

**ASCERTAINING THE IMPACT OF SOCIAL MEDIA  
MARKETING ON SMES BRAND AWARENESS IN IRELAND:  
CASE STUDIES OF JOHNSTON MOONEY & OBRIEN AND  
GLENISK**

**BY**

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## Abstract

Social media marketing is an invaluable digital marketing tool that not only increases awareness and sales but is also a connecting rod to higher business engagements.

The study aimed at ascertaining the impact of social media marketing on SMEs brand awareness in Ireland, using Johnston Mooney & O'Brien and Glenisk as case studies.

The data used in justifying the objectives of the study was gotten through primary means of an online survey. The data sourced from the respondents were analysed quantitatively using descriptive statistics. The values of the mean and standard deviation were used for interpretation.

The average or mean values of the variables were set at the benchmark of 3.0, while the standard deviation value was pegged at the benchmark of 1.5.

Any of the average values above the benchmark was presumed significant in providing an explanation to the identified research objectives, and any of the values for the standard deviation below the benchmark was presumed not to have a wide deviation from the mean values of the variables.

The outcome of the descriptive statistics revealed that all the variables were positive and significant in explaining the objectives.

Even the test of hypotheses carried out with the help of the Chi-Square statistical technique affirmed the outcome of the descriptive statistics as  $X^2_{cal} > X^2_{tab}$  for the various hypotheses tested in the research work is in the following magnitude:  $14.82 > 9.49$ ;  $58.067 > 18.31$ ;  $104.89 > 18.31$ ;  $19.66 > 12.59$  and  $18.56 > 12.59$ .

The main findings of the study revealed that social media marketing has a significant impact on brand awareness of Irish food processing firms: increasing the knowledge of a brand, endearing buyers to patronise a brand, etc. are some of the objectives behind the use of social media marketing.

Digital marketing methods and tools are significantly useful for the creation of SME brand awareness in Ireland. There are significant benefits of using social media marketing platforms for the development of brand awareness in Ireland. And lastly, there are significant challenges associated with social media marketing in creating brand awareness in Ireland.

Given these findings, it was recommended that food processing firms should stick to social media platforms for brand awareness creation, and they should invest heavily in social media to constantly improve marketing outcomes.

**Keywords:** Social Media Marketing, Brand Awareness, SMEs, Johnston Mooney & O'Brien, Glenisk.

## Submission of Thesis and Dissertation

National College of Ireland

Research Students Declaration Form

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Degree for which thesis is submitted: Masters of International Business

Title of Thesis: Ascertaining the Impact of Social Media Marketing on SMEs Brand Awareness in Ireland

Performance: A case study of Johnston Mooney & Obrien and Glenisk

Date: AUGUST 6<sup>th</sup> 2021

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## **DEDICATION**

The work is wholly dedicated to the Almighty God for unending sustenance and to my loving parents whose prayers and support are inestimable.

## **ACKNOWLEDGEMENT**

Research of this magnitude could not have been realised without the unreserved support of people around me. I am eternally grateful to them all.

I express my profound gratitude to my never-low-standard supervisor Lynda McElherron, whose constructive criticism and guidance made this study an invaluable document.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

The widespread digitalization in our modern world today requires all levels of business to employ the strategy of social media for creating brand awareness (Yadav, 2018).

The broad relevance of social media is anchored on information sharing through interaction among people. Broadcast messages can be personalized and swiftly updated to keep target buyer personas informed with the latest trend of the ever-changing dynamics of a company's brand.

According to Yadav (2018), several types of research have been conducted suggesting that consumers spend more than an hour daily on digital media platforms, mainly social media.

To this extent, social media plays a significant role in the decision of consumers to subscribe to a particular brand.

The strategy of social media in creating brand awareness plays a significant role in the success of SMEs all over the world today, where Ireland is not an exception.

According to the assertion of Oztamur & Karakadilar (2014), social media has the power to make or break a brand, sequel to how strategies of social media are developed and executed.

The social media touch to a brand not only increases awareness and sales but is also a connecting rod to higher business engagement levels, thus an easier execution of digital marketing strategy.

The workability of the social media platforms for brand awareness creation lies in their ability to give a sense of assurance to prospective customers, detailing them the benefits inherent in a particular product.

The features of social media platforms support interactions among people. For example, if the marketing department of a business outfit posts a product on Facebook commenting on the quality of its brand, comments from a boundless audience will be attracted.

Similarly, if a tweet is made about the quality of a brand, reactions from people across the globe will be attracted.

In the same vein, if you post a picture of a brand on Instagram, it will generate reactions from people out there in society. Therefore, you cannot overstretch the usefulness of social media platforms in creating brand awareness.

Bettiol et al. (2012) established that the first line of action in all branding strategies is, to begin with creating and building brand awareness.

That is because social media enhances the reach of the target audiences and helps potential customers become acquainted with a product and service faster than traditional media could.

Similarly, the social media platform is less costly than the traditional medium of creating brand awareness in the mind of customers.

The aspect of cost-effectiveness is very critical to SME businesses since their marketing budgets are highly frugal, necessitating the need for prudent use of limited resources at their disposal (Hitt, et al., 2013).

The fact that traditional marketing media such as print or digital ads, postcard mailers, and etcetera are expensive is not new to SMEs in Ireland.

Although, Newman (2013) contends that the roles played by traditional marketing media are significant for the creation of brand awareness, Alabdulkarim, (2017) unequivocally argued that social media can be used to achieve the desired level of brand awareness faster and cheaper relative to what traditional marketing media can offer.

Given this contention, Agnihotri et al. (2016) noted that a good customer's post on a platform like Facebook about the quality and benefits of a brand can be more convincing to potential customers than an ad placement on traditional marketing media.

As captured in the empirical analysis of Yadav (2018), 71% of customers with massive social media experience about a brand have high tendencies of recommending the brand to others.

On a more serious note, social media is a good platform to showcase and discuss brand identity. The rate of success recorded with the use of social media platforms varies across sites. Nevertheless, the end goal of using social media platforms by business establishments is to create brand awareness.

Small Medium Enterprises in Ireland can build effective communities of the brand knowledge network. Hence, for SMEs in Ireland and other parts of the world to remain attractive and convincing to new customers, there is a need for the active use of social media to drive targets.

According to Ashley & Tuten (2015), the pertinence of social media is not limited to marketing opportunities alone but effective and efficient services customers can receive.

Therefore, through applying several social media platforms to create brand awareness, business establishments monitor the perception and opinions of customers relative to a brand.

These perceptions and opinions are in the form of feedback, and social media have the enabling features that support business establishments to quickly respond to feedback with ease (Isokangas & Kankkunen, 2011).

To this extent, this study analyses social media marketing, whether it matters in SMEs brand awareness, a case of selected Ireland food processing firms.

## **1.2 Statement of Problem**

The Ireland food processing industry harbours lots of SMEs with different kinds of brands that need to be pushed into the market.

Conventionally, before the emergence of social media platforms, SMEs in Ireland resort to the traditional channels of marketing such as radio, television, billboards, flyers, newspapers, and etcetera., albeit, since the emergence of the social media platforms, it has proved to be cost-effective options for businesses to adopt for creating brand awareness.

The platform of social media has the advantage of reaching far greater buyer personas within the shortest time across boundary-less regions of the world.

However, despite the inherent benefits of the platform of social media in creating brand awareness, a search through literature shows that only a few studies conducted have focused on social media marketing in Ireland, especially as it relates to SMEs.

These studies on social media in Ireland have focused on social media adoption by SMEs, social media's role on higher education, framework on social media marketing, social media and customer engagement.

A limited number of empirical works have been written on how social media marketing improves organizational brand awareness.

Because of this, the study is poised to establish an empirical analysis of the relationship between social media marketing and Ireland SMEs brand awareness creation with the view of contributing to literature in the identified gap.

### **1.3 Research Questions**

1. What is the impact of social media marketing on SMEs brand awareness in Ireland?
2. What is the range of objectives behind the use of social media marketing in Ireland?
3. What are digital marketing methods and tools useful for the creation of SME brand awareness in Ireland?
4. What are the benefits of using social media marketing platforms for the development of brand awareness?
5. What challenges are associated with social media marketing in creating brand awareness in Ireland?

### **1.4 Research Objectives**

The study will provide answers to the following research questions:

The research objectives are fulfilled through the provision of answers to the research questions raised above.

Albeit, the general objective of the study is to ascertain whether social media marketing matters in SME brand awareness, in the case of Irish food processing firms.

The specific objectives are to:

1. Examine the level of impact of social media marketing on SMEs brand awareness in Ireland.
2. Ascertain the range of objectives behind the use of social media marketing in Ireland.
3. Find out how digital marketing methods and tools are necessary for creating SMEs brand awareness in Ireland.

4. Determine the benefits of using social media marketing platforms for the development of brand awareness in Ireland.
5. Find out the challenges associated with social media marketing in creating brand awareness in Ireland.

### **1.5 Hypotheses of the Study**

The following hypotheses are tested for valid decision making:

- H<sub>01</sub>: Social media marketing does not have a significant impact on brand awareness of Irish food processing firms.
- H<sub>02</sub>: There is no significant range of objectives behind the use of social media marketing in Ireland.
- H<sub>03</sub>: Digital marketing methods and tools are not significantly essential for creating SME brand awareness in Ireland.
- H<sub>04</sub>: There are no significant benefits of using social media marketing platforms for developing brand awareness in Ireland.
- H<sub>05</sub>: There are no significant challenges associated with social media marketing in creating brand awareness in Ireland

### **1.6 Significance of the Study**

The outcome of the research would be significantly essential to Small Medium Enterprises across the countries of the world, more importantly, to SMEs with a speciality in food processing within Ireland.

The findings of the study would reveal the relevance of social media marketing to Irish food processing firms in enhancing the spread of brand awareness across the boundless territory.

Similarly, the study will reveal practical ways through which brand awareness is created using the tool of social media while at the same time identify various benefits Irish food processing firms can gain from the use of social media platforms for the development of brand awareness.

The study and its findings would also be useful to the marketing department of business establishments as the research is a comprehensive and complete package of the usefulness of social media platforms for creating brand awareness across the globe.

It would be useful to marketers in the re-evaluation of the marketing budget of business organizations to make choices between the traditional marketing options and the social media or the dynamic combination of the two methods of brand awareness creation to achieve identified goals and objectives.

Therefore, this study is a veritable tool that can guide businesses as regards the choice of marketing decisions to make.

In the same vein, the study and its findings would be pertinent to the academic environment. The reason for this is not far-fetched. The outcome of the research would be the bedrock to scholars who would be interested in researching a topic of similar scope in the future.

Similarly, students would appreciate this study's findings because it will be a massive intellectual resource for further progressive academic endeavours and quests.

It would add to the already existing literature through the development of new theories relative to the topic under consideration.

The study is also significant due to the simple reason that it is one of the requirements for the award of academic degrees in higher institutions of learning in Ireland.

## **1.7 Scope of the Study**

The main focus of the study is to give the analyses of social media marketing, ascertaining whether it matters in SMEs brand awareness, a case of selected Ireland food processing firms.

The study would lend credence to empirical analyses carried out in other parts of the world with the view of exploring valid ideas established relative to the topic under consideration.

However, quantitative data for the study's analysis shall strictly be respondents from Irish food processing firms.

The study will account for how social media marketing has been able to help food processing firms in Ireland to create brand awareness while at the same time various methods and tools of the social media marketing that have been employed for brand awareness creation would be unleashed.

In the same vein, the study would make effort to identify benefits inherent in the employment of social media marketing platforms for creating awareness in

Ireland. The scopes recognized above constitute the boundary upon which this study would operate.

## **1.8 Limitations of the Study**

The study analyses social media marketing whether it matters in SMEs brand awareness, a case of selected Ireland food processing firms. In the course of the study, some challenges were encountered.

Firstly, the study found it challenging to determine the most appropriate metrics for measuring the level of impact of social media marketing on SMEs brand awareness in Ireland.

To this extent, the study faced the challenge of valid and convincing data to capture the variables identified in the research objectives. The reason for this challenge is attributed to the fact that some variables captured in the objectives would have been better analysed had they been subjectively captured relative to individual respondent's perception and understanding.

In the same vein, during the analyses of the study, the researcher faced the problem of having access to relevant academic materials that would have made the study a robust one. Some of the materials were out of reach of the author.

Some herculean processes were required, which was a constraint to the smooth operation of the research exercise.

The research work is an academic exercise with a limited time frame for submission. Had it not been academic, ample time would have been needful for more thorough and impactful research on the analyses of social media marketing and brand awareness creation, a case of Irish food processing firms.

## **1.9 Synopsis of the Chapters**

The thesis comprises five chapters, a bibliography and appendices.

Chapter one is composed of an introduction, background to the study, statement of the problem, research questions, objectives of the study, research hypotheses, significance of the study, the scope of the study, limitation of the study, and the synopsis of the chapters.

Chapter two is an extensive review of literature where conceptual, theoretical and empirical literature is dynamically fused, and the gaps in the literature are identified.

Chapter three critically reviews the methodology where the onion research method was used to guide the study's method of data analysis.

Similarly, the Chi-Square statistical tool was employed for the test of various hypotheses identified for valid decision making.

Chapter four captures data presentation and analysis, and chapter five is a discussion of results and chapter six is a summary of findings, recommendations and conclusion of the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

According to Dilhan & Ibrahim (2014), social media marketing is the use of online social platforms and websites for the promotion of companies products or services.

Similarly, Ezeife (2017) conceptualized social media marketing as the employment of the platforms of the online social media to connect with the target audiences to build brand awareness, increase growth in sales volume and improve drive in website traffic.

In the opinion of Agnihotri (2016), social media marketing entails the publishing of content on social media profiles, listening and engaging followers, analyzing results and running social media advertisements of products and services with the ultimate aim of improving brand awareness and patronage.

In line with the definitions above, social media marketing is the different online platforms through which online information about particular products or services are created, initiated, and circulated, thus creating awareness of such products and services.

On the other hand, branding, according to Marion (2015), entails the experiences of customers represented through the collection of images and ideas.

In many instances, branding captures symbols like a company's logo, name, slogan and design scheme.

To Alabdulkarim (2017), the branding process begins in the minds of both consumers and various companies.

On one side, branding is identified and recognised by many persons specifically a situation whereby many companies produce similar products and services.

In the same vein, branding is a tool that aids companies build a good reputation and quality assurance in the minds of customers.

Business establishments appreciate the concept of branding because it creates strong product and service likeness in the minds of customers thereby reducing uncertainties and aids profitability.

Given the importance of building a successful brand, business establishments must create a uniquely known brand association in the various industry (Kimbarovsky, 2021).

Having been acquainted with the concepts of social media marketing and branding, the research makes progress to unravel other literature peculiar to the topic under consideration.

## **2.2 The Concept of Social Media**

The emergence and development of the internet in the last decade saw the surge of varieties of tools and strategies for communication (Arogyaswamy, 2017).

One of the tools is the social media platform which, according to Baker (2016), is the future of communication that enhances information sharing.

Social media platforms came with veritable features that aid fluid transfers of texts, photos, audio contents, video contents and other sorts of information among the users of internet facilities.

Lending credence from the empirical assertion of Johnson (2021), more than two-thirds of the global internet user's visitation is made to the internet daily.

Practically most Smartphone users at a large chunk of time are busy with their phones irrespective of the place they found themselves. Even in the subway, bus or at their place of comfort, smart phone users access information on Facebook, Twitter and other social platforms.

According to Ashley & Tuten (2015), the advent of social media is traced to a decade ago with LinkedIn when it was launched in 2003. This was followed by the emergence of MySpace and Facebook a year after, precisely in 2004. Subsequently, YouTube and Twitter followed suit in 2005 and 2006 respectively.

