

**'The era of the Digital Society –
Is there still scope for Traditional Marketing?'**

George Micallef

*A dissertation submitted in part fulfilment of the requirements for
the Executive Master of Business Administration within the Faculty
of Economics, Management and Accountancy at University of Malta*

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ABSTRACT

Purpose: The purpose of this study is to establish whether in this digital driven society, traditional media is still used and accepted both by the supplier and by the consumer.

Design/Methodology/Approach: A number of journals related to online and traditional marketing were analysed and discussed. Qualitative in-depth interviews were done with Kinnie and Cisk Lager brand managers to discover strategies used from the supplier's point of view. A qualitative focus group was formed to help in formulating questions for the survey. A quantitative survey was distributed to a sample size of the targeted population. Both the interviews and surveys collected were evaluated and debated to understand the use and effectiveness of traditional and online marketing related to Kinnie and Cisk Lager.

Findings: The increase and shift from traditional marketing to online marketing gives the impression that the former is diminishing and soon may no longer be of use. Results show that the shift is happening and marketing managers are investing their limited budgets in media that give return. Results indicate that traditional marketing is still strong both from the supplier's and consumers' perspectives. Although the media tool mostly utilised in 24 hours is browsing the internet, when taking a purchasing decision, customers tend to mainly trust word of mouth, TV and radio adverts.

Research limitations / implications: To establish clear and direct results, the study focused on the local beverage industry. Moreover, it was aimed to tackle only the advertising effects of two local products. This focus is the main limitation of the study as it is only related to Kinnie and Cisk Lager.

Practical Implications: From this study one can understand why in this digital era traditional marketing tools are still utilised by Farsons to advertise Kinnie and Cisk Lager.

Originality / Value: Since online marketing is everywhere, it is taken for granted that traditional media is dying a natural death. Although the study concentrates only on the local beverage industry, results acknowledge the fact that traditional media is still engaging. The originality and value of this research speak out as the products chosen are consumed on average by the majority of the locals. Moreover, advertising of Kinne and Cisk Lager is taken for granted, undermining how and what channels are used to advertise these well-known products that are part of our local culture.

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1. INTRODUCTION

1.1 Background Information

The need to grow, the need to sell and the need to show what the company has for sale or what the company has done brings with it the need for advertising. Advertising is a process to make the product or service known to the targeted marketplace. It is very important to spread the word about what a company has to offer, and that is why advertising is in every corner, in every place. “While marketing is the way in which the company convinces potential buyers that the organization has the right product for them, advertising is how the company communicates to the buyers the existence of that product” (Lovering, 2014).

Years ago only traditional media, for example TV, billboards, newspapers, postal mail and radio were used for promotion. With the new invention of the Internet phenomenon, marketers have invested time and energy to explore media that can generate more exposure in less time using less resources.

Technology plays an important role in today’s world. With continuous releases of modern devices, such as smartphones and tablets, consumers have much more accessibility and mobility. Laptops have overtaken the home personal desktop computer function, while the same laptop has left the floor to tablets and smartphones. As days go by, producers are giving customers the opportunity to have a mobile device that can satisfy all their needs. With the huge advances in telecommunication technology, providers have managed to give internet access to customers everywhere at any time. We are living in an era where we can access an online advert, click on it, and purchase the good in a few minutes, all from the same place and same device. This has created openings of opportunities not only to customers but also to organizations that can advertise their message in different ways. With these advances in technology marketers are spoilt for choice what marketing tools to use.

1.2 Context of the Study

It is a known fact that nowadays internet users are faced with targeted advertising on every site, mobile application or social media platform they use. “Because of the rapid proliferation of the Internet, the World Wide Web (WWW) and electronic communication have created fast growing new electronic channels for marketing” (Mehrddad Salehi, 2012). But having said this, traditional media is still being used. We still see billboards in our streets, commercials on TV, magazines and newspapers are still filled with adverts and radio ads are still being produced. It seems that although this internet phenomenon has given this unlimited space to marketers, traditional media, in some form or manner, is still around.

This curious fact triggered the researcher to find out more about the subject. It is interesting to find out why traditional media tools are still used by suppliers and what makes them invest money in these tools when cheaper channels exist. Apart from exploring the subject from the supplier’s point of view, the researcher wanted to find out the views of the customers on the same matter. The study investigates which traditional and online marketing tools affect most consumer purchasing decisions and how often people expose themselves to different media.

To get more focused results, the researcher directed the study on the beverage industry as it offers products that are purchased mainly by everyone. To be more specific, a local beverage company, Simons Farsons Cisk, with a history of over 85 years, was selected. These years of experience in this sector helped the researcher to identify how advertising distribution has changed through these years. Apart from focusing on the beverage industry the study is directed to understand media tools used to promote two particular local products - Kinnie and Cisk Lager. The main aim of this selection was to focus on local advertising productions so as not to be influenced by international or already available material. Farsons is the only beverage company that produces local beverages. This selection also gave the opportunity to the researcher to investigate how people react when exposed to the advertising of locally produced products.

“Age has been proven to be a determining factor in user acceptance of online shopping and consumer intention to shop” (Khare et. al., 2012; Dholakia and Uusitalo, 2002). This comment prompted the researcher to investigate if there are any relationships between age and the type of media utilized. The study continues to investigate if the views of people regarding traditional and online media are influenced by the age factor. To determine these results, four hypotheses were contrasted which are explained later in this chapter.

With 82% of the Maltese population connected to the internet and with 91% using internet every day, this study will try to identify why Farsons keeps on investing in traditional media. The research aims to examine if traditional media is still effective and if people still respond to this type of media. The study continues to determine how the balance is kept and calculated if both media are important.

The subject chosen is common to everyone and products in question are well known by locals. This encouraged the researcher to initiate this study and produce an understanding of what media channels are used by the supplier and the favourite media tools utilized by customers. This curious factor, whether supplier and consumer are on the same media wavelength, also helped to produce this study, as the main aim of marketing is to help the producer find a consumer and vice versa.

Finally, the researcher wanted a clear idea whether in this digital driven society, traditional media is still worth using.

1.3 Aims and Objectives

The aims and objectives of this study are all related to traditional and online marketing, both from the customers’ and supplier’s point of view.

The clear aim of the study is to establish if in this digital driven society, traditional media is still used and accepted both by the supplier and by the consumer.

The main objectives are:

- to discover the preferred promotional media used by customers and how much time they spend using them,
- to identify suitable marketing tools of traditional and online media that people trust to make their purchasing decision, and
- to determine the effectiveness of both traditional and online media from the customers' and supplier's point of view, particularly when promoting Kinnie and Cisk Lager.
- This study will provide insight into how one of our largest producers in the beverage industry, Farsons, uses traditional marketing. And if yes, with more than three and half billion people connected online worldwide (World Stats, June 2016) why is traditional marketing still relevant to this company?

This research also presents four hypotheses that test the relationship between age and various opinions about traditional and online marketing.

1.4 Hypotheses

From the research conducted throughout this study, the below hypotheses were established to test the relationship between the two types of marketing approaches and the person's age.

Hypothesis 1:

Null hypothesis: A person's opinion on whether traditional media is informative IS NOT dependent on the person's age.

Alternative hypothesis: A person's opinion on whether traditional media is informative IS dependent on the person's age.

Hypothesis 2:

Null hypothesis: A person's opinion on whether online media is informative IS NOT dependent on the person's age.

Alternative hypothesis: A person's opinion on whether online media is informative IS dependent on the person's age.

Hypothesis 3:

Null hypothesis: A person's opinion that traditional media is a waste of money to promote Kinnie and Cisk Lager in this internet era IS NOT dependent on the person's age.

Alternative hypothesis: A person's opinion that traditional media is a waste of money to promote Kinnie and Cisk Lager in this internet era IS dependent on the person's age.

Hypothesis 4:

Null hypothesis: A person's opinion that traditional media will eventually be discarded when promoting Kinnie and Cisk Lager IS NOT dependent on the person's age.

Alternative hypothesis: A person's opinion that traditional media will eventually be discarded when promoting Kinnie and Cisk Lager IS dependent on the person's age.

1.5 Structure of Thesis

1.5.1 Chapter 1 Introduction

In this chapter, the author presents the background information related to the topic under discussion. Aims and objectives, together with targeted groups and limitations of the study are defined.

1.5.2 Chapter 2 Literature Review

This chapter presents the theoretical background of the study related to traditional and online marketing. It describes and gives a comparison of the different theories regarding the subject. Research presented in this section is all composed through secondary data.

1.5.3 Chapter 3 Research Methodology

This chapter provides the reasoning to research approach and research philosophy used for this study. It explains the tools utilized for collection of data. It describes the method of analysis, the sample selection, and ethical issues encountered.

1.5.4 Chapter 4 Results and Data Analysis

The collection of primary empirical data through interviews, focus group and questionnaires is clearly presented through graphical images and tables in this chapter.

1.5.5 Chapter 5 Evaluation and Discussion

This chapter provides a comparison of the results obtained through the primary information collected against the secondary data provided in the literature review. This chapter will discuss whether the aims and objectives highlighted above were met by the researcher.

1.5.6 Chapter 6 Conclusions and Recommendations

Based on the research conducted, a conclusion of the study is presented in this chapter. Limitations, suggestions together with recommendations for further research are highlighted.

2 LITERATURE REVIEW

2.1 Introduction

This chapter is mainly divided in three parts: Traditional Marketing, Online Marketing and the contrasts between them. After giving a brief introduction of the Marketing Mix, a comparison between the traditional 4Ps and the online 4Ps was done. One of the 4Ps, Promotion, will be the focus of all sections in this chapter. With the help of theory, the first part of this chapter will investigate the effects of Promotion using traditional marketing tools. In the second part, the study will explore the use of Promotion using online marketing tools while the last section will identify the differences in both traditional and online marketing vis-à-vis Promotion. Advantages and disadvantages will be highlighted and discussed.

2.2 Marketing Mix

Through time, the theory of marketing mix has been analysed and rewritten by several authors. One of the authors, Philip Kotler, believes that the marketing mix is “a mixture of different tools or instruments for pursuing a marketing plan” (Van den Bulte, 1992). For Kotler (2003), “marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create an exchange that satisfies individual and organizational objectives”. Philip Kotler’s 4Ps consist of: Product, Price, Place and Promotion. The differences between the traditional and online 4Ps is made clear below.

2.2.1 Product

In traditional marketing, according to Shima & Varfan (2005), Kotler explains the Product as “the solution to the customers’ wants or/and needs.” On the other hand, online tools lead to faster discovery of customer needs, greater customization, faster product testing and shorter life cycles (Chaffey, 2000). With the help of online techniques, research is faster and more accurate which helps provide a core product that satisfies the customer’s fundamental needs.

2.2.2 Price

Pricing is a vital part of the marketing strategy as it delivers a message about the product, company and image. (Kotler, 2003). In traditional marketing, Shima & Varfan (2005), emphasize that Price is not just a tag on the product or service; it communicates to customers the business's value positioning and determines profitability.

With the introduction of online media, price competition has increased. One of the reasons is that the Internet offers price transparency and customers can switch from a website to another to compare prices. Price comparison sites are also available while some companies also offer the service to match prices online (Hagel & Armstrong, 1997).

2.2.3 Place

In the marketing mix, Place is generally referred to as where the product is distributed to the customer. Kotler highlights that transport and decisions on distribution channels are part of the place strategy. He also states that store, factory and storage also make part of the location (Kotler, 2003).

The internet together with other online methods have changed this perspective. Allen and Fjermestad (2001) argue that online methods have influenced the meaning of Place in the marketing mix as these tools have made the market bigger and bigger. Purchase decisions can be made anywhere thanks to online selling (Allen and Fjermestad, 2001).

2.2.4 Promotion

The role of Promotion in traditional and online marketing will be explained in detail in the coming chapters.

2.3 Traditional Marketing and Online Marketing

A few years ago, companies used mainly traditional media such as, television, newspapers, radio, and outdoor media to advertise their products or services. The increasing access of the Internet and the progress of network technologies have driven increasing numbers of companies to use online advertising to attract a large number of consumers in cyberspace, and to boost their profile and product sales.

To identify the differences between the two media, one must clearly understand what traditional and online marketing are all about.

2.4 Traditional Marketing

“Traditional Marketing is telling the world you’re a rockstar.

Content Marketing is showing the world that you are one.”

Robert Rose – Senior Analyst – Digital Clarity Group.

As described by Philip Kotler (2003), “marketing is considered to be a collective process where individuals or groups can exchange goods or services based on their needs and wants.” In traditional marketing customers’ needs and wants are being revealed and fulfilled through traditional media channels such as, face to face communication, magazines, radio, and TV amongst others. “The aim is to create products and services which sell themselves by being what customers need and want” (Kotler, 2003).

2.4.1 ‘Promotion’ utilized in Traditional Marketing

Promotion is another important P out of the 4 Ps of the marketing mix. “The focus is mainly on how the company could reach its targeted customers and communicate its message to them” (Kotler, 2003). The promotion mix is visually explained in Figure 2.1.

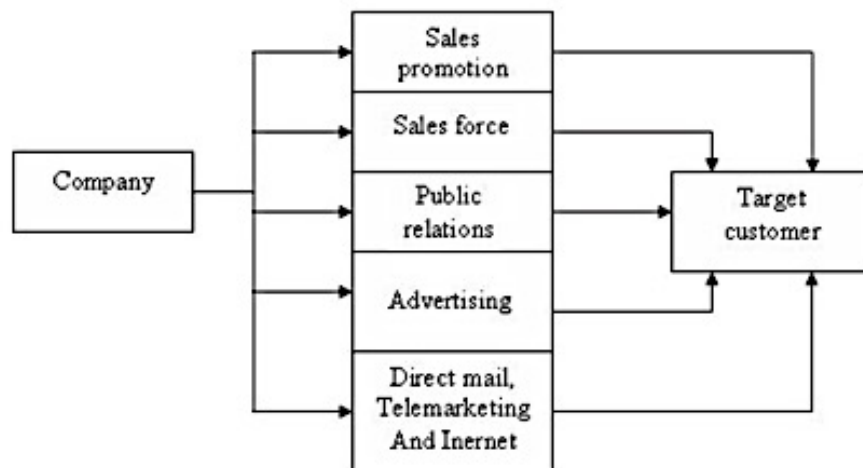


Figure 2.1 Promotion mix model – (Kotler, 2003)

2.4.1.1 Sales promotion

As it creates an incentive for customers to buy the product or service, sales promotion is a key factor in marketing campaigns. These include free trials, prizes, coupons and more. These offers retain customers and attract new ones who are looking for a new item. Probably new customers would not become loyal customers, but promotions will help to attract new audience. As outlined by Shima & Varfan (2005), “this strategy can be used in high brand similarity markets where the seller wants to reach short term high sales response and not so high permanent gain in market share.” This strategy can have a more permanent effect or gain on market share in a low brand similarity market. Competition is getting tougher as the amount of existing brands is growing.

Price-oriented customers are always on the lookout for the best offers in the market. Non-brand companies have to try harder and present more innovative promotional offers and tools to outperform competitors. Promotion can be used in different ways. Promotions can be aimed to attract new customers or they can be targeted to existing loyal customers. There are situations where both customers are rewarded in different ways. The bigger and the more extraordinary the offer is, the better the response obtained by the customers.

2.4.1.2 Sales Force

When providing or recommending solutions to customers in either services or products, the sales force represents the face of the company. To create common satisfaction, the sales representatives are the ones who need to bring the needs of customers and the company together. Throughout the years, the working process of a sales person has grown from selling to knowing what they are selling, as they play an important role in the supply chain. The sales force is an effective way of delivering the company's message to the targeted audience and accept direct feedback in return. A well-managed sales force can be very successful.

2.4.1.3 Public Relations

Public relations consist of designing and scheduling a plan or event with the main aim to promote the company. In some cases, public relations are also used to protect the products or the brand image. It is a way of presenting news or vital information about the company, product or service to the press by having a press conference or an event.

As highlighted by Shima & Varfan (2005), "the importance or effectiveness of this tool should not be underestimated as it plays a great role in presenting and keeping the company image, values and position."

2.4.1.4 Advertising

"Advertising is any paid form of non-personal presentation and promotion of ideas or good or services by an identified sponsor." (Kotler, 2003 pp.590)

Advertising is a main tool for companies to influence consumers' purchase decisions. It is a means of communicating the offer to others and it can be done in distinctive ways through different channels. Sometimes an outside help from experts, such as an advertising company, is given to make decisions about the best way to advertise.

With regards to the marketing effect of traditional media, Yiannaka, et al. (2002) indicated that print media and broadcasting are focus media that could completely and directly deliver advertising information of products to target readers or audiences. Mass media options such as, television, allow companies to present the content of print advertising, but with better sound and light effects to ordinary consumers. In addition, Dertouzos and Garber (2006) suggested that with limited budgets, company marketing by magazine advertising has the most significant effect followed by broadcasting. However, if companies could support mass or long-term advertising with sufficient budgets, television would be more influential.

2.4.1.4.1 Television

Television is able “to combine visual images, sound, motion, and colour to present the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium” (UNESCO-Nigeria TVE Project, 2010). Kazmi and Batra (2008) suggest that television gives marketers a chance to demonstrate their products. It has the power to create a feeling for their audiences which results in an opportunity that cannot be missed.

TV adverts reach a large number of people. So in this regard they are cost-effective. However, “advertisements have to be interesting and selective, in order to capture the right people’s attention” (Belch and Belch, 2011). It is important that the message delivered by the marketer is clear and easy to understand as adverts time slots are usually between 15 to 60 seconds.

On the other hand, television adverts are very expensive as the costs include both the production of the advert and the commercial time slot. “As the nature of television advertising is intangible, it does not provide the audience with a tangible object” (Smriti, 2014). With the introduction of ‘on demand recording’, people tend to record a television programme and fast-forward the advertisements. This is known as zipping (Smriti, 2014).

A survey issued by the Malta Public Broadcasting Authority in December 2015 shows that an average of 240,800 persons [62.2%] followed at least one TV station during the month of October of the same year. Data was collected by the National Statistics Office during the month of October and 45.2% of all contacted persons accepted to participate. A sample

of 1,240 was collected with the youngest interviewed being 12 years old, while the eldest person contacted was 95 years old (MBA – 10/15 Audience Assessment October 2015).

The study reveals that 65.4% of all viewers followed a local station while the other 34.5% followed a foreign station. Locally, TVM remains the most popular station with 39.1%, followed by ONE with 14.9% and Net TV with 8.7%. The foreign stations are led by Canale 5 with a 5.7%, then RAI UNO with 4.8% and Italia 1 with 4.1%.

The same survey reveals that the local average amount of hours that TV viewers spend watching television amounts to 2 hours 38 minutes every day. This is 5.4 minutes higher than July 2015 and slightly lower than amounts registered in October 2014 (MBA – 10/15 Audience Assessment October 2015). As in other previous surveys, TV audiences tend to peak between 7:30 pm and 10:00 pm (MBA – 10/15 Audience Assessment October 2015).

While there has been a significant drop since the rise of the Internet age, a Nielsen 2013 report estimates that 115.6 million Americans still own a television set. “Despite the boom of social media and online marketing, TV is still an important traditional marketing method companies should consider advertising on. Advertising efforts on TV or radio have the benefit of reaching a mass audience, and while it may be costly, some industries can really benefit from TV or radio advertising” (Nica, 2014).

2.4.1.4.2 Radio

Small organizations tend to take advantage of what the radio can offer. However, to be effective the firm must identify its target audience. “As broadcasting organizations have access to both qualitative and quantitative data, it should be easier for marketers to determine which radio station is going to be used in order to be certain that their message is delivered to the right audience” (Zias, 2014). Belch (2011) together with Gordon (2007), explain that radio advertising is cheaper than television when compared cost-per-point. It can be easily produced in a short period of time, but to be effective and be heard by many, an advert must be repeated frequently.

Radio gives the listeners the opportunity to use their creativity and imagination as people only use the sense of hearing during radio adverts. “Relying on the listeners’ imagination sometimes can be dangerous in a way that the company’s message can be distorted as radio does not offer the opportunity to show the product” (Belch and Belch, 2011).

“The fact that some people listen to the radio while driving or doing their daily routine implies that less attention will be given to what is being aired” (Neha, 2011). The effectiveness of radio adverts is very difficult to be measured. “Like with every other medium, the customer is king in what he listens to and listeners tend to get fed up hearing commercials with the result of switching to another channel” (Belch and Belch, 2011).

In a local audience assessment carried out during the month of October 2015, an average of 191,200 persons, or 49.3% of the population aged 12 years and over stated that they had listened to the radio during that month (MBA – 10/15 Audience Assessment October 2015). The Audience Assessment highlights that on average, local radio listeners spent a total of 3 hours 24 minutes each listening to their favourite radio station. This was 16 minutes less than that registered in October 2014. On a national basis over the whole of the population aged 12 years and over, this amounts to 1 hour 36 minutes per person (MBA – 10/15 Audience Assessment October 2015).

2.4.1.4.3 Print Media

Print media is another common medium of advertising. “Generally, magazines and newspapers are used which are known as high-involvement media” (Belch and Belch, 2011, p. 403). According to Belch and Belch (2011), in order for the advert message to be read and be effective, an effort must be made by the audience.

“Although online media is very fast and powerful, printed newspapers are still popular, although numbers are always decreasing” (Lyve, 2014). Newspapers are issued on a daily basis with a special edition on Sunday. Because of higher costs and less revenue, printing and colour quality are not of high standards and so marketers prefer to advertise on magazines. Apart from being inexpensive to purchase, newspapers can be easily found in many local shops. Compared to magazines, advert space is cheaper to purchase. Adverts

on magazines appear more attractive as the fancy paper is created to make a visual impact. The drawback of magazines is that adverts have to be prepared ahead of time, constraining the company to give specified artwork even 30 days ahead of publication. Preparation time to advertise on magazines takes longer than preparation to advertise in a newspaper. Usually, in a newspaper adverts are booked only a few days before they actually appear. Newspapers target a mass audience while magazines have the ability to target particular readers. Like the majority of traditional marketing, print media is difficult to measure.

2.4.1.4.4 Outdoor Advertising

Outdoor advertising is also part of the traditional media concept, the most popular being billboards and bus shelters. With the introduction of technology, big LED screens are also becoming popular although they are very expensive to rent. Outdoor media is very difficult to measure but airport advertising, for example, can be measured by the number of arrivals and departures. It also depends in which part advertising is placed.

2.4.1.4.5 Word of Mouth

Another traditional tool of advertising is ‘word of mouth’. It is fast, free and it is considered the oldest yet most effective form in the integrated marketing mix. As highlighted by Andrea Nica (2014), 92% of people rely on recommendations from their peers to decide on their purchases. “The problem with word of mouth is that it can take time for the news to spread about certain products or services” (Nica, 2014).

2.4.1.5 Direct Marketing

Direct marketing uses different channels to reach the targeted audience. To seek measurable response from customers, companies generally utilize face to face meetings, mailing, telephone, and catalogue and internet to get the message through.

Direct marketing manages to create a personal feeling communication and it is a fantastic way of building long term relationships with customers. One such example is companies sending birthday cards or Christmas cards to their clients.

Face to face selling is an old and original way used by companies where sales people are sent to meet potential customers explaining the benefits of the product or service. This creates a direct communication and the message is clear giving the opportunity to the customer to clarify any concerns.

Some companies tend to utilize direct mailing, which consists in sending a letter directly to the customer. This can be in the form of an offer, announcement or reminder. Other tools have now been developed and e-mail has replaced the form letter, reducing costs and saving more time.

Catalogue marketing is also part of the direct marketing family. It comprises sending a catalogue to potential customers who can easily purchase products directly from their home instead of visiting the store or shop. Although catalogue marketing has been replaced by online shopping, as the majority of companies display their products on the internet, there are still companies that distribute door to door small catalogue magazines every month. Clear examples of these are Lidl and Bargain Magazine.

Direct Marketing also include telemarketing. Here, a sales person calls customers and tries to sell a product or service. This is generally done by mobile providers that tend to convince customer to switch from one company to another. Another way of telemarketing is providing a service for those who are already customers and need support. A clear example is calling a Bank Call Centre for help and while offering the service the agent makes the customer aware of certain new products that suit his or her portfolio.

As shown above, there are different traditional media that can be used to promote the product or service, but it is important that these are used wisely according to the consumers' needs. Speck and Elliot (1998) suggested that the "consumers' attitudes towards advertising were continually becoming more negative, as a result of the increasing advertising clutter". The increasing advertising clutter in traditional media such as, TV, radio and newspapers has produced negative effects on both the media and their advertising content. It is highlighted that marketing is not about the quantity but how you do it. To overcome these problems, advertisers and media owners are always in search of new ways to reach consumers. One of the media identified was online marketing (Dahlén and Micael Edenius, 2007).

2.5 Online Marketing

*“Ignoring online marketing
is like opening a business but not telling anyone.”*

Robert Rose – Chief Strategist, Content Marketing Institute

Through the years, the internet has become an effective marketing tool and has had a large impact on marketing. In the beginning it was only used to communicate with customers through e-mail and getting response from them. Throughout the years the meaning and usage has changed and today the internet plays an important part in our life. “The internet has helped the companies to be able to target their potential customers more personally, and knowing more about them has helped in knowing how to approach different customers to get to their needs” (Kotler, 2003). Tsao and Sibley (2004) emphasize that the growth of online users has helped the internet to become the main information channel for consumers.

