achieving and maintaining market dominance, they have to

implement dynamic strategies of digital marketing strategies to increase added value to customers. The demands of consumers are constantly changing, especially during the covid 19 pandemic, which has highly discouraged conventional marketing, shaping how businesses carry out their operations (Alshaketheep et al.,2020). Innovations and advancements in technologies have fostered the internet and its inbuilt features, such as search engines, that provide the best experience for customers (Semenova & Dacenko, 2021). Therefore, new businesses should move their operations online because many customers are found online to gain a competitive edge in both local and international markets (Anjum et al., 2020).

5.1 Local and Global Market reach

One of the key benefits of digital marketing is allowing businesses to trade in both local and global markets (Gielens & Steenkamp, 2019). Due to globalization and e-commerce, consumers have the capacity to access e-stores with ease from foreign countries (Goldman et al., 2021). “By targeting consumers through their smartphones, a company has the opportunity to vary its advertising message based on geographical areas, therefore fitting the local conditions” (Makrides et al., 2020, p.11). Migratory pathways to new businesses have been attributed to innovative entrepreneurs who come to Ireland (Mc Namara & Quinn, 2020). Trading in global market environment demonstrates new businesses have employed tactics of digital marketing to influence the demand of global customers (Samiee & Chirapanda, 2019). This also shows that they have analyzed the market to find out what customers want and then devised a way to reach them at global level and sell what the startups produce (Hutt, & Speh, 2021). Influencing their

demands involves instilling a universal demand to the products and services they produce, through taking advantage of the technological advancements of marketing. Consumers all over the world have not only developed an interest in their products but also buy them. A significant small population representing 7.2% of the entire population of startups have managed to trade both locally and globally. The focus of any new business is not just getting customers but getting mass customers (López García et al., 2019). It is fascinating that a significant number of startups have not overlooked vast marketplace and are capable of utilizing online presence to create a huge marketplace in both local and global level.

5.2 The scope of a wide range of available digital marketing tools

New businesses have a bright future provided they have an online presence. Marketing is changing rapidly entrepreneurs who fail to utilize the wide range of online marketing tools in business will be at disadvantage due to price, distribution and promotion changes over the internet (Bala & Verma, 2018).). Entrepreneurs and digital marketers have to be innovative and creative in leveraging the current trades of marketing to take new business to the next level.

Social media is one of the most versatile marketing platforms, which is cost-effective, allowing small businesses to effectively reach target customers and boost their sales. This is why most startups are using the marketing strategy to create and increase brand awareness. Social media users will easily recognize a startup with a magnificent brand presence on social media, which is a huge benefit (Li et al., 2021). This could be attributed by the increasing number of internet users due to high availability of smartphones that can access internet services (Sahai et al., 2018).

The various social media networks are open to everyone which gives startups a chance to follow consumers and potential customers (Bizhanova et al., 2019). Through the mechanisms of following consumers, startups are able to be more informed about the customers they are targeting, they clearly understand likes, dislikes as well what interests the customers. With this, it is possible for the new businesses to use social media in creating an effective marketing strategy which can attract customers who use social media networks (Soegoto & Utomo, 2019). This attributes its popularity and effectiveness among the Irish startups.

Search engine optimization is another excellent tool used by startups in their websites. This is as results of its feature to maximize the number of visitors within a company website to ensure it ranks high in the search results (Iskandar & Komara, 2018). With this feature new businesses can improve their company website to increase its appearance in scenarios where internet users search for brands related to what the startup produces in search engines search as Google and Bing. Email marketing, which involves sending commercial messages typically to customers via email, is also used by startups to promote their products and services. Mot customers have email accounts and the startups are in position to use the emails for sending advertisement of their products (Zhang et al.,2017). Content marketing allows marketers to create a material such as a video or social media post and share it online, interesting potential customers thus promoting the brand for new businesses (Wang & Chan-Olmsted, 2020).