These online platforms recorded tremendous growth in billions of users across the globe. As a fact, Facebook alone, as of 2011, had a growth figure of over 500 million users, Twitter has over 175 million users, LinkedIn has more than 90 million users, and MySpace has over 57 million users (Yahaya & Ayodeji, 2019).

As captured in the works of Barreto (2015), the various ecosystems of social media sites are available with different degrees in scope and functionality modelled to suit the choice of different consumers.

The social media platforms are social networking sites such as Myspaces, Facebook, Faceparty, and etcetera, while platforms such as Apple.com, are modelled to suit company-sponsored websites (Shamil, 2021).

With the advent of social media platforms, consumers are at the helm having greater control over information accessibility, while at the same time have undivided command over media consumption than before now (Beck et al., 2015). Hence the shift in power as regards controlling information disseminated to the consumers gives consumers privileges to rely on one another to share the vast array of information on social media platforms.

### **2.3 Comparative Analysis of Social Media and the Traditional Media**

The principles of integrated marketing communications were employed by marketers during the era of traditional marketing to create awareness of certain products and services to the target audience.

As established by Brown et al. (2007), integrated marketing communications is not limited to the activities of the promotional mix of advertising, individual selling, relations with the public, direct market sales and sales promotion but encompasses a unique strategy through which customers are made aware of pertinent unique information of an enterprise.

Most media theories have the assumption that traditional media has the singular power through which information is disseminated and hence, influences the opinions of the members of the public; albeit, the era of social media bypasses such traditional media engaging like-minded individuals into discussions of interest.

The shift of ownership media supply monopoly from the limited content offering akin to the traditional media to a long tail niche and personalized media form as captured by Cabras & Bamforth (2016), makes it insightful to reconsider the effect of social influence within the purview of traditional media power.

A good level of popularity has been gained by social media for the past few years resulting in the continuous decline of the traditional media both in popularity and business-wise.

As argued by Chou & Hsu (2016), series of challenges have the principles of integrated marketing communications were employed by marketers during the era of traditional marketing to create awareness of certain products and services to the target audience.

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A good level of popularity has been gained by social media for the past few years resulting in the continuous decline of the traditional media both in popularity and business-wise.

As argued by Chou & Hsu (2016), series of challenges have been faced by mainstream media channels recently due to a decline in profit and ultimately faced with closures.

Palmer and Lewis draw a correlation between the performances of these traditional channels with the emergence of social media, noting that social media aids marketing and brand management.

With the fluctuations in the economic cycle around the globe coupled with the competitive and unfriendly economic business environment, business establishments have been meticulous with their budget more especially advertising budget shifting attention to online channels and strategies (Clark & Melancon, 2014).

The assertion of Chouhury & Harrigan (2014) revealed that many business organizations are gradually turning attention from the traditional media channels to online strategies of advertisement with a specific focus on the prioritization of customers satisfaction.

On a more serious note, buyers in the modern day are tech-savvy and social media maniacs.

Similarly, it is widely acknowledged that nowadays consumers are becoming averse to traditional platforms of advertisement such as print media, radio, television, etc. Hence, they are relentlessly devising options for self-determination of their level of exposure to mass media.

Given this, consumers, according to Chou & Hsu (2016), demonstrate affinity towards access to information on a timely basis and when necessary in line with the perceived need without compromising their convenience and comfort.

To this extent, empirical analysis from Dehghami et al. (2016) and Dessart et al. (2015) assert that business establishments are greatly trending away from traditional media to social media as each day passes by been faced by mainstream media channels recent due to a decline in profit and ultimately faced with closures. Palmer and Lewis draw a correlation between the performances of these traditional channels with the emergence of social media noting that social media aids marketing and brand management.

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To this extent, empirical analysis from Dehghami et al. (2016), and Dessart et al. (2015) assert that business establishments are greatly trending away from traditional media to social media as each day passes by.

## 2.4 Relationship between Social Media and Marketing

According to Durkin & McGowan (2013), social media marketing entails the complete adoption of a new means or strategies of communicating with a target audience in a digital environment.

With this, the popularity of social media sites presents marketing strategies to many business organizations.

The emergence and adoption of social media in the business world has been beneficial to businesses across all front.

As debugged in Pradiptarini (2011), Burson- Marsteller conducted a study which showed that 86% of the 100 largest business organizations listed on the Fortune 500 make use of at least one social media platform for marketing their respective products or services where the identified social media platforms are Facebook, Twitter, YouTube or blogs.

Similarly, the study revealed that 28% of the study population employ these four social media sites: 65% use Twitter alone, making Twitter the most popular social media platform used among business establishments (Burston-Marsteller, 2010).

In a report given by the social media marketing industry, up to 64% of marketers use more than 5 hours weekly perusing the different social media platforms. The report also captured 39% to spend 10 hours or more per week (Stelzner, 2021).

Elena (2016) established that social media marketing is the appropriate channel marketers can employ to get potential customers attention. As further contended by Elena, social media marketing enhances and sustains a good deal of relationships among companies and customers.

To this extent, Fine et al. (2017) states that social media marketing is the right channel for market expansion to new customers traditionally not reached ab-initio.

The statistics given above reveal that both small and multinational firms are increasingly becoming active in social media, a remote reason for emerging social media sites as new brand promotion platforms.

Recent research from Fondevila-Gascon (2016) establishes that man lives in the digital age. Therefore, marketing managers need to critically evaluate the opinions of consumers using information from social media platforms.

The following points illustrate the influence of the interactions of customers' roles in developing social media processes and executing online marketing strategies:

(1) Marketing managers have to come to terms with the reality that massive information regarding products is discussed on the social media platform by customers.

Given this, Fulgoni & Lipsman (2014) mentioned that the internet is massively becoming media for consumer communications. The tool of the internet is a vital source of media both in the workplace and at home.

The number of internet users in Ireland is well above 60% of all Irish consumers, where close to half of the Irish access local news through mobile devices, and 46% of the Irish get online news at least 3 times per week.

(2) The rising trend of consumers shifting focus away from the traditional mix of promotion such as advertising, shows the influence of customers interaction on the development of social media processes.

Geraghty & Conway (2016) established that customers perceive social media as the most trusted source through which reliable information about a particular product or service is got than the traditional means of communication.

(3) Managers used to exerting influence on a company regarding messages of customers must learn to converse with their customers. The reason for this is not farfetched: Consumers are increasingly devising and turning to series of social media platforms for the conduct of searches aimed at purchase decision making.

Gu & Ye (2014) made an argument regarding the good side of online marketing. He contends that online marketing aids the speed of information accessibility while at the same time a cost-effective marketing strategy.

In another argument, Gummerus (2017) noted that online marketing is not constrained by geographical boundaries, and marketers are privileged to find new suppliers at marginal costs of the previous search. In contrast to these contentions, Hajli (2014) pointed that cultural and language dissimilarities are often challenges in information gathering across national boundaries when it comes to online marketing.

Similarly, online marketing does not guarantee that a customer responding through an online platform is the right person presumed to be.

Given all these, marketers must find platforms suitable for their respective marketing objectives. Sound and good marketing objectives aid marketers get potential customers for their products while at the same time retain those already in their net through derivable satisfaction of customers.

## **2.5 Brand Awareness**

The term 'brand' is a broad subject that ranges from logo to placing adverts, public relations, mental image and crisis control. The word 'brand' is traceable to the practice of branding livestock through the use of hot iron to inscribe recognizable names or logos on livestock for differentiation and easy recognition by owners (Clow & Baack, 2014).

In our modern society, the practise of branding is common with companies, countries, politicians, artists, etc. Given this, Sounio (2010) notes that the practice of marketing and advertising a brand is a form of sales.

Years back, according to Novitsky (2007), the concept of the brand is widely perceived as a logo or trademark. Nowadays, it is not limited to logos and trademarks but immaterial perceptions such as mental images.

The core goal of branding activities is to establish trust and loyalty which can result in the charge of higher prices for a particular brand or product. Therefore on a more realistic note, branding provides consumers with both tangible and intangible, functional and hedonistic, visible and invisible sense of belonging under market conditions that are viable for the success of business activities (Netta, 2015).

The process of developing a brand is not easy to come by and it demands series of pertinent decisions to be made.

An important strategy of building a brand, according to Novitsky (2007), is to be consistent. The development of a brand can be akin to raising a child, which means that mixed messages do not help build a brand. Instead, a consistent theme and action would help to establish a balanced brand with a simple personality.

A strong brand is associated with a clear personality of their own; cool, emphatic and posh (Netta, 2015). To this extent, once consumers are used to such a brand, attaching strong likeness to the services and products of the brand will ultimately like to patronize the brand at any given time.

A trend of inconsistency in the personality of a brand tends to divert the attention of loyal customers away from the brand.

On this note, Sounio (2010) asserts that established brands are known for their exceptionality and the concise mental image they can create in the minds of consumers.

## **2.6 Value of Brand Awareness**

The concept of brand awareness entails the physical possibility of being aware of a brand, having the knowledge of the brand and eventually having a preference of the brand over other products when compared.

As previously conceptualized by Aaker (1996), brand awareness is a customer's knowledge of the product and the ability of the product to be in the minds of consumers.

The achievement of brand awareness follows the process of active business, advertisement, rendering services, and maintenance of public relations.

Given this, Sounio (2010) establishes that the process of building brand awareness is known as branding or building a brand.

The main objective of brand awareness is to vastly make the brand known, building a positive image. The process of building a brand is synonymous with the financial and human resources necessary for its reality.

Although, the resources invested often pays off. This is exemplified by the experience reported by Forbes, where Apple brand value hovers around \$124 billion while the market value of Apple as a company is around \$483 billion (Forbes, 2014). Therefore, as earlier noted, consistency is paramount in the brand establishment; inconsistencies in form of change of name, logo or brand personality is inimical to the process of building a brand.

To this extent, Novitsky (2007) debugged in Netta (2015) states that inconsistencies of name, logo and brand personality are often retrogressive to the creation of brand awareness and they are capable of resulting in loss of investment in the brand-building process of a business establishment.

Some reasons can make a company lose a substantial amount of money invested in building a brand. For example, a company may map out a good amount of money for brand awareness but sees its primary objective hampered through

misguiding or lack of in-depth research or aimed wrongly towards inappropriate demographics.

In the same vein, the outcome of brand building can be thwarted by unfavourable external factors such as poor economic conditions, political instability or public relations scandals.

According to Netta (2015), the study originally conducted by Hoyer & Brown (1990) on the topic, "The role of brand awareness in the choosing process of consumers," revealed that consumers have a high tendency to be reliant on their heuristics choice of a known brand.

The term heuristics describes the methods and processes of solving problems relative to decision making by a shortcut, like stereotyping, familiarity or common sense.

The study further revealed that in a situation where a consumer is faced with the choice of a known and unknown brand, 90% of consumers opt for the known one.

In a further finding of the study, it was revealed that in the presence of brand awareness consumers have less tendency to use price as a heuristic. However, where brands are unknown, consumers tend to use packaging and ingredients as criteria for making choices. In the study, only 10% of respondents noted that price was a driving factor for patronizing a brand.

## **2.7 Branding Strategies**

Different branding strategies are often resorted to by SMEs to improve the method of creating brand awareness.

The level of importance a business organization attaches to its financial activities should also be attached to the branding strategy.

The importance of branding strategy can never be overemphasised. Branding strategies help a company focus on its branding strides and brand positioning (Kapferer, 1998).

A clear brand personality does not only aid sales but helps in the creation of a coherent roadmap that offers employees a clear goal of a company's personality.

The engagement of a company's managers and employees in the company's brand image motivates them to spread the brand's gospel with every means

possible at their disposal (Fisher & Vallaster, 2010). The following branding strategies were opted for to suit SMEs, and they are easily applicable through social media tools.

### **Name Branding:**

Name branding strategy aims at building the name of a particular brand to attain the highest level of awareness possible with a massive association to quality.

Kotler & Armstrong (2011) captured that a brand name is a summation of what a business represents with an associated symbol. The name branding strategy is commonly used by fashion houses.

Once a business is successful in name branding, opportunities for premium prices often arise on any of its products.

Even though the name branding strategy is often used by fashion houses, it is also applicable and beneficial to SMEs, albeit on a small scale.

For example, small private restaurants in the cities of Scotland attract customers to themselves based on the level of the name they had been able to make.

### **Brand Extension:**

At a point where a business organization has attained a certain level of success, there will be a desire to extend its brand to other products.

Brand extension is practised when a made brand name and image is extended to other products produced by the same company as a form of expansion of the variety of products introduced into the market (Clow & Baack, 2014).

For instance, some musical artists can successfully extend their brands from music to fashion and fragrances. In a situation of such nature, the original brand is called a parent brand, while the new brand is termed a spin-off.

The inherent benefit of brand extension is that the brand equity of the parent brand is enjoyed by the spin-off without necessarily making effort to establish its brand name. In practice, it reduces resources spent on advertisement and brand awareness creation.

It is worthy of note that the proper use of brand extension can be healthy for the success of a business establishment, albeit it can also lead to a business downfall if wrongly used.

Hence, when using the practice of brand extension, businesses should be careful to avoid brand dilution resulting from greediness (Clow & Baack, 2014).

### **No-Branding Branding:**

The modern pattern of consumption and criticism towards traditional branding has resulted in businesses seeking a new strategic position termed 'no-brand branding.'

Branding strategy was originally modelled to suit SMEs known for producing ecological products with the primary aim of challenging the capitalism of global brand giants.

Branding strategy was modelled to thrive on locality, privacy, inventive and not attached to capitalist bloodsucking multinational companies.

According to Dawson (2013), the no-brand type of branding strategy is known as 'anti-brand.' Big companies are in a similar capital market and many instances on the same shelf next to a massive global brand.

The no-brand companies have attained the level where they enjoy economies of scale in brand awareness. However, Dawson (2013) termed no-brand companies hypocrites since no-brand is one of the branding strategies even though they have made names for themselves.

Also, the no-brand strategy is guided by the principle of pursuit of generic appearance in their packaging, reliant on their products, word of mouth messages.

The no-brand strategy has the common belief that resources spent on brand advertisement are a waste, and companies should desist from the manipulation of the minds of customers to patronize their brand because this is spurious and misleading.

### **Place Branding:**

Place branding is a general term employed to describe competition in existence among countries, regions and cities. The competition can come from tourism, taxation, dominance, attention, resources or quality.

This type of branding strategy can be organic or strategic. Strategic place branding thrives with the notion of branding a particular place with a unique connotation. For instance, Las Vegas is known as Sin City, which conveys the message that Las Vegas is a city of sinful activity. On the side of organic place branding, it has a longer history. For instance, Jerusalem is attributed to be a *holy city* (Lucarelli & Berg, 2011).

Small Medium Enterprises that are not interested in pursuing global or national growth can find the practice of place branding a helpful tool to employ. Some businesses might only be interested in establishing a successful sole-proprietorship business and not in pursuing territorial growth.

Local business establishments often make a distinction between countries, regions and cities one from another. If products are correctly branded nearby regions and cities can be attracted to patronize the product or request its services to be situated in a given geographical location in their region.

The main idea behind the practice of place branding is to aid the development of a particular location into a brand destination. Therefore, the right marketing tools can help achieve the main idea behind place-branding and all other branding strategies captured above.

## **2.8 Relationship of Social Media and Brand Awareness**

According to Kang (2019), brand awareness is the ability of consumers to recall as well as recognize a particular brand as reflected by their capacity to identify a specific brand in a dissimilar condition linking the name, logo, symbol, etcetera of the brand to a particular association in memory.

Similarly, a brand is conceptualized as the level of strength a brand commands in the minds of target markets or customers (Shariq, 2018).