As per report issued by the Malta National Statistics Office in 2015, 81.9% of households in Malta and Gozo had access to the internet, while regular internet users reached 76.2% of the total population aged between 16 and 74. Data shown in Table 2.1 also highlights that only 21.6% of the population have never used a computer. Table 2.2 clearly identifies that 90.9% of internet users access the internet every day or almost every day.

Latest instance of internet use				
	Number		% total	
	2014	2015	2014	2015
Three months prior to survey	239,225	251,395	73.2	76.2
3-12 months before survey	:	:	:	:
More than one year before survey	:	:	:	:
Never used a computer	80,264	71,388	24.6	21.6
Total	326,930	329,984	100.0	100.0

Table 2.1 Latest Instance of Internet Use - (NSO, 2015)

Internet user frequency

	Number		% total*	
	2014	2015	2014	2015
Every day or almost every day	205,499	228,401	85.9	90.9
At least once a week (but not every day)	24,108	17,125	10.1	6.8
Less than once a week	9,619 ^u	:	4.0 ^u	:
Total	239,225	251,395	100.0	100.0

Table 2.2 Internet user frequency - (NSO, 2015)

From figures presented by the NSO and illustrated in Table 2.3 below, it is interesting to note that people in certain age groups are realizing the importance of the internet. An increase of 7.1% in internet usage was registered for the 45 to 54 age group while an increase of 7.9% on 2014 was registered for age groups between 55 and 64.

Demographic profile of internet users

	Number*		% population**		Change in percentage points
	2014	2015	2014	2015	
Sex:					
Male	123,318	129,551	74.6	77.5	2.9
Female	115,907	121,844	71.7	74.8	3.1
Age Group:					
16-24	48,453	46,836	99.4	97.9	-1.6
25-34	58,290	59,571	94.3	95.0	0.7
35-44	48,923	52,559	85.3	89.6	4.3
45-54	35,308	38,560	66.0	73.1	7.1
55-64	31,874	36,547	54.3	62.1	7.9
65-74	16,377	17,322	35.0	35.2	0.2
Education Level:					
No Schooling / Primary	8,612 ^u	9,322	19.2 ^u	20.2	1.0
Lower Secondary	83,844	72,878	65.2	67.7	2.5
Secondary and Post-secondary	62,394	71,705	92.2	93.3	1.0
Post-secondary non-tertiary	19,735	28,383	94.3	98.3	4.1
Tertiary	64,640	69,107	99.6	98.2	-1.4
Total	239,225	251,395	73.2	76.2	3.0

Table 2.3 Demographic profile of Internet users - (NSO, 2015)

The online marketing model has extended and opened more opportunities to companies in their advertising. Nowadays, the majority of the companies have their own website and Social Media accounts which help them present the company's offerings and image. The accessibility given with the help of technology through internet service has helped reduce the gap between the company and the consumer. This innovation has made it possible for any business to communicate the message and brand image to customers with no limitations. "The internet is a new marketing tool that can be used by companies in order to reach their customers" (Hoffman and Novak, 1995). Online marketing is defined "as the application of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept" (Chaffey, 2000).

The concept of online marketing is sometimes presented as a new theory. However, some argue that the basic concepts from the traditional marketing are still valid. The core elements of the marketing mix are still applicable and the internet offers new opportunities to adapt them (Chaffey 2000).

2.5.1 'Promotion' utilized in Online Marketing

In the marketing mix, the Promotion element is related to how the communication mix can be used to update customers about the organization and its products. The online tools can be used to review new ways of applying each of the elements which are Sales Promotion, PR, Direct Marketing and Advertising (Chaffey, 2000).

2.5.1.1 Online Sales Promotion

Online sales promotion offers a great opportunity to the company to advertise its product through competitions. Price reductions or additional gifts can be given to those who visit the website or 'like' the company's Facebook page. Online tools make it easier for the company to interact with its customer and this will encourage the customer to build a long term relationship (Chaffey, 2000).

2.5.1.2 Online Public Relations

In a climate where newspapers and print media are decreasing, online tools offer Public Relations a new platform. Through internet channels, news can be instantly published while in traditional marketing companies would wait for periodical publications (Chaffey, 2000). With the help of tools like blogs, internet radio, social media sites and the company's website, press releases are easily reachable by any type of customers. The introduction of social media sites like Twitter and Facebook have made a revolution in how, when and what news is delivered. The fact that the customer can instantly comment on the published press release has opened the media to a two-way communication rather than a one-way communication offered by traditional media.

2.5.1.3 Online Advertising

In contrast to traditional media, online advertising is not restricted by time or space. It makes it possible to focus on the mass market as well as specific market segments. To a certain extent, it is interactive and consumers can easily purchase at any given time. "With the popularity of the internet and the fast growth of online users, online advertising has become the main information channel for consumers" (Tsao and Sibely, 2004).

The use of the internet has created a new way of advertising; it's faster, more reachable and measurable. Online advertising uses the internet to deliver the company's message and in return attract more customers. As new systems evolve, online advertising space and ideas increase. Online advertising refers to "deliberate messages placed on third-party websites including search engines and directories available through internet access" (Ha, 2008). Regardless of this definition, many authors include the company's personal website as online advertising (Ha, 2008).

2.5.1.3.1 Website

In this digital era, it is crucial for a company to have its own website. The website must be well-designed and informative as it gives the first impression to customers (Rowley, 2001). The information that can be placed on the website is unlimited and the website can be easily turned into a virtual shop without the need for the customer to visit a physical outlet. The friendlier and more accessible the website is, the easier the engagement with the customer to purchase or use the services offered. The website is the main hub where the firm's information is stored. Therefore, it is very important to keep it up to date. It is very important that digital traffic is diverted and directed to the company's website by using other online advertising.

In this time and age, it is imperative that the company's website is mobile adaptive, meaning that it can be easily shown on mobile devices.

In a globalized world one must adapt to demographic changes too. For example, the demographic pattern of women consumers has changed dramatically, as women are working longer hours and the nature of the traditional family pattern has changed. Time is precious for everyone and people look forward to more convenience. People tend to decide their future purchases of food and other stuff virtually while waiting for a bus, in a queue or at the doctor's through their mobile phone.

A survey issued by the National Statistics office highlights that internet usage on mobile phones and portable computers is drastically increasing. This is clearly shown in Table 2.4.

When compared with 2014, in 2015 there was an increase of 13% in internet usage on mobile phones, and an increase of 7.9% on internet usage from portable computers. This clearly shows that consumers are being more independent and can shop practically from anywhere.

Mobile device usage away from home or work by age group				
Age Group	Mobile Phone		Portable Computer	
	Number	% internet users*	Number	% internet users*
2015				
16-24	45,195	96.5	26,978	57.6
25-34	51,069	85.7	33,822	56.8
35-44	42,055	80.0	26,892	51.2
45-54	24,920	64.6	20,385	52.9
55-64	16,265	44.5	15,206	41.6
65-74	5,811 ^u	33.6 ^u	7,857	45.4
Total	185,314	73.7	131,140	52.2
2014				
16-24	42,743	88.2	29,442	60.8
25-34	44,217	75.9	26,926	46.2
35-44	30,105	61.5	22,298	45.6
45-54	14,007	39.7	11,742	33.3
55-64	10,162	31.9	11,123	34.9
65-74	:	:	4,544 ^u	27.7 ^u
Total	145,311	60.7	106,076	44.3

Table 2.4 Mobile device usage away from home or work by age group – (NSO, 2015)

Apart from making it easier and accessible for customers to purchase the company’s products, a firm can use these online tools to attract customers through promotions.

2.5.1.3.2 Banner Ads

“Banner ads are one of the most popular forms of online advertising. They are generally horizontal, rectangular shapes” (Ha, 2008, p.34). The fact that banner ads occupy 10% of the website makes it difficult to capture the visitors’ attention. The banner generally links to a page that gives more information about the product, service or event. If the banner is shown on third party websites, for example, The Times of Malta, the banner can link to the company’s homepage. Through different software, one can understand the customer’s journey. This indicates through which website the customer landed on the company’s homepage and the most popular sections with the visitor. Understanding the customer’s journey is one of the key elements to identify the customer’s favourite needs.

2.5.1.3.3 Paid Search

Another element in online advertising is the ‘Paid Search’, better known as ‘PPC’ (Pay Per Click). The most successful and effective search engine, Google, provides users with a technique known as AdWords. Keywords will be provided by the web user and adverts are displayed when these keywords are requested. Figure 2.2 shows a clear example of PPC advertising.

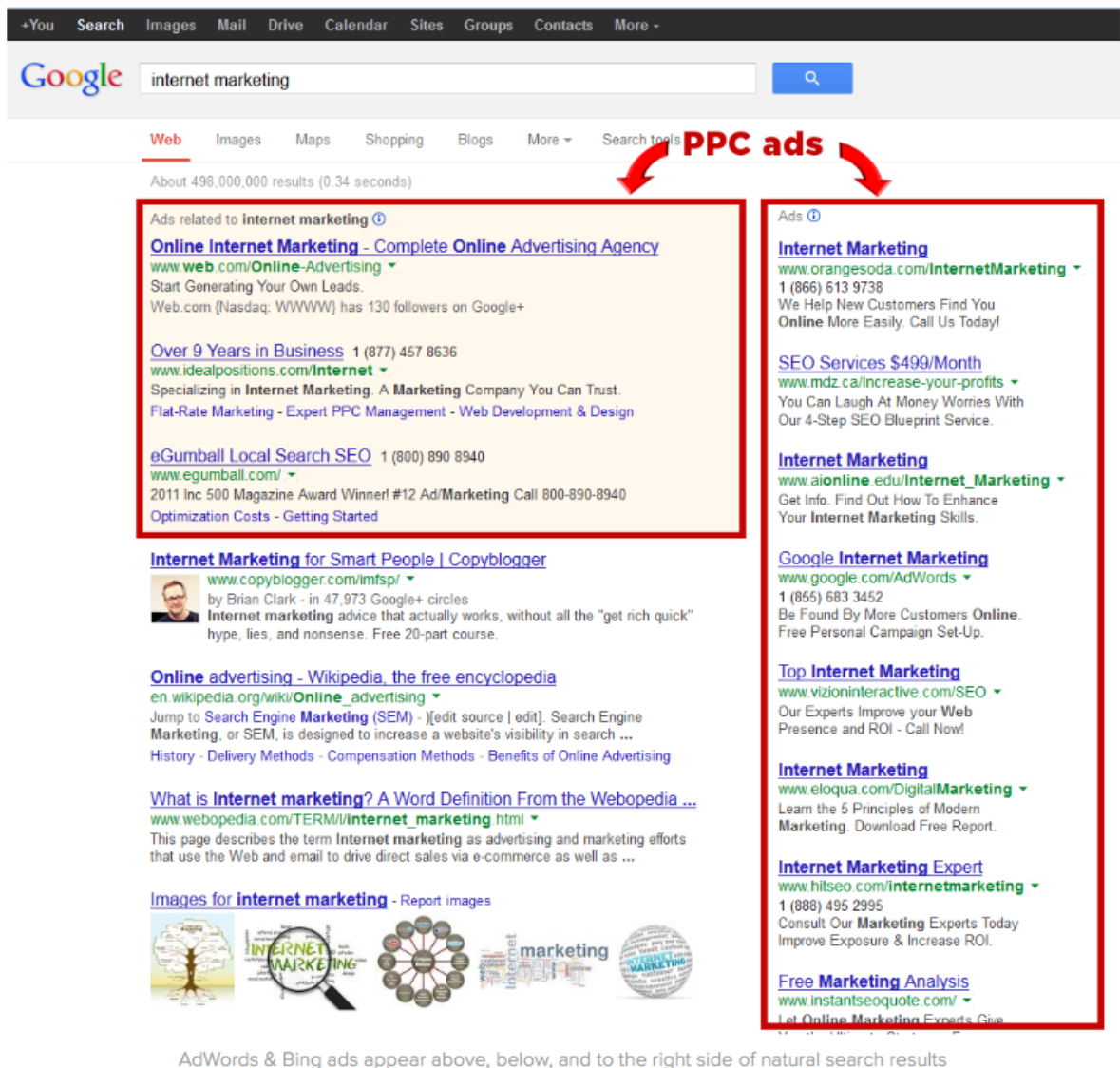


Figure 2.2 Example of Pay Per Click (PPC) – (Portent 2016)

These type of adverts are sold in an auction depending on the keywords the company decides to use. The highest bid gives the firm a chance to rank number 1 in the sponsored results. The agreed amount will be charged per click. For example, if 100 people clicked on a PPC listing that was agreed for €0.15, the PPC service will charge the company €15.00. “This type of advertising can cost a fortune for the company as it is easy to get caught up in a bidding war over a particular key word” (Portent, 2014). This may result in spending far more than the firm’s potential return. On the other hand, PPC generates traffic right away. It is simple, fast and adjustable. It is very useful to strengthen the brand and the company’s image.

2.5.1.3.4 Search Engine Optimisation

Related to PPC, marketers also use Search Engine Optimisation (SEO) to generate traffic to the firm’s website. SEO is the process of affecting the visibility of a website in a search engine’s unpaid results, often referred to as natural, organic, unearned results (MOZ, 2015). Google, Bing and Yahoo drive the majority of web traffic. Search engines are the primary methods of navigation to many internet users, although social media also generates traffic to websites. The uniqueness of search engines is that they provide targeted traffic as people search for what the firm offers. If search engines cannot find the company’s site, then that is a missed opportunity to drive traffic.

2.5.1.3.5 Google Facilities

With the introduction of Google Maps & Places, Google has managed to change the search experience. When a person requests a search through Google and it recognizes that it is a local request, it automatically highlights businesses nearby on the right hand side of the screen (Arjun Rajeswaran, 2015). Through these methods, Google and other search engines are anticipating and making it easier to provide the needed and direct information to the correct customer.

2.5.1.3.6 Video Content

A report issued by Microsoft states that humans have an 8-second attention span versus a 9-second hold of a goldfish. This has inspired marketers - if the company needs to attract more customers, video seems to be the winning card (Marketing Think, 2015). It is predicted that in 2017, 74% of all internet traffic will be video (Video Marketing Statistics & Trends, 2015). Formats can include: Snapchat, Instagram, Vine and others (Sales Force, 2015). According to Adelle Studios, 64% of consumers are more likely to buy a product after watching a video about it. Moreover, 88% of internet users spend more time on websites that provide video content (Adelle Studios, 2015). The introduction of online media platforms related to video material, like Facebook and You Tube, have made it is easier for video content to be shared.

2.5.1.3.7 Social Media

*“If you’re not putting out relevant content in relevant places –
You don’t exist.” Gary Vaynerchuk*

Social media is defined as a “group of internet based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation of exchange of User Generated Content” (Kaplan & Haenlein, 2010). Social media is a practice that takes place among identified population who gather virtually to share information, knowledge and post-purchase feedback (Safko & Brake, 2009). “The emerging patterns in social networks are as friends list, status updates platform, open data access, media sharing and transparency” (Forgue, 2011).

“Though traditional media channels, like TV, print media, public relations, and trade fairs are still active and famous, the presence of online advertising, specifically the social media networking, has revolutionized the way business communicates with individuals” (Nair, 2014).

With the help of social media, companies can receive more exposure. According to the Social Media Examiner 2013 Industry Report, 89% of respondents said that social media marketing has generated more business exposure than any other medium (Nica, 2014). The accessibility and integrative marketing process on social networks makes it easier to increase brand exposure.

Through social media, businesses can build an online community through tagging, hashtags and search features. Competitors, social influencers together with relevant partnerships can be also identified through these channels. “With the help of social media networks, brands can detect what works well and what they need to improve with regards to their social media strategy and execution” (Nica, 2014).

A report issued by the Malta National Statistics Office highlights that the use of social media is present in every major industry in Malta. Wholesale and retail trade, tourism and communication together with the real estate sector top the chart with high percentages. Results of social media by economic activity can be shown in Figure 2.3.

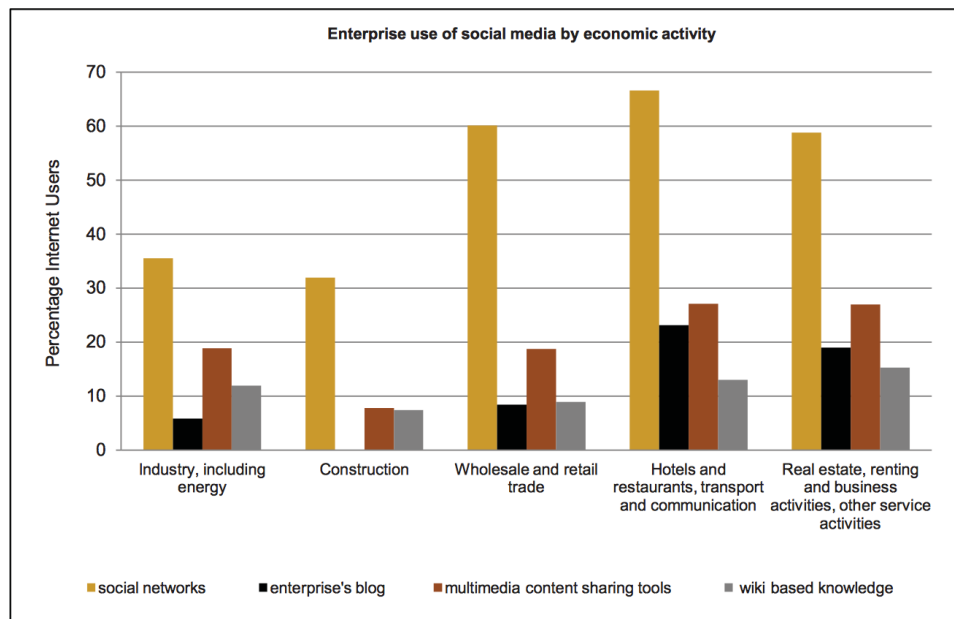


Figure 2.3 Enterprise use of social media by economic activity – (NSO, 2014)

Amongst the Social media platforms available, Facebook is the most popular. These are some statistics regarding Facebook (Zephora Digital Marketing, 2015).

- There are 950 million Facebook users around the world,
- 500 million people log on daily,
- 29.2% are from ages 25 to 34,
- 5 new profiles are created every second, and
- every 60 seconds on Facebook - there are 510 comments,
293,000 statuses are changed, and
136,000 photos are uploaded

In Malta, Facebook users reach 270,000 which is 85% of internet users. This is identified in Table 2.5 showing European internet users and Facebook subscribers by country.

These statistics show that online marketing together with social media cannot be ignored. “The shifting of consumer and business organization towards SMN (Social Media Network) for communication purpose is becoming clear and increasing at a large pace” (Nair & TR, 2014).

Social media is taking word of mouth to the next level. Social media in the marketing mix can be considered word of mouth in the fast lane. Millions of people are members of sites such as Facebook and Twitter. “The potential reach is massive and word can spread at rapid rates” (Nica, 2014). ‘The Salott’ together with ‘R You Being Served’ (RUBS), both local closed groups on Facebook, are a clear example of ‘online word of mouth’. On these pages, people post their thoughts about products and services, positive and negative experiences about places or services and their general opinions. ‘The Salott’ holds 27,000 members while ‘RUBS’ has reached 25,000 members. (Figures as at June 2016)

Internet Users in the European Union - 2015					
EUROPEAN UNION	Population (2015 Est.)	Internet Users, 30-Nov-2015	Penetration (% Population)	Users % Table	FACEBOOK 15-Nov-2015
Austria	8,584,926	7,135,168	83.1 %	1.8 %	3,500,000
Belgium	11,258,434	9,569,669	85.0 %	2.4 %	5,900,000
Bulgaria	7,202,198	4,083,950	56.7 %	1.0 %	3,200,000
Croatia	4,225,316	3,167,838	75.0 %	0.8 %	1,800,000
Cyprus	847,008	804,306	95.0 %	0.2 %	590,000
Czech Republic	10,538,275	8,400,059	79.7 %	2.1 %	4,500,000
Denmark	5,659,715	5,432,760	96.0 %	1.3 %	3,500,000
Estonia	1,313,271	1,106,299	84.2 %	0.3 %	590,000
Finland	5,471,753	5,117,660	93.5 %	1.3 %	2,600,000
France	66,132,169	55,429,382	83.8 %	13.8 %	32,000,000
Germany	81,174,000	71,727,551	88.4 %	17.8 %	29,000,000
Greece	10,812,467	6,834,560	63.2 %	1.7 %	4,800,000
Hungary	9,849,000	7,498,044	76.1 %	1.9 %	5,100,000
Ireland	4,625,885	3,817,491	82.5 %	0.9 %	2,600,000
Italy	60,795,612	37,668,961	62.0 %	9.3 %	28,000,000
Latvia	1,986,096	1,628,854	82.0 %	0.4 %	650,000
Lithuania	2,921,262	2,399,678	82.1 %	0.6 %	1,400,000
Luxembourg	562,958	532,952	94.7 %	0.1 %	280,000
Malta	429,344	314,151	73.2 %	0.1 %	270,000
Netherlands	16,900,726	16,143,879	95.5 %	4.0 %	9,500,000
Poland	38,005,614	25,666,238	67.5 %	6.4 %	14,000,000
Portugal	10,374,822	7,015,519	67.6 %	1.7 %	5,600,000
Romania	19,861,408	11,178,477	56.3 %	2.8 %	8,100,000
Slovakia	5,421,349	4,507,849	83.1 %	1.1 %	2,300,000
Slovenia	2,062,874	1,501,039	72.8 %	0.4 %	850,000
Spain	46,439,864	35,705,960	76.9 %	8.9 %	22,000,000
Sweden	9,747,355	9,216,226	94.6 %	2.3 %	5,600,000
United Kingdom	64,767,115	59,333,154	91.6 %	14.7 %	38,000,000
Total European Union	507,970,816	402,937,674	79.3 %	100.0 %	236,230,000

NOTES: (1) The European Union Internet Statistics were updated for November 30, 2015. (2) Population is based mainly on data from Eurostats.(3) The Internet usage numbers come from various sources, mainly from data published by Nielsen Online , ITU , GfK, local agencies and other trustworthy sources. (4) Data may be cited, giving due credit and establishing an active link to Internet World Stats . Copyright © 2015, Miniwatts Marketing Group. All rights reserved worldwide.

Table 2.5 European internet users and Facebook subscribers – (Internet World Stats – Nov 2015)

Social media networks have gained a strong standing in the mind-set of the population. These networks offer uniqueness such as large market penetration at low cost. They are easy and accessible from anywhere. These platforms have created a quick way for exchange of information while offering review and tracking of posts. Social media networks are one way of presenting advertising as entertainment.

“It is very much clear that social media networks are affecting the way people communicate, make decisions, socialize, learn, entertain themselves, interact with each other or even do their shopping” (Constantinides & Fountain, 2008).

2.5.1.4 Direct Marketing

With the introduction of the Internet, a new major tool for direct marketing was created. E-mail marketing, apart from being more cost effective than traditional direct marketing, is faster, easier to create, and can be targeted to small demographics. This makes it easier to create a personal relationship with the customer.

E-mail marketing allows the company to mail adverts, broadcast or newsletters directly to the customer who is most likely to want what the company is selling. This type of marketing adds personal touches to the advert rather than producing in bulk. Generally, e-mails sent will carry a link that drives traffic to the main website where all information is stored. This results in saying that e-mail marketing offers quick response rather than traditional tools (Pendleton, 2015). E-mail marketing gives customers the possibility to unsubscribe from receiving e-mails from the company if they are not interested. From the company’s point of view, this helps eliminate disinterested customers and reduce wasting time trying to sell to customers who don’t wish to receive the company’s mail. Cost, time and energy will be directed to other potential customers (Pendleton, 2015).

2.6 Traditional Marketing vs Online Marketing

Since the beginning of advertising, traditional media has been an important element in the marketing mix. Trust was gained throughout the years from consumers and it was proven to be valuable to businesses. In the 1990s, the mass market approach was reducing its effect. Customers became more demanding and the level of loyalty dropped drastically. High consumer expectations together with increasing competition hindered the survival of many companies. Almost at the same time, the development of the Internet became a reality and marketers were among the first who noticed the opportunities this medium provided (M.Sekar, 2013).

“Today customers are looking for a faster interactive way to get information and purchase the product or service needed. On the other hand, companies are looking to measure what Return on Investment (ROI) is on the marketing media used in their overall strategy” (Nica, 2014).

Generally, management relies on experience and intuition when deciding what channels to use from digital marketing (SEM, SEO, Banner ads) or traditional media (TV, print, outdoor, radio) (Markus Zinnbauer, 2015).

In this section, both traditional and online marketing tools will be compared to give a clear idea of the differences between the two media.

2.6.1 Promotion

The main element that makes a huge difference between traditional and online marketing, from a ‘promotion’ perspective, is speed. Through online marketing everything is quicker, faster and instant. Getting the message to the customer through online media is far easier than through traditional media. In the competitive world of business, this is a very important aspect.