Influencer marketing and Web/ market analytics are also popular digital marketing tools. Some experts have knowledge and social influence and they can be used as endorsements by new

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businesses for their brand promotion through influencer marketing (Campbell & Farrell, 2020). Startups collect, analyze and report internet data with the view of understanding how web is used. The main objective is to understand those who use a website, how they behave and some of their activities (Kirsh & Joy, 2020). New businesses have leveraged mobile marketing to reach customers on their smartphones, featurephones and other related mobile gadgets by sending emails, MMs, SMS and other services for promoting brands. Affiliate marketing is an essential marketing strategy for startups that lack a website (Dwivedi et al., 2017). It involves startups paying digital marketing agencies commission for the sales that are generated from the agencies 'website. Social media marketing, where a video is created for marketing within the social media, increases audience engagement. The video can be distributed through a media network, social media, blogs and paid ads (Jacobson et al., 2010). Startups use virtual conference to achieve objectives of selling without physical and face to face meetings. Display advertising uses graphics on websites or social media in the form of a text, flash, image, audio or video to deliver message of a brand to the visitors of the site (Ištvanic et al., 2017).

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

This study research aimed to evaluate the scope of digital marketing for new business promotion in Ireland. One of the core objectives of every small business is to expand its market size by winning new customers and maintaining a long-lasting relationship with them. This explicitly defines what marketing in business is, as it is viewed as a mechanism to advertise, sell and deliver products and services to consumers. Marketing has been perceived as an investment in promoting business brands of startups because it plays a vital role in advertising an organization's mission. For new businesses to stand out in the competitive environment, they have to invest in their marketing strategies. In recent decades, marketing and technological advancements have become inseparable especially reaching new business locally and globally. The innovative tools of digital marketing have revolutionized the strategies used by companies. These tools have shaped how new businesses carry marketing, which has witnessed a shift from magazines, magazines, and billboards to online by embracing digital marketing tools. As a result, businesses have also moved online, where they can trace potential customers. Gaining a competitive edge prompts a new business to understand the importance and objectives of digital marketing tools.

Irish startups, especially in three cities, Dublin, Cork, and Galway are no exception as they have witnessed a drastic change over the past decades. One of the major changes in this transformation is adopting digital marketing tools to reach customers who have also gone digital, changing their wants, needs, and demands. Innovations in technology have increasingly

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transformed how new businesses carry out their marketing strategies in Ireland, forcing entrepreneurs and marketers to comply with the dynamic world. The marketing environment has become digital not only at the local market level but an international marketplace. Irish startups use a wide range of digital marketing tools making the country a European tech startup center, especially in Dublin, the Irish capital. Cork and Galway. The research study findings established that some of these digital marketing tools include social media, search engine optimization, Email marketing, Pay-per-click (PPC), content marketing, Wen/market analytics, affiliate marketing, influencer marketing, and social video marketing, display advertising, and virtual conferences. Social media marketing has been the common digital marketing used by startups to reach many customers, building awareness of the new business to the customer base. Many people can access social media networks; it's open to all, allowing new businesses to follow their potential customers. Entrepreneurs and marketers are more informed about what their target customers like, dislike, and interests them, allowing them to advertise to attract potential buyers and target audiences effectively.

Nowadays, new businesses in Ireland majorly thrive in online presence. Through technological advancements, entrepreneurs of new businesses can learn building, scale, and sustaining startups' brand reputation across the various platforms of digital marketing. Through correlation analysis, the research has established a positive relationship between digital marketing and the success of startups. The success of a startup depends on its marketing strategy. The quality, performance, and functionality of business websites and other digital marketing platforms play a vital role in

managing customer relationships, leading to its potential to uncover new marketing opportunities. Investing in the right digital marketing tool makes startups cost-effectively reach an enormous audience. It also helps understand the company's target audience, allowing the startup owner and markers to build brand loyalty with their consumers. Digital marketing has also given Irish startups to trade in local and global marketing environments. It is fascinating those startups have not overlooked the vast marketplace in both local and global environments but rather have utilized online presence in developing a huge market. Whereas most startups build markets by reaching locally at the company's geographic area, a significant number of trades in the global market by taking advantage of innovative tools offered by technological advancements. A significantly smaller population has leveraged digital marketing to create markets in both local and global markets, taking their business to the next level. New businesses in Ireland have taken advantage of this blend of digital marketing tools to gain a competitive edge in local and international market environments.