Adding to the brief account of brand awareness Aarker (1996) emphasized that brand awareness is crucial for the marketability of new or niche, existing and known products.

Given this, it is worthy of note that brand awareness is vital to both new niche and existing products in the market.

In the context of social media, business establishments gain a good level of exposure to their brand's name as customers use their products and services each time.

Under the traditional setting, brand awareness is usually measured through racking studies alongside surveys. However, in the case of social media, many metrics are used by marketers to track the level of brand awareness.

Shariq (2018) compared the traditional way of brand equity with the strategy of social media and discovered that using social media to create brand awareness is more effective in reaching a larger portion of the target audience.

The finding of Weber shows that social media is an important network of channels through which a particular product or service is made known to the public.

Therefore, brand equity is a living concept measured, not in terms of the brand itself, but by dynamic measures such as word-of-mouth testimonies by customers or ultimate consumers.

Social media channels create brand awareness with the speed of light. Hence the emergence of social media is a significant breakthrough for brand awareness creation.

The dialogue between customers and prospects has a significant influence on the strength of a brand. The strength of dialogue among customers and marketers determines how strong a brand will be. The social web gives marketers privileges to have such dialogues with customers in a manner that is efficient and effective with fewer costs incurred if compared to the traditional channels of brand awareness creation (Shariq, 2018).

In a different view, Tong & Hawley (2009) contends that the emergence of several social media platforms for creating brand awareness has turned out to be more challenging than ever.

Aaker notes that the challenges created are associated with choosing the most effective social media platform to drive brand awareness.

Nevertheless, the advent of any social media is an invaluable tool for the promotion of a brand. A crucial relevance of social media development is the ability to use social media to influence customers to recommend a brand to fellow consumers.

According to Dandu (2015), the successful creation of brand awareness is feasible with the help of two factors, considering the reality that customers are faced with different levels of marketing messages daily.

The first is the necessity to have a broad sales base because it is quite herculean to have support for brands with relative small unit sales volume and short life cycle.

To this extent, companies reduce the number of brands with a special focus on a niche or brand.

The second is the necessity of companies to be knowledgeable to operate outside the scope of the traditional media channels.

Given this, it is established that there exists a close connection between brand awareness and brand positioning.

Brand positioning, according to Blankson (2016), is the ability to place a brand in the minds of customers to the level where such a brand occupies a distinct and valued place in customers' minds. When dealing with brand positioning, pertinent issues bordering on benefits a brand offers identified specific persona, are addressed.

In a further exposition, brand positioning informs a potential customer of the nature of a brand detailing what the product is who uses it, and the benefits to be achieved for using a named brand (Hopper, 2020).

The whole gamut of literature reviewed so far structures the roles played by social media in creating brand awareness of a company's product.

## **2.9 Social Media Marketing and Brand Awareness of Food Processing Firms in Ireland**

The internet is accessed by several Irish consumers daily. And because of this, many food processing firms in Ireland currently employ the marketing tool of the internet to reach a broad range of buyer personas across the boundless territory (Murphy & Wright, 2021). Hence, this portrays an already made potential market for Irish food processing firms to exploit.

According to Bord-Bia (2020), the rate at which food processing companies in Ireland use the internet in recent years has accelerated geometrically, thanks to broadband growth.

With the recent focus on the tool of social media in promoting brand awareness, it is said unequivocally that social media has a positive correlation with the roles of food processing firms in Ireland.

According to Khan (2017), the social media platform is a real-time platform that allows food processing firms to manage a digital conversation to promote their respective brands.

The integrity of food products is highlighted through social media platforms by educating a particular target audience on the inherent benefits of a given brand.

There are significant opportunities for Irish food processing SMEs with online marketing. Nevertheless, research reveals that these food processing SMEs

have not fully exploited the opportunities where only 60% of the Irish SMEs have a company website (OECD, 2021).

Social media occupies a vital position in Irish marketing campaigns where both Facebook and Twitter are the most widely used social network platform for brand awareness creation.

Social media network platforms are competitive to a large extent because each network vies to be the most engaged with large numbers of users.

Although many social media networks jostle for a larger share of users, Facebook remains the most widely accepted of them all by Irish consumers and advertisers. The reason can be traced to the inherent truth that Facebook is the most engaging platform and the platform with the highest numbers of users across Ireland.

By the nature of Irish food processing firms, a good level of relationships is maintained between customers and brand marketers before the emergence of social media.

Business establishments start through the act of creating demands for their brands by forming producer-customer loyalty.

The emergence of social media becomes a tool through which a broader range of producer-customer loyalty are formed, maintained and enhanced.

Lending credence to the assertion of Wright & Murphy (2015), social media offer customers a sense of belonging and a new method of expressing it.

The outcome of a recent survey revealed that 82% of the Irish food processing firms established that they employ social media tools to create brand awareness in the minds of consumers.

It was also discovered that 54% of the study population uses social media platforms to create brand awareness because of its cost-effectiveness compared to the traditional marketing options of creating branding awareness (Ansari et al 2019).

To this extent, this study goes on to maintain the position of Lamberton & Stephen (2016) that there exist many stand-out social media marketing tactics capable of mobilizing enthused buyer personas, and at the same time, remain cost-effective. A practice Irish food processing firms are specialists.

# CHAPTER THREE

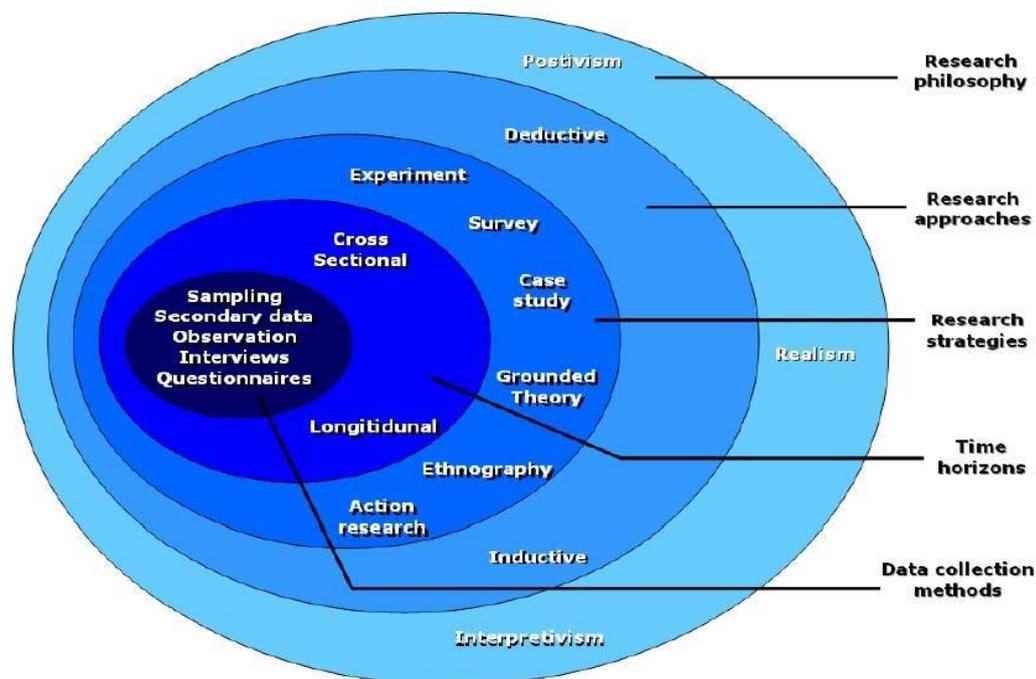
## METHODOLOGY

### 3.1 Introduction

The chapter presents some perspectives that could be adopted for the analysis of the influence of social media marketing on SMEs brand awareness.

The objective of the study is to examine the influence of social media marketing on SMEs brand awareness, cases of Glenisk and Johnston Mooney.

This research methodology was anchored on the onion research methods to test and validate the influence of social media marketing on brand awareness creation. The diagram given below represents the onion research method:



Source: Thesismind

Research methodology encompasses the processes a researcher employs to find solutions to problems raised in research work.

Research methodology encompasses methods and the rationale for a particular chosen research method.

In the works of Saunders et al. (2009), the components of a research methodology include theoretical framework, identification and applicability of several techniques that can be used in a research process.

In the same vein, research methodology is not silent on the nature of the research approach employed for research, research guiding philosophy and the kind of research design.

To this extent, research methodology is a crucial stage of research work which to a reasonable extent is a determinant of the success or failure of a research endeavour.

This chapter covers the research processes, such as philosophy used, approach, design, research methods, and method of data collection, sample and sampling technique, methods of data analysis, limitations, and ethical considerations.

These processes guide this study to provide answers to the research questions, thereby justifying the research objectives.

### **3.2 Research Philosophy**

There is a set of principles that concern the general view upon which research is conducted.

Generally, research philosophy is usually considered on the grounds of ontology and epistemology. On the part of ontology, it entails how authentic information is and how its existence is understood to be. On the part of epistemology, it entails the validity of information necessary for research to be conducted and how such information may be obtained.

As debugged in Collis & Hussey (2009), a research paradigm is a philosophical road map that directs necessary steps for scientific research to be carried out.

There has been the emergence of new research paradigms because of changes in people's ideas, thus rendering earlier paradigms unworkable.

Natural sciences for many years have been in existence due to tremendous achievements recorded. Nevertheless, the emergence of social sciences led to the formation of new research paradigms.

Concerning social media research, two philosophical paradigms are common: interpretivism and positivism (Myers & Avison, 2002; Oates, 2006).

**Positivism** is concerned with the effort to test a theory to increase the predictive understanding of a given phenomenon.

Social media marketing research is classified as positivist on the condition of evidence of formal propositions, quantifiable measures of variables, testing of

hypotheses and making inferences of a phenomenon from a selected sample of a given population.

Positivism, by nature, is quantitative and deductive since general results are employed for making attributes to explicit instances.

As argued by Mintzberg (1979); Johnston & Onwuegbuzie (2004) and Saunders et al. (2007), three scientific methods influence the stance of positivism: reductionism, repeatability and refutation.

Mintzberg (1979) further argued that this research paradigm plays a significant role in the conception of theory or hypothesis.

However, a highly structured research design places limitations on research results and is capable of ignoring other relevant research outcomes.

**Interpretivism**, on the other hand, is concerned with efforts aimed at understanding a given phenomenon based on the meanings attributed to it by people.

Interpretive research philosophy literally is the belief system that social reality is subjective since it is constructed socially. Hence, everyone has his or her perception of reality resulting in the existence of multiple realities.

Interpretivism is known as the philosophical paradigm that came to the limelight to address the inconsistencies of positivism in addressing social science research.

Lee (1991) argued that this philosophy could be applied to the perspectives of participants who are directly involved with a phenomenon aimed at understanding and exploring the phenomenon.

The philosophical paradigm believes that social reality is not objective, but to a great extent, subjective, in nature, in line with the perceptions and opinions of individuals.

Hence Irani et al. conclude that interpretivism anchors and revolves around the opinions of people, and their perception of real-world circumstances.

In summary, three types of research philosophies are found to be in existence: positivism, interpretivism and pragmatism.

Positivism is concerned with the employability of detailed scientific empirical procedures for physical data generation (Behman&Alharthi, 2016).

On the side of the interpretive approach, qualitative data are gathered through face-to-face interviews, focus group discussion, etc., for subjective content interpretations.

Lastly, the pragmatism philosophical paradigm, according to Neuman (2014), combines the interpretivists and positivists characteristics to recompense laxities in existence between the aforementioned philosophical paradigm of positivism and interpretivism.

This study adopted positivism research philosophy; the rationale for this choice is simply traced to the truth that the positivists philosophy permits the researcher to demonstrate a research data collection process that is quantitative and objective.

Such data requirement was gotten from the online survey exercise undertaken by the researcher to gather valid data for the justification of the research objectives.

The quantitative data gathered were objective in providing answers to the questions raised in the study questions emanating from the study's problem statements.

### **3.3 Research Design**

In academic research writing, three major types of research design are common: (1) exploratory (2) explanatory and descriptive research design.

According to Saunders et al. (2009), research design goes into detail to encompass the necessary processes needed for the collection and analysis of data relative to a given phenomenon under consideration.

In the opinion of Creswell (2014), research design borders on all logical strategic frameworks put in place and aimed at integrating several research activities and ultimately achieving the objectives of a research exercise.

This study was guided by a descriptive research design where the method of data collection was quantitatively done in consonance with the positivists' research philosophy. The quantitative data was obtained from online survey research.

The choice for descriptive research design for this study was because it accurately and systematically described the opinions of the study population

about the influence of social media marketing on brand awareness of SME food processing firms in Ireland.

Characteristically, descriptive research design strives to provide answers to 'how', 'what', 'when', and 'where' questions. It can use several research methods for investigating a variable or more, and a researcher cannot manipulate or control study variables. Instead, observations and measurements are made.

Therefore, from the characteristics of descriptive research design, it is the most appropriate for this study for finding out the influence of social media marketing on SMEs brand awareness in Ireland.

### 3.4 Research Approach

DeCarlo (2018) captured three approaches to research writing. They are inductive, deductive and pragmatic research approaches, albeit this study's concentrates on deductive and inductive approaches.

A deductive approach to research starts with testing a social theory or hypothesis to ascertain its implications with data. It moves from a general point of view to a specific point of view.

The deductive research approach is more associated with scientific investigation. The approach allows researchers to find out what others have done by reading existing theories on a topic of interest and possibly test hypotheses emanating from such read theories.

The figure given below explains the idea behind the deductive research approach.

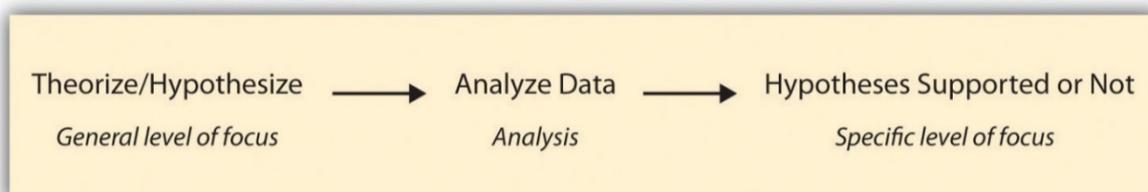


Figure 3.1 - Deductive approach diagram

If a researcher decides to employ an inductive research approach, he starts by collecting data relevant to the justification of the research topic of interest.

Once he gets a good amount of data, the researcher quits data collection to subject collected data to critical examination.

Through the process, the researcher looks for patterns in the data to develop a theory that can explain the discovered patterns.

To this extent, if a researcher employs an inductive approach, he begins with a set of observations and moves from a particular experience to a more generalized set of propositions relative to those experiences.

Simply put, the inductive approach moves from data to theory or from the specific to the general, as captured in the diagram given below:

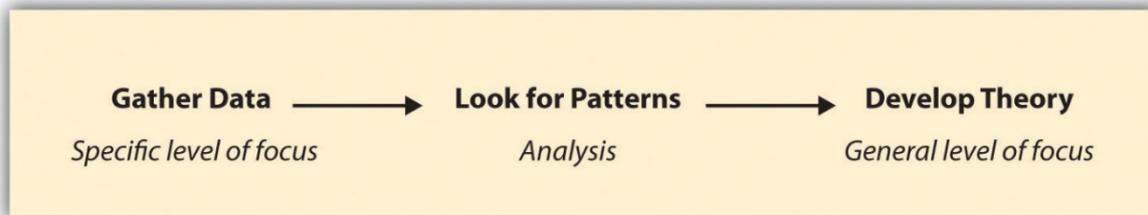


Figure 3.2- Inductive approach diagram

Figures 3.1 and 3.2 explain the main ideas behind both deductive and inductive research approaches.