Another difference is the durability of the marketing message. With traditional marketing, the message is received during a limited amount of time, for example on TV or a billboard. Considering that the majority of the population owns a smart phone and has internet access, digital media offers more reach at any time of the year. “When comparing costs related to advert reach, online marketing is far cheaper” (Kotler, 2003).

Nowadays the company’s website has replaced the shop window. Anything you want to discover on any organization is found on its website and it is only a click away. Imagery, style and design can be changed easily, making it more flexible than the physical shop layout. The advantage of accessibility and opportunity a website provides is shadowed by the burden of maintaining and servicing the website. Online commercials do not come free. They require time, resources and money.

“Through online marketing, brand image can be easily negatively affected if the webpage is not up to standard or fails and crashes frequently. One must clearly invest in an online maintenance team to avoid these risks” (Newbery, 2006).

In this fast hectic life, time has become more precious and consumers need goods instantly. On the other hand, people have available money to purchase goods. So the marketer’s job is to create and provide the opportunity to make these two aspects meet. That is why online shopping is becoming popular as it saves time when spending. This creates a responsibility to offer customers an informed and practical webpage to satisfy their needs.

Another important opportunity offered by online marketing is the fact that “targeted audiences can be easily reached and it is quite easy to create engagement” (Kotler, 2003). This fact can be seen as either an advantage or a disadvantage. The company’s exposure and brand awareness can benefit from the fact that the reach is high. However, if a mistake is made or there is a misconduct by the company, reputation is easily damaged as news travels faster through online tools (M.Sekar, 2013).

Another fact regarding online marketing is that everything done can be measured and it is quite easy to prove how money was invested. For example, when advertising on Facebook, the page provides statistics of how reach and engagement were created with the money invested. When advertising through traditional channels, TV, print media, radio or outdoor media, it is very difficult to monitor effectiveness of the medium used. Markus Zinnbauer (2010) and Markus Pfeiffer (2010) advise the marketing community that comparing the effectiveness of different communication channels will become complex by the minute. Consequently, one must start adapting to this situation. “The challenge will be huge in this ‘always-on’ world where new channels require new KPIs” (Markus Zinnbauer, 2010 and Markus Pfeiffer, 2010). Microblogging systems, mobile web together with smartphone applications will require new measurements.

The major drawback that online marketing faces is security. The use of cookies and online tracking makes it easier for the company to target its advertising but this lack of privacy is frustrating and puts off customers. People refuse to offer information about themselves as they do not trust web companies. With spam continuously increasing, this will make the marketers' life more difficult (M. Sekar, 2013).

On the other hand, "traditional media offers physical face to face human contact where the organization can easily get direct feedback and measure results more quickly" (Kotler, 2003). This provides customers with more opportunities to question information received. While new marketing tools do work and increase popularity, it is very dangerous if a company completely replaces traditional marketing tools with online techniques. "Traditional marketing holds high success rates and this is proven and supported throughout the success accomplished in these years of existence" (M.Sekar, 2013). Through online marketing, customers have to find the company's business while through traditional media, the advert is brought to the attention of the customer.

In 2010, Markus Pfeiffer together with Markus Zinnbauer, both directors of Vivaldi Partners, conducted a study to examine the impact of various communication channels to understand their value. The study concluded that online marketing is a very powerful tool. However, businesses should only rely on online media once they have established reasonable awareness and brand equity in the market. Online marketing drives revenue at the last stages of the customer's journey. The case study concluded that "to build and strengthen brand equity, traditional advertising remains a necessity" (Zinnbauer and Pfeiffer, 2010).

2.6.2 Comparison Model

Table 2.7 lists the differences between traditional and online marketing presented earlier in this chapter.

Comparison Model

Traditional Marketing	in comparison with	Online Marketing
Physical access to product		Wide range of products
Personal services		More possibility to cut costs
Quick feedback		Easier to reach more customers
Less tough competition		Faster speed of communication and shopping
More secure payment		Offers company more exposure
Atmosphere of physical store		24/7 access
Face to face communication		Advertising can be easily targeted
		Possibility for continuous relationship and engagement.

Table 2.6 Comparison Model - (Created by author of this thesis)

2.7 Research Framework

Built on the results discovered in the literature review, the research model shown in Figure 2.4 was created to highlight the fundamentals of the research study.

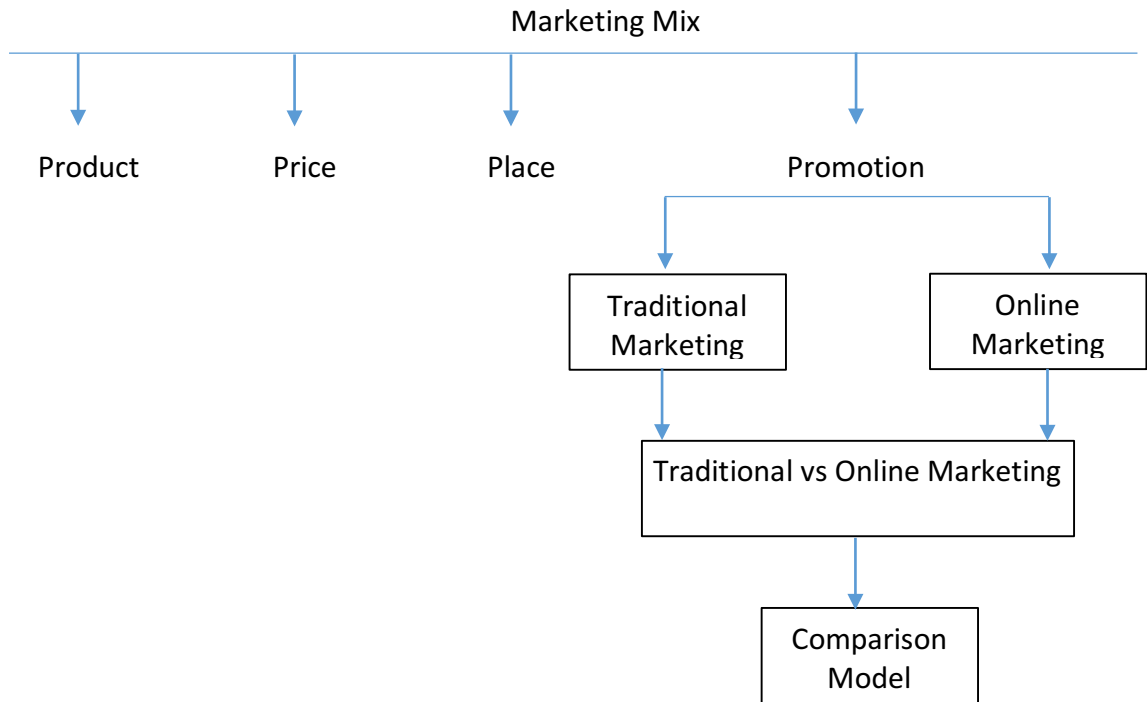


Figure 2.4 Overview of Research Model - (Created by author of this thesis)

3. RESEARCH METHODOLOGY

3.1 Introduction

According to Remenyi et al. (1998), “research methodology refers to the procedural framework within which the research is conducted.” Saunders et al. 2003 highlights that the “research methodology may include describing, explaining, understanding, criticizing and analysing data to arrive at meaningful information which answers specific questions.”

The principle of this study is to identify if traditional marketing is still relevant in this digital era. The study focuses on the beverage industry, and research together with the scientific study were concentrated to investigate the marketing advertising promoting Kinne and Cisk Lager.

This chapter highlights the research approach together with the research philosophy used. It explains in detail the methods utilized to collect data and instruments applied for data collection. It enlightens the criteria selected for the sample selection, addresses the use of the pilot study and identifies the methods utilized to analyse the data collected. The chapter is finalized by listing the findings limitations.

3.2 Research Approach

Research approach can be apportioned into two groups. The first group is the deductive approach where the study examines the validity of the assumptions, theories or hypotheses already existing. On the other hand, the inductive approach formulates a theory through data collected.

The path followed by a deductive approach is shown in Figure 3.1

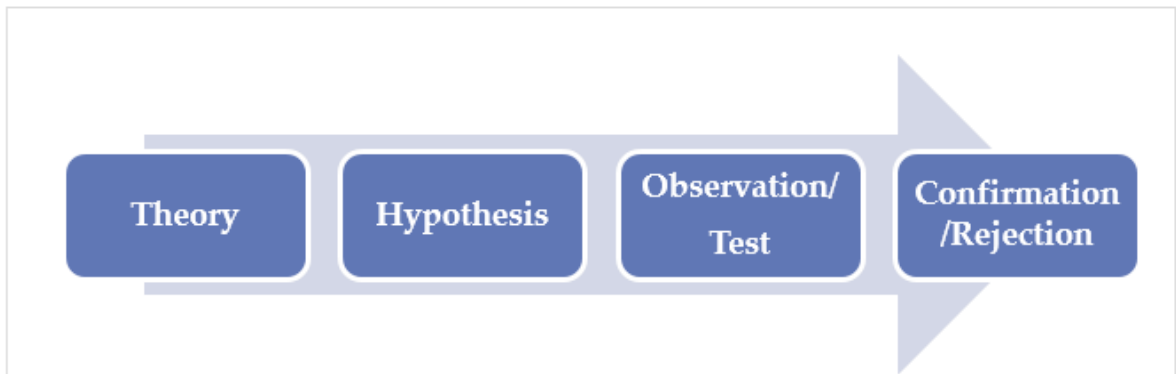


Figure 3.1 – Deductive Approach Process - (Saunders, M. Lewis & Thornhill, A., 2007)

The path followed by an inductive approach is indicated in Figure 3.2.

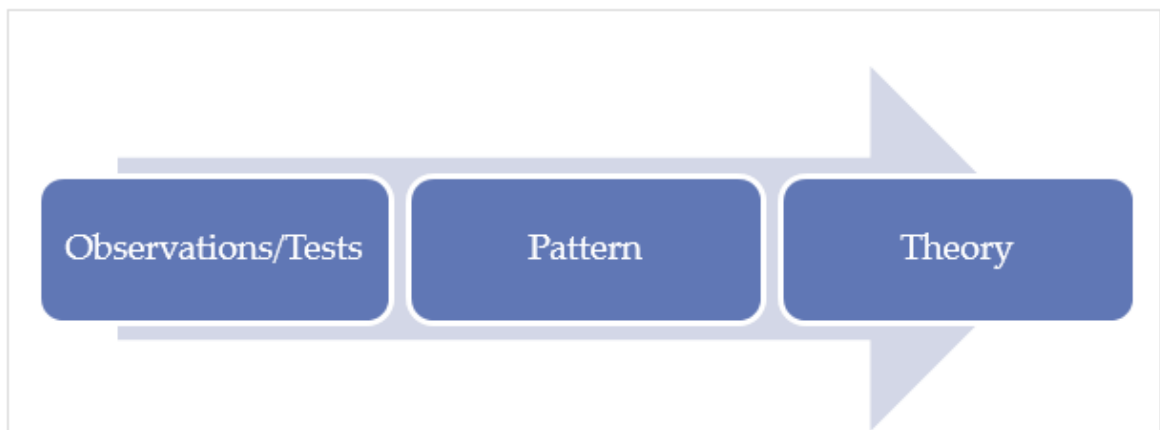


Figure 3.2 – Inductive Approach Process - (Saunders, M. Lewis & Thornhill, A., 2007)

In this study a deductive research approach was utilized to find out if traditional marketing is still relevant in the digital era.

3.3 Research Philosophy

Establishing a philosophy in which the study will be managed is very crucial. This is very important, as when analysing data one will make significant assumptions. Saunders, et al. (2009) suggests that there are four main philosophies in research approaches namely, pragmatism, interpretivism, realism, and positivism.

Interpretivism is “associated with the philosophical position of idealism, and is used to group together diverse approaches, including social constructionism, phenomenology and hermeneutics; approaches that reject the objectivist view that meaning resides within the world independently of consciousness” (Collins, 2010, p.38). Studies that exploit this approach usually concentrate on meaning and may utilize multiple methods in order to expose different viewpoints of the study.

This study takes the interpretivism approach mainly because human interests are the main drivers of this research and explanations aim to increase general understanding of the situation.

3.4 Data Collection Methodology

Data can take different types of forms. Data could be primary or secondary. To obtain this data one can take a Qualitative approach or a Quantitative approach. Each method offers different tools. They can be used separately or jointly, depending on the type of study.

3.4.1 Primary and Secondary Data

Primary data, as the name suggests, is collected directly by the researcher himself, while secondary data is collected by someone else for other purposes and can be easily utilized by others as it supports their study (Roopesh, 2015).

3.4.1.1 Primary Data

As this study is focused on two local beverage products, primary research was very important due to the fact that secondary research was limited. This gave the researcher the opportunity to collect data specifically for this study, eliminating all doubts about the quality of the data collected. The use of primary data in this research also helped to clarify and obtain additional data during the compiling of the study period.

To collect primary data, the researcher had to decide why, what, how and when data had to be collected.

3.4.1.2 Secondary Data

Secondary data was an important tool used to build up the literature review highlighted in Chapter 2. Moreover, this data helped to identify different demographic trends regarding the use of internet and technological devices. Statistics provided, especially by the National Statistics Office (NSO), helped in consolidating and confirming the results collected from primary data.

Secondary data, like internet and mobile usage statistics together with population information, was easily found online eliminating difficulties for collection. Like all secondary data collected, the researcher had no say on the quality of the data collected and so the researcher is not personally responsible for the significance of the secondary data.

3.4.2 Qualitative, Quantitative and Mixed Approach

Creswell (2009) and Bryman (2005) both share similar views. They highlight that research takes three forms - qualitative, quantitative and mixed. Qualitative research is concerned with words, quantitative research relates more to collection of numbers, while mixed methods research is a combination of both. For this study a mixed approach was used.

3.4.2.1 Qualitative Approach

Bryman (2004) states that "qualitative research can be constructed as a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data that predominantly emphasizes an inductive approach to the relationship between theory and research, in which the emphasis is placed on the generation of theories".

Qualitative research is a method of inquiry containing more verbal content. The aim of this method is to understand the human behaviour and the reasons that control such behaviour. It is used to examine the why and how of the decision people take.

3.4.2.2 Quantitative Approach

Gilbert (2008) identifies that the quantitative research method "aims to measure using numbers to create numerical description with relative precision and lack of ambiguity."

Quantitative data can be quantified and verified through statistical presentation.

Qualitative data describes the subject while quantitative data defines numerically. This type of data is helpful in studies as it provides quantifiable and easy to understand results.

Saunders et al. (2004) determines “that quantitative research involves deductive emphasis which includes a highly structured approach of moving from theory to data, and the application of controls to ensure the validity of such data.”

3.4.2.3 Mixed Method / Triangulation Research Method

As the name suggests, the mixed method is a combination of gathering both numeric and text data which will result in both qualitative and quantitative information (Creswell, 2003).

Fielding and Scherier (2001) explain that this method highlights three important models. The validity model includes results of different methods that conclude joint validation. The complementarity model obtains a wider and comprehensive representation. The third model is the trigonometry model which indicates that a mixture of methods is important to obtain at least any picture of the relevant event. (Fielding and Scherier, 2001)

As highlighted above, both methods of approach were used for this study. A qualitative approach was used to understand how Kinnie and Cisk Lager are promoted from the supplier’s point of view. This approach also investigated the importance given to both tradition and online marketing related to both Kinnie and Cisk Lager.

A qualitative approach, the focus group, also helped in contributing to the development of quantitative instruments.

The quantitative approach was used to establish results how a sample of the general public reacts to both traditional and online media. This approach helped to identify, quantify and prioritize the consumers’ perspectives.

According to Speziale and Carpenter (2007), the mixed approach “contributes to the completeness and confirmation of findings”. The triangular method provides detailed descriptions that fill the gaps left when using one research method.

3.5 Data Collection Tools

As highlighted above, both primary and secondary data were used while a triangular approach was utilized. To obtain results, three main tools were used to collect data namely, interviews, focus groups and questionnaires.

3.5.1 Interviews

To obtain information related on promoting Kinnie and Cisk Lager, two interviews were conducted - one with the marketing manager with full ownership of the Cisk brand, and another interview with another marketing manager who is responsible of all marketing promotion concerning the Kinnie Brand. Both managers are full time employees with Simons Farsons Cisk, producer and distributor for both beverages in question. Both brand managers have occupied their respective positions for a long period of time. This fact was important for the research as they both shared various experiences of different campaigns tested throughout these years.

Both interviews were semi-structured in a way that questions were presented beforehand. However, the interviewer was free to alter the sequence of the questions at any time. Both interviews were audio recorded. Appendix A illustrates the interview questions.

3.5.2 Focus Group

A focus group of twelve people of different ages and different backgrounds was formed to generally discuss the subject of the study. Opinions regarding the understanding of traditional media and online media were shared and discussed.

The topics outlined during the discussion helped to formulate the questions used for this research questionnaire. Table 3.1 below shows the demographics of the people chosen for the focus group. The main points highlighted are explained in detail in Chapter 4.

Some of the main points highlighted during the focus group and included as a question in the questionnaire include:

- the fact that Kinnie and Cisk Lager are both related to taste and how advertising affects the customers,
- when underlining what traditional marketing is, it was highlighted that adverts on Farsons trucks are also part of traditional media, and
- two out of twelve people did not purchase Kinnie and this triggered the researcher to include the “I don't purchase Kinnie” option in the questionnaire.

The Focus Group was an important tool to formulate the questionnaire with the relevant questions. The session was video and audio recorded.

Age	Male	Female
16-24	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
25-34	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
35-44	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
45-54	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
55-64	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
65-74	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Table 3.1 - Focus Group Demographics

3.5.3 Questionnaire / Survey

According to Hussey and Hussey (1997) and Dana (2006), "a questionnaire is a list of carefully structured questions, chosen after considerable testing, with a view to eliciting reliable responses from a chosen sample; its aim is to find out what a selected group of participants do, think or feel and is associated with both positivistic and phenomenological methodologies" .

After conducting the focus group, a questionnaire was designed and manually distributed to a sample of the population. Questions were founded according to feedback given together with knowledge retrieved from the literature review. A copy of the mentioned questionnaire can be found in Appendix C.

Questions were divided mainly in four parts - Demographics, Customer Characteristics, Traditional vs Online Marketing and Information related to Kinnie and Cisk Lager.

The study required a sample of the whole population from age 16 to 74. This age segment was selected on instructions given by the National Statistics Office. The reason why the survey was distributed manually instead of using online tools was to be reachable and accessible to all age groups. The questionnaire was distributed and collected from different areas: Bugibba Promenade, Sliema Seafront, Valletta Republic Street, various beaches, Junior College, Higher Secondary School, University and old people's homes. This variation created a healthy sample of the whole population that will be explained in detail in the next section.

3.6 Criteria for Sample Selection

“A population is a collection of people, items, or events about which one want to make inferences” (Saunders, et al., 2009). It is quite understandable that in situations like our study, it is impossible to distribute a survey to everyone in the selected segment. Therefore, in this case a sample was needed. “A sample is a subset of people, items, or events from a larger population that one collects and analyze to make judgments” (Saunders, et al., 2009).

3.6.1 Sample Type

There are quite a few ways of getting a sample, but these techniques are mainly divided in two main categories: random sampling and non-random sampling which are sometimes known as probability sampling and non-probability sampling.

In random sampling, each element has the same probability of being chosen from the population. According to Horvits and Thompson (1952), “if random sampling is utilized and each element has a known non-zero probability of being chosen from the population,

unbiased estimates of the population can be obtained. On the other hand, non-random sampling or judgmental sampling is a technique where units of the sample are selected on the basis of personal judgment or convenience.”

In our case a random sample technique was used, which is a subset of a statistical population in which each member has an equal probability of being chosen. This method is generally used because it is an unbiased representation of a larger group. It is considered fair and equal as the population has the same chance of getting chosen.

3.6.2 Sample Selection

As explained above, a manual traditional distribution of the survey was done. The study by Betlehem (2008) gives one of the reasons why. Betlehem (2008) states that online surveys lack the principles of probability sampling. They are based on self-selection basis and not a random selection. Online surveys depend on self-selection e-mail addresses and on which sites they want to be displaced. Another drawback that online surveys face is that it only targets people who have internet access. As this study clearly involves online and traditional marketing, making an online survey would have been biased to one side of the coin.

The survey was distributed in random places where different people coming from different backgrounds could participate. To ensure that all ages were reached, the survey was distributed in local schools to reach young people, and in old people's homes to reach older generations. Demographics of the survey are further explained in Chapter 4.

3.6.3 Sample Size

It is of great importance to determine an appropriate sample size. This will help in providing the required confidence in the results presented. Specifying the margin of error for the factors that are vital for the survey is of great weight in determining a good method of the sample size. This was highlighted by Cochran (1977). There are four main factors that determine the number of the sample size. These include the targeted population size, the margin of error, the confidence level and the estimated prevalence of the variable of interest. The sample size is calculated by the formula below:

$$SS = \frac{Z^2 * (p) * (1-p)}{c^2}$$

SS = Sample Size

Z = Z value confidence level (e.g. 1.96 for 95% confidence level).

P = percentage picking a choice, expressed as decimal

C = confidence interval – margin of error expressed as decimal.

For correction for finite population, the below formula is used:

$$\text{new ss} = \frac{ss}{1 + \frac{ss-1}{pop}}$$

new ss = is the new Sample Size

ss = Sample Size

pop = Segmented population needed.

The survey was printed in English and was distributed between 1st May and 30th June 2016. With a segmented population of about 300,000, our sample size was estimated to be 300 respondents in the age bracket of 16 to 74. Considering time limitations, 364 surveys were distributed and 340 surveys were collected. Due to incompletions, 37 questionnaires were discarded as invalid. Thus, the study was calculated on 303 survey replies. Results obtained were analysed at a 95% confidence level with a margin of error of ± 5%.

3.7 Data Analysis Methodology

The data tool used for analysing the quantitative material collected was the IBM Statistical Product and Services Solution (SPSS). Internationally, this is one of the main programmes used to analyse research questions. The software gathers all data into one database where qualitative results given by individuals are gathered and transformed into quantitative data. SPSS facilitates the presentation and understanding of the analysis by presenting the results in a more tangible way.

To provide a general explanation of the data collected, descriptive statistics were utilized. With the help of data measures of central tendency such as, mean, median and mode, together with measures of dispersion such as, standard deviation or variance, these statistics provided a summary of the sample data collected. Frequency tables were also used to show tendencies that were presented in bar graphs and clustered bar graphs. Furthermore, these helped to show results more visible to the naked eye.

Apart from using this study to present tendencies, this research helped to compare observed data with data expected from our hypothesis. Hypothesis testing is used to test the null hypothesis to clarify that there is no significant difference against the alternative hypothesis. To test the null hypothesis, the Chi-square test was used. “The chi-square test is always testing what scientists call the null hypothesis, which states that there is no significant difference between the expected and observed result” (Bucak, 2010).

3.8 Pilot Study

In order to explore the probability of methods and procedures, before being used on a larger scale, it is a normal technique to conduct a pilot study. “This is a type of pre-test data collection to identify potential pitfalls and ensure that instruments and methods used are appropriate for the study carried out” (Teijlingen & Hundley, 2001).

Pilot studies are also executed to make sure that multiple-choice questions together with wording used are understood by respondents before launching the main questionnaire. This study will help the researcher to identify and refine confusing questions to avoid any

issues when collecting the data. The pilot study may also result in a clear signal regarding validity and reliability of the data gathered.

The amount of answers required for a pilot study as recommended by Saunders, et al. (2009) should be more than 10. The pilot study utilized for this research was distributed to 30 individuals, which is 10% of the estimated sample number of respondents needed. Distribution was done equally through the six age brackets starting from 16 to 74. The pilot study provided the researcher with instant feedback and unclear or ambiguous questions were identified. Missing topics and layout of the questionnaire were also noted such as, including packaging as one of the items that influences people while taking a purchasing decision or including the option of 'both' in questions related to usage of traditional and online media.

As shown in Appendix C, the questionnaire was divided into four parts.

The first part, related to demographics, was pretty simple and straight forward and no general comments were received.

The second part was dedicated to customers' characteristics. Comments received were that examples used were simple, down to earth and understandable. The format presented was easy to complete.

The comments received on the third section, which was dedicated to traditional versus online marketing, included that the choice of 'Both' in the first and second question and the choice of 'Sometimes' in the third and fourth question must be added. What is understandable by traditional media and online media was also included. In question 3g, where the advertising tools were presented, comments were given to include packaging.

Section four related to the two type of beverages in question, Kinnie and Cisk Lager. No explanation about the product was given and questions were pretty much straightforward and understandable.

The final questionnaire was set up with four sections, each divided in different sub-sections. In total thirty-two (32) questions were asked. The questionnaire can be easily found in Appendix C.

3.9 Ethical Issues

Ethical concerns may occur when conducting a research study. Ethics could be termed as “the norms of conduct that distinguish between acceptable and unacceptable behaviour” (Resnik, 2011).

Participants who took part in the focus group were advised prior to acceptance that although the session was video and audio recorded, material collected would only be used for this study. Participants were not randomly selected to make sure that a balance of different ages was present in the discussion. Participants took part on a voluntary basis and no reward was given. They simply participated to help in the research of this study.