Limitations of the study and recommendation for future research

One of the main limitations of the research is that only one main method of primary data collection has been used. Other methods of collecting first-hand data were affected by mitigation measures put in place to combat the further spread of the dreadful covid-19 pandemic. This includes effective data collection methods such as observation and uses interviews. The questionnaire method of data collection presents itself with some limitations, and it cannot account for maximum reliability and effectiveness. It can lead to respondents giving dishonest

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answers and unanswered questions; respondents can read and interpret data differently, leading to a lack of personalization between research and respondents.

Moreover, this research used a sample size of 125 respondents selected from startups and digital marketing agencies based in just three cities, Dublin, Cork, and Galway. The target population of startups in Ireland makes it impractical to collect information from the entire population. This necessitated the need to select a subset that represented the target population to analyze and generalize findings, making it possible to draw general conclusions. The main challenge in this sample is raising concerns about genializing the findings of the sample, which may lead to misleading conclusions. Selecting the perfect sample is also a difficult task because it can lead to biasness and on some occasions, some respondents declined the invitation requesting them to participate in filling the research questionnaire.

Further, the research was carried at the time of the corona virus pandemic. The Irish Government's mitigation measures severely affected the various data collection methods that would have attributed to a better-quality research. Prohibiting non-essential trips to prevent the further spread of the dreadful coronavirus discouraged face-to-face data collection methods. This includes interviews, focus group discussions, and observation to collect more accurate and reliable data.

Additionally, the time factor was another limitation for this research. The endeavors of the research were done simultaneously with other forms of academic activities. This resulted in

cutting down the time that was devoted to carrying out the research. This further limit the amount of data that could have been collected for the analysis of this research.

Recommendation for future research

This research study covers a wide scope area of the Irish digital marketing landscape for new businesses. Digital marketing encompasses a wide range of tools such as social media, Search engine optimization, content marketing, affiliate marketing, influencer marketing, and other digital marketing tools as covered by this research. Studying and conducting an in-depth analysis for all of them in single research might be impractical due to their massive marketing environment. Therefore, one recommendation of the future is selecting a single tool of digital marketing that has gained significant popularity due to its ability to reach enormous target customers. A perfect example of this tool can be social media marketing which has become one of the most marketing tools, providing incredible benefits such as reaching millions of consumers globally. With this high level of popularity and incredible benefits, social media marketing in startups has possible implications for future research.

The second recommendation of future research is that it incorporates a wide range of research methods. Multiple research methods can produce better research because one method can collect data that cannot be collected by another effectively. Integrating several research methods produces more robust and compelling results than using a single method. Improvements in future

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research can be made by employing a blend of data collection methods like observation, interviews as well as focus group discussions.

In addition, the future on the related area should consider using a relatively large sample size.

This will be vital for the research because a significantly large size of sample population increases accuracy. After all, it provides a relatively smaller margin of error. Large sample size also effectively represents the entire target population.

Lastly, future research on related topics should be allocated more time. More time will allow the researcher to focus on the work, contributing to better research productivity. The research should also be done simultaneously with relatively fewer academic activities, which may act as distractors. This will also minimize the factors capable of draining the research time, likely resulting in procrastination and thus increasing research productivity.

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Appendices

Appendix 1

CONSENT FOR TAKING PART IN THE RESEARCH QUESTIONNARE

Hello and welcome to this survey! This is a research study and it is my pleasure to invite you to participate in the survey which purposes to collect data as part of a dissertation project. You will be required to fill a short questionnaire that aims to evaluate the scope of digital marketing for new business promotion in Ireland. **Your confidentiality and individual privacy regarding the responses you give will be maintained in the research analysis and all published materials.**

When reporting in the research analysis phase, you will be identified by a pseudonym and not real name or any other information likely to reveal your identity. It is only the researcher who will access the data collected in this survey.

This research study seeks to abide to all the country's common recognized ethical codes.