As earlier stated, the deductive research approach is concerned with testing a theory and hypothesis to observe a cause-effect relationship concerning a phenomenon under consideration.

On the contrary, the inductive research approach develops new theory through the exploration of a phenomenon that already exists.

Lending supportive credence from the assertion of Trochim (2006), generalizing outcome from a specific point of view borders on inductive research approach while moving from a general perspective to a more specified point engrosses deductive research approach.

Having shed light on the meanings of both deductive and inductive research approaches, this study adopts the deductive research approach because of the ability of the approach to explain causal relationships between the variables of social media marketing and the concept of brand awareness.

Similarly, the deductive research approach has the property of measuring concepts quantitatively; hence, as quantitative research, it is the most appropriate.

Therefore, this approach provided the researcher with the freedom of collecting numerical data from participants through a structured online questionnaire.

### **3.5 Research Strategy**

According to Saunders et al. (2007), research strategy encompasses a description of how a researcher wants to go about research work. A research strategy is the number of ways research is to be conducted.

Under the scope of research, strategy is experimental research, action research, case study research, interviews, surveys or systematic review of the literature.

As far as this research is concerned two components of research strategy are explored and they are case study and survey research strategies. They are briefly explained below in the context of the topic under consideration.

### **3.6 Survey Research Strategy**

This type of strategy is mainly attributed to the deductive approach of onion research, and it is one of the finest, as well as one of the most economical strategies employed in a research exercise.

Rich and reliable data are collected through the use of a survey research strategy most often employed in a quantitative research exercise where a representative proportion of the population of interest is sampled (Bryman & Bell, 2011).

A survey research strategy is usually employed for observing contributing variables among a differentiated set of data.

It gives room for the collection of a vast array of data that are used for the justification and provision of answers to identified research questions in a research exercise.

This study adopted an online survey research strategy because it is the most appropriate to source data among brand loyalists of Glenisk and Johnston Mooney companies across Ireland.

### **3.7 Case Study Research Strategy**

This strategy focuses on identifying one or more persons or single areas of interest. This research strategy is useful when companies in a given industry are selected for investigation.

For example, the financial positions of two firms can be compared to ascertain their viabilities as a decision making guide.

It is the practice of studying a single unit to establish its pertinent features and make deductive generalisations (Bryman, 2012).

This study adopted this research strategy because the study sought to examine the influence of social media marketing on brand awareness of the brands of two companies.

The companies are Glenisk and Johnston Mooney. They were studied to ascertain key features concerning social media marketing and the creation of their brands' awareness.

### **3.8 Research Methods**

Broadly speaking, choices of method as suggested by research onion are mono-method, mixed method and multi-method. The mixed-method is opted for and further streamlined and discussed in the context of qualitative and quantitative research method.

As conceptualized by Creswell (2014), the three commonest methods normally used in research are qualitative, quantitative and mixed research methods. The mathematical and statistical tools or techniques are used during the processes of quantitative research method.

One of the tools used in a quantitative research method is the instrumentation of questionnaires for data collection guided by the post-positivist worldview and philosophy.

In contrast, the qualitative research method employs texts as data format aimed at variables presentations through the use of structuralized methods for data sources.

A number of strategies are associated with qualitative research method, they are: (1) semi-structured interviews (2) in-depth interviews (3) personal observation, and (4) focused group discussions.

These strategies aid the processes of sourcing data for the justification of various identified research objectives. The constructivists' philosophy is the guiding principle to qualitative research method.

When both the methods of quantitative and qualitative research are combined and applied to a research process, then the concept of mixed research method is invoked and it is guided by the pragmatists' philosophical ideology.

This study was conducted quantitatively with a view to gaining exclusive knowledge of the achievement of the research objectives.

According to Creswell (2014), quantitative research method is conclusive in its purpose because it makes effort to quantify a problem and understands how prevalent a problem appears by giving it due consideration for projectable results to a larger population.

One of the instruments of quantitative research method is online survey with the aid of online questionnaire for the purpose of gathering quantitative data for analysis.

Online survey is one of the most popular means through which data are collected by sending survey questions to a target research population and respondents can respond to the questions over the internet or World Wide Web. Respondents can receive and respond to online survey questions through email, website, social media platforms, etc.

The justification for the use of the online survey method is because the explanatory variables of the topic under consideration borders on the impact of social media marketing on brand awareness. Hence, online survey is the most appropriate for gaining quantitative data which is supportive of deductive research approach.

In view of this, the study adopted quantitative research method because it was the most appropriate for the justification of the essence of this study.

### **3.9 Time Horizon**

The time horizon as captured by the onion research method borders on the time frame of the research. On a general note, observations are of two types in the context of time frame or horizon.

The two of them are cross-sectional and longitudinal data, where cross-sectional data are obtained from observation for a single point in time and not time-series data, while longitudinal data are those got for a variable over a period, usually more than a single period.

Therefore the cross-sectional study is more often experienced with survey study while longitudinal study deals with the study of data for years, quarters or days, for example, time-series data.

Based on the stance of the topic under consideration, the time frame or horizon for this study is the cross-sectional time frame.

The reason for this choice is because the study seeks to find out the impact of social media marketing on brand awareness of some selected food processing firms in Ireland. Hence, cross-sectional opinions of customers were sought for the justification of the research objectives.

There are no documented opinions of customers concerning the topic under consideration for years; hence the study could not adopt the longitudinal time frame but the cross-sectional time horizon.

### **3.10 Area and Population of the Study**

Cooper & Emory (1995) define a population as “the collection of elements about which the researcher wishes to make inferences.”

Creswell (2008) defines population as “a broader group of people a researcher intends to generalize the result of his study”.

In the same vein, Lambert & Lambert (2012) define a population as “a study of a group of individuals taken from the whole who share common characteristics, such as age, sex or health condition.”

Having revealed the definitions given by other scholars, this study sees population as the gamut of a whole, to which a researcher wishes to select from to make inferences.

The study was conducted on the influence of social media marketing on SMEs brand awareness in Ireland, cases of Glenisk and Johnston Mooney. The study decided to opt for these two food processing firms for the sake of administrative convenience.

Several food-processing SMEs exist across Ireland. However, the time frame for this study would not allow the researcher to capture all these firms, Hence, for the sake of administrative convenience, the members of the public who are customers and brand loyalists of the two firms were resorted to for gathering valid and reliable data for this study.

These data got from the firms were held in high esteem for the justification of the research objectives.

### **3.11 Methods of Data Collections**

Data collection encompasses the gathering of information useful for the provision of answers to the questions raised to be addressed in a research exercise.

In the opinion of Kara (2012), the collection of valid data for the justification of research objectives is very important and crucial for the reliability of the study. He further stressed that choosing the most appropriate strategy or method makes a research exercise more valid and reliable.

The necessary data required for the justification of the essence of this study was obtained from primary sources. The data was got with the aid of an online survey through an online questionnaire to the target population. The online questionnaire was resorted to for the gathering of quantitative data.

The reason for this method of data collection was because the online survey can get opinions from a wider range of customers across distanced locations in Ireland. In the same vein, the online questionnaire was quick in collecting data since it was well structured and easy to understand.

### **3.12 Validity and Reliability of Data**

Validity of measuring instruments borders on the magnitude to which measuring instruments are answerable to the measurement expected of it (Taherdoost, 2016). While the reliability of data is the degree to which the measuring instrument is consistent in measuring what it is expected to measure adequately and satisfactorily (Taherdoost, 2016).

As regards this study's data presentation and analysis, the researcher strongly believes in the testability and reliability of the data collected. Therefore, the questionnaire utilised for this study will be validated by the supervisor because of her expatriate skills in the measurement and evaluation of research instruments. Given this, the data for this is valid and reliable.

### 3.13 Techniques for Data Analysis

After collecting the necessary data for the essence of the study, the data will be organized and analyzed. The demographic information of respondents will be analysed with tables, charts and percentages.

The statistical technique to be employed for addressing the issues concerning the research hypotheses is the Chi-Square estimation procedure with a 5% level of significance.

Chi-Square, according to Adam (2020), is a statistical test employed to compare observed results with expected results.

It will be employed in testing the hypothesis to know whether to reject the null hypotheses or to accept them.

That is to say, the five null hypotheses formulated will be tested using the Chi-square.

The decision rule will be to accept the alternative hypothesis if the calculated value is greater than the critical value and reject, if otherwise.

Chi-square ( $X^2$ ) is calculated with the help of the following formula:

$$X^2 = \frac{\sum(O - E)^2}{E}$$

Where:

O = represents Observed frequency

$\sum$  = Represents Expected frequency

Level of significant= 0.05

# CHAPTER FOUR

## DATA PRESENTATION AND ANALYSIS

### 4.1 Introduction

The content of this chapter focuses majorly on data analysis and the presentation of results. The results of the data gathered for this study are presented with the aid of frequency distribution, percentages and graphs.

Data for the study were gathered with the aid of an online survey exercise where one hundred and sixty-nine (169) respondents gave their opinions towards the justification of the questions raised to justify the objectives of the study.

The data got was analysed with the aid of a statistical software package (SPSS Version 21.0).

This chapter is made of section A which captures the demographic analysis of respondents, and section B which captures the analysis of respondents' opinions towards the questions.

Similarly, this section captures the test of hypotheses, discussion of results and policy implication of findings.

### 4.2 Section A: Presentation of Demographic Characteristics of Respondents

The description of the biographic characteristics of respondents used for the study is given as follows:

1 - Table 4.2.1 - Gender Distribution of Participants

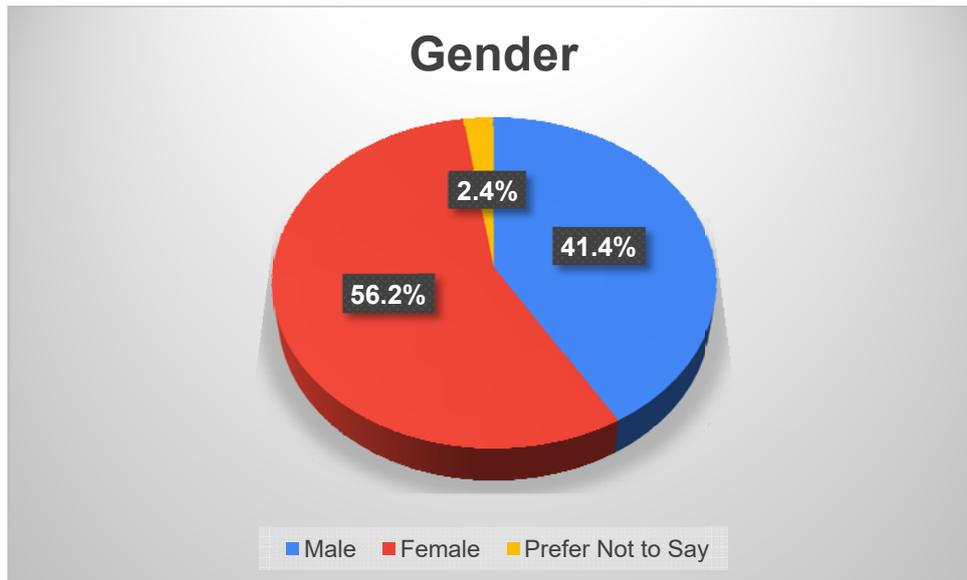
	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	70	41.4	41.4	41.4
Female	95	56.2	56.2	97.6
Prefer not to say	4	2.4	2.4	100
Total	169	100	100	

Source: Online Survey (2021)

Table 4.2.1 shows that 70 people that participated in the survey exercise were male gender, and it accounts for 41.4% of the total respondents.

On the other hand, 95 persons who participated in the survey exercise are female gender, and it accounts for 56.2% of the total participants. On a different ground, 4 persons, which account for 2.4% of the total respondents, preferred not to say their gender. To them, revealing their gender is not necessary.

The statistics given in the table above is better explained with the help of a pie chart diagram as given below:



Source: SPSS Version 21.0

The pie chart shown above is just a confirmatory analysis of the information given in Table 4.2.1 above. It is the graphical summary of gender statistics of the participants whose opinions were utilised for this study.

From the chart, the blue colour represents the statistics of the male gender, accounting for 41.4% of the total respondents.

In the same vein, the red colour on the chart represents the statistics of the female gender who took out some time from their busy schedules to participate in the survey exercise. They accounted for 56.2% of the entire respondents.

Also, in the chart, were those who preferred not to disclose their gender because to them, it was not necessary to disclose. This number of participants accounted for 2.4% of the total respondents.

The implication of the statistics revealed in both the table and the pie chart is that the female gender availed themselves more for the survey exercise than the male counterpart.

Merely looking at the pie chart, one can see that the red colour is quite bigger than the blue colour.

2 - Table 4.2.2 - Age Distribution of Participants

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Under 20 yrs	9	5.1	5.1	5.1
21 – 29 yrs	113	66.9	66.9	72
30 – 39 yrs	44	26	26	98
40 – 49 yrs	3	2	2	100
50 yrs & Above	0	0	0	100
Prefer not to say	0	0	0	100
<b>Total</b>	<b>169</b>	<b>100</b>	<b>100</b>	

Source: Online Survey (2021)

Table 4.2.2 shows that nine (9) people that participated in the survey exercise were within the age bracket less than 20 years, and it accounts for 5.1% of the total respondents.

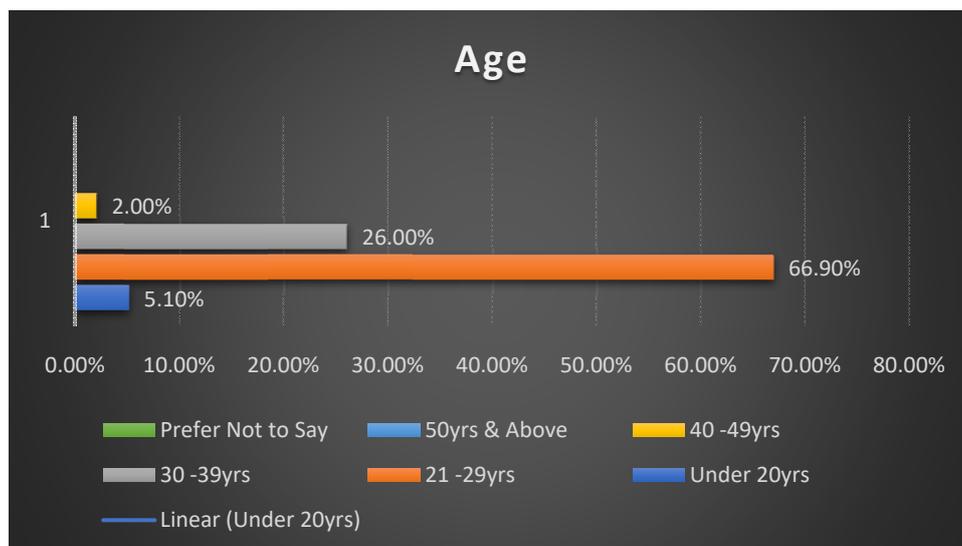
Similarly, one hundred and thirteen (113) respondents who took part in the survey exercise fell within the age range of 21 to 29 years and accounts for 66.9% of the entire participants.

The respondents within the age bracket of 30 to 39 years were forty-four (44) in number accounting for 26% of the total respondents.

In the same vein, those respondents within the age range of 40 to 49 years were just three (3) in number accounting for 2% of the entire participants.

The age brackets of 50 years and above, as well as those who preferred not to say, were found among the respondents.

The statistics revealed in the table above is better explained with the help of a bar chart diagram as given below:



Source: SPSS Version 21.0

The bar chart shown above is just a confirmatory analysis of the information given in Table 4.2.2 above. It is the graphical summary of the age statistics of the participants whose opinions were utilised for this study.