Regarding the interviews, questions were sent prior to the event together with a consent form that clearly stated that the interviewees could terminate the interview at any time if questions differed from the principal idea of the study. A consent form was signed to ensure the privacy of the interviewee.

For the survey, participation was on a voluntary basis and no pressure was put on individuals to respond to the questions. As regards to the sensitivity of the questions, no negative issues were reported during the pilot study. As shown in the questionnaire, there were no privacy issues involved as no strictly private information was asked. Persons participating in the questionnaire cannot, in any form or manner, be identified through their replies. The researcher collected the data personally and made sure that ethical considerations, like consent forms and permissions, were collected. To ensure high quality results, primary data collected was put together in the format required and useless data was discarded.

It was of utmost importance that during the analysis stage the researcher avoided any bias in the results provided. Selectivity of data together with misinterpretation of any statistical results were avoided throughout the study. The research done was approached with full

responsibility by the researcher to represent a complete and honest result. This study was approached with an open mind to guarantee that the total results are evaluated and debated in an objective manner, thus submitting an unbiased outcome.

3.10 Methodological Limitations

Similar to the experiences of other researches in this area of study, this research was subject to some limitations. One of the main restrictions was the sample size. Due to time constraints and because the survey was distributed and collected manually, the study had to be done with a sample of 303 surveys. Although it is stipulated as a good number for a sample, having a bigger sample would have generated more correct results.

In order to avoid complexities, the survey was conducted in English. However, older generations found this to be a problem, especially when answering questions. Consequently, the researcher had to explain different questions more than once.

Although question 3g was purposely created to get the best and clear result possible, in some instances the question was not understood and certain questionnaires had to be marked invalid.

3.10 Summary

With the aim to find out if traditional marketing is still relevant in this digital era, this study utilized a deductive research approach. As human interests are the main drivers of this research, an interpretivism attitude was taken. Primary and secondary data was collected and a mixed data approach was used which included both qualitative and quantitative data.

Three main research tools were used. Interviews were utilized to collect data from the supplier's perspective while a focus group was carefully selected to find out and investigate the subject. Information gathered through the focus group was utilized in planning and formulating the questionnaire. Questionnaires in English were distributed to a

sample size of three hundred and three people (303) which is 10% of the targeted population ageing between 16 and 74.

IBM Statistical Product and Services Solution (SPSS) was used to analyse data collected after being tested for validity and reliability. A pilot test of the survey was also conducted before being distributed to a larger scale. Ethical issues related to the survey, together with the interpretation of results, were also minimized to produce a genuine and honest scenario. Limitations of the methods and tools used were also highlighted.

This research, which incorporates the use of both traditional and online media in the local beverage sector, targets the present and future marketeers and coordinators that work in this industry to understand the customer's views on the marketing tools utilized.

4. RESULTS AND DATA ANALYSES

This chapter focuses on the outcomes derived from the different research tools utilized. The first part will concentrate on the results and analyses obtained from the interviews which were directly aimed to obtain the view of the supplier related to traditional and online marketing. The second section presents the findings and evaluation from the focus group which helped in formulating the questions for the survey. The third and final part of this chapter reports the results and analyses obtained from forty-six (46) questions asked to three hundred and three (303) people which was the sample count of this study.

4.1 Primary Research – Interviews

Two separate interviews were carried out with marketing managers responsible for the Kinnie and the Cisk Lager brand. The individual interviews were conducted to illustrate the traditional and online marketing techniques and understanding from the supplier's point of view.

4.1.1 Product Introduction

Both interviews started with an introduction of the brand and a brief history of the local product in the beverage market.

As explained by the brand manager, Kinnie was launched in 1952 and comes in three other variations - Diet Kinnie, Kinnie Zest and Kinnie Vita. This non-alcoholic drink presents a unique bitter-sweet soft drink with orange flavouring and aromatic herbs. It forms part of the soft drink family presented by Farsons. The fact that it is the only soft drink produced locally creates a huge competitive advantage on other businesses in this sector. The product is also exported to Sicily.

Cisk Lager is the oldest beer produced under the Cisk umbrella. Others include: Cisk Chill, Cisk Export, Cisk Ecel and the latest Cisk Pinstar. Cisk Lager is a golden-coloured bottom-fermented lager with a unique and well-balanced character. Its rich hop aroma and pleasant

bitterness has made it popular not only with the locals but also with foreigners. The brand manager explained that the beer has remained faithful to its 1929 recipe.

4.1.2 Marketing Tools

Both managers were asked what marketing tools the company uses to advertise the respective products. The managers explained that they practically use a 360 degrees marketing approach, meaning that they utilize both traditional and online marketing media. The manager in care of the Cisk brand specified that all campaigns are directed to a particular product for example Cisk Lager, Cisk Chill or Cisk Export. They have never run a campaign only for Cisk as different products are directed to different segments.

4.1.2.1 Traditional Marketing

Under the outdoor media umbrella, both Kinnie and Cisk Lager use billboards and bus shelters in prominent central areas of the island. The company has twelve distribution trucks that are masked every three months with promotional adverts; generally, eight trucks for Cisk brand and four trucks for Kinnie. In the case of Kinnie, advertising is also used on the Frasons vending machines which can be found in different places on the island. The Kinnie brand manager also commented that with regards to outdoor media, Kinnie takes the campaign to stores by putting up signage and offering promotions in different convenience shops and supermarkets.

Print media is also used to promote both products, mainly newspapers and magazines that are issued generally with Sunday's newspapers. Radio adverts are also included in the advertising strategy.

Both Kinnie and Cisk Lager support and sponsor big events. Cisk Lager are the main sponsors of the national rugby matches which is a new trendy sport attracting quite a large amount of supporters. The brand manager explained that when Cisk Lager sponsors an event, apart from setting up the place with branded items, Facebook is also used to promote the event.

With Kinnie, the main big sponsored event is Voices which takes place once every two years. It also sponsors activities like Earth Garden, the Beer Festival and other minor events. The Diet Kinnie brand is also associated with fashion as it supports the Malta Fashion Awards. Besides these events, for the last four years, Kinnie has been the main sponsor of the local band Red Electrick.

Television commercials are still a priority both for Cisk Lager and Kinnie. Both marketing managers stressed the fact that according to their marketing research, local TV is still popular. The Cisk Lager marketing manager remarked that although TV commercials are still fashionable in our country, video content is vital in the online world. Both managers explained that they heavily work and brainstorm with their creative agencies to obtain highly professional video productions, not only shown on local TV, airports and sponsored events, but also adapted to be used for social media channels.

The Kinnie brand manager remarked that giveaways, freebies and lotteries are still popular with the Maltese audience. She explained that these things make a difference when having large crowds like the annual Farsons Beer Fest and the MTV Music Festival that attract both locals and foreigners. She explained that Kinnie brand promotions are targeted to both young and old segments. The older generations prefer a 'price off' or an extra bottle, while younger generations prefer physical gifts. On different occasions Kinnie joined forces with iCentre, and Accessorize to target the young generations. Farsons also uses 'on pack' competitions where a number is written on the pack of the Kinnie product and the customer has to submit the number on the Farsons website or Kinnie's Facebook page to win gifts. Before the online and social media era, customers used to submit the code through SMS.

In contrast, Cisk's brand manager commented that when it comes to freebies there are different schools of thought. He expressed his opinion that one must not give a cheap free gift as this also reflects the quality of the main product. He also added that when purchasing the product free gifts must be for a very limited period so as not to associate the product with the free gift. Consumers must purchase Cisk Lager because they like it not because they are given a free gift. Giving free gifts all year round will cheapen the brand image.

4.1.2.2 Online Media

“Without doubt, with the introduction of the internet, online media techniques have become the most attractive media tools to use as they have a measurable reach and are cost effective.”

Cisk Lager Marketing Manager

Both managers explained that for their campaigns, Google ads, Google mobile and Google ads are mostly used. They believe that they have a powerful and informative website that helps them with product promotion. The fact that both Kinnie and Cisk have their brand Facebook page keeps customers focused on the product.

The Cisk Lager brand manager commented that with over thirty-five thousand (35,000) followers on Facebook, they invest heavily on relevant and informative content to post. Instagram and Snapchat are also used.

The brand managers commented that people are shifting from printed newspapers to following online news portals. Thus, although print advertising is still utilized, more funds are invested on online news portals like Times of Malta, Maltatoday and Independent. Moreover, video content is also utilized for pre-roll ads which is a short advert before the actual news item starts. The managers also remarked that a lot of people press the ‘Skip Ad’ button when available.

4.1.3 Marketing Segments

Each product on the market has its own marketing segment and Kinnie and Cisk Lager are no exceptions. Both brand managers explained their target audiences and different media strategies used to reach their segment.

4.1.3.1 Kinnie Market Segment

From the various yearly research analyses, it transpires that currently Kinnie is consumed by people 30 years and over. When the Kinnie Brand manager took this role, back in 2004, the age group was that of 40 years and over. The research conducted by the company concludes that the younger generations prefer to drink Cola more than Kinnie. The company's marketing aim is to lower down the age group of the segment. In every advert Kinnie always uses young people aged 20 years and over so that customers can relate to this age bracket. The brand manager believes that it is important to continue to advertise to people who consume the product.

“In our advertising we surely do not eliminate the older generations, because Kinnie is where it is today thanks to their trust and purchase of the product.”

Kinnie Brand Manager

Kinnie has for four years sponsored Red Electrick, a local band that has generated quite a number of fans in a small period of time. The manager explained that it was an experiment that worked and created a fantastic match - one of the top local bands together with the unique local non-alcoholic drink. The main purpose of this connection was to lower the Kinnie consumable segment to younger ages. Throughout these years, Kinnie and the local band have built such a good connection that now people can easily associate Kinnie with Red Electrick and vice versa.

Another segment that Kinnie is interested in is that of restaurants, bars and hotels. About three years ago a campaign promoting ‘Vodka Kinnie’ was launched. Promotional items like glasses, coasters and ice buckets were distributed to different bars and restaurants. Another similar campaign took place when Kinnie celebrated its 60th anniversary. This time round Kinnie launched a special addition of Kinnie Kiss - Prosecco and Kinnie. Through these campaigns a growth in sales from this sector was registered.

Farsons does not only invest in this segment through promotions. The company has an agreement with the Institute of Tourism Studies (ITS) to sponsor and help students with their courses in the beverage sector. The company also sponsors cocktails competitions organised by the same institute. Moreover, the Farsons website offers a full page of cocktails that can be prepared using Kinnie.

“This has taken the Kinnie brand to another level.”

Kinnie Brand Manger

Therefore, it is not always a question of advertising but a matter of wisely investing the funds available, like supporting the future bar tenders.

4.1.3.2 Cisk Lager Market Segment

According to the Cisk Lager brand manager, each beer has its own target market. Cisk Lager is the mainstream lager - the largest beer that is produced and consumed. Its market segment starts from 17 upwards, as this is the legal age to consume alcohol. However, from a marketing perspective, the target segment are people in the age bracket between 20 to 40 years. Research shows that Cisk Lager is consumed by people of different backgrounds and social statuses, from village band clubs to high class restaurants.

4.1.4 Traditional Media versus Online Media

Both brand managers have been in this role, with the same company, for quite a long time. The researcher questioned if the balance of advertising between traditional and online media is the same as it used to be or whether it has changed and why. The brand managers were also asked to comment on the benefits of online advertising, whether these benefits exceed the advantages of traditional media and why the later media is still being used in their promotions.

4.1.4.1 Kinnie Advertising

The Kinnie brand manager commented that a 360 degree advertising approach is the most effective. The company looks at the whole mix of marketing tools as Kinnie is marketed to a broad market segment. She explained that it is very difficult to leave out traditional media when advertising Kinnie.

It is a known fact that things have changed in the marketing world and the company's marketing team structure had to respond to these changes by employing a digital marketing manager for every brand. Having said this, the brand manager stressed the point that brands like Kinnie, with a wide market segment, can never survive without TV, billboards or bus shelters. She remarked that small brand campaigns can be easily run through online marketing although it is not the case with Kinnie.

When questioned why this shift is happening, she replied that people are moving to digital channels and generations are becoming more digitally aware. Budgets do influence this situation as they tend to decrease every year. However, the shift is happening because companies advertise where people are. To strengthen the argument, the Kinnie brand manager explained that a large shift of their budget which was used for the Times of Malta newspaper was shifted to the online Times of Malta as numbers show that people buying the physical paper are decreasing while online subscriptions are on the rise. The manager recognises the fact that online advertising can be cheaper and measurable compared to traditional media. However, it is not the main reason why the shift is happening. The brand manager explained that traditional media tools used for Kinnie are still effective. Market research results show that a lot of people who consume Kinnie are not online, so it is important to keep this space occupied by traditional media.

4.1.4.1.1 Do Traditional and Online marketing work alone or always together?

In this scenario where both online and traditional media are used, the researcher asked if these two media are always used together or if there is a specific time when they are utilized. The Kinnie brand manager remarked that in 2015 the promotion ‘Face of Diet Kinnie’ was completely promoted online through the Kinnie Facebook page. People sent their photo to be ‘The Face of Kinnie’ for 2016. The company received over 200 entries. After shortlisting through interviews, events were organised to select the winner. The winner was chosen last November during the Pink fashion show. A photoshoot in a professional studio in London was given as a prize. This year (2016) the company has used this model and photos taken during the photo shoot were promoted on billboards, bus shelters and TV adverts to advertise ‘The Face of Kinnie’ campaign. This example highlights a practical way how online and traditional media tools can create synergy both simultaneously and independently.

Another example is the Kinnie 2016 campaign which was launched in May. The new commercial was aired only on the internet, mainly through the Kinnie Facebook page, YouTube, pre-rolls on third party sites and also on the company’s website. After some weeks, advertising went aggressive on traditional media. According to the Kinnie brand manager, promoting an online soft launch before going aggressive on traditional media helps the company get instant feedback. The manager pointed out that instant feedback is another advantage of online marketing. Traditional media tools generate feedback and comments from people. Nonetheless, few of these are received by the company. With online channels, especially social media, feedback is given instantly.

It is impressive to note how people react to video productions and adverts, in particular to Kinnie and Cisk Lager. As adverts for these products are locally produced, people feel part of the brand and they give feedback not only through social media or e-mails, but they also phone the company’s offices directly and give their thoughts.

4.1.4.2 Cisk Lager Advertising

“Online marketing alone is not that effective. It all depends on the product and market segment. The majority of the people who consume Cisk Lager are locals and it is a known fact in our country that there are still people who do not believe in the internet and so do not have access to online media. Billboards are more effective in Malta as the majority do not use public transport but use their own car. This, together with high car traffic, makes outdoor media more effective.”

Cisk Lager Brand Manager

According to the Cisk Lager brand manager, online media has increased in popularity these last years. However, traditional media is still popular as people are still attracted to it; people are still interested in watching local programmes, go to local events and listen to local radio stations. The manager commented that Cisk Lager reaches a wide market segment so traditional marketing cannot be eliminated from any Cisk Lager media schedule.

In terms of budgets allocated to traditional media, the Cisk Lager brand manager pointed out that the 2016 strategy was different from the 2015 strategy. The manager commented that rather than decreasing traditional media, this year managers were more selective where to advertise in order to avoid being all over the place without generating engagement. Through the media warehouse survey, the most effective channels are selected. This gives a clear direction which media is the most popular.

When asked if online media is only used because it is cost effective, the manager replied that online media tools are used because this is the trend as people are spending more time online. The fact that clicking on an online advert takes you to the company’s webpage means that the company can give further information on the product and even other related products. It is not a static advert as online media creates a measurable customer journey.

The manger remarked that online adverts give the facility to change and create tailor-made artwork for particular segments. Moreover, social media gives the opportunity to interact instantly with customers. With traditional media tools, this flexibility cannot be achieved as artwork is created days in advance.

The interaction with people encourages brand managers to move forward as feedback is given right away through social media. It is of great achievement to see people like, share and comment on the advert post. It is encouraging to see positive and negative comments as this helps the company improve and satisfy the customers' needs.

The researcher asked the manger if investment in traditional media is like investing blindfolded. The manager replied that it is not the case. All the utilized traditional tools have a successful track record. He explained that before imports of foreign beers became popular in Malta, Farsons had a monopoly. The company, even at that time, invested in advertising. It is because of this that the brand has earned a huge respect and loyalty from older generations who have seen the company grow. These generations are not reached through online media but through traditional media.

Keeping online marketing in mind, the researcher asked if this type of medium gives little control to the marketer as it can be seen and stored everywhere.

“Once you are online all the world can see the advert. It is a place which offers an unlimited sense of exposure and this brings responsibility on what to advertise and how the brand manager advertises the product. An online advert has a lifetime exposure and once uploaded it is very difficult to take it down completely. With traditional media, adverts are thrown away, changed and forgotten while online media is easy to download, save and circulate.”

Cisk Lager Brand Manager

4.1.4.2.1 Do Traditional and Online marketing work alone or always together?

The Cisk Lager brand manager explained that from a marketing perspective when creating a full blown campaign, a 360-degree approach must be taken.

The manger remarked that the company also produces informative videos that are shown mainly through social media. An example is a recently launched video giving instructions how a barman should handle a Cisk Lager bottle and the right procedure to open and pour the beer in a glass. These are educational and informative videos that are only shared online and create a lot of engagement. For the company these videos are an indirect advert and help engage people and create awareness.

These past years, the company has never run a traditional media only campaign. The manager commented that if nowadays a company advertises only traditionally, it is missing out on the huge opportunity which online advertising has to offer. He also stated there is no way that the same amount of people reached through online advertising can be reached through traditional media tools. Although the company issues press releases on newspapers, these are also uploaded on the Farsons website and Facebook page. As a final point, the brand manager concluded that he can picture an online campaign but does not visualise a campaign utilising only traditional media tools.

4.1.5 Effects of Taste and Advertising

As both products in this study are related to taste, the brand managers were asked how advertising influences this concept.

The Kinnie brand manager commented that for this concept, online marketing really works because it is a reminder of the product. Everyone needs to drink so advertising helps remind people to drink and offers choices on what to drink. She remarked that even traditional media helps in this way by being a reminder. For example, in supermarkets like

Pavi, Pama or Smart, the Kinnie signage is found in the car park and in the supermarket itself.

On the other hand, the Cisk Lager brand manager commented that this also happens with traditional media. However, online advertising gives you the opportunity to pass the message more easily. Video content can visually show how a beer is poured and this can transmit the desire to taste the beer. Contrary to video content which is more powerful, traditional media tools only offer a static image.

4.1.6 Kinnie and Cisk Lager in the advertising clutter

Both brand managers expressed the sentiment that people are bombarded with adverts. When questioned how they visualize their product in this advertising clutter, the managers remarked:

“The product speaks out because Kinnie is a lovemark for locals. People feel proud of the product and it feels like they own the brand. Kinnie is part of the Maltese society and people care about what happens with the Kinnie brand, so people are interested in our advertising. As we all know, the brand depends on people’s perception. People will drive your brand up and same people can drive your reputation down.”

Kinnie Brand Manager

“These three simple points make all the difference. Today people are well-informed and they search and investigate the truth, so being honest will build a strong bond with customers. Another point is that content presented is relevant to the target market so people can associate themselves with the advert. People love storytelling so creating relevant stories will attract more people to your brand. The last point is the quality of the advert as this will always reflect the quality of the product.”

Cisk Lager Brand Manager

4.1.7 Future of Online Marketing

When questioned about the future of online marketing, the Kinnie brand manager replied that she cannot imagine life without internet. People are so engaged that it is difficult to live without this commodity. She thinks that online media will get stronger and stronger. Online advertising is so easy that every business can do it. This fast evolution of online marketing offers the marketing people a challenge to find the right balance to stand out in the crowd. This is why the company invests so much in content and originality which are the two fundamental factors that make all the difference.

The Cisk Lager brand manager commented that online marketing will continue to grow. However, at some point it will reach saturation and companies will be more selective in what they do to avoid their adverts being missed in the online media clutter. He thinks that future companies will be building their own social media platforms rather than depending on other third party sites to render this service.

4.1.8 Traditional Marketing is Dead

When asked if traditional marketing is dead or not, the brand managers' reactions were the following:

“Surely not for the Kinnie brand. It is definitely less than it used to be as people are utilising other channels. Government laws, for example the billboards law, will also influence the decrease in traditional media tools. Although generations using the internet are on the increase, traditional media will keep its place in advertising. It will be drastically reduced, but as long as people move around, traditional marketing will be visible, as advertising works mostly where people are.”

Kinnie Brand Manager

“For Cisk Lager definitely not. What is happening is that brand managers are being more practical and clever by utilising their marketing budgets on media that give return. The fact that online marketing can be measurable makes it is easier to justify money spent. It is not only about the quantity of people reached, but also a question of transmitting the correct message to the correct segment using the best media available.”

Cisk Lager Brand Manager

4.2 Primary Research – Focus Group

A focus group of twelve (12) people were invited to share ideas on the subject. Participants were equally divided into six age brackets and also equally split between male and female. This helped in offering a balanced response during the discussion. The six age groups were divided the same way as the questionnaire. The sixty-minute session was conducted by the researcher himself. Although no direct questions were asked, the mediator used statements and general questions on the subject to open up and challenge the discussion.

4.2.1 Traditional Media

After a brief introduction about the purpose of the focus group, participants were asked what they understand with traditional marketing. The general response was that traditional marketing related to TV, magazines, radio, bill boards and bus shelters.

Age Group	Remarks
16 – 24	Never heard of the phrase ‘Traditional Marketing’. Every advert shown that has nothing to do with internet.
25 - 34	Flyers and door to door leaflet distribution.
35 - 44	Flyers and door to door leaflet distribution.
45 - 54	Word of mouth in shops, bars and village mini-markets.
55 - 64	Football ground sponsorships during matches, together with adverts

	on a company's commercial vehicles.
65 - 74	Years ago billboards and bus shelters were non-existent so people used to stick adverts on the street walls or on electricity poles.

Table 4.1 – Focus Group Traditional Media Results

4.2.2 Online Media

Participants were also asked what they understand with online media. The general view was all adverts seen on the web and even through e-mail. However, each age group expanded on the subject and expressed what they like and dislike about this medium.

Age Group	Remarks
16 – 24	Helps the businesses to segment and control their advertising. It is more direct and gives the possibility to measure what is happening and justify cost. The number of likes, reviews and comments can influence others in the view and perception of the product in question.
25 - 34	Sometimes online advertising can backfire as people might be annoyed with the continuous advertising, so they will 'skip AD' when there is a chance to do so. With the help of this comment, the researcher included a direct question in the survey (Question 3d) to understand the general feedback of the public on how they react when faced with online advertising.
35 – 44 & 45 - 54	Adverts are more colourful, animated and attractive. The customer's journey is very easy and friendly when instantly purchasing a product.
55 - 64	A participant commented that although she has no Facebook or any other social media platform, she purchases a lot through the internet. Through e-mail marketing and browsing she gets to know about certain products in this global market. The person admitted that at times e-mail marketing is annoying but in other situations it is informative.

65 - 74	<p>Browsing the internet is like driving in the street. Instead of billboards, adverts pop up.</p> <p>SMS marketing does not fall under online marketing, but it is a modern tool that is being utilized. It is frustrating to receive adverts every week even at unusual times of the day.</p>
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Table 4.2 – Focus Group Online Media Results

4.2.3 Kinnie and Cisk Lager Advertising

As the study focuses on Kinnie and Cisk Lager, the discussion was directed to address the use of advertising promoting these two products. Since all participants were local there was no need to introduce the products.

Age Group	Remarks
16 – 24	<p>Although both products are related to taste, advertising will increase the desire to drink.</p> <p>As both products are well-known in our country, advertising is only there as a reminder.</p>
25 - 34	<p>Although Cisk Lager is quite an established brand, the company has experimented with different types of products under the Cisk umbrella to accommodate different sectors.</p> <p>Although their brand is very strong locally, they invest in promoting the best TV adverts on the island.</p>
35 – 44 & 45 - 54	<p>A participant commented that she does not drink Kinnie because when she was young she used to drink a lot of Kinnie and she is now fed up with it and prefers other drinks. This was a bit surprising. This point helped the researcher to include ‘I don’t purchase Kinnie’ as a multiple choice answer.</p>
55 - 64	<p>Offers given at supermarkets work a lot with this particular age group. With younger generations, Cisk Lager struggles very hard to compete with foreign brands.</p>

65 - 74	Cisk Lager and Kinnie have remained constant from the beginning. They remind them of their childhood and feel loyal to the products as they are local and part of the Maltese way of life and culture. The exact words mentioned were: <i>“We grew up with them – they are part of us”</i> .
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Table 4.3 – Focus Group Kinnie and Cisk Lager Advertising Results

4.2.4 Kinnie and Cisk Marketing Segments

As the study focused on Kinnie and Cisk Lager, discussion was directed to address what participants think regarding the segments advertising is aimed at.