Therefore, before you begin, kindly take your few minutes real the below consent for participating in the research study. You agree to participate by voluntarily expressing your acceptance.

Research Title: **Evaluating the scope of Digital Marketing for new business Promotion in Ireland**

- I.....voluntarily accept to participate in Evaluating the Scope of digital marketing for new business promotion in Ireland Research.

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- I understand that participation in this research involves responding to question related to the scope of digital marketing in Ireland for new businesses.
- I fully understand that despite agreeing to participate in the research, I can withdraw without any form of consequences at the event of failing to answer the questions.
- I fully understand that the information I will give in this research will be treated with confidentiality.
- I understand that the nature of the research can be explained to me through writing and I can ask questions regarding the study.
- I am fully aware that I will not benefit directly from my initiative to voluntarily participate in this research.
- I understand that in any generated report from the analysis of the findings of this study my identity will have to remain anonymous. This will be made possible through changing my name and disguising any information that may expose my identity.
- I understand that extracts from my responses will be disguised and quoted in the final dissertation report.
- I understand that I have the freedom to contact the researcher of this study for further clarifications

Date of participation.....

Appendix 2

QUESTIONS

PART I: Introduction and Background.

Q1. When was your business founded?

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Q2. How many employees work at your company currently?

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PART II: Type and Scope of the business

Q1. What is the nature of your business? i.e. What products and services does your company provide?

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Q2. Who are your audience/ clients/customers?

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Q3. Does your company sell its products in the local market or Global market?

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PART III: Digital Marketing tools

Q1. What are the marketing tools used by your company to market its products and services?

(a)social media (b) Search Engine optimization (c) Email Marketing (d) Pay-per-Click (PPC) (e) Content marketing (f) Mobile marketing (g) Web/Marketing analytics (h) Affiliate Marketing (i) Influencer Marketing (j) Social Video Marketing (k)Other, specify.....

Q2. Which of the tools used is more effective?

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Q3. Do you believe that Digital marketing is more beneficial to your company than traditional marketing?

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PART IV: Impacts of Digital Marketing and Customers' attitude towards digital marketing

Q1. Has the company opened new markets by creating new customers through brand promotion?

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Q2. Do consumers respond positively to the company’s digital marketing strategies satisfied as an indication of their satisfaction?

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Q3. Has the ever-growing use of social media and networking sites in Ireland positively impacted the strategies of digital marketing to promote the company brands?

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PART V: Challenges of Digital marketing in new business promotion

Q1. What are the biggest challenges or limitations to Digital marketing your company faces?

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Q2. How do you overcome the challenges and limitations shared in (Q1). above?

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**PART VI: Nexus between effectiveness of Digital Marketing and the success of new business
in Ireland. (Tick Where applicable)**

Q1. At what extend are you satisfied with overall functionality, performance, look and quality of your website and other digital marketing tools employed in your company?

- a) Very satisfied
- b) Somewhat satisfied
- c) Neutral
- d) Very dissatisfied
- e) Somewhat dissatisfied
- f) I don't know

Q2. How are you satisfied with the look, functionality, performance and the quality of the website towards the general success of the company?

- a) Very satisfied
- b) Somewhat satisfied

- c) Neutral
- d) Very dissatisfied
- e) Somewhat dissatisfied
- f) I don't know

Q3. Do you believe poorly designed digital marketing campaigns and strategies leads to poor performance of startups in Ireland?

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PART VII: Company's Response towards Covid-19 Pandemic

Q1. What resources have helped your business to be more resilient during the covid-19 pandemic?

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Q2. Is there any form of funding your company received from Enterprise Ireland as financial support for Covid-19?

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Q3. Has covid-19 pandemic reinforced usage of digital marketing tools in your company to reach customers at the comfort of their homes?

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Thank you for your participation in this research study. I appreciate your feedback and your time in completing this Digital marketing online survey. I greatly value your voluntary and willingness in sharing this information which will help us in our research analysis. For any concerns or questions, kindly do not hesitate to contact me for assistance. Again, many thanks for your time and sacrifice in making this research study quite successful.