From the bar chart, the blue colour represents the statistics of respondents whose age bracket were less than 20 years. They account for 5.1% of the entire respondents.

The brown colour represents statistics of respondents whose age range fell within 21 to 29 years. This age bracket has the highest occurrence, with a frequency rate of 66.9%.

In furtherance to this, the ash colour represents the statistics of respondents whose age bracket fell within the range of 30 to 39 years, and they account for 26% of the total participants.

The yellow colour represents the statistics of respondents within the age bracket of 40 to 49 years, and they account for just 2% of the entire respondents.

The bar chart did not capture anyone above 50 years and prefer not to say statistics. The meaning of this is that none of the total respondents fell under this category.

A mere look at the bar chart shows that the brown colour is quite bigger than any other colour on the chart, which by implication, means that respondents with the age bracket of 21 to 29 years have the highest participatory rate at 66.9%. This shows that the respondents were mostly active youths.

3 - Table 4.2.3 - Educational Qualification of Participants

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Primary (First Level)	3	1.7	1.7	1.7
Second Level	7	4.2	4.2	5.9
Third Level	89	52.7	52.7	58.6
Further & Adult Edu.	70	41.4	41.4	100
<b>Total</b>	169	100	100	

Source: Online Survey (2021)

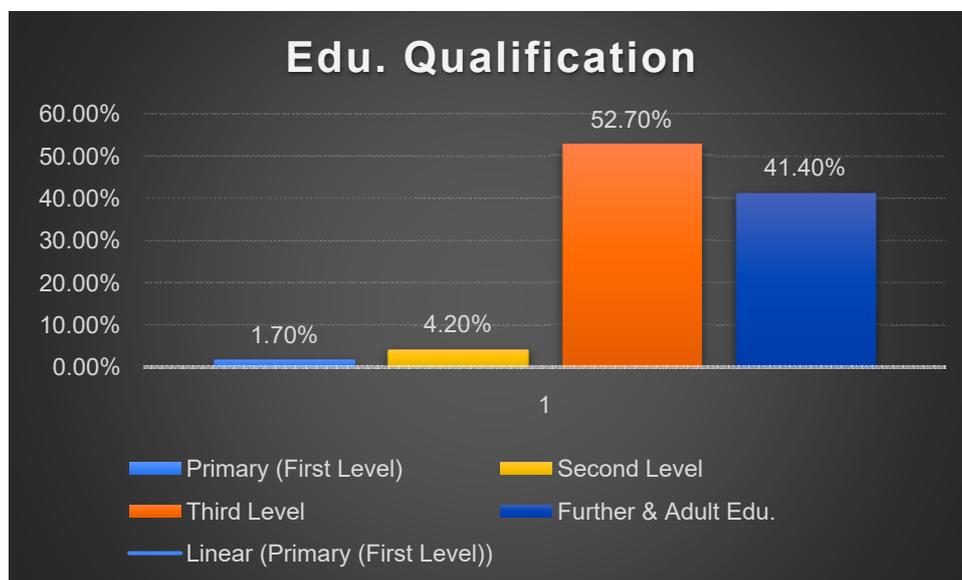
Table 4.2.3 shows that three (3) persons that participated in the survey exercise had only primary or first level education, and it accounts for 1.7% of the total respondents.

Similarly, seven (7) respondents who took part in the survey exercise had only second-level education as the highest qualification, and they account for 4.2% of the entire participants.

Respondents with third-level education as the highest educational qualification were eighty-nine (89) persons, and they account for 52.7% of the total respondents.

Respondents with further and adult education as the highest level of education were seventy (70) persons accounting for 41.4% of the total participants.

The statistics revealed in the table above is better explained with the help of a bar chart diagram as given below:



Source: Online Survey (2021)

The bar chart shown above is just a confirmatory analysis of the information given in Table 4.2.3 above. It is the graphical summary of educational qualification statistics of the participants whose opinions were utilised for this study.

The light blue colour represents the statistics of respondents whose highest educational qualification is first level education. This group of respondents make just 1.7% of the entire participants.

The yellow colour represents a group of respondents with second-level educational qualification as their highest educational qualification level, and it accounts for 4.2% of the total population.

The brown colour represents the educational qualification of respondents with third-level education as their highest level of educational qualification, and it accounts for 52.7% of the entire participants.

The dark blue colour represents the educational qualification of respondents with further and adult educational qualification as their highest level of educational qualification, and account for 41.4% of the total respondents.

Merely looking at the bar chart shows that the brown colour is higher than any other colour on the chart, which implies that respondents with the third level educational qualification have the highest participatory rate at 52.7%. It shows that the majority of the respondents are highly educated.

### **4.3 Section B: Presentation of the Descriptive Statistics Results**

The section reveals the responses of the participants in the survey exercise, which is analysed to make inferences.

In the same vein, the mean and standard deviation of the descriptive statistics is revealed, and the statistical values are used as part of judgment criteria for the study.

The researcher benchmarked the mean values at 3.0, which means that any item or variable that meets the benchmark is regarded as significant in explaining inferences and it indicates positivity.

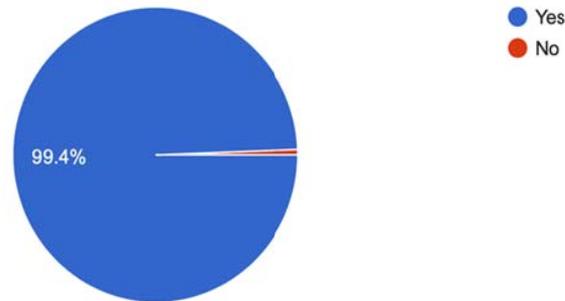
In contrast, any mean-point below the benchmark is regarded as insignificant in explaining the variables. Hence, it indicates negativity.

In a similar order, the standard deviation value benchmark is pegged at 1.5. Any value of standard deviation above the benchmark is assumed to have a wide deviation from the mean, while any standard deviation value below the benchmark is assumed not to have a wide deviation from the mean.

#### 4.4 Questions Relating to the Study

Do you have a social media account? (Facebook, Twitter, Instagram...)

169 responses

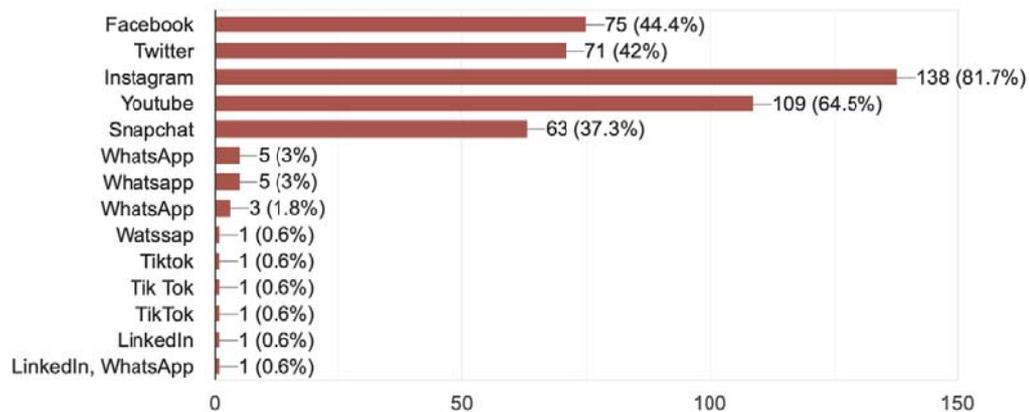


The pie chart given above reveals the respondents' responses towards the question of whether they have social media account such as Facebook, Twitter, Instagram, etc. or not.

From the pie chart given above, all the respondents' responses showed that they all have social media accounts.

What social sites or apps do you use regularly?

169 responses



The question bordering on the type of social media site or apps used by the respondents revealed that seventy-five (75) persons representing about 44.4% of the respondents use Facebook.

Respondents that use Twitter are seventy-one (71) persons of the one hundred and sixty-nine (169) respondents, representing about 42% of the entire respondents.

In the same vein, as revealed by the bar chart given below, respondents with the usage of Instagram were one hundred and thirty-eight (138) in number representing about 81.7% of the entire participants.

Respondents that use YouTube are one hundred and nine (109) persons in number and represents about 64.5% of the total respondents.

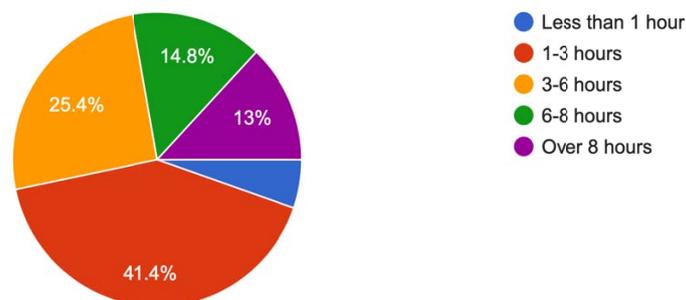
Those that use Snapchat are sixty-three (63) persons representing about 37% of the total population.

Respondents that use WhatsApp are five (5) persons, representing about 3% of the total respondents.

Only one person uses Tiktok, LinkedIn and WhatsApp and represents 0.6%, respectively.

From the statistics revealed above, Instagram is the most used social media site among the respondents, followed by YouTube and thirdly by Facebook.

How much time do you spend on Social media daily?  
169 responses



The pie chart given above reveals the amount of time the respondents spend on social media daily.

The blue colour represents participants who spend less than 1 hour on social media daily, and they account for 5.4% of the entire respondents.

The red colour on the pie chart represents participants who spend between 1 - 3 hours daily on social media, and they account for 41.4% of the total respondents.

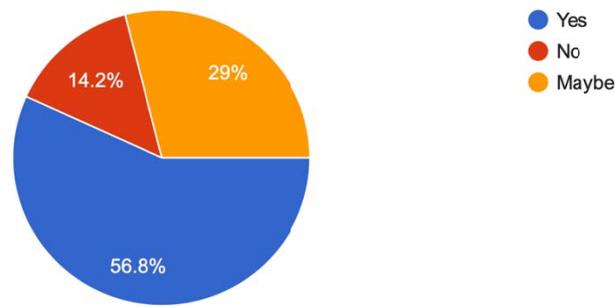
The orange colour represents the proportion of respondents that spend 3 - 6 hours on social media daily, and they account for 25.4% of the total number of respondents.

The green colour on the pie chart represents those respondents that spend up to 6 - 8 hours on social media daily, and they account for 14.8% of the entire respondents.

The purple colour represents those respondents that spend more than 8 hours on social media daily, and they account for about 13% of the respondents entirely used for the study.

From the pie chart, the implication of the statistics is discernible. A greater proportion of the respondents spend between 1 to 3 hours on social media daily and closely followed by those that spend between 3 to 6 hours.

Does a company's online presence influence your buying decisions?  
169 responses



The pie chart given above shows the responses of participants addressing the question bordering on whether a company's online presence influences the buying decisions of respondents.

The responses revealed that the buying decisions of 56.8% of respondents are influenced by the online presence of a company, and it is represented by the blue colour on the pie chart.

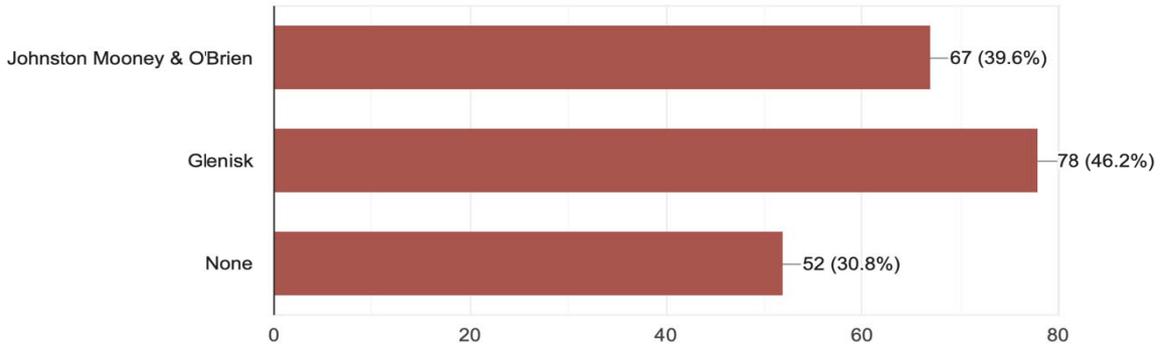
Those who opined that the online presence of a company does not influence their buying decision are 14.2% of the total participants and represented by the red colour, while those who are indifferent with their responses are 29% of the total respondents and represented by the orange colour.

From the statistics revealed in the pie chart given above, it could be seen that a greater proportion of the respondents opined that their buying decisions are influenced by the online presence of a company.

Given this, it could be seen that the online presence of a company plays a significant role in the buying decisions of customers.

Which of these brands are you aware of? (Tick all that apply)

169 responses



The bar chart presented above reveals the responses of respondents bordering on their awareness of the two brands used as points of reference for this study.

The chart revealed that sixty-seven (67) persons accounting for 39.6% of the total number of respondents are aware of Johnston Mooney & O'Brien.

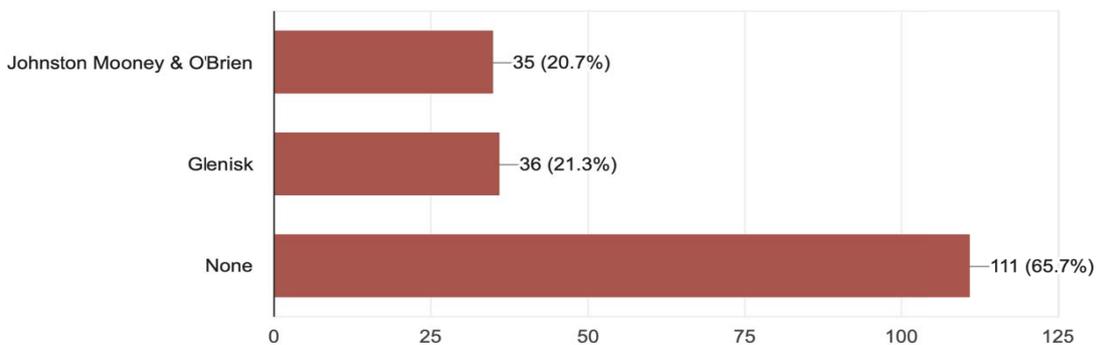
Similarly, seventy-eight (78) participants, who account for 46.2% of the total respondents, agreed that they are aware of Glenisk, while fifty-two (52) persons, who account for 30.8% of the respondents, are not aware of any of the two brands.

The statistics revealed above implies that the participants are more aware of Glenisk than Johnston Mooney & O'Brien.

However, the two companies have a lot to do in terms of creating brand awareness for their respective companies to gain a larger share of the market in the industry.

Which of these brands do you follow on Social media? (Tick all that apply)

169 responses



In responding to questions seeking to find the brands followed by the respondents on social media, it was revealed that thirty-five (35) persons accounting for 20.7% of the total respondents, follow Johnston Mooney & O'Brien on social media.

In the same vein, thirty-six (36) persons accounting for 21.3% of the total respondents on social media. On the other hand, one hundred and eleven (111) respondents accounting for 65.7% of the total respondents, revealed that they do not follow either Johnston Mooney & O'Brien or Glenisk on social media.

The statistics imply that the products do not have many followers on social media. Therefore, the statistics are a revelation to the marketing department of the two companies, that they still have a lot to do to draw the attention of the general public to follow their brands online.

The reason for this is that following a company on social media improves the knowledge of products on the mind of customers and improves the chances of having higher brand loyalists.