Age Group	Remarks
16 – 24	Kinnie is more directed to the older generations as it is not a ‘trendy’ drink to have. Cisk Lager could be advertised for youths, but trends lean towards foreign beers. They don’t think about the loyalty but what makes them look ‘cool’.
25 – 34 & 35 - 44	Both Kinnie and Cisk Lager are aimed at people 30 years or over. The fact that both products have different variations, for example Cisk Chill and Diet Kinnie, helps to attract more people and widen the market segment.
45 - 54	Apart from locals, Kinnie and Cisk Lager are well known by foreigners and tourists who visit Malta frequently. Some tourists do not ask for a lager but they ask specifically for ‘Cisk’.
55 - 64	With online marketing, Farsons is building a strong reputation abroad and this would definitely help in widening his export projects. Farsons’ project to increase their export couldn’t be done if in the past Farsons hadn’t invested in traditional media to build a strong local reputation.

65 - 74	<p>Both Kinnie and Cisk Lager have a strong relationship with the older generations so the target is to strengthen the younger segments.</p> <p>Both brands have revamped the product in order to re-shape it and give it a modern look.</p> <p>Cisk Lager supports trendy sports like rugby while Kinnie have linked themselves to a local modern group, Red Electrick to try to infiltrate the younger generation market.</p>
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Table 4.4 – Focus Group Kinnie and Cisk Lager Marketing Segments Results

4.2.5 Marketing effectiveness related to taste.

Throughout the whole discussion, an important point was highlighted - although both Kinnie and Cisk Lager depend on taste, online advertising is very important and needed. The participants were also asked their opinion whether traditional media will be overtaken by online adverts in the future.

Age Group	Remarks
16 – 24	<p>The youngest participant in the group ended the discussion by saying that <i>“as long as people travel in their cars, go to cinemas, listen to music or radio, traditional marketing will still be alive. A complete takeover is impossible”</i>.</p> <p>Although taste cannot be felt through an online advert, online personal reviews and genuine feedback from customers will surely help to influence a purchasing decision.</p>
25 - 34	<p>Taste is important but online media will lead you to try the product.</p> <p>This age group also finds the need for traditional media to inform themselves about the latest products.</p>
35 - 44	<p>Internet has created an easy route to find different reviews for different things. For example, a participant explained that she selects hotels for her holiday based on other people’s reviews.</p> <p>For Kinnie and Cisk Lager, online and traditional advertising will</p>

	always be linked to each other as this is not an online product, for example online game betting.
45 - 54	Online marketing makes you aware of certain products. However, in order to make a decision about the product, you have to taste it.
55 - 64	Considering that Kinnie and Cisk Lager are not new brands to the island and they benefit from a larger amount of exposure, online marketing is a new way to keep visibility going so that customers do not forget the product. Online marketing brings awareness but a really good video production can literally transmit the taste and feel of Cisk Lager and Kinnie.
65 - 74	Traditional media is still very effective even in simple things. For example, a participant pointed out that a Kinnie radio advert will remind her that she has to buy Kinnie from the supermarket.

Table 4.5 – Focus Group Kinnie and Cisk Lager Marketing Segments Results

4.3 Primary Research – Questionnaire

The questionnaire was aimed at getting a clear view of how traditional and online media influence the public. The survey also highlights how locals perceive Kinnie and Cisk Lager advertising. The questionnaire presented in Appendix C was mainly divided in four parts: Demographics, Customer Characteristics, Traditional versus Online Marketing, General Questions and Information related to Kinnie and Cisk Lager.

A total of 360 surveys were distributed, of which 342 were collected. All questionnaires were analysed and due to non-completion or wrong marking, 39 were marked invalid. Consequently, all results are calculated on a sample of 303, which is 10% of the targeted population.

4.3.1 Demographics

To clearly understand the demographics of the sample size utilized, four basic questions were asked related to: Gender, Age, Education and Occupation. Results are graphically shown in the figures below.

From the frequency tables and bar graphs presented, it can be concluded that our sample data is approximately uniformly spread out across all demographics such as gender, age, educational background and occupation. This is a very important factor in this research as the sample of this study covers the majority of the Maltese population.

4.3.1.1 Gender

On average the sample is equally distributed between Female and Males with 1.7% as Other.

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	138	45.5	45.5	45.5
	Female	160	52.8	52.8	98.3
	Other	5	1.7	1.7	100.0
Total		303	100.0	100.0	

Table 4.6 – Questionnaire Gender Stats

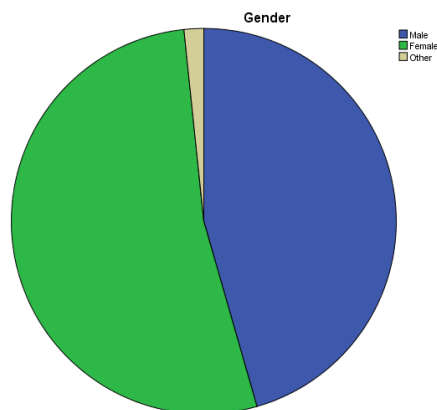


Figure 4.1 – Questionnaire Gender Pie Chart

4.3.1.2 Age

As clearly shown by the pie chart presented in Figure 4.2 below, it seems that the average age is not equally divided and it stands more on the mature side with ages between 45 and 74. However, to check the exact average, the mean of every demographic question was calculated and results are shown in Table 4.7. If the sample was equally distributed across all ages, the average should have been equal to 3.5 to fall between the 3rd (35-44) and 4th (45-54) age bracket. An average of 3.69 was obtained, meaning that the data is slightly skewed to the upper bracket, but overall equally distributed.

Apart from distributing the survey in various localities, questionnaires were also distributed in old people's homes and Sixth Forms to get an equal distribution. Apparently, as the survey was distributed in the month of May, the turnout in Sixth forms was poor due to low attendance because of exams.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-24	25	8.3	8.3	8.3
	25-34	60	19.8	19.8	28.1
	35-44	58	19.1	19.1	47.2
	45-54	50	16.5	16.5	63.7
	55-64	61	20.1	20.1	83.8
	65-74	49	16.2	16.2	100.0
	Total	303	100.0	100.0	

Table 4.7 – Questionnaire Age Stats

Statistics					
		Gender	Age	Education	Occupation
N	Valid	303	303	303	303
	Missing	0	0	0	0
	Mean	1.56	3.69	2.93	6.45
	Median	2.00	4.00	3.00	6.00
	Mode	2	5	4	10

Table 4.8 – Questionnaire Demographics Mean Stats

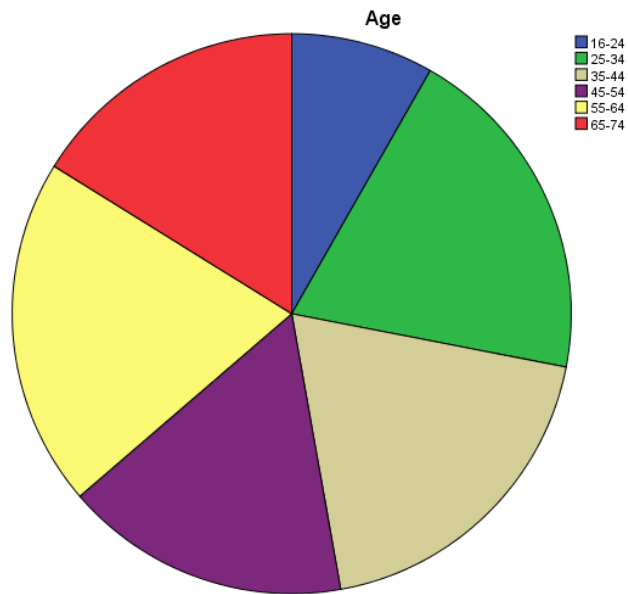


Figure 4.2 – Questionnaire Age Pie Chart

4.3.1.3 Education

Education top scores, as shown in Table 4.9, include people with post-secondary and tertiary education, scoring 34.7% and 35% respectively.

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	41	13.5	13.5	13.5
	Secondary	49	16.2	16.2	29.7
	Post-secondary	105	34.7	34.7	64.4
	Tertiary	106	35.0	35.0	99.3
	Masters	2	.7	.7	100.0
	Total	303	100.0	100.0	

Table 4.9 – Questionnaire Education Stats

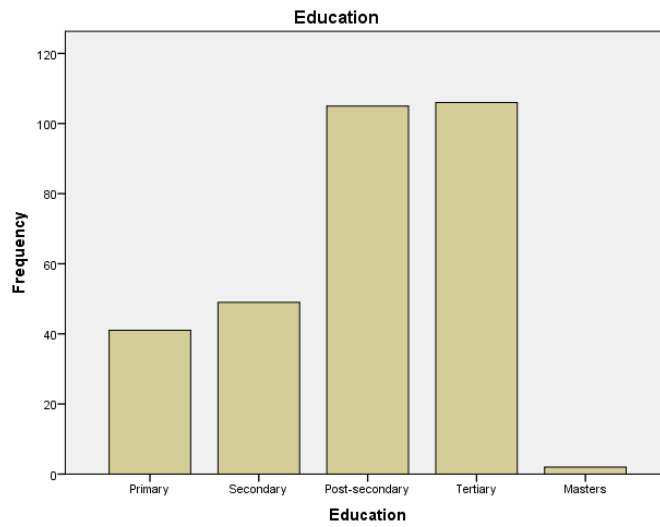


Figure 4.3 – Questionnaire Education Graph

4.3.1.4 Occupation

A diversity in occupations can be shown through the table and graph below.

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	13	4.3	4.3	4.3
	Professional	34	11.2	11.2	15.5
	House Worker	25	8.3	8.3	23.8
	Clerical	42	13.9	13.9	37.6
	Consultant	9	3.0	3.0	40.6
	Retired	39	12.9	12.9	53.5
	Supervisor	36	11.9	11.9	65.3
	Skilled worker	21	6.9	6.9	72.3
	Unemployed	1	.3	.3	72.6
	Manager	50	16.5	16.5	89.1
	Self-employed	18	5.9	5.9	95.0
	Programmer	1	.3	.3	95.4
	Technical Analyst	5	1.7	1.7	97.0
	Teacher	5	1.7	1.7	98.7
	Musician	1	.3	.3	99.0
	LSA	3	1.0	1.0	100.0
	Total	303	100.0	100.0	

Table 4.10 – Questionnaire Occupation Stats

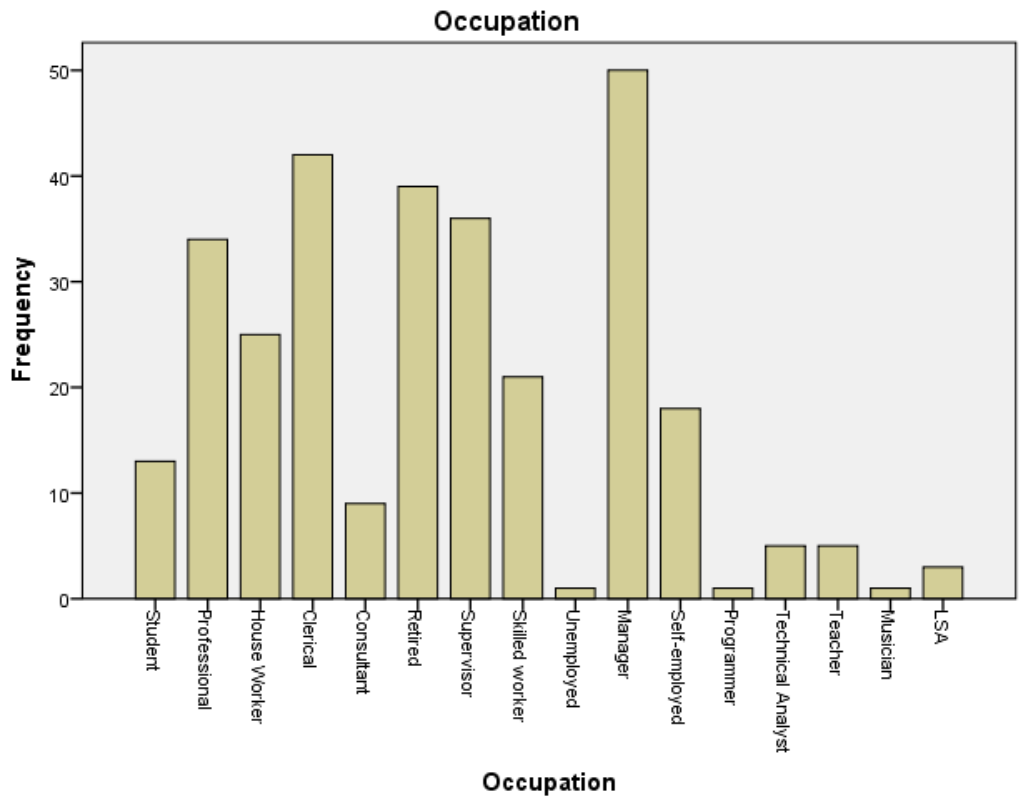


Figure 4.4 – Questionnaire Occupation Graph

4.3.2 Customer Characteristics

Participants were asked to indicate how much time a day they utilize different types of media tools, both traditional and online. They were also asked to specify how much time they spend in traffic. Each result is illustrated in a frequency table while average results is shown in Table 4.23.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	16	5.3	5.3	5.3
	<30	79	26.1	26.1	31.4
	30-60	132	43.6	43.6	74.9
	>60	76	25.1	25.1	100.0
	Total	303	100.0	100.0	

Table 4.11 – Time Spent – Traffic

		Time_spent_radio			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	28	9.2	9.2	9.2
	<30	83	27.4	27.4	36.6
	30-60	97	32.0	32.0	68.6
	>60	95	31.4	31.4	100.0
	Total	303	100.0	100.0	

Table 4.12 – Time Spent – Radio

		Time_spent_tv			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	42	13.9	13.9	13.9
	<30	72	23.8	23.8	37.6
	30-60	85	28.1	28.1	65.7
	>60	104	34.3	34.3	100.0
	Total	303	100.0	100.0	

Table 4.13 – Time Spent – TV

		Time_spent_reading_newspapers			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	118	38.9	38.9	38.9
	<30	140	46.2	46.2	85.1
	30-60	32	10.6	10.6	95.7
	>60	13	4.3	4.3	100.0
	Total	303	100.0	100.0	

Table 4.14 – Time Spent – Newspaper

Time spent reading magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	183	60.4	60.4	60.4
	<30	87	28.7	28.7	89.1
	30-60	28	9.2	9.2	98.3
	>60	5	1.7	1.7	100.0
	Total	303	100.0	100.0	

Table 4.15 – Time Spent – Magazines

Time spent web browsing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	15	5.0	5.0	5.0
	<30	55	18.2	18.2	23.1
	30-60	114	37.6	37.6	60.7
	>60	119	39.3	39.3	100.0
	Total	303	100.0	100.0	

Table 4.16 – Time Spent – Web Browsing

Time spent facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	56	18.5	18.5	18.5
	<30	72	23.8	23.8	42.2
	30-60	90	29.7	29.7	71.9
	>60	85	28.1	28.1	100.0
	Total	303	100.0	100.0	

Table 4.17 – Time Spent – Facebook

Time_spent_twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	268	88.4	88.4	88.4
	<30	29	9.6	9.6	98.0
	30-60	3	1.0	1.0	99.0
	>60	3	1.0	1.0	100.0
	Total	303	100.0	100.0	

Table 4.18 – Time Spent – Twitter

Time_spent_youtube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	107	35.3	35.3	35.3
	<30	97	32.0	32.0	67.3
	30-60	62	20.5	20.5	87.8
	>60	37	12.2	12.2	100.0
	Total	303	100.0	100.0	

Table 4.19 – Time Spent – You Tube

Time_spent_whatsapp

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	146	48.2	48.2	48.2
	<30	82	27.1	27.1	75.2
	30-60	43	14.2	14.2	89.4
	>60	32	10.6	10.6	100.0
	Total	303	100.0	100.0	

Table 4.20 – Time Spent – Whatsapp

Time_spent_viber

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	270	89.1	89.1	89.1
	<30	26	8.6	8.6	97.7
	30-60	5	1.7	1.7	99.3
	>60	2	.7	.7	100.0
	Total	303	100.0	100.0	

Table 4.21 – Time Spent – Viber

Time_spent_snapchat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	281	92.7	92.7	92.7
	<30	15	5.0	5.0	97.7
	30-60	3	1.0	1.0	98.7
	>60	4	1.3	1.3	100.0
	Total	303	100.0	100.0	

Table 4.22 – Time Spent – Snapchat

Statistics

	N		Mean
	Valid	Missing	
Time_spent_traffic	303	0	2.88
Time_spent_radio	303	0	2.85
Time_spent_tv	303	0	2.83
Time_spent_reading_newspapers	303	0	1.80
Time_spent_reading_magazines	303	0	1.52
Time_spent_web_browsing	303	0	3.11
Time_spent_facebook	303	0	2.67
Time_spent_twitter	303	0	1.15
Time_spent_youtube	303	0	2.10
Time_spent_whatsapp	303	0	1.87
Time_spent_viber	303	0	1.14
Time_spent_snapchat	303	0	1.11

Table 4.23 – Time Spent – Media Tool Mean

From the frequency tables above and the means obtained for time spent on various online social media applications and other traditional media, it can be observed that even though Twitter, Viber and Snapchat users are still very rare, online media (web browsing, Facebook and YouTube) dominates traditional media (newspapers and magazines). On the other hand, the core of traditional media such as, TV and radio, are still quite popular amongst all ages. Another observation is that the mean time spent in traffic and time spent listening the radio is very close which may indicate that people listen to the radio mostly while in traffic.

4.3.3 Traditional versus Online Marketing

Participants were asked to answer simple questions regarding the effects of traditional advertising.

The first question asked was whether respondents preferred to watch a local TV show, a DVD or both. The second question was how people prefer to listen to music, either on the radio, music of their choice or both.

Results shown by the two frequency tables and bar charts below confirm the importance and popularity of TV and radio as traditional media. The table shows that watching local TV is just as popular as watching an online movie or watching a DVD. Similarly, for radio popularity. The frequency table illustrates how listening to the radio is still more preferred than listening to music of their choice.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local Tv	105	34.7	34.7	34.7
	Online film / DVD	106	35.0	35.0	69.6
	Both	92	30.4	30.4	100.0
	Total	303	100.0	100.0	

Table 4.24 – Local TV vs Online Film/DVD - Stats

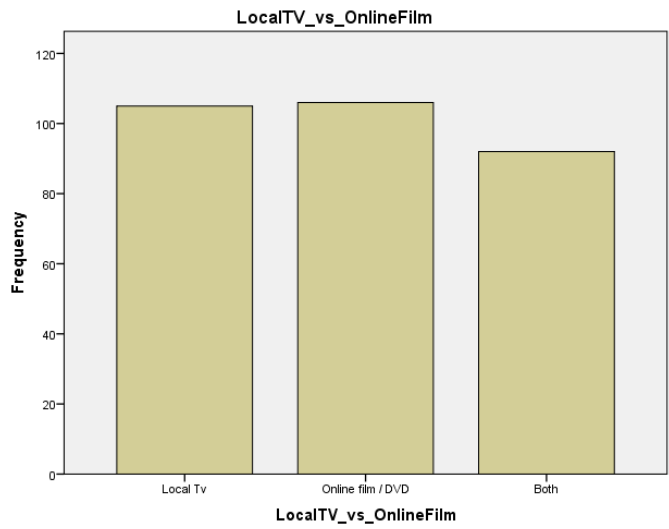


Figure 4.5 – Local TV vs Online Film/DVD - Graph

		Radio_vs_OnlineMusic			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radio	133	43.9	43.9	43.9
	online music	66	21.8	21.8	65.7
	Both	104	34.3	34.3	100.0
	Total	303	100.0	100.0	

Table 4.25 Radio vs Music of your choice - Stats

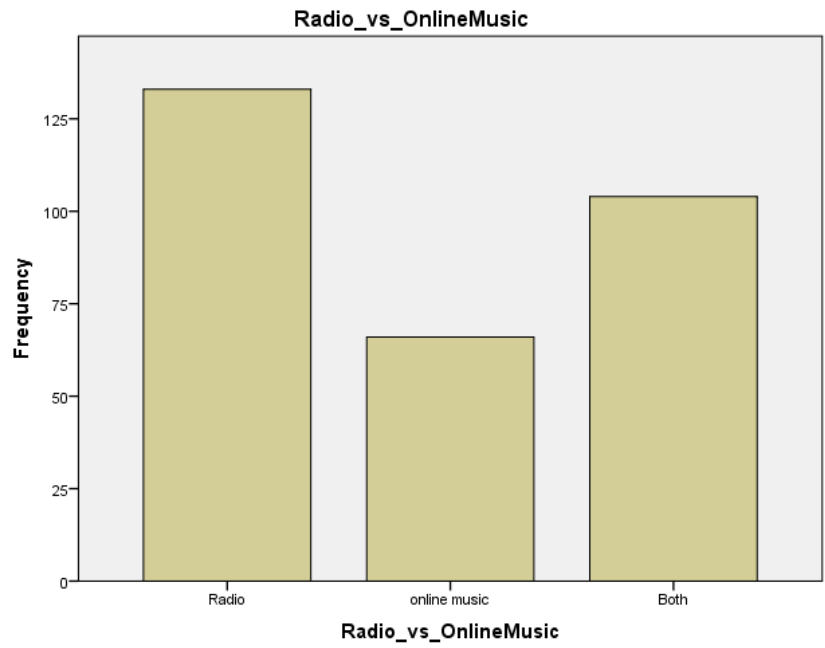


Figure 4.6 – Radio vs Music of your choice - Graph

This section also investigated channel switching during advertising periods on TV and radio, and whether people utilize the ‘Skip AD’ button when watching online adverts.

Unfortunately for local marketeers, results show that people tend to switch channels when it comes to advertisement breaks both on TV and radio stations. Similarly, in the case of online adverts, people tend to skip adverts if the ‘Skip AD’ option is available.

Channel switching					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	116	38.3	38.3	38.3
	Sometimes	118	38.9	38.9	77.2
	No	69	22.8	22.8	100.0
Total		303	100.0	100.0	

Table 4.26 – Channel Switching Radio/TV - Stats

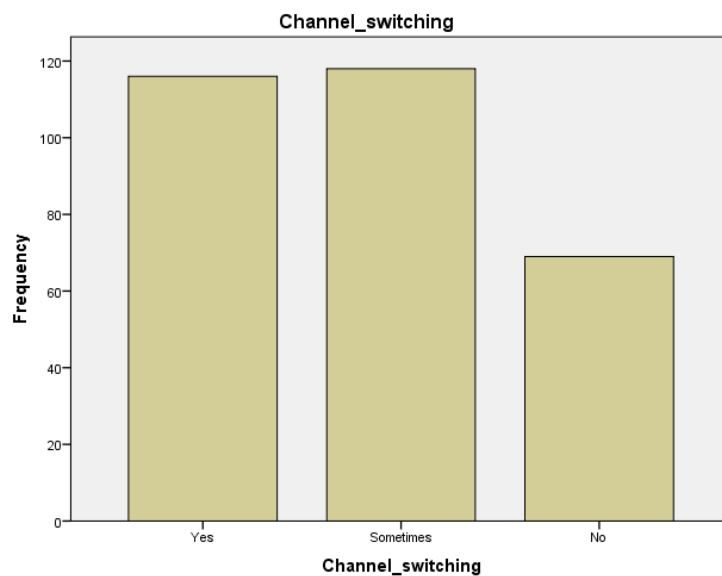


Figure 4.7 – Channel Switching Radio/TV – Graph

Online_advert_skip					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	191	63.0	63.0	63.0
	Sometimes	52	17.2	17.2	80.2
	No	60	19.8	19.8	100.0
	Total	303	100.0	100.0	

Table 4.27 – Online Adverts Skip – Stats

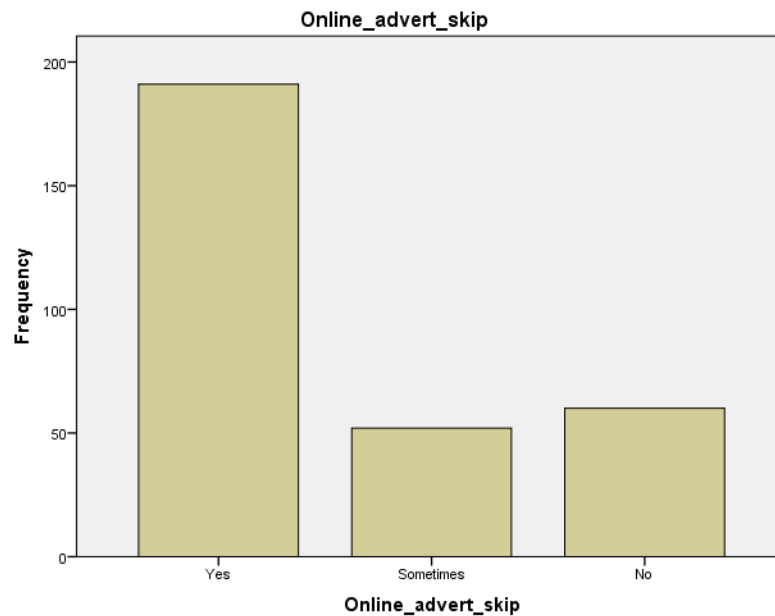


Figure 4.8 – Online Adverts Skip – Graph

Participants were also asked to classify the media tool which influences their purchasing decision. Fourteen media advertising tools were presented. On a basis of 1 being the most important and 14 being the least important, the average scores presented in Table 4.28 below were obtained. The table shows that word of mouth is considered the most important influence with an average score of 4.14, followed by TV adverts with a score of 4.78. Online reviews and radio adverts follow with an average score of 5.63 and 5.9 respectively.

Through this information one can conclude that reviews from actual users of the product are considered key influences both through word of mouth and online reviews. Traditional media advertising such as, TV adverts, radio adverts and printed media are considered to be more persuasive than online adverts which obtained an average score of 6.86.

Statistics				
	N		Mean	Mode
	Valid	Missing		
PI_Tvadvert	303	0	4.78	1
PI_Billboard	303	0	8.43	8
PI_Onlineadvert	303	0	6.86	5
PI_Radioadvert	303	0	5.90	3
PI_Busshelter	303	0	10.41	13
PI_Socialmedia	303	0	7.85	6
PI_Printmedia	303	0	6.24	3
PI_Truckadvert	303	0	11.51	14
PI_socialmediadiscussions	303	0	7.70	5
PI_wordofmouth	303	0	4.14	1
PI_discount	303	0	7.96	5 ^a
PI_Online reviews	303	0	5.63	1
PI_tasting	303	0	7.44	13
PI_packaging	303	0	10.01	14

Table 4.28 – Media Tool vs Purchasing Decision

4.3.4 Information related to Kinnie and Cisk Lager

As this study focused on advertising related to Kinnie and Cisk Lager, participants were asked different questions on the subject. People were asked whether these products are part of the local culture. They were questioned whether customers are loyal to the product because it is local and if advertising increased the desire to drink or to try it. As both products are related to taste, people were also questioned if advertising is effective.

From the frequency tables it can be concluded that all participants agree that Kinnie and Cisk Lager are part of the Maltese culture. However, there is a divided opinion which is slightly skewed to a 'yes' response, regarding the statement that customers are loyal to such products because they are local.

The fact that responses are evenly spread out does not show that such adverts increase the desire to drink Kinnie or Cisk Lager. On the other hand, the majority think that although these products are related to taste, advertising is important in promoting them.

Kinnie_cisk_Maltese_cult

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	301	99.3	99.3	99.3
	no	2	.7	.7	100.0
Total		303	100.0	100.0	

Table 4.29 – Kinnie & Cisk Lager vs Maltese Culture

Loyal_kinnie_cisk_local

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	188	62.0	62.0	62.0
	no	115	38.0	38.0	100.0
Total		303	100.0	100.0	

Table 4.30 – Kinnie & Cisk Lager vs Local Loyalty

Kinnie_adverts_appetite

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	155	51.2	51.2	51.2
	no	148	48.8	48.8	100.0
Total		303	100.0	100.0	

Table 4.31 – Kinnie Adverts vs Desire to drink

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	150	49.5	49.5	49.5
	no	153	50.5	50.5	100.0
	Total	303	100.0	100.0	

Table 4.32 – Cisk Lager Adverts vs Desire to drink

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	245	80.9	80.9	80.9
	no	58	19.1	19.1	100.0
	Total	303	100.0	100.0	

Table 4.33 – Kinnie & Cisk Lager Adverts Effectiveness

Participants were also asked the reasons why they purchase Kinnie. A score of 0 was given if a factor does not influence the purchasing decision, while a score of 1 was awarded if it influences the purchasing decision. Results are shown in Table 4.34.

Discarding the 43 participants who do not buy Kinnie, it can be said that the main reason for buying Kinnie is that it tastes good, followed by other characteristics such as quality and uniqueness.

	N		Sum
	Valid	Missing	
Why_purch_kin_dont	303	0	43
Why_purch_kin_loyalty	303	0	81
Why_purch_kin_quality	303	0	143
Why_purch_kin_gdadvert	303	0	11
Why_purch_kin_discounts	303	0	18
Why_purch_kin_unique	303	0	134
Why_purch_kin_taste	303	0	229

Table 4.34 – Reason for purchasing Kinnie

Similarly, participants were asked to specify the reasons why they purchase Cisk Lager. A similar table was obtained and results are given in Table 4.35. Clearly, the main reason for buying Cisk Lager is the taste followed by the quality and uniqueness of the beer.

Statistics			
	N		Sum
	Valid	Missing	
Why_purch_cisk_dont	303	0	61
Why_purch_cisk_loyalty	303	0	82
Why_purch_cisk_quality	303	0	152
Why_purch_cisk_gdvert	303	0	11
Why_purch_cisk_discounts	303	0	10
Why_purch_cisk_unique	303	0	94
Why_purch_cisk_taste	303	0	199

Table 4.35 – Reason for purchasing Cisk Lager

4.3.5 Cross Tabulation Analysis

With the help of cross tabulation, using the age variable, the study identifies how traditional and online marketing affects our participants of different ages. Cross tabulation was also used to discover the point of view of different age groups regarding the use and extinction of traditional media.

4.3.5.1 Age vs Informative Traditional Marketing

Table 4.36 shows how participants of different age groups responded to whether they find traditional media informative. The frequency table is projected onto a cluster bar graph which is presented in Figure 4.9. From this graph it is clear that participants of a younger age have a more neutral position regarding whether traditional media is informative although it is skewed towards the ‘agree’ section. On the other hand, more mature

participants, especially those falling under the last two age groups, 55 to 64 and 65 to 74, strongly believe that traditional media is informative.

Age * Traditional_media_informative Crosstabulation

Count		Traditional media informative				Total
		Strongly Agree	Agree	Neutral	Disagree	
Age	16-24	0	11	13	1	25
	25-34	3	22	30	5	60
	35-44	0	26	31	1	58
	45-54	0	29	18	3	50
	55-64	14	39	7	1	61
	65-74	39	5	5	0	49
Total		56	132	104	11	303

Table 4.36 – Cross-tabulation – Traditional media Informative

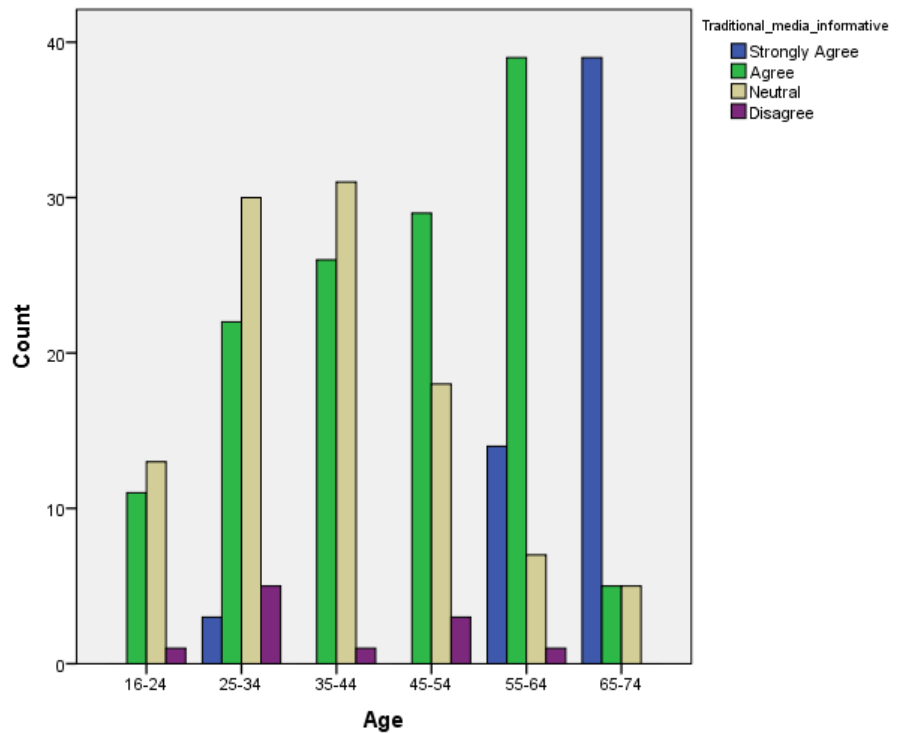


Figure 4.9 – Cross-tabulation – Traditional media Informative – Graph

4.3.5.2 Age versus Informative Online Marketing

Similar to the cross-tabulation performed above, the same method was used below. Table 4.37 below shows how participants divided by age group responded to whether they find online media informative. Using the clustered bar graph in Figure 4.10 it can be determined that in contrast to traditional media, all age groups tend to agree that online media is informative, even the less expected mature age groups. Having said this, the last age group, 65 to 74, may be more of a neutral opinion.

Age * Online_media_informative Crosstabulation

Count		Online media informative					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Age	16-24	3	10	11	1	0	25
	25-34	6	32	18	4	0	60
	35-44	6	29	22	0	1	58
	45-54	4	28	16	2	0	50
	55-64	4	41	12	3	1	61
	65-74	6	14	21	4	4	49
Total		29	154	100	14	6	303

Table 4.37 – Cross-tabulation – Online media Informative

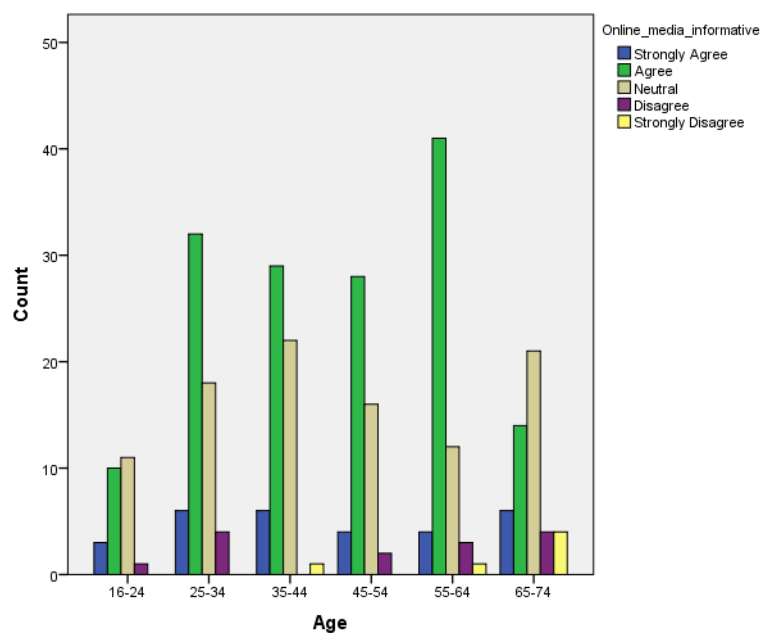


Figure 4.10 – Cross-tabulation – Online media Informative – Graph

4.3.5.3 Age vs The use of Traditional Media

Participants were asked to share their opinion whether advertising Kinnie and Cisk Lager through traditional media in this digital era is a waste of time. After obtaining these results a cross tabulation using the age variable was constructed.

As shown in Figure 4.11, the graph indicates that all age groups tend to disagree with the statement provided. The lower age group, 16 to 24, tends to shift on the neutral side while on the other end older people aged 65 to 74 totally disagree with the statement provided. Thus, traditional marketing is not a waste of time when promoting Kinnie and Cisk Lager.

Age * Kinnie_cisk_useless_trad_med Crosstabulation

Count		Kinnie_cisk_useless_trad_med					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Age	16-24	0	1	8	12	4	25
	25-34	1	8	20	27	4	60
	35-44	1	8	15	25	9	58
	45-54	1	4	11	30	4	50
	55-64	0	15	9	34	3	61
	65-74	0	0	7	13	29	49
Total		3	36	70	141	53	303

Table 4.38 – Cross-tabulation – Traditional media waste of money

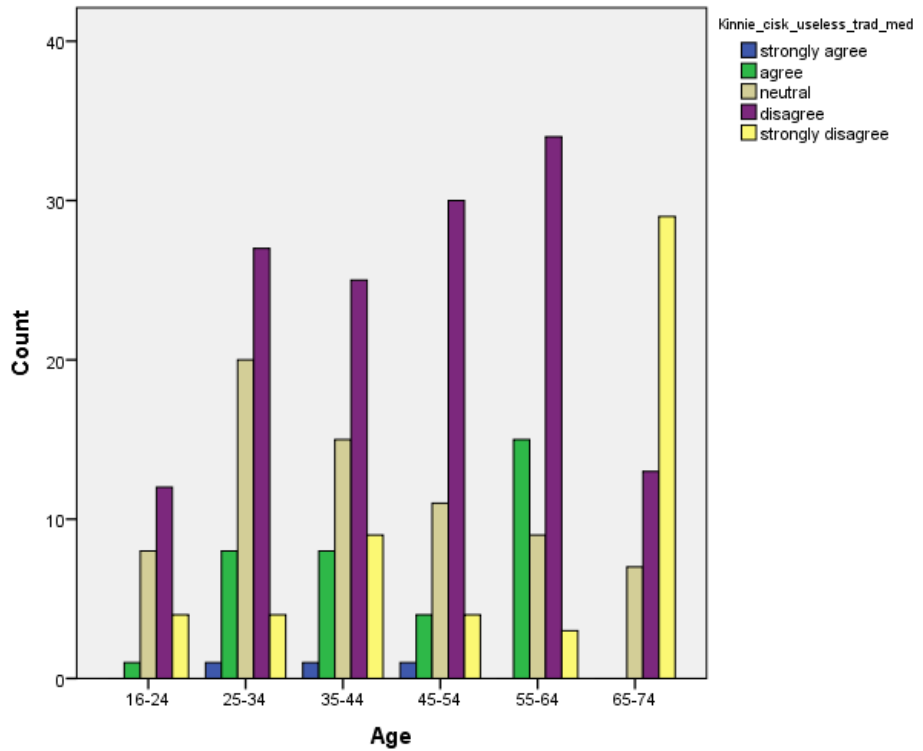


Figure 4.11 – Cross-tabulation – Traditional media waste of money - Graph

4.3.5.4 Age vs The Extinction of Traditional Media

Participants in this study were asked if future traditional marketing will be overruled by online media. The results presented in the frequency Table 4.39 were converted to a clustered bar graph that is shown in Figure 4.12. With the exception of age bracket 25 to 34 and 65 to 74, all brackets tend to disagree with the statement. Age bracket 65 to 74 totally and strongly disagree that online marketing will rule out traditional marketing regarding Kinnie and Cisk Lager. On the other hand, participants aged 25 to 34 believe that in the near future online marketing will be the only channel used to promote the two products in question.

Age * Kinnie_cisk_trad_med_extinction Crosstabulation

Count

		Kinnie_cisk_trad_med_extinction					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Age	16-24	3	3	4	14	1	25
	25-34	5	21	14	15	5	60
	35-44	4	11	13	26	4	58
	45-54	2	8	10	25	5	50
	55-64	3	14	4	31	9	61
	65-74	0	6	3	13	27	49
Total		17	63	48	124	51	303

Table 4.39 – Cross-tabulation – Extinction of Traditional Media

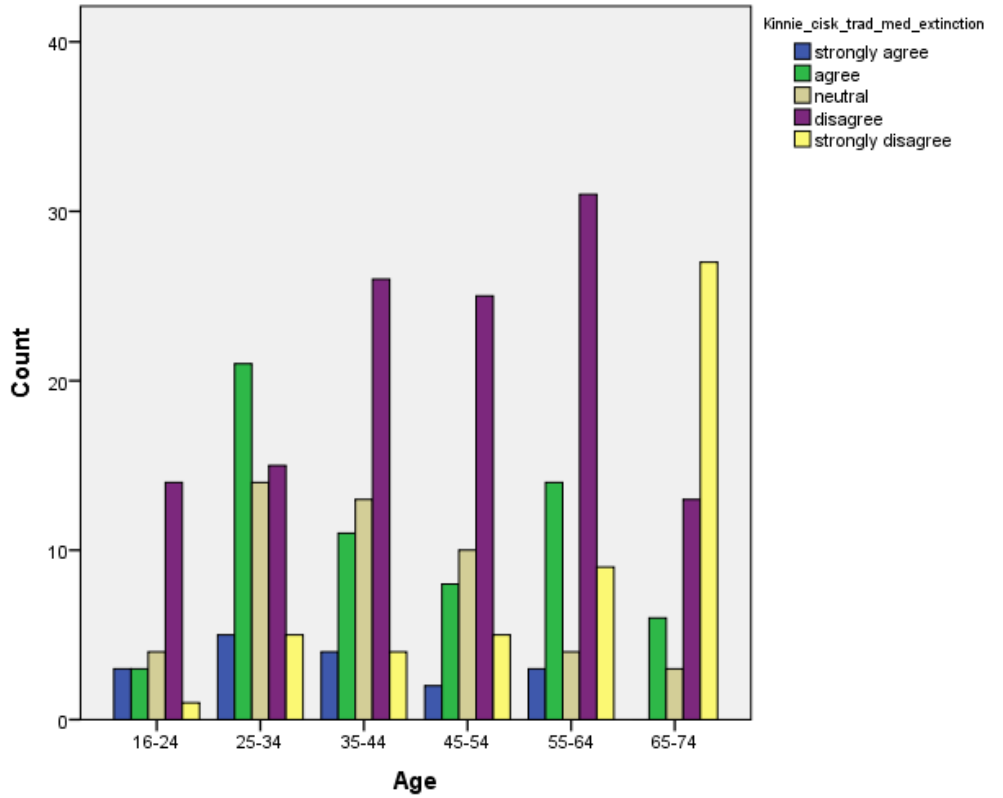


Figure 4.12 – Cross-tabulation – Extinction of Traditional Media – Graph

4.3.5.5 Online Media Informative vs Traditional Media Extinction

Table 4.40 expresses the relationship between the participants' opinion that online media is informative against the opinion that traditional media will eventually die out. From the table and clustered bar graph, it can be identified that although a participant strongly agrees or disagrees on whether online media is informative, in all cases the overall opinion for traditional media extinction is skewed towards a disagree response. The only case which is slightly more balanced out is where participants with a neutral position on whether online media is informative have also an average neutral position on traditional media eventual extinction.

Online_media_informative * Kinnie_cisk_trad_med_extinction Crosstabulation

Count		Kinnie_cisk_trad_med_extinction					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Online_media_inform.	Strongly Agree	4	3	2	12	8	29
	Agree	6	39	22	69	18	154
	Neutral	3	20	24	38	15	100
	Disagree	3	1	0	5	5	14
	Strongly Disagree	1	0	0	0	5	6
Total		17	63	48	124	51	303

Table 4.40 – Cross-tabulation – Online Media Informative vs Traditional Media Extinction

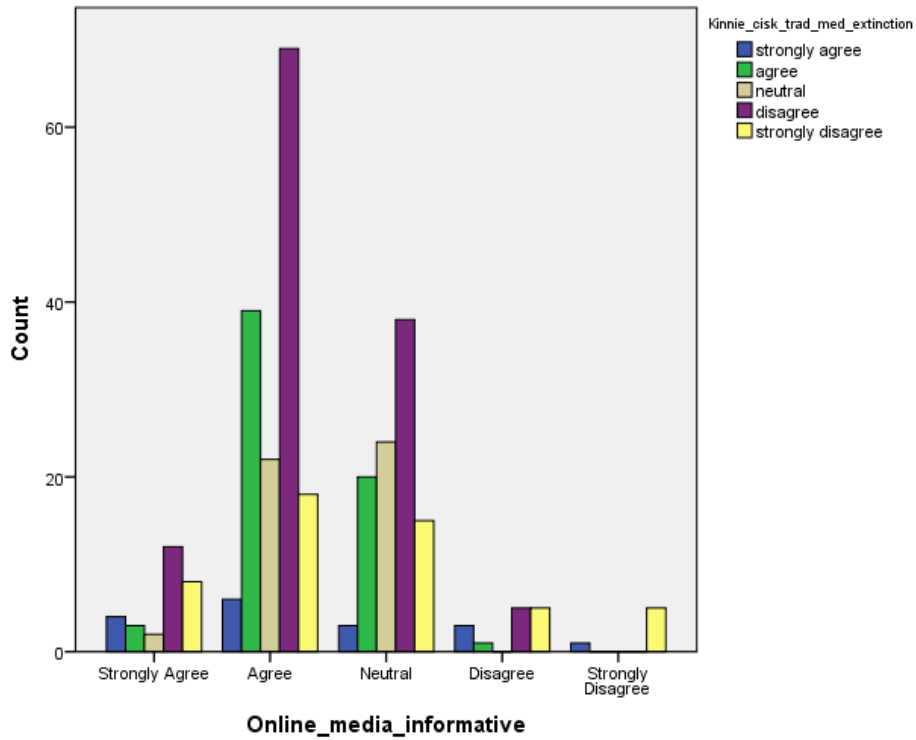


Figure 4.13 – Cross-tabulation – Online Media Informative vs Traditional Media Extinction - Graph

4.3.6 Hypotheses Testing

From the research carried out throughout this study, the hypotheses below were established to test the relationship between the two types of marketing approaches and age.

The sample population participating in this study was divided into six age groups. For the following hypotheses testing, the first three groups, from 16 to 44 were grouped together under the ‘Young’ set, while the last three age groups, from 45 to 74 were grouped under the ‘Mature’ set. The reason for this was to include all participants who were born in the internet era or at least were still young when the internet era started. The mature group includes participants who may not be familiar with the internet as the internet is a new concept for them.

4.3.6.1 Hypothesis 1

Null hypothesis: A person's opinion on whether traditional media is informative IS NOT dependent on the person's age.

Alternative hypothesis: A person's opinion on whether traditional media is informative IS dependent on the person's age.

Table 4.41 provides the observed count and the expected count, where the observed count reflects the data gathered from the questionnaires while the expected count is the amount which should have been gathered if age is irrelevant when it comes to deciding whether traditional media is informative or not.

Table 4.42 gives the result for a chi-square test which tests the null hypothesis that age does not influence the opinion regarding whether traditional media is informative or not, against the alternative hypothesis that age is a factor which affects this opinion. The chi-square test provides a p-value of 0.000 which is less than 0.05 and hence we have enough evidence to reject the null hypothesis and accept the alternative hypothesis. Thus, from this test it can be concluded that age is a factor which influences the opinion whether traditional media is informative or not.

Age_two_groups * Traditional_media_informative Crosstabulation

			Traditional media informative				Total
			Strongly Agree	Agree	Neutral	Disagree	
Age_two_groups	Young	Count	3	59	74	7	143
		Expected Count	26.4	62.3	49.1	5.2	143.0
	Mature	Count	53	73	30	4	160
		Expected Count	29.6	69.7	54.9	5.8	160.0
Total		Count	56	132	104	11	303
		Expected Count	56.0	132.0	104.0	11.0	303.0

Table 4.41 – Hypothesis 1 –Young & Mature Age vs Informative Traditional Media

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.811 ^a	3	.000
Likelihood Ratio	74.812	3	.000
Linear-by-Linear Association	57.495	1	.000
N of Valid Cases	303		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.19.

Table 4.42 – Chi-Square Test – Young & Mature Age vs Informative Traditional Media

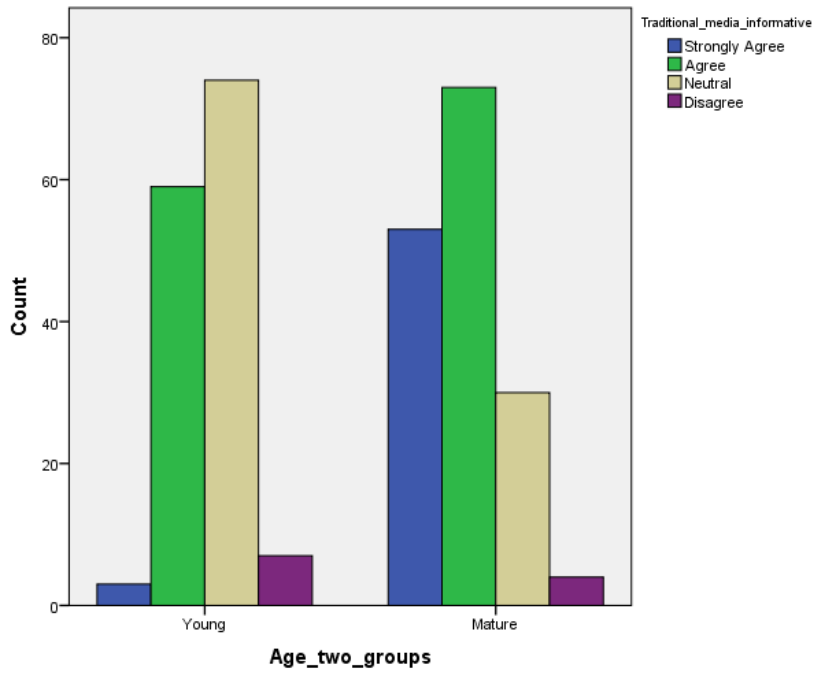


Figure 4.14 – Hypothesis 1 – Young & Mature Age vs Informative Traditional Media - Graph

4.3.6.2 Hypothesis 2

Null hypothesis: A person's opinion on whether online media is informative IS NOT dependent on the person's age.

Alternative hypothesis: A person's opinion on whether online media is informative IS dependent on the person's age.

Table 4.43 provides the expected count and the observed count, where the observed count reflects the data gathered from the questionnaires while the expected amount is the amount which should have been gathered if age is irrelevant when it comes to deciding whether online media is informative or not.