4 - Table 4.3.1 - The Impact of Social Media Marketing on SMEs Brand Awareness in Ireland

Descriptive Statistics			
ITEMS	N	Mean	Std. Deviation
Glenisk and Johnston Mooney & O'Brien social media activities improved my view of their reputation	169	3.24	0.89
Glenisk and Johnston Mooney & O'Brien social media activities increased my level of their brand purchases	169	3.62	1.17
Glenisk and Johnston Mooney & O'Brien social media activities made me support their brands	169	3.63	0.96
Valid N (list wise)	169		

Source: Online Survey, 2021

From Table 4.3.1,

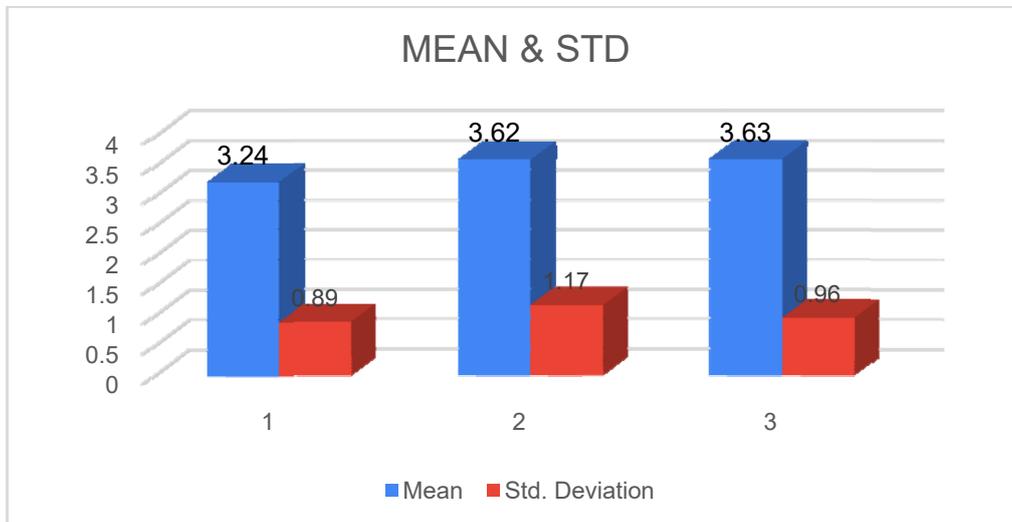
Item 1 (Glenisk and Johnston Mooney & O'Brien - social media activities improved my view of their reputation), it can be seen that the mean value is 3.24 with a standard deviation of 0.89.

Item 2 (Glenisk and Johnston Mooney & O'Brien social media activities increased my level of their brand purchases) has a mean value of 3.62 with a standard deviation of 1.17.

Item 3 (Glenisk and Johnston Mooney & O'Brien social media activities made me support their brands) has a mean value of 3.63 and a standard deviation of 0.96. From the result, it could be concluded that the items were significant as

their various means were greater than the benchmark of 3 set by the researcher.

This can further be buttressed with the aid of a diagram.



The bar chart shows the mean and standard deviation values for the items utilised for the first objective of the study.

The blue colour represents the mean values, while the brown colour represents the standard deviation. As revealed in the chart, all the mean values of the items are greater than the benchmark set at 3.0.

To this extent, all the items employed for this objective were significant in explaining the level of impact of social media marketing on SMEs brand awareness in Ireland.

The standard deviation is more accurate in giving comprehensive estimates of dispersion because of the simple truth that an outlier can overstate the range of observations.

To this extent, standard deviation shows how fairly variables are distributed across the mean values of the items.

A look at the graph shows that none of the standard deviation values is up to 1.5, hence it is concluded that none of the items has a wide deviation from the mean values.

From the result of the descriptive statistics, it could be seen that social media marketing has an impact on SMEs brand awareness in Ireland.

5 - Table 4.3.2 - Objectives Behind the Use of Social Media Marketing in Ireland

Descriptive Statistics			
ITEMS	N	Mean	Std. Deviation
Increasing the knowledge of a company's product	169	3.40	0.88
Making customers buy a company's product	169	3.31	1.01
Making customers refer a product to family and friends	169	3.33	1.06
Increasing customers' likeness for a company's product	169	3.37	0.98
Valid N (list wise)	169		

Source: Online Survey, 2021

From table 4.3.2,

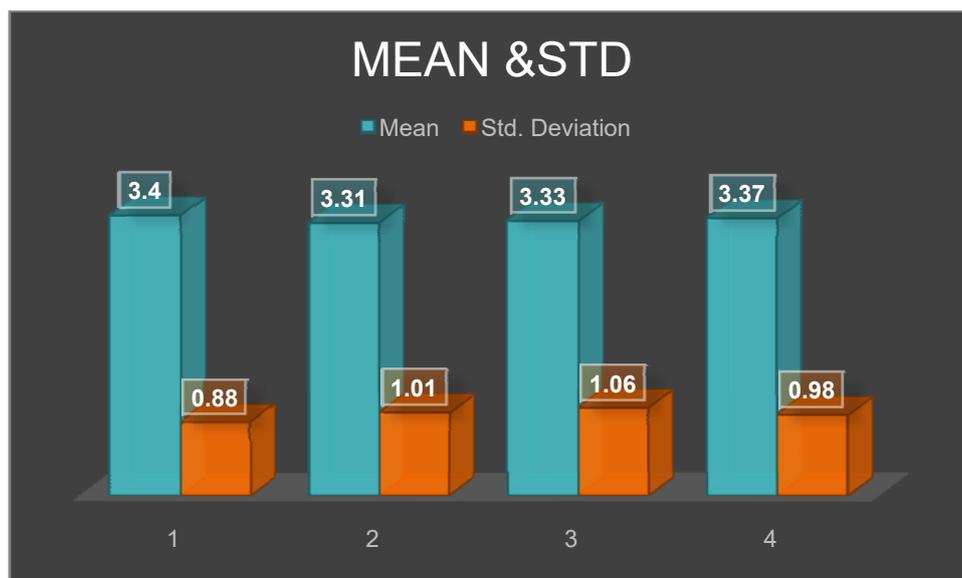
Item 1 (Increasing the knowledge of a company's product) it can be seen that the mean value is 3.40 with a standard deviation of 0.88.

Item 2 (Making customers buy a company's product) has a mean value of 3.31 with a standard deviation of 1.01.

Item 3 (Making customers refer a product to family and friends) has a mean value of 3.33 and a standard deviation of 1.06.

Item 4 (Increasing customers' likeness for a company's product) has a mean value of 3.37 and a standard deviation of 0.98.

From the result, it could be concluded that the items were significant as their various means were greater than the benchmark of 3 set by the researcher. This can further be buttressed with the aid of a diagram.



The bar chart shows the mean and standard deviation values for the items utilised for the second objective of the study.

The faintly blue colour represents the mean values, while the brown colour represents the standard deviation.

As revealed in the chart, all the mean values of the items are greater than the benchmark set at 3.0. To this extent, all the items employed for this objective were significant in explaining the range of objectives behind the use of social media marketing in Ireland.

The standard deviation is more accurate in giving comprehensive estimates of dispersion, because of the simple truth that an outlier can overstate the range of observations.

To this extent, standard deviation shows how fairly variables are distributed across the mean values of the items. A look at the graph shows that none of the standard deviation values is up to 1.5, hence it is concluded that none of the items has a wide deviation from the mean values.

From the result of the descriptive statistics, it could be seen that the idea behind the use of social media is increasing the knowledge of a product on people’s minds, increasing sales, increasing the rate brand loyalists refer a product to family members and friends and increasing general likeness of a product on the minds of customers.

6 - Table 4.3.3 - Usefulness of Digital Marketing Methods and Tools for Awareness in Ireland

<b>Descriptive Statistics</b>			
<b>ITEMS</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Posting consistently and at the right time	169	3.30	0.82
Posting relatable content	169	3.60	0.81
Ensuring customer engagement or services	169	3.54	1.05
Online promotion	169	3.39	1.11
Creation of brand community on the firm’s site	169	3.24	0.87
Provision of customers’ review and rating opportunity on the firm’s site	169	3.32	1.03
Valid N (list wise)	169		

**Source: Online Survey, 2021**

From Table 4.3.3,

Item 1 (Posting consistently and at the right time). It can be seen that the mean value is 3.30, with a standard deviation of 0.82.

Item 2 (Posting relatable content) has a mean value of 3.60 with a standard deviation of 0.81.

Item 3 (Ensuring customer engagement or services) has a mean value of 3.54 and a standard deviation of 1.05.

Item 4(Online promotion) has a mean value of 3.39 and a standard deviation of 1.11.

Item 5(Creation of brand community on the firm’s site) has a mean value of 3.24 and a standard deviation of 0.87.

Item 6(Provision of customers’ review and rating opportunity on the firm’s site) has a mean value of 3.32 and a standard deviation of 1.03.

From the result, it could be concluded that the items were significant as their various means were greater than the benchmark of 3 set by the researcher.

This can further be buttressed with the aid of a diagram.



The bar chart shows the mean and standard deviation values for the items utilised for the third objective of the study.

The red colour represents the mean values, while the green colour represents the standard deviation.

As revealed in the chart, all the mean values of the items are greater than the benchmark set at 3.0.

To this extent, all the items employed for this objective were significant in explaining how digital marketing methods and tools are useful for creating SME brand awareness in Ireland.

The standard deviation is more accurate in giving comprehensive estimates of dispersion, because of the simple truth that an outlier can overstate the range of observations.

To this extent, standard deviation shows how fairly variables are distributed across the mean values of the items.

A look at the graph shows that none of the standard deviation values is up to 1.5, hence it is concluded that none of the items has a wide deviation from the mean values.

From the result of the descriptive statistics, it could be seen that the digital marketing methods and tools are useful for the creation of SMEs brand awareness in Ireland.

7 - Table 4.3.4 - The Benefits of Using Social Media Marketing Platforms

<b>Descriptive Statistics</b>			
ITEMS	N	Mean	Std. Deviation
Creation of brand recognition	169	3.58	1.05
Less time requirement	169	3.43	0.98
Promotes firm's image and brands	169	3.42	1.07
Reduces negative perception of a firm	169	3.39	0.99
Increases firms website traffic	169	3.41	1.08
A good feedback system	169	3.50	0.96
<b>Valid N (list wise)</b>	<b>169</b>		

Source: Online Survey, 2021

From table 4.3.4,

Item 1 (Creation of brand recognition) it can be seen that the mean value is 3.58 with a standard deviation of 1.05.

Item 2 (Less time requirement) has a mean value of 3.43 with a standard deviation of 0.98.

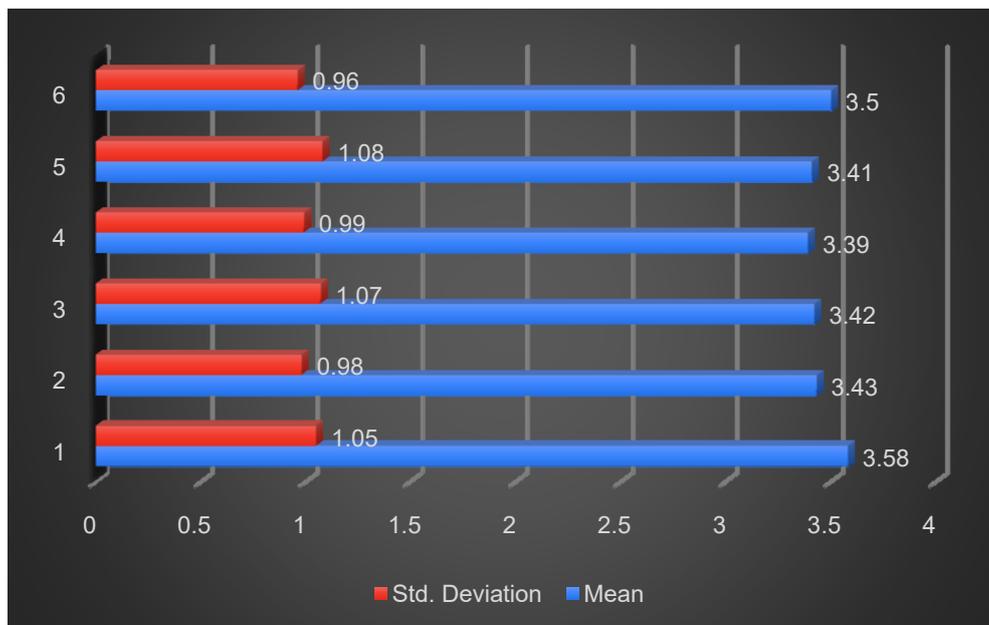
Item 3 (Promotes firm's image and brands) has a mean value of 3.42 and a standard deviation of 1.07.

Item 4 (Reduces negative perception of a firm) has a mean value of 3.39 and a standard deviation of 0.99.

Item 5 (Increases firms website traffic) has a mean value of 3.41 and a standard deviation of 1.08.

Item 6 (A good feedback system) has a mean value of 3.50 and a standard deviation of 0.96.

From the result, it could be concluded that the items were significant as their various mean values were greater than the benchmark of 3.0 set by the researcher. This can further be buttressed with the aid of a diagram.



The bar chart diagram shows the mean and standard deviation values for the items utilised for the fourth objective of the study.

The blue colour represents the mean values, while the brown colour represents the standard deviation.

As revealed in the chart, all the mean values of the items are greater than the benchmark set at 3.0.

To this extent, all the items employed for this objective were significant in determining the benefits of using social media marketing platforms for developing brand awareness in Ireland.

The standard deviation is more accurate in giving comprehensive estimates of dispersion, because of the simple truth that an outlier can overstate the range of observations. To this extent, standard deviation shows how, fairly, variables are distributed across the mean values of the items.

A look at the graph shows that none of the standard deviation values is up to 1.5, hence it is concluded that none of the items has a wide deviation from the mean values.

From the result of the descriptive statistics, it could be seen that there are benefits of using social media marketing platforms for the development of brand awareness in Ireland.

8 - Table 4.3.5 - The Challenges Associated with Social Media Marketing

<b>Descriptive Statistics</b>			
<b>ITEMS</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Constant updates of a firm's online content	169	3.34	0.97
Challenges of trust and transparency of customers	169	3.27	0.87
Difficulties in brand stories	169	3.38	1.02
Social media crisis management in case of poor posts	169	3.44	1.04
Valid N (list wise)	169		

Source: Online Survey, 2021

From Table 4.3.2,

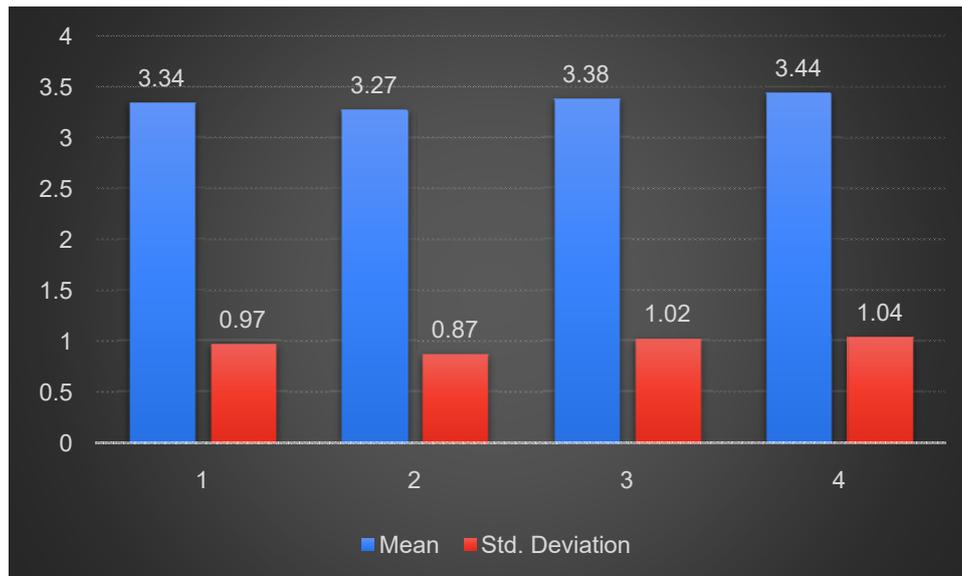
Item 1 (Constant updates of a firm's online content) it can be seen that the mean value is 3.34 with a standard deviation of 0.97.