The chi-square test result given in Table 4.44 tests the hypothesis that age is an irrelevant factor when it comes to a person's opinion on whether he finds online media to be informative or not against the alternative hypothesis that age is in fact a factor which affects this opinion. In contrast to traditional media, the chi-square test provided a p-value of 0.423 which is greater than 0.05 and hence there is not enough evidence to reject the null hypothesis. Thus, the conclusion is that according to the sample data, age does not influence one's opinion regarding whether online media is informative.

Age_two_groups * Online_media_informative Crosstabulation

			Online_media_informative					Total
			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Age_two_groups	Young	Count	15	71	51	5	1	143
		Expected Count	13.7	72.7	47.2	6.6	2.8	143.0
	Mature	Count	14	83	49	9	5	160
		Expected Count	15.3	81.3	52.8	7.4	3.2	160.0
Total		Count	29	154	100	14	6	303
		Expected Count	29.0	154.0	100.0	14.0	6.0	303.0

Table 4.43 – Hypothesis 2 –Young & Mature Age vs Informative Online Media

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.877 ^a	4	.423
Likelihood Ratio	4.126	4	.389
Linear-by-Linear Association	.798	1	.372
N of Valid Cases	303		

a. 2cells (20.0%) have expected count less than 5. The minimum expected count is 2.83.

Table 4.44 – Chi-Square Test – Young & Mature Age vs Informative Online Media

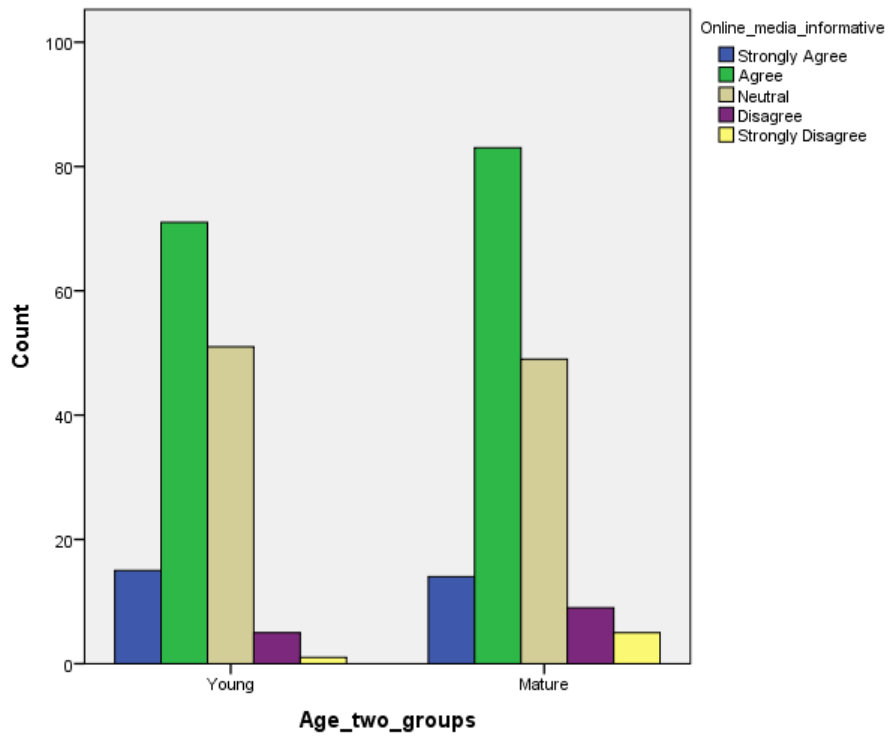


Figure 4.15 – Hypothesis 2 – Young & Mature Age vs Informative Online Media - Graph

4.3.6.3 Hypothesis 3

Null hypothesis: A person's opinion that traditional media is a waste of money to promote Kinnie and Cisk Lager in this internet era IS NOT dependent on the person's age.

Alternative hypothesis: A person's opinion that traditional media is a waste of money to promote Kinnie and Cisk Lager in this internet era IS dependent on the person's age.

The chi-square test, illustrated in Table 4.45, shows the null hypothesis that age is not a factor which influences a person's opinion on whether the use of traditional media in promoting Kinnie and Cisk Lager is a waste of money in this internet era against the alternative hypothesis that age is in fact an important factor in relation to this opinion. From Table 4.46 below and the clustered bar graph Figure 4.16, it might not be as clear to observe that age is in fact a significant factor. When analysing the counts for young participants, the observed count (43) exceeds the expected count (33) for neutral opinion. For the disagree option, the observed count (17) is much less than the expected count (25). This situation is seen vice versa for the mature participants, where for the neutral option the observed count (27) is less than the expected count (37). However, both in the disagree and strongly disagree, the observed count is greater than expected.

Hence, the average result for young participants is more inclined to the neutral option while for mature participants it is inclined to the strongly disagree. In fact, the chi-square test provided a p-value of 0.000 which is less than 0.05 and thus there is enough evidence to reject the null hypothesis.

Age two groups * Kinnie cisk useless trad med Crosstabulation

			Kinnie cisk useless trad med					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
Age_two_groups	Young	Count	2	17	43	64	17	143
		Expected Count	1.4	17.0	33.0	66.5	25.0	143.0
	Mature	Count	1	19	27	77	36	160
		Expected Count	1.6	19.0	37.0	74.5	28.0	160.0
Total		Count	3	36	70	141	53	303
		Expected Count	3.0	36.0	70.0	141.0	53.0	303.0

Table 4.45 – Hypothesis 3 –Young & Mature Age vs Traditional media waste of money

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.193 ^a	4	.024
Likelihood Ratio	11.352	4	.023
Linear-by-Linear Association	5.947	1	.015
N of Valid Cases	303		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.42.

Table 4.46 – Chi-Square Test – Young & Mature Age vs Traditional media waste of money

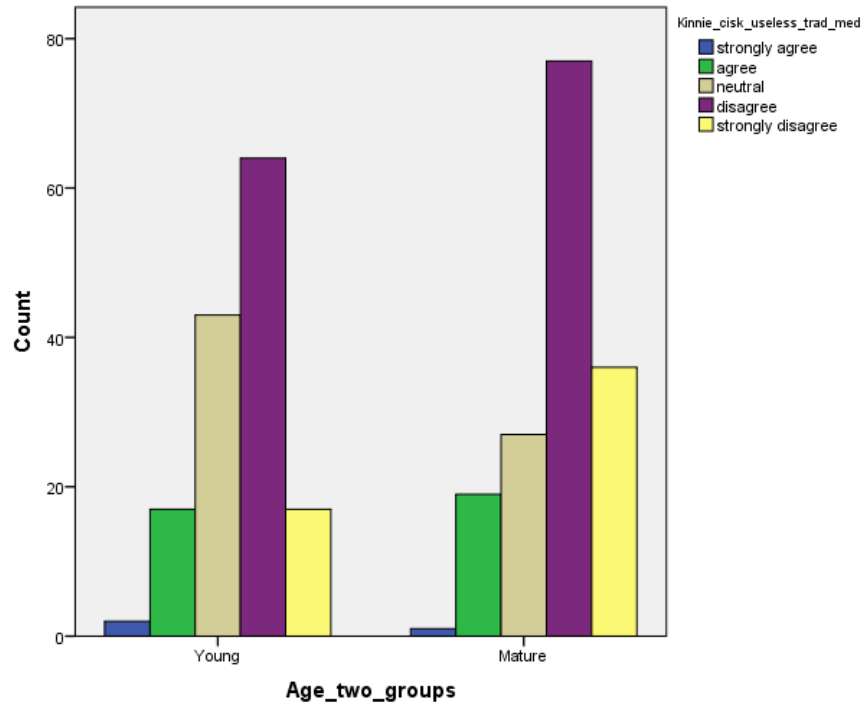


Figure 4.16 – Hypothesis 3 – Young & Mature Age vs Traditional media waste of money - Graph

4.3.6.4 Hypothesis 4

Null hypothesis: A person’s opinion that traditional media will eventually be discarded when promoting Kinnie and Cisk Lager IS NOT dependent on the person’s age.

Alternative hypothesis: A person’s opinion that traditional media will eventually be discarded when promoting Kinnie and Cisk Lager IS dependent on the person’s age.

In contrast to the analysis in the previous section, Table 4.47 below and the clustered bar graph, Figure 4.17 clearly show that age is in fact an important factor. For the young participants, the observed count exceeds the expected count for all strongly agree, agree and neutral opinions but is lower for the disagree and strongly disagree opinions, and vice versa for the mature participants. The chi-square test confirms this with a p-value of 0.000 which is less than 0.05 which provides enough evidence to reject the null hypothesis.

Age_two_groups * Kinnie_cisk_trad_med_extinction Crosstabulation

			Kinnie cisk trad med extinction					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
Age_two_groups	Young	Count	12	35	31	55	10	143
		Expected Count	8.0	29.7	22.7	58.5	24.1	143.0
	Mature	Count	5	28	17	69	41	160
		Expected Count	9.0	33.3	25.3	65.5	26.9	160.0
Total		Count	17	63	48	124	51	303
		Expected Count	17.0	63.0	48.0	124.0	51.0	303.0

Table 4.47 – Hypothesis 4 –Young & Mature Age vs Traditional media extinction

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.299 ^a	4	.000
Likelihood Ratio	28.742	4	.000
Linear-by-Linear Association	19.937	1	.000
N of Valid Cases	303		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.02.

Table 4.48 – Chi-Square Test – Young & Mature Age vs Traditional media extinction

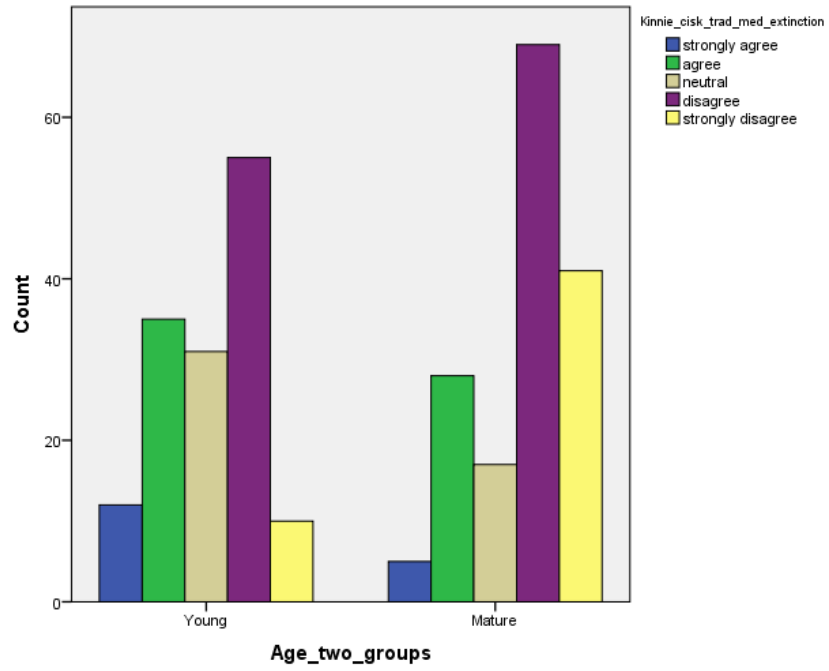


Figure 4.17 – Hypothesis 4 – Young & Mature Age vs Traditional media extinction

5. EVALUATION AND DISCUSSION

In this chapter the researcher will discuss the results collected from the three different methods used and evaluate these thoughts in light of the marketing theories and literature evaluated in Chapter 2.

5.1 Traditional Marketing vs Online Marketing

In the literature review, Andrea Nica commented that companies are shifting from traditional to online marketing tools to measure more easily the return on investment. From results obtained from the interviews, it is clear that the shift of media is happening. However, as both brand managers explained, besides being easy to measure, the shift to online marketing is happening as their customers are spending more time using the internet.

Andrea Nica continued by highlighting that people are using the internet because “people are looking for a faster interactive way”. This could be true but having said this, results obtained from the survey show that all age groups still find traditional media informative.

5.1.1 Sales Promotion

As outlined by Shima & Varfan (2005), “sales promotions can be used in high brand similarity markets where the seller wants to reach short term high sales response and not so high permanent gain in market share.” This was confirmed by the Cisk Lager brand manager who stated that sales promotions must be used in a limited period of time in order not to overtake the quality of the product. Both Kinnie and Cisk Lager brand managers believe that sales promotions are still popular in our country. On the other hand, when customers were asked to classify the effectiveness of media tools in their purchasing decision, price discounts classified 5th from 14, while tasting the product and packaging were classified in the 13th and 14th place, respectively.

Regarding online sales promotions, it was highlighted by Chaffey (2000) that “these are a great opportunity to the company to advertise through competitions and online tools which makes this very easy.” This was confirmed by both brand managers who utilize online channels to engage with people. The Kinnie brand manager explained how an online competition, ‘The face of Kinnie’, helped to create content which was later used on traditional media channels. The Cisk Lager brand manager also highlighted that ‘on pack’ competitions used to be held through SMSs. Nowadays, customers can easily send the code found on the Cisk Lager pack through the company’s Facebook page.

The two local products utilized in this study, Kinnie and Cisk Lager are part of the Maltese culture. This was confirmed through the survey, as 99.3% of the respondents feel that both products are part of the Maltese culture. This also verifies the comments made by the Kinnie brand manager - that local people are interested in the product as they feel they own it.

5.1.2 Public Relations

In the literature review, it was highlighted by Shima & Varfan (2005) that “public relations present the company image to the customers.” On the same wavelength, Chaffey (2000) commented that “with online tools, press releases are easily reachable from any type of customer.” This was verified by both brand managers as they stated that traditional use of public relations and press releases are still important for the company. They continued by stating that with the introduction of the internet all press releases issued can be accessible on their company’s website. Furthermore, they added that even newspapers have made the shift from traditional print to online news portals as this helps to reach more customers.

5.1.3 Advertising

Yiannaka et al. (2002) indicated that “print media and broadcasting are focus media that could completely and directly deliver advertising information of products to target readers or audiences.” To a certain extent, both brand managers agreed that traditional media do leave effects on their target audience. It can be used directly, but it is easier to target the required segment with online media tools.

Both brand managers tend to disagree with Tsao and Sibely (2004) who stated that “with the popularity of the internet and the fast growth of online users, online advertising has become the main information channel for consumers”. The popularity of the internet has given an opportunity to marketers to explore new waters but it is not the main information channel. As explained in the results chapter, both Cisk Lager and Kinnie have consumers that are not internet users. The Cisk Lager brand manager explained that “the brand has a huge respect and loyalty from older generations. The generations who saw the company grow and are not online are reached through traditional media.”

It is clearly noticed that brand managers utilise the most effective media from both the traditional and online worlds. A 360-degree marketing approach is used. When analysing the popular media channels utilised by the sample of the population used in this study, one clearly notices that although people have increased their usage time on internet activities, they still spend time listening to or watching traditional advertising.

5.1.3.1 Popular Media Channels

Participants in this survey were asked to indicate how much time a day they spend utilizing different types of media tools, both traditional and online. Results achieved indicate that people tend to spend the majority of their time browsing the web, followed by watching TV and listening to the radio.

These results strengthen the comment made by Peter Rawl, that “the website must be well designed and informative, as it gives the first impression to customers” (Rawl, 2013). This was confirmed by both brand managers, as they stated that a powerful and informative website will attract more people to purchase the product. The Kinnie brand manager added that she considers the company’s website an online marketing tool and a virtual shop window for the product. This strengthens the statement argued by Ha, L. who stated that “many authors include the companies’ personal websites as online advertising” (Ha, 2008).

With 95% of our correspondents saying that they browse the internet every day, it is no wonder that brand managers invest heavily on online advertising tools like Google ads, Google mobile or Google aps.

Television is watched daily by 86% of our respondents, of whom 65% prefer to watch local television. Having said this, the survey also indicates that 38% of the people tend to switch to another channel during advert period. “Television gives the chance for marketers to showcase their products, and they can create the feeling for their audiences that such an opportunity cannot be missed” (Kazmi and Batra, 2008). This was confirmed by both brand managers that stated that they invest a lot of time and energy to produce a high quality video production. The Kinnie manager continued to state that nowadays this content can be modified to be used on social media networks and even on the company website. The Cisk Lager manager pointed out that TV adverts are also screened in cinemas which are still popular with younger generations.

Another observation noted through this result is that the average time spent in traffic and time spent listening to the radio are very close, which may indicate that people listen to the radio mostly while in traffic. Having said this, Neha pointed out that “the fact that some people listen to the radio while driving or doing their daily routine implies that less attention will be given to what is being aired” (Neha, 2011). “Some listeners tend to switch on the radio only to keep them company and thus do not notice what is being aired” (All Business, 2014).

With 95% of the people saying that they are stuck in traffic every day, outdoor media, like billboards and bus shelters, are much more likely to be observed.

Apart from browsing the internet, watching TV, listening to the radio and stuck in traffic, 82% of our respondents spend their time on social media channels, particularly on Facebook.

Harikesh S. Nair argues that “though traditional media channels, like TV, print media, public relations, and trade fairs are still active and famous, the presence of online advertising, specifically the social media networking, revolutionized the way business communicates with individuals” (Nair, 2014). Similar comments were passed by both brand managers who explained that interaction and engagement with their customers has increased rapidly with the use of social media channels. The Kinnie brand manager remarked that SM (Social Media) is an easy to use marketing medium that requires few

resources and has the capacity to reach a high percentage of the targeted market. The Cisk Lager brand manager commented that with more than thirty-five thousand (35,000) followers on Facebook, they invest heavily on relevant and informative content to post. Instagram and Snapchat are also part of their strategy. Both managers also stated that these last years they have seen a social media activity increase. This strengthens the argument made by Harikesh S. Nair that “the shifting of consumer and business organization towards SMN (Social Media Network) for communication purpose is becoming clear and increasing at a large pace” (Nair & TR 2014).

It was interesting to notice that 65% of our respondents, watch YouTube every day. This substantiates results issued by Adelle Studios in 2015 that 88% of the internet users spend more time on websites that provide video content. This confirms that both brand managers are heading in the right direction as they are always working on video productions. Through their research they have discovered that it is the most popular way to interact with customers.

5.1.3.2 Purchasing Decision

Participants of the questionnaire were also asked to classify, from the most important to the least important media tool, what influences their purchasing decision. Fourteen media advertising tools were presented. On a basis of 1 being the most important and 14 being the least important, word of mouth is considered as the most important influence, followed by TV adverts, online reviews and radio adverts. This substantiates what Andreea Nica commented that “92% of people rely on recommendations from their peers to decide on their purchases” (Nica, 2014).

It is interesting to note that both traditional word of mouth and online word of mouth (online reviews) scored high scores. This highlights the effectiveness of the media and confirms comments by Andreea Nica who argues that with Social Media, “potential reach is massive and word can spread at rapid rates” (Andrea Nica, 2014). Having said this, TV adverts together with radio adverts got high scores too. This shows that although new media, like social networks increase rapidly, traditional media is still accepted by the consumers.

Through these results the researcher noticed that billboards and bus shelters classified 8th and 13th place out of 14 media tools. This indicates that although 95% of our respondents are stuck in traffic every day while being exposed to outdoor media, it is a rare factor that consumers base their purchasing decisions on these types of media.

Most of the differences between traditional and online marketing identified in the literature review were mentioned by both the Cisk Lager and Kinnie brand managers.

The advantages mentioned by Philip Kotler (2003) that online marketing is cheaper and that targeted audiences can be easily reached were also mentioned by both managers. The Kinnie brand manager stressed the importance of having a technological up-to-date website infrastructure which will complement the good quality of the webpages presented. Malcolm Newbery validates this thought by saying that “through online marketing, brand image can be easily negatively affected if the webpage is not up to standard or fails and crashes frequently. One must clearly invest in an online maintenance team to avoid these risks” (Newbery, 2006). The fact that 95% of our respondents browse the internet daily confirms the importance of these comments.

The Cisk Lager brand manager commented that one can identify whether traditional media tools are working by time and with trial and error. It is a known fact that they are very difficult to measure. Having said this, the manager also shared the concern that online media tools are increasing rapidly but few measuring systems have been developed. This thought was also shared by Markus Zinnbaur who commented that “in this ‘always-on’ world, new channels require new KPIs” (Zinnbauer and Pfeiffer, 2010).

The Kinnie brand manager pointed out that because of the broad product segment, promotions and offers are still popular with locals. She also remarked that although she acknowledges the fact that social media can give instant reactions and feedback from the younger generations, only face to face events engage the older age bracket. This instance was remarked by Philip Kotler - “traditional media offers physical face to face human contact where the organization can easily get direct feedback and measure results more quickly” (Kotler, 2003).

When asked directly why they keep on investing in traditional media, the Cisk Lager brand manager replied that these tools have had a positive track record throughout these years. The fact that traditional media tools influence people in their purchasing decision confirms the positive track record mentioned. To substantiate this argument Mark Sekar explains that “traditional marketing holds high success rates and this is proven and supported throughout success accomplished in these years of existence” (Sekar, 2013).

5.1.4 Direct Marketing

Both managers believe that when using traditional direct marketing in this high competitive market, like sending door to door adverts, one risks that the advert is lost in the clutter. On the other hand, it is not the first time that an e-mail was sent for certain short campaigns. The Cisk Lager brand manager pointed out that sending e-mails depends a lot on the quality of the list provided. All e-mails sent related to Kinnie and Cisk Lager directed the customers to their website for more information. This corresponds with Ethan Pendleton’s idea that “generally, e-mails sent will carry a link that drives traffic to the main website, where all information is stored. This shows that e-mail marketing offers a quick response rather than traditional tools” (Pendleton, 2015).

5.2 Kinnie and Cisk Lager Advertising

As this study focused on advertising related to Kinnie and Cisk Lager, participants were also asked questions related to these products. The survey investigated if participants feel that these products pertain to our culture. Results show that 99.3% agree. This was also confirmed by both brand managers who stated that since Kinnie and Cisk Lager are the only two locally produced beverages, they are automatically considered part of our culture.

Survey participants were also asked if they are loyal to the product because it is local. Although the result is skewed to the positive side, only 62% agreed with the statement. This is in conflict with the views of the Cisk Lager brand manager as he believes that mature segments purchase the product because they are loyal to the company.

The survey explored why people chose Kinnie and Cisk Lager from the large selection of soft drinks and beer. Discarding the 43 participants who do not buy Kinnie, results show that the main reason for buying Kinnie is that it tastes good, followed by other characteristics such as quality and uniqueness. Similarly, the main reason for buying Cisk Lager is the taste, followed by the quality and uniqueness of the beer.

Moreover, to confirm both managers' comments that Kinnie and Cisk Lager adverts are effective, participants were asked the same question and 80% gave a positive answer.

5.3 Traditional and Online Marketing vs Age Brackets

To investigate if both media channels are informative, two hypotheses were presented in order to find out whether age brackets make a difference or not. It was finalized that age is a factor which influences the opinion whether traditional media is informative or not. In contrast, age does not affect one's opinion regarding whether online media is informative. This strengthens the brand managers' comments who said that because of the wide segments of both products, they cannot imagine Kinnie or Cisk Lager not being advertised through traditional media.

Another hypothesis was constructed to identify whether there is a relationship between age and the argument that traditional media is a waste of money. The results show that age is an important factor which influences a person's opinion on whether the use of traditional media in promoting Kinnie and Cisk Lager is a waste of money in this internet era. Although the result of younger participants inclined towards the neutral option, the mature respondents strongly disagreed with the statement, as they think that traditional media is still useful. This confirms the thoughts of both brand managers who keep on investing in this type of media. Moreover, as highlighted above, word of mouth, TV and radio do effect the consumers' purchasing decisions. These hypotheses also substantiate comments made by Andrea Nica that "advertising efforts on TV or radio has the benefit of reaching a mass audience, and while it may be costly, some industries can really benefit from TV or radio advertising" (Nica, 2014).

The final hypothesis helped to identify whether the thought that traditional media will be discarded is influenced by the age group. Results show that age is in fact an important factor. For the young participants the ‘disagree’ and ‘strongly disagree’ options got high ranks. In contrast, mature participants are of the idea that traditional marketing tools have their days counted. The mature participants’ result clearly opposes the comments made by both brand managers who believe that traditional media will keep on existing in the marketing world.

5.4 Traditional Marketing is Dead

In 1998 Speck and Elliot suggested that “consumers’ attitudes towards advertising were continually becoming more negative, as a result of the increasing advertising clutter”. In this instance something new had to be invented to transmit the same message differently, in order for each company to distinguish itself from the clutter. At this point in time online media started being utilized. On this matter, the Cisk Lager brand manager commented that clutter in every type and channel of media will always exist. He stated that shifting from traditional media to online does not mean that clutter will be avoided. He argued that three simple points will make all the difference: being honest, content presented is relevant to the target audience, and quality of the advert.

The Kinnie brand manager commented that this fuss about online media is nothing but an additional media tool to the rest. This argument is perfectly in line with what was highlighted in the literature review. “The concept of online marketing is sometimes presented as a new theory. However, some argue that the basic concepts from the traditional marketing are still valid. The core elements of the marketing mix are still applicable and Internet offers new opportunities to adapt them” (Chaffey, 2000).