Item 2 (Challenges of trust and transparency of customers) has a mean value of 3.27 with a standard deviation of 0.87.

Item 3 (Difficulties in brand stories) has a mean value of 3.38 and a standard deviation of 1.02.

Item 4 (Social media crisis management in case of poor posts) has a mean value of 3.44 and a standard deviation of 1.04.

From the result, it could be concluded that the items were significant as their various mean values were greater than the benchmark of 3 set by the researcher. This can further be buttressed with the aid of a diagram.



The bar chart shows the mean and standard deviation values for the items utilised for the fifth objective of the study.

The blue colour represents the mean values, while the brown colour represents the standard deviation.

As revealed in the chart, all the mean values of the items are greater than the benchmark set at 3.0. To this extent, all the tools employed for this objective were significant in finding out the challenges associated with social media marketing in creating brand awareness in Ireland.

The standard deviation is more accurate in giving comprehensive estimates of dispersion because of the simple truth that an outlier can overstate the range of observations. To this extent, standard deviation shows how fairly variables are distributed across the mean values of the items.

A look at the graph shows that none of the standard deviation values is up to 1.5, hence it is concluded that none of the items has a wide deviation from the mean values.

From the result of the descriptive statistics, it could be seen that there are challenges associated with social media marketing in creating brand awareness in Ireland as revealed in Table 4.3.5.

### 4.3 Test of Hypotheses

Reject  $H_0$  if  $X^2$  calculated is greater than  $X^2$  tabulated, otherwise accept it.

#### Hypothesis One

$H_{01}$ : Social media marketing does not have significant impact on brand awareness of Irish food processing firms.

$H_{A1}$ : Social media marketing have significant impact on brand awareness of Irish food processing firms.

Code	O	E	O-E	(O-E) <sup>2</sup>	{(O-E) <sup>2</sup> /E
B1	106	107	-1	1	0.009346
B2	108	107	1	1	0.009346
B3	107	107	0	0	0
B1	38	37	11	121	3.27027
B2	39	37	12	144	3.891892
B3	34	37	7	49	1.324324
B1	25	25	10	100	4
B2	22	25	7	49	1.96
B3	28	25	3	9	0.36
<b>Total</b>					14.82518

The complete calculation of the Chi-square is presented in the appendix for ease of cross-references.

The degree of freedom was obtained by subtracting 1 from the number of rows and columns.

(C-1)(R-1): The number of rows is 3 and number of columns are 3.

$$= (3-1) (3-1)$$

$$= (2)(2)$$

$$= 4 \text{ degrees of freedom.}$$

$$X^2 \text{ tab} = 9.49$$

The calculated value of Chi-square was 14.82, and the table value of Chi-square at 4 degrees of freedom and 5% significance level stood at 9.49.

Since the calculated Chi-square value is greater than its table value, the null hypothesis is rejected in acceptance of the alternative hypothesis.

Because of this, it is concluded from the result that social media marketing has a significant impact on brand awareness of Irish food processing firms.

### Hypothesis Two

**H<sub>02</sub>:** There are no significant range of objectives behind the use of social media marketing in Ireland.

**H<sub>A2</sub>:** There are significant range of objectives behind the use of social media marketing in Ireland.

Code	O	E	O-E	(O-E) <sup>2</sup>	{(O-E) <sup>2</sup> /E
C1	104	103.67	0.33	0.1089	0.00105
C2	126	103.67	22.33	498.6289	4.80977
C3	118	103.67	14.33	205.3489	1.980794
C4	112	103.67	8.33	69.3889	0.669325
C5	93	103.67	-10.67	113.8489	1.098186
C6	69	103.67	-34.67	1202.009	11.59457
C1	38	37.33	0.67	0.4489	0.012025
C2	19	37.33	-18.33	335.9889	9.000506
C3	25	37.33	-12.33	152.0289	4.072566
C4	34	37.33	-3.33	11.0889	0.297051
C5	50	37.33	12.67	160.5289	4.300265
C6	58	37.33	20.67	427.2489	11.44519
C1	27	28	-1	1	0.035714
C2	24	28	-4	16	0.571429
C3	26	28	-2	4	0.142857
C4	23	28	-5	25	0.892857
C5	26	28	-2	4	0.142857
C6	42	28	14	196	7
<b>Total</b>					58.06701

The complete calculation of the Chi-square is presented in the appendix for ease of cross-references.

The degree of freedom was obtained by subtracting 1 from the number of rows and columns.

(C-1)(R-1): The number of rows is 6 and number of columns are 3.

$$= (3-1) (6-1)$$

$$= (2)(5)$$

$$= 10 \text{ degrees of freedom.}$$

$$X^2_{\text{tab}} = 18.31$$

The calculated value of Chi-square was 58.067, and the table value of Chi-square at 10 degrees of freedom and 5% significance level stood at 18.31.

Since the calculated Chi-square value is higher than its table value, the null hypothesis is rejected in acceptance of the alternative hypothesis.

Because of this, it is concluded from the result that there is a significant range of objectives behind the use of social media marketing in Ireland where the objectives are captured in Table 4.3.2.

### Hypothesis Three

$H_{03}$ : Digital marketing methods and tools are not significantly useful for the creation of SMEs brand awareness in Ireland

$H_{A3}$ : Digital marketing methods and tools are significantly useful for creating SME brand awareness in Ireland.

Code	O	E	O-E	(O-E) <sup>2</sup>	{(O-E) <sup>2</sup> /E}
D1	121	96	25	625	6.510417
D2	57	96	-39	1521	15.84375
D3	123	96	27	729	7.59375
D4	78	96	-18	324	3.375
D5	79	96	-17	289	3.010417
D6	118	96	22	484	5.041667
D1	25	40.17	-15.17	230.1289	5.728875
D2	70	40.17	29.83	889.8289	22.15158
D3	20	40.17	-20.17	406.8289	10.12768
D4	46	40.17	5.83	33.9889	0.846126
D5	46	40.17	5.83	33.9889	0.846126
D6	34	40.17	-6.17	38.0689	0.947695
D1	23	32.83	-9.83	96.6289	2.943311
D2	42	32.83	9.17	84.0889	2.561343
D3	26	32.83	-6.83	46.6489	1.420923
D4	45	32.83	12.17	148.1089	4.511389
D5	44	32.83	11.17	124.7689	3.800454
D6	17	32.83	-15.83	250.5889	7.632924
<b>Total</b>					104.8934

The complete calculation of the Chi-square is presented in the appendix for ease of cross references.

The degree of freedom was obtained by subtracting 1 from the number of rows and columns.

(C-1)(R-1): The number of rows is 6 and number of columns are 3.

$$= (3-1) (6-1)$$

$$= (2)(5)$$

$$= 10 \text{ degrees of freedom.}$$

$$X^2_{\text{tab}} = 18.31$$

The calculated value of Chi-square was 104.89, and the table value of Chi-square at 10 degrees of freedom and 5% significance level stood at 18.31.

Since the calculated Chi-square value is higher than its table value, the null hypothesis is rejected in acceptance of the alternative hypothesis.

Given this, it is concluded from the result that digital marketing methods and tools are significantly useful for creating SME brand awareness in Ireland.

#### Hypothesis Four

**H<sub>04</sub>:** There are no significant benefits of using social media marketing platforms for developing brand awareness in Ireland.

**H<sub>A4</sub>:** There are significant benefits of using social media marketing platforms for developing brand awareness in Ireland.

Code	O	E	O-E	(O-E) <sup>2</sup>	{(O-E) <sup>2</sup> /E}
E1	98	87.5	10.5	110.25	1.26
E2	88	87.5	0.5	0.25	0.002857
E3	66	87.5	-21.5	462.25	5.282857
E4	98	87.5	10.5	110.25	1.26
E1	47	52.25	-5.25	27.5625	0.527512
E2	45	52.25	-7.25	52.5625	1.005981
E3	69	52.25	16.75	280.5625	5.369617
E4	48	52.25	-4.25	18.0625	0.345694
E1	24	29.25	-5.25	27.5625	0.942308
E2	36	29.25	6.75	45.5625	1.557692
E3	34	29.25	4.75	22.5625	0.771368
E4	23	29.25	-6.25	39.0625	1.33547
<b>Total</b>					19.66136

The complete calculation of the Chi-square is presented in the appendix for ease of cross-references.

The degree of freedom was obtained by subtracting 1 from the number of rows and columns.

(C-1)(R-1): The number of rows is 4 and number of columns are 3.

$$= (3-1) (4-1)$$

$$= (2)(3)$$

$$= 6 \text{ degrees of freedom.}$$

$$X^2_{\text{tab}} = 12.59$$

The calculated value of Chi-square was 19.66, and the table value of Chi-square at 6 degrees of freedom and 5% significance level stood at 12.59.

Since the calculated Chi-square value is higher than its table value, the null hypothesis is rejected in acceptance of the alternative hypothesis.

Given this, it is concluded from the result that there are significant benefits of using social media marketing platforms for developing brand awareness in Ireland.

### Hypothesis Five

**H<sub>05</sub>:** There are no significant challenges associated with social media marketing in creating brand awareness in Ireland.

**H<sub>A5</sub>:** There are significant challenges associated with social media marketing in creating brand awareness in Ireland.

Code	O	E	O-E	(O-E) <sup>2</sup>	{(O-E) <sup>2</sup> /E}
F1	119	101.25	17.75	315.0625	3.111728
F2	84	101.25	-17.25	297.5625	2.938889
F3	99	101.25	-2.25	5.0625	0.05
F4	103	101.25	1.75	3.0625	0.030247
F1	24	25.5	-1.5	2.25	0.088235
F2	27	25.5	1.5	2.25	0.088235
F3	26	25.5	0.5	0.25	0.009804
F4	25	25.5	-0.5	0.25	0.009804
F1	26	42.25	-16.25	264.0625	6.25
F2	58	42.25	15.75	248.0625	5.871302
F3	44	42.25	1.75	3.0625	0.072485
F4	41	42.25	-1.25	1.5625	0.036982
<b>Total</b>					18.55771

The complete calculation of the Chi-square is presented in the appendix for ease of cross-references.

The degree of freedom was obtained by subtracting 1 from the number of rows and columns.

(C-1)(R-1): The number of rows is 3 and number of columns are 3.

$$= (3-1) (4-1)$$

$$= (2)(3)$$

$$= 6 \text{ degrees of freedom.}$$

$$X^2_{\text{tab}} = 12.59$$

The calculated value of Chi-square was 18.56, and the table value of Chi-square at 6 degrees of freedom and 5% significance level stood at 12.59.

Since the calculated Chi-square value is greater than its table value, the null hypothesis is rejected in acceptance of the alternative hypothesis.

Given this, it is concluded from the result that there are significant challenges associated with social media marketing in creating brand awareness in Ireland. Some of those challenges were identified in Table 4.3.5.

## **CHAPTER FIVE**

### **DISCUSSION OF RESULTS**

The first objective of this research exercise is to examine the level of impact of social media marketing on SME brand awareness in Ireland.

As part of the effort to achieve this objective, opinions on the subject matter were sought from members of the public through an online survey.

The gathered opinions were subjected to statistical analysis using Statistical Package for Social Sciences (SPSS). The results showed that the level of impact of social media marketing on SMEs brand awareness in Ireland has been significant.

As discovered in the finding of the study, social media has been an impactful and vital tool that aids the creation of brand awareness. It increases the reputation of a brand, its patronage and support beyond the geographical region from where the brand originates.

This result finding conforms with the findings of Autio & Ketola (2011), who, in their findings, asserted that social media platforms play significant roles in enforcing a firm's products in the minds of customers.

In the same vein, earlier works by Kaplan & Haenlein (2010) and Isokangas & Kankkunen (2011) revealed that social media marketing is an essential cost-effective strategy that exposes a company's brand(s) across the boundless territory.

This finding implies that social media platforms have been invaluable strategies that business organisations employ to increase awareness, patronage and support.

The second objective of this study is to ascertain the range of objectives behind the use of social media marketing in Ireland.

The result showed that there is a significant range of objectives behind the use of social media marketing in Ireland.

Some of the objectives identified include increasing customers' knowledge of a company's brands/products, increasing sales volume, referring a brand to families and friends and increasing customers' likeness for a brand.

As pointed out by Khan (2017), the goal behind social media marketing is to increase the size of the social community, accurately target customers, strengthening engagement strategies for improved brand loyalty, improved customers satisfaction and perception.

Every business establishment employs varying degrees of strategies to get a larger market share in any industry. Be it a profit-maximizing firm or a charitable organization, a major aim of engaging social media is to gain massive popularity which attracts patronage, conviction and support.

This result finding conforms with the findings of Beck et al. (2015), who in their findings showed that the primary motive behind social media marketing is for a business organisation to increase sales volume, control a larger share of the market in a given industry and enhance brand recognition.

Similarly, Alabdulkarim (2017) discovered that most business organisations opt for social media marketing because of its cost-effectiveness and the ability to serve a wider coverage than traditional marketing strategies.

The third objective of this study is to find out how digital marketing methods and tools are useful for creating SME brand awareness in Ireland.

The gathered opinions were subjected to statistical analysis, and the result showed that digital marketing methods and tools are significantly useful for the creation of SME brand awareness in Ireland.

Some of the methods include posting consistently at the right time, posting relatable content for all and sundry to be updated about a product or service, satisfactory customer's services, online promotion, etc.

Essentially, methods employed to achieve results are intrinsically useful and serve as a template through which to achieve desired expectations.

As revealed in the literature, social media is an online tool employed by individuals and corporate organisations for the promotion of one's products or services (Dilhan & Ibrahim, 2014).

Similarly, Ezeife (2017) asserted that consistent posting at the right time, revealing how customers can be made better off through products and services instils trust and confidence in the minds of customers.

This result finding conforms with the findings of Kotler & Armstrong (2011), who in their findings established that name branding, brand extension, and place branding are useful digital marketing strategies that drive the growth of brand recognition.

The fourth objective of this study is to determine the benefits of using social media marketing platforms for developing brand awareness in Ireland.

The gathered opinions were subjected to statistical analysis and the result showed that there are significant benefits of using social media marketing platforms for developing brand awareness in Ireland. Some of the benefits include using the platform of social media to make a brand known and recognized.

Similarly, the platform of social media requires less time in passing information across boundless territories. This is in contrast to the time usually required with traditional marketing media.

The benefits of social media platforms are not limited to the ones given above, but also enhances the promotion of a company's image and brands, reduction of a company's negative perception on the minds of the members of the public, etc.

This finding conforms with the findings of Ashley & Tuten (2015), who in their findings established that social media marketing increases brand loyalists, brand authority, brand awareness and improved customers' satisfaction.

The fifth objective of this study is to find out the challenges associated with social media marketing in creating brand awareness in Ireland.

The gathered opinions were subjected to statistical analysis, and the results showed that are significant challenges associated with social media marketing in creating brand awareness in Ireland. Some of the challenges include the burden of updating a company's online content often, challenges associated with customers' trust and transparency, social media crises management, etc.

These are significant challenges associated with social media marketing in creating brand awareness in Ireland.

These findings confirm the assertion of Clark & Melancon (2013) that one of the fundamental challenges of social media marketing is the identification of clear marketing goals. To them, firms fail to get a large share of the market because of misplacement of ad priorities and goals.

## CHAPTER SIX

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 6.1 Summary of Findings

The primary motive of this study is to establish an empirical analysis of the relationship between social media marketing and the creation of SMEs brands awareness in Ireland.

The study used Johnston Mooney & Obrien and Glenisk as points of reference, because they are popular SME companies in Ireland. Data for the study was got through online survey where one hundred and sixty-nine (169) respondents gave their honest opinions. The major findings of the study are:

The result of the descriptive statistics showed that all the variables employed by the researcher to explain the level of impact of social media marketing on SME brand awareness in Ireland were all statistically significant.

The mean and standard deviation values of all the variables were all more than 3.0 and less than 1.5 respectively as set by the researcher. Even the test of hypothesis revealed that ( $X^2_{cal.} = 14.82 > X^2_{tab} = 9.49$ ).

Hence, it was concluded that social media marketing have significant impact on brand awareness of Irish food processing firms.

The result of the descriptive statistics showed that all the variables employed by the researcher to explain the range of objectives behind the use of social media marketing in Ireland were all statistically significant.

The mean and standard deviation values of all the variables were all more than 3.0 and less than 1.5 respectively as set by the researcher.

Even the test of hypothesis revealed that ( $X^2_{cal.} = 58.067 > X^2_{tab} = 18.31$ ). Therefore, it was concluded that there are significant range of objectives behind the use of social media marketing in Ireland.

The identified objectives from the study includes increasing the knowledge of a brand, endearing buyers to patronize a brand, making brand loyalists refer a brand to family and friends, etc.

The result of the descriptive statistics showed that all the variables employed by the researcher to explain how digital marketing methods and

tools are useful for the creation of SME brand awareness in Ireland were all statistically significant.

The mean and standard deviation values of all the variables were all more than 3.0 and less than 1.5 respectively as set by the researcher. Even the test of hypothesis revealed that ( $X^2_{cal.} = 104.89 > X^2_{tab} = 18.31$ ).

Hence, digital marketing methods and tools are significantly useful for the creation of SME brand awareness in Ireland.

Some of the digital methods identified include posting consistently, posting reliable content, online promotion, creation of brand community, etc.

The result of the descriptive statistics showed that all the variables employed by the researcher to explain the benefits of using social media marketing platforms for the development of brand awareness in Ireland were all statistically significant.

The mean and standard deviation values of all the variables were all more than 3.0 and less than 1.5 respectively as set by the researcher. Even the test of hypothesis revealed that ( $X^2_{cal.} = 19.66 > X^2_{tab} = 12.59$ ).

In view of this, it was concluded that there are significant benefits of using social media marketing platforms for the development of brand awareness in Ireland. Some of the identified benefits include brand recognition, less time requirement, promotion of firm's image and brands, a good feedback system, etc.

The result of the descriptive statistics showed that all the variables employed by the researcher to identify the challenges associated with social media marketing in creating brand awareness in Ireland were all statistically significant.

The mean and standard deviation values of all the variables were all more than 3.0 and less than 1.5 respectively as set by the researcher. Even the test of hypothesis revealed that ( $X^2_{cal.} = 18.56 > X^2_{tab} = 12.59$ ). Hence, it was concluded that there are significant challenges associated with social media marketing in creating brand awareness in Ireland.

## **6.2 Recommendation of the Study**

Based on the findings of the study, the following recommendations are made:

Based on the findings of the study that social media marketing has a significant impact on brand awareness of Irish food processing firms, it is recommended that food processing firms should stick to platforms of social media for brand awareness creation.

Based on the findings of the study that increasing the knowledge of a brand, endearing buyers to patronize a brand, etc. are some of the objectives behind the use of social media marketing, it is recommended that management of firms should invest hugely in social media improved marketing outcome.

Based on the finding that digital marketing methods and tools are significantly useful for the creation of SME brand awareness in Ireland, it is recommended that the marketing departments in business organisations should always use the tools of social media to update the public on any latest development with their brands.

Given the finding that there are significant benefits of using social media marketing platforms for the development of brand awareness in Ireland, it is recommended that firms should invest in social media research and development to explore its full potentials.

Based on the study's finding that there are significant challenges associated with social media marketing in creating brand awareness in Ireland, the marketing departments of firms should be proactive in their marketing strategies to overcome marketing challenges that are/may be facing the firm.

## **6.3 Conclusion of the Study**

This study has been embarked upon to explore the relationship between social media marketing and SME brand awareness of food processing firms in Ireland, where Johnston Mooney & Obrien and Glenisk were used as case studies.

Major findings from the study showed that social media marketing has a positive and significant impact on SME brand awareness creation in Ireland. The variables considered in the research work include objectives of social media marketing, methods of social media marketing, benefits of social media marketing and challenges associated with social media marketing in Ireland.

The study has been able to contribute massively to the literature.

Given this, the study and its finding can serve as a framework for future research on related topics.

In conclusion, the recommendations of the findings of this study reveal the volume of the relevance of this study to academia, the management of both big and small firms and the general public within and outside Ireland.

#### **6.4 Limitations and Areas for Further Study**

The major limitation of this study is that the area of study was restricted to Johnston Mooney & Obrien and Glenisk, whereas many other firms could have been explored for a more robust analysis.

Similarly, had the study not been for academic purposes, more time could have been availed for the researcher to carry out a more convincing study on the topic under consideration.

Given this, it is suggested that one should undertake a study on this same topic and expand the scope to see if there could be a difference in the findings of this study or not.

Similarly, since this study was analysed quantitatively, a qualitative analysis could have been more convincing in getting the exact perceptions of participants concerning the topic under consideration.

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# APPENDIX I

## Letter of Transmittal and Questionnaire

**Topic:** ASCERTAINING THE IMPACT OF SOCIAL MEDIA MARKETING ON SMES BRAND AWARENESS IN IRELAND: CASE STUDIES OF JOHNSTON MOONEY & OBRIEN AND GLENISK

### Introduction

Dear Respondent:

My name is Praise. I am currently carrying out a study aimed at finding out whether social media marketing matters in SMEs brand awareness, a case of some selected Ireland food processing firms. This is being done in partial fulfilment of the requirements for the award of Masters Degree in International Business in National college of Ireland. The following questionnaire will require approximately 3-6 minutes to be completed. There is no compensation for responding nor is there any known risk. In order to ensure that all information will remain confidential, please *do not include your name*. If you choose to participate in this online survey, please answer all questions as honestly as possible and return the completed questionnaires promptly. Participation is strictly voluntary, and you may refuse to participate at any time.

Thank you for taking the time to assist me in my educational endeavours.

Warm Regards

### Questions Relating to the Study

Do you have a social media account? (Facebook, Twitter, Instagram...)

Yes

No

What social sites or apps do you use regularly?

Facebook

Twitter

Instagram

YouTube

Snapchat

How much time do you spend on Social media daily?

Less than 1 hour

1-3 hours

3-6 hours

6-8 hours

Over 8 hours

Does a company's online presence influence your buying decisions?

Yes

No

Maybe

Which of these brands are you aware of? (Tick all that apply)

Johnston Mooney & O'Brien

Glenisk

None

Which of these brands do you follow on Social media? (Tick all that apply)

Johnston Mooney & O'Brien

Glenisk

None

In my opinion, the following are benefits for using social media to advertise products and services

SD D N A SA

Helps customers identify brands

Less time is needed

Promotes firm's image and brands

Removes negative perceptions of a firm

Increases firm's website traffic

A good feedback system

To me, these challenges are associated with social media marketing for creating brand awareness

SD D N A SA

Constant updates of a firm's online content  
Challenges of trust and transparency of customers  
Difficulties in measuring ad effectiveness  
Difficulties in brand stories  
Social media crisis management in case of poor posts

In my own opinion, these digital marketing methods are helpful in creating brand awareness

SD D N A SA

Creating brand community on social media  
Sharing a firm's content on social media  
Provision of customers' review and rating opportunity on a firm's site  
Monitoring the chats of people about a firm on social media  
A firm's advert placement on social media

## APPENDIX II

### Complete Calculation of the Chi-Square

Gender Distribution of Participants				
	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	70	41.4	41.4	41.4
Female	95	56.2	56.2	97.6
Prefer not to say	4	2.4	2.4	100
<b>Total</b>	<b>169</b>	<b>100</b>	<b>100</b>	

Age Distribution of Participants				
	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Under 20yrs	9	5.1	5.1	5.1
21 - 29yrs	113	66.9	66.9	72
30 - 39yrs	44	26	26	98
40 - 49yrs	3	2	2	100
50yrs & Above	0	0	0	100
Prefer not to say	0	0	0	100
<b>Total</b>	<b>169</b>	<b>100</b>	<b>100</b>	

Educational Qualification of Participants				
	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Primary (First Level)	3	1.7	1.7	1.7
Second Level	7	4.2	4.2	5.9
Third Level	89	52.7	52.7	58.6
Further & Adult Edu.	70	41.4	41.4	100
<b>Total</b>	<b>169</b>	<b>100</b>	<b>100</b>	

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
B1	169	1	5	3.24	0.89
B2	169	1	5	3.62	1.17
B3	169	1	5	3.63	0.96
Valid N (listwise)	169				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
C1	169	1	5	3.40	0.88
C2	169	1	5	3.31	1.01
C3	169	1	5	3.33	1.06
C4	169	1	5	3.37	0.98
Valid N (listwise)	169				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
D1	169	1	5	3.30	0.82
D2	169	1	5	3.60	0.81
D3	169	1	5	3.54	1.05
D4	169	1	5	3.39	1.11
D5	169	1	5	3.24	0.87
D6	169	1	5	3.32	1.03
Valid N (listwise)	169				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
E1	169	1	5	3.58	1.05
E2	169	1	5	3.43	0.98
E3	169	1	5	3.42	1.07
E4	169	1	5	3.39	0.99
E5	169	1	5	3.41	1.08
E6	169	1	5	3.50	0.96
Valid N (listwise)	169				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
F1	169	1	5	3.34	0.97
F2	169	1	5	3.27	0.87
F3	169	1	5	3.38	1.02
F4	169	1	5	3.44	1.04
Valid N (listwise)	169				

Observed Frequency				
Code	SA/A	NA/DA	SD/D	TOTAL
B1	106	38	25	169
B2	108	39	22	169
B3	107	34	28	169
<b>Total</b>	321	111	75	507

Code	O	E	O-E	(O-E) <sup>2</sup>	{(O-E) <sup>2</sup> /E}
B1	106	107	-1	1	0.009346
B2	108	107	1	1	0.009346
B3	107	107	0	0	0
B1	38	37	11	121	3.27027
B2	39	37	12	144	3.891892
B3	34	37	7	49	1.324324
B1	25	25	10	100	4
B2	22	25	7	49	1.96
B3	28	25	3	9	0.36
Total					14.82518

Observed Frequency				
Code	SA/A	NA/DA	SD/D	TOTAL
C1	104	38	27	169
C2	126	19	24	169
C3	118	25	26	169
C4	112	34	23	169
C5	93	50	26	169
C6	69	58	42	169
<b>Total</b>	622	224	168	1014

Code	O	E	O-E	(O-E) <sup>2</sup>	{(O-E) <sup>2</sup> /E}
C1	104	103.67	0.33	0.1089	0.00105
C2	126	103.67	22.33	498.6289	4.80977
C3	118	103.67	14.33	205.3489	1.980794
C4	112	103.67	8.33	69.3889	0.669325
C5	93	103.67	-10.67	113.8489	1.098186
C6	69	103.67	-34.67	1202.009	11.59457
C1	38	37.33	0.67	0.4489	0.012025
C2	19	37.33	-18.33	335.9889	9.000506

C3	25	37.33	-12.33	152.0289	4.072566
C4	34	37.33	-3.33	11.0889	0.297051
C5	50	37.33	12.67	160.5289	4.300265
C6	58	37.33	20.67	427.2489	11.44519
C1	27	28	-1	1	0.035714
C2	24	28	-4	16	0.571429
C3	26	28	-2	4	0.142857
C4	23	28	-5	25	0.892857
C5	26	28	-2	4	0.142857
C6	42	28	14	196	7
Total					58.06701

Observed Frequency				
Code	SA/A	NA/DA	SD/D	TOTAL
D1	121	25	23	169
D2	57	70	42	169
D3	123	20	26	169
D4	78	46	45	169
D5	79	46	44	169
D6	118	34	17	169
<b>Total</b>	576	241	197	1014

Code	O	E	O-E	(O-E)^2	{(O-E)^2}/E
D1	121	96	25	625	6.510417
D2	57	96	-39	1521	15.84375
D3	123	96	27	729	7.59375
D4	78	96	-18	324	3.375
D5	79	96	-17	289	3.010417
D6	118	96	22	484	5.041667
D1	25	40.17	-15.17	230.1289	5.728875
D2	70	40.17	29.83	889.8289	22.15158
D3	20	40.17	-20.17	406.8289	10.12768
D4	46	40.17	5.83	33.9889	0.846126
D5	46	40.17	5.83	33.9889	0.846126
D6	34	40.17	-6.17	38.0689	0.947695
D1	23	32.83	-9.83	96.6289	2.943311
D2	42	32.83	9.17	84.0889	2.561343
D3	26	32.83	-6.83	46.6489	1.420923
D4	45	32.83	12.17	148.1089	4.511389
D5	44	32.83	11.17	124.7689	3.800454
D6	17	32.83	-15.83	250.5889	7.632924
<b>Total</b>					104.8934

Observed Frequency				
Code	SA/A	NA/DA	SD/D	TOTAL
E1	98	47	24	169
E2	88	45	36	169
E3	66	69	34	169
E4	98	48	23	169
<b>Total</b>	350	209	117	676

Code	O	E	O-E	(O-E)^2	{(O-E)^2}/E
E1	98	87.5	10.5	110.25	1.26
E2	88	87.5	0.5	0.25	0.002857
E3	66	87.5	-21.5	462.25	5.282857
E4	98	87.5	10.5	110.25	1.26
E1	47	52.25	-5.25	27.5625	0.527512
E2	45	52.25	-7.25	52.5625	1.005981
E3	69	52.25	16.75	280.5625	5.369617
E4	48	52.25	-4.25	18.0625	0.345694
E1	24	29.25	-5.25	27.5625	0.942308
E2	36	29.25	6.75	45.5625	1.557692
E3	34	29.25	4.75	22.5625	0.771368
E4	23	29.25	-6.25	39.0625	1.33547

Observed Frequency				
Code	SA/A	NA/DA	SD/D	TOTAL
F1	119	24	26	169
F2	84	27	58	169
F3	99	26	44	169
F4	103	25	41	169
<b>Total</b>	405	102	169	676

Code	O	E	O-E	(O-E)^2	{(O-E)^2}/E
F1	119	101.25	17.75	315.0625	3.111728
F2	84	101.25	-17.25	297.5625	2.938889
F3	99	101.25	-2.25	5.0625	0.05
F4	103	101.25	1.75	3.0625	0.030247
F1	24	25.5	-1.5	2.25	0.088235
F2	27	25.5	1.5	2.25	0.088235
F3	26	25.5	0.5	0.25	0.009804
F4	25	25.5	-0.5	0.25	0.009804

F1	26	42.25	-16.25	264.0625	6.25
F2	58	42.25	15.75	248.0625	5.871302
F3	44	42.25	1.75	3.0625	0.072485
F4	41	42.25	-1.25	1.5625	0.036982
<b>Total</b>					18.55771