Both brand managers answered in the negative when questioned if traditional marketing is dead. The Kinnie brand manager explained that it will be definitely less than it used to be as people are utilizing other channels. The Cisk Lager brand manager commented that due to more cutbacks in advertising budget, marketers will have a more responsible role to use the budget available more wisely, investing in particular targeted channels that give return.

Both managers agreed that to be always present in our local market and avoid leaving spaces to competitors, traditional media is the key. Online media can be used for new customers and young generations but presence in the local market is maintained through traditional media tools. This argument is confirmed by Markus Pfeiffer and Markus Zinnbauer who conducted a study concluding that “online marketing is a very powerful tool but businesses should only rely on online media once they have established reasonable awareness and brand equity in the market.” The study determines that “to build and strengthen brand equity, traditional advertising remains a necessity” (Zinnbauer and Pfeiffer, 2010).

6. CONCLUSIONS AND RECOMMENDATIONS

In this chapter the researcher concludes the last comments about the results achieved from the study, while giving recommendations for future research.

6.1 Summary

The objectives together with the main aim of this study presented in Chapter 1 Section 1.3 were all met through the statistical and research methods used that provided clear results.

From a sample of 303 participants, which is 10% of the targeted population for this study, results achieved indicate that the most preferred promotional medium is browsing the internet, where 95% of the survey participants tend to spend the majority of their time during a 24-hour day. This was followed by 91% listening the radio and 86% watching TV. Having said this, Twitter (12%), Viber (11%) and Snapchat (7%) are the least media tools used in our country. These results show that though living in a digital era, traditional media tools, like radio and TV are still very popular with customers.

The second objective was to identify which media tool offers the highest level of trust to make a purchasing decision. From 14 media tools presented, both digital and traditional, word of mouth is considered as the most important influence, followed by TV adverts, online reviews and radio adverts. Word of mouth got a mean average of 4.14, TV adverts 4.78, online reviews 5.63 while radio adverts achieved an average of 5.90. This again highlights that in this digital driven society, traditional media like word of mouth and TV adverts are still influential. This confirmed the reasoning why the Kinnie and Cisk Lager brand managers still invest in traditional media.

The study focused on exploring the effectiveness of both traditional and online media when promoting Kinnie and Cisk Lager. From the customers' point of view, 99.3% believe that both products are part of the Maltese culture. When questioned if Kinnie adverts increased the desire to drink, only 51% answered positively. On the same lines, when questioned if Cisk Lager adverts increased desire to taste, 50% answered in the affirmative. Having said this, 81% of the sample agreed that both Kinnie and Cisk Lager adverts are

effective. From the supplier's point of view, the brand managers commented that a 360-degree marketing approach has always worked fantastically with the respective targeted markets. They recognized the fact, that due to the decrease in advertising budgets and the media choices consumers are making, brand managers are being cleverer and wise enough to invest in media that give return. Both managers acknowledged the fact that budgets spent on online marketing are increasing while a small drop in funds is felt on investments related to traditional marketing usage.

The fourth objective highlighted in Chapter 1 was related to exploring the fact why Farsons still uses traditional media, when according to world statistics issued in June 2016, 3.5 billion people are connected online worldwide. The results obtained both from the survey together with the interviews made to the brand managers conclude that local people are still engaged in using traditional media tools. The managers highlighted that due to the fact that both products have a wide target market, not all people are engaged with the digital world. The fact that our country is quite small and people still travel by bus or use their own private transport gives more exposure to traditional media tools. The managers also stated that all research carried out till now shows that the core of traditional media like TV, outdoor adverts and promotions together with sponsorships have never failed to impress. From the survey, traditional media is still influential both in effective marketing and purchasing decisions. The fact that a high amount of people still respond to traditional media adverts encourages both brand managers to use traditional media tools to promote Kinnie and Cisk Lager.

The results obtained from the hypotheses tested clearly conclude that in some instances the opinion of online and traditional media depends on the age bracket. Results confirmed that age is a factor which influences the opinion whether traditional media is informative or not. In this instance, age bracket 45 to 64 were very much on the agree side while age bracket 65 to 74 strongly agreed. In the younger age brackets, 16 to 44, there is a small number that agreed but the neutral option was more popular.

When dealing with online marketing, the hypothesis presented confirmed that age does not affect one's opinion regarding whether online media is informative. This is clearly shown as all age brackets between 16 and 64 opted to agree on this statement while age group 65 to 74 chose the neutral option.

The fact that all age groups from 16 to 64 disagreed and age group 65 to 74 strongly disagreed with the statement that investing in traditional marketing is a waste of time confirms that people do engage and do want more traditional marketing. This was also the understanding of the brand managers who commented that engagement with the public through traditional channels is still popular.

The study explored not only what people think about traditional and online marketing used to promote Kinnie and Cisk Lager, but also their opinion about traditional media in the future. Will it be overtaken by online marketing? From the supplier's perspective the answer was that traditional marketing will decline, but it will surely form part of the marketing tools used. On the other hand, results obtained through the survey indicate that only the 25 to 34 age group agrees that in the near future online marketing will be the only channel used to promote the two products in question. Age brackets 16 to 24 and 35 to 64 disagreed with the statement. It wasn't a surprise to notice that age group 65 to 74 strongly disagreed that traditional marketing would be extinct.

Finally, after analysing the results achieved through secondary data and scrutinizing outcomes from primary data, one can conclude that, with regards to Kinnie and Cisk Lager, in this era of digital marketing there is still scope for traditional media.

6.2 Recommendations

After analysing results achieved both from the supplier's and the customers' perspective, the study shows that the approach taken by both brand managers, the 360-degree marketing approach is the way to go.

Results from the survey acknowledged the fact that traditional media is still requested by customers from all age brackets. Although online marketing tools must be used to promote both Kinnie and Cisk Lager, both marketing managers must keep investing in traditional media.

From results achieved, it is clearly understood that irrespective of the age, people think that traditional media, in any type, form or manner will still be popular in future advertising. The younger age bracket, 16 to 24, who will be the mature target segment for the company in a few years' time, also believe in this statement. This is a clear recommendation for suppliers that traditional media will still be important in the future.

Results from the survey demonstrated that people believe that both Kinnie and Cisk Lager are part of our culture. This result strengthens the comments made by both managers that they feel the same thing. On this basis, the researcher suggests that video content or advertising shots will be more effective if cultural scenarios, stories or nation roots are taken into consideration.

6.3 Strengths and Limitations of the Study

The study explores the traditional and online marketing tools from both the supplier's and the customers' point of view. The fact that a sample of the whole population was taken gave a clear picture what customers prefer most and what the most reliable tool that they base their purchasing decision on is.

Limitations regarding the methodology employed were outlined in Section 3.9. The following are the overall study restrictions that the researcher experienced throughout the process of constructing this study.

To establish clear and direct results, the study focused on the local beverage industry. Moreover, it was aimed at tackling only the advertising effects of two local products. This focus is the main limitation of the study as it is only related to Kinnie and Cisk Lager. This direction also offered limitations in the literature review as no previous studies were made on these types of products.

Although the study provides general questions on traditional and online marketing, a large percentage of the results are directed to the two products in question. Due to this fact, the supplier's perspective is only based on two interviews with the brand managers of Kinnie and Cisk Lager who are employed by one of the main beverage companies.

Another limitation of the study is that due to timing, the survey collected is not 100% equally distributed. Out of 303 respondents only 25 were collected from the 16 to 24 age bracket, whereas the average for the other age groups is 55.

6.4 Future Research

Due to time, cost and word limitations to conduct this study, primary research was restricted to one Maltese company in the local beverage industry. Focusing on only two local brands helped to study the local media tools available without infringement of the international advertising. Although the products chosen were a non-alcoholic drink and a beer, the study is very limited for the local sector.

As the study is focused on two local products, Kinnie and Cisk Lager, future research can be conducted with the aim to open up these criteria and explore the local beverage sector. Only one company from the local beverage industry was involved in this study.

Opening these criteria can lead the way to explore and compare advertising effects on customers of different beverages. A comparison between imported advertising and locally produced advertising can be included. Both Kinnie and Cisk Lager promotions are produced locally giving a touch of our culture in all adverts. International brand adverts like Pepsi, Coca Cola and Sprite are produced internationally and then adopted by the local market. One can compare how these different advertising strategies can influence the customer.

This research is focused on one type of soft drink and one type of beer. Future research can be done by exploring traditional and online promotions used for other beverages like, wine, juices and spirits.

As one can notice, the beverage industry is quite vast and offers different openings to explore and investigate. It always depends on the end result the researcher wants to achieve.

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APPENDICES

Appendix A – Interview Questions

INTERVIEW QUESTIONS FROM SUPPLIERS POINT OF VIEW

Company: Farsons
Interviewer: George Micallef
Interviewee: Marketing Manager responsible for Kinnie / Cisk

1. What marketing tools does your company mainly use related to Kinnie / Cisk?
2. What is the targeted market segment for Kinnie / Cisk?
3. Do certain media tools work more in certain market segments?
4. As regards both traditional and online marketing, what tools are used to measure the success of the utilised media?
5. Which marketing tool does your company consider most effective? Why?
6. Kinnie / Cisk is a well established brand with few competitors. Why spend so much on advertising?
7. Traditional media, compared with online marketing, can be difficult to measure. It can be expensive and time consuming.
 - a. So why is it still used?
 - b. Do you recall any instances when it was limited? Did it affect sales?
 - c. Is it still used because it was always used?
8. Online marketing could be less expensive and less time consuming, which therefore results in a high ROI. Is online marketing used because of these benefits or because it attracts new business?
9. Do you recall any instances when you ran an online **only** campaign or a traditional **only** campaign? If not, in what circumstances do you think an online **only** campaign or a traditional **only** campaign works? Or do you think they must always work together?
10. In this advertising clutter, why do Kinne / Cisk adverts speak out?

Appendix B – Pilot Study Questionnaire

Questioner

'The era of the Digital Society – Is there still scope for Traditional Marketing?'

This questionnaire is being conducted to evaluate the effectiveness of traditional media used to advertise Kinnie and Cisk Lager, in today's digital era. This research is part of my studies for my Masters Degree in Business Administration.

The term 'Traditional Marketing' refers to adverts on T.V., Radio, News Papers, Magazine, Door to Door, Billboards, Adverts on companies trucks, Events, Product tasting.

The term 'Online Marketing' refers to advertising through the internet channels.

Thank You for your time and support.

George Micallef

1 Demographics

a. Gender

Male

Female

Other

b. Age

18 - 20

21 - 30

31 - 40

41 - 50

51 - 65

c. Education

Primary

Secondary

College

Graduate

Post Graduate

Other

d. Occupation:

Professional

Clerical Worker

Student

Manager

Machine Operator

Unemployed

Technician

House Worker

Retired

Other (please specify)

2 Customer Characteristics

a. In a **DAY** how much time do you spend:

	None	Less than 30 Minutes	30 minutes till 1 hour	More than 1 hour
i. In Traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. Listeining LOCAL radio.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii. Watching LOCAL TV.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv. Reading newspapers / magazines.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Browsing the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vi. Social media. (Facebook, Twitter, Whats App, Viber, Snapchat)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3 Traditional vs Online Marketing

a. Do you prefer to watch local TV or select an online film / DVD of your choice? Local TV Online film / DVD of my choice.

b. Do you prefer listening to the radio or to music of your choice ? Radio Music of my choice.

c. During commercial breaks do you turn to other stations when watching TV or listening to radio? Yes No

d. If available, do you press the 'skip AD' button when watching an online advert? Yes No

e. Do you find Traditional Media Informative? Yes No
(All adverts which are not transmitted online)

f. Do you find Online Media informative? Yes No
(All adverts transmitted online)

g. On which of these do you base your purchasing decision when you buy a product?

Select all that apply.

- TV Advert
- Radio Advert
- Print Media Advert
- Word of mouth at village shop

- Billboard
- Bus Shelter
- Truck Advert
- Free gift or discount
- Tasting the product

- Online Browsing Advert
- Social Media
- Discussions in Social Media Pages
- Online Reviews

4 Information related to Kinnie and Cisk Lager.

- a. Do you think that Cisk Lager & Kinnie are part of the Maltese culture? Yes No
- b. Do you think that customers are loyal to Cisk Lager & Kinnie because it is a local product? Yes No
- c. Do you think that Kinnie advertising whets your appetite? Yes No
- d. Do you think that Cisk Lager advertising whets your appetite? Yes No
- e. As Kinnie and Cisk Lager are products related to taste, do you think that visuals are effective in promoting the product? Yes No

f. Why do you purchase Kinnie? - Select all that apply.

- I don't purchase Kinnie
- Special offers / discounts.
- Loyalty
- Unique
- Quality
- Taste
- Good advertising

g. Why do you purchase Cisk Lager? - Select all that apply.

<input type="checkbox"/>	I don't purchase Kinnie	<input type="checkbox"/>	Loyalty	<input type="checkbox"/>	Quality	<input type="checkbox"/>	Good advertising
<input type="checkbox"/>	Special offers / discounts.	<input type="checkbox"/>	Unique	<input type="checkbox"/>	Taste		

h. In this internet era, utilising traditional media to advertise Kinnie and Cisk lager is completely waste of money.

<input type="checkbox"/>	Strongly Agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>	Neutral	<input type="checkbox"/>	Disagree	<input type="checkbox"/>	Strongly Disagree
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i. There will come a time, when trational media will not be used anymore to advertise Kinnie and Cisk Lager.

<input type="checkbox"/>	Strongly Agree	<input type="checkbox"/>	Agree	<input type="checkbox"/>	Neutral	<input type="checkbox"/>	Disagree	<input type="checkbox"/>	Strongly Disagree
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Appendix C – Final Questionnaire

Questionnaire

'The era of the Digital Society – Is there still scope for Traditional Marketing?'

This questionnaire is being conducted to evaluate the effectiveness of traditional media used to advertise Kinnie and Cisk Lager, in today's digital era. This research is part of my studies for my Masters Degree in Business Administration.

The term 'Traditional Marketing' refers to adverts on T.V., Radio, News Papers, Magazine, Door to Door, Billboards, Adverts on companies trucks, Events, Product tasting.

The term 'Online Marketing' refers to advertising through the internet channels.

Thank You for your time and support.

George Micallef

1 Demographics

a. Gender

Male Female Other

b. Age

16 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74

c. Education

Primary Secondary Post-secondary
 Tertiary Other (please specify) _____

d. Occupation:

<input type="checkbox"/> Student	<input type="checkbox"/> Professional	<input type="checkbox"/> House Worker
<input type="checkbox"/> Clerical Worker	<input type="checkbox"/> Consultant	<input type="checkbox"/> Retired
<input type="checkbox"/> Supervisor	<input type="checkbox"/> Skilled Worker	<input type="checkbox"/> Unemployed
<input type="checkbox"/> Manager	<input type="checkbox"/> Self-employed	<input type="checkbox"/> Unable to work
<input type="checkbox"/> Other (please specify) _____		

2 Customer Characteristics

a. In a **DAY** how much time do you spend:

	None	Less than 30 Minutes	30 minutes till 1 hour	More than 1 hour
i. In traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. Listening LOCAL radio.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii. Watching LOCAL TV.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv. Reading newspapers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Reading magazines.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vi. Browsing the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vii. Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
viii. Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ix. You Tube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x. Whats App,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xi. Viber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xii. Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3 Traditional vs Online Marketing

a. Do you prefer to watch local TV or select an online film / DVD of your choice? Local TV Online film / DVD of my choice.

b. Do you prefer listening to the radio or to music of your choice ? Radio Music of my choice.

c. During commercial breaks do you turn to other stations when watching TV or listening to radio? Yes Sometimes No

d. If available, do you press the 'skip AD' button when watching an online advert? Yes Sometimes No

e. Do you find Traditional Media Informative? (All adverts which are not transmitted online)

Strongly Agree Agree Neutral Disagree Strongly Disagree

f. Do you find Online Media informative? (All adverts transmitted online)

Strongly Agree Agree Neutral Disagree Strongly Disagree

g. By which one of the below are you likely to get influenced before taking your purchasing decision?
Rank in order of importance by numbering each item below:

1 as the most important, 13 as the least important.

TV Advert
 Radio Advert
 Print Media Advert
 Word of mouth at village shop / work place ect.

Billboard
 Bus Shelter
 Truck Advert
 Free gift or discount
 Tasting the product

Online Browsing Advert
 Social Media Adverts
 Discussions in Social Media Pages
 Online Reviews

4 Information related to Kinnie and Cisk Lager.

- a. Do you think that Cisk Lager & Kinnie are part of the Maltese culture? Yes No
- b. Do you think that customers are loyal to Cisk Lager & Kinnie because it is a local product? Yes No
- c. Do you think that Kinnie advertising whets your appetite? Yes No
- d. Do you think that Cisk Lager advertising whets your appetite? Yes No

e. As Kinne and Cisk Lager are products related to taste, do you think that visuals are effective in promoting the product? Yes No

f. Why do you purchase Kinnie? - Select all that apply.

I don't purchase Kinnie Loyalty Quality Good advertising
 Special offers / discounts. Unique Taste

g. Why do you purchase Cisk Lager? - Select all that apply.

I don't purchase Kinnie Loyalty Quality Good advertising
 Special offers / discounts. Unique Taste

h. In this internet era, utilising traditional media to advertise Kinnie and Cisk lager is completely waste of money.

Strongly Agree Agree Neutral Disagree Strongly Disagree

i. There will come a time, when trational media will not be used anymore to advertise Kinnie and Cisk Lager.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Appendix D – Transcript – Farsons Cisk Lager Brand Manager

Interviewer : George Micallef
Interviewee: Cisk Lager Brand Manager
Place: Simons Farsons Cisk – Mriehel
Date: 13 May 2016

GM – George Micallef
CLBM – Cisk Lager Brand Manager

GM: What marketing tools does your company mainly use related to Cisk?

CLBM: The marketing structure on beers consist of 1 umbrella view on all beers, those imported and those that we brew locally. We are a team of 3, me included. Myself takes care of the local brews starting from Cisk, Blue Label, Lacto and so on.

When focusing on Cisk through the Marketing Strategy we have a mix of both traditional and online media. We as Cisk we have Cisk Lager, Cisk Excel, Cisk Chill that require different campaigns. We do not advertise one advert in general as Cisk. We specify our marketing campaigns to different products as there are different variances that they need their own advertising as they have their own identity.

GM: What is the targeted market segment for Cisk Lager?

CLBM: Yes sure. Each beer has its own target market. For example, Cisk Lager is the main stream lager. The largest beer that is produced and consumed from the company. Segments starts from 17 upwards, as this is the legal age to consume alcohol. From a Marketing point of view our target are people age 20 to 40, but having said this we know that Cisk Lager is consumed by

everyone in different backgrounds. From village bands clubs to top hand restaurants of top style people. Different social status.

For Cisk Excel, it is not a diet beer. It has 50% less curbs but it is not a diet drink. People who drink Cisk Excel is because it has less curbs and has a lighter taste. There are customers that are loyal to Cisk Lager and will not change because of the taste. Cisk Chill is another category. New youths that are experimenting in beer consumption the lightness and flavour of Cisk Chill is not heavy and consumed most by younger people. Segment more on 18 to 25. In the near future we will launch a new style of Cisk (Pinster) This stands in a another level of beer.

There are two more beers that are not consumed locally and they are made specifically for export these are Cisk Export and Cisk Access that is a 9% alcohol strong lager. It is available but we do not advertise it as a corporate social responsibility as it has a high level of alcohol, but it is available in the market.

GM: Do certain media tools work more in certain market segments and as regards both traditional and online marketing, what tools are used to measure the success of the utilised media?

CLBM: Advertising campaigns we invest in billboards, bus shelters, newspapers and magazines that are directed to our segments not only youths. Regarding digital we work a lot on social media platforms Facebook, Instagram and Twitter. Google ads and newspapers online. Facebook is an ongoing platform that we feed every week to keep it lively. We promote and sponsor every post to reach people that are not part of our customer base. In certain events we help promotion by advertising on our trucks the date of the event.

Freebees will remain trendy – Different schools of thought. It depends what is the freebee. You have to give a proper not cheap gift. It is important that freebees are controlled not to give the understanding that every time you

purchase Cisk you are given a gift. People must buy the product for the product itself not because of the freebee. Will cheapen the brand image.

GM: Which marketing tool does your company consider most effective? Why?

CLBM: Facebook – You have a very good control on reach and it is segmented. For example, a magazine we are given the circulation but it not reliable like Facebook reach. All media is effective but social media is more measurable and cost wise more efficient.

GM: So if online media is more measurable and cost effective why we are still using Traditional Media tools?

CLBM: I believe that online marketing alone is not effective. Everyone must be clear about the product market. In my case Cisk Lager, the majority of consumption and production is for the local market. It is a known fact that in our country there are still people that do not believe in the internet. There are people that are not comfortable with online media. In my opinion for example billboard is pretty much effective in our country where the majority do not use public transport and they tour the island from one place to another, this makes outdoor media more effective. Even high street traffic makes outdoor media more powerful and radio more effective as people tend to listen radio while in traffic. On average a Maltese family has two to three cars so we Maltese we prefer to travel more with our private car instead of public transport. Having said this traditional media is still popular as people are still interested in it. Still interested in watching local programmes, go to local events and listen to local radios.

In our case, were Cisk Lager has a large segment who consumes the product, even television is important where there is quite a mature audience over 30 years of age.

GM: Do you recall any instances when traditional media was limited? Did it affect sales?

CLBM: No I don't recall an instance but the trend is that Traditional media is decreasing. From a Cisk Lager marketing perspective the strategy for this year (2016) was different from last year (2015) in terms of traditional media. Having said this rather than we decreased traditional media this year we were more selective where to be present to avoid being all over the place. Through the media warehouse survey, that is issued every year, the most effective channels are selected. It gives a clear direction which media is the most popular. This year we were more selective rather than diminishing traditional media investment.

GM: Traditional media was decrease on a selective issue or restricted budgets?

CLBM: Both. Budgets were shifted to promote other new products so restricted budgets bring the option to be more selective in what type of advertising to use. Strategically this brings more efficiency.

GM: Investing in traditional media is like investing Blind folded?

CLBM: No not that much. Generally all traditional tools we use have a successful track record. There are magazines that have big audiences and have requests. In our world were budgets are a big responsibility one must be accountable how money was spent. Time has changed and the usage of media tools and the amount of advertising changed throughout the years. Farsons, before imports of foreign beers had a sort of monopoly as no one on the island produced beer. Having said this the company always invested in advertising and it is because of this that the brand has a huge respect and loyalty from older generations.

GM: Cisk Lager is a well-established brand with few competitors. Why spend so much on advertising?

CLBM: The investment made in advertising in previous years gave to opportunity to build trust and pride in locals as this was the only good beer produced

locally which made us proud as a country competing with foreign international prestige brands. The skills of our brewers are at par with foreign brands and this gives us something to celebrate and be proud of. When foreign beers started to be imported in our island this gave the opportunity to our consumer to compare and make his choices. The local beer kept its place in the local customer not only because it is local but because it is of high quality. People of older generations are still loyal to our brand because advertising never stopped, because promotion for Cisk Lager. Today the beverage sector, regarding beers is different from past years. Today competition from foreign beers increased and obviously you have to remind people that you are still there. In our advertising we transmit the sense of pride by using local scenarios with local models because at the end of the day, a part of the good taste of the beer, the fact that Cisk Lager is a local product, makes us different from the rest. We produce our advertising in a responsible way. Our aim is to educate people and have fun in drinking our product not to overdo it and spoil the fun. So this message is always communicated in our adverts both traditional and online.

More over on this subject the company just announced an investment of €27 million in a new plant to expand the packaging facility of the company with the strategy to compete and evolve in the export market. Currently we are in a disadvantage with foreign beers as we do not benefit from economies of scale as our production together with our plant is very limited compared with other foreign countries. The fact that we are an island it means that raw material must be imported through sea or air transport, so costs increase. But we have a good confidence in our product that we can compete if we are more efficient.

GM: Is it a case that online is used because it is cost effective?

CLBM: It is not the main case – Online is used because it is the trend were people are. Companies advertise were people are. When cinemas started there was a boom in cinema advertising, currently people use online aps and social

media so companies tend to shift their budget where people are. According to research as an average people use internet more than 2 hours a day. This creates exposure and confirms that people are exposed on the internet waves. The fact that when clicking on an online advert it takes you on our webpage means that you can give more information on the product and even other related products, it is not just an advert.

Online adverts give you the facility to change and tailor-made artwork easily for particular segments. Social media even gives the opportunity to interact instantly with your customers. From the other hand with traditional media tools, billboard, bus shelter, newspaper, these things cannot be done as artwork must be create days before.

The interaction with people gives you courage to move forward as feedback is given instantly through social media. It is of great achievement to see people like, share and comment on your post. It is nice to see positive and negative comments and this helps us to be better. With comments on our posts it is nice to see discussions between our customers that also reflect loyalty to our product.

Cisk Lager had build a loyalty way back in times when the company was practically alone but still advertised to the public with tools available in that time. That push helped us to win a place in the Maltese culture and we see this how people talk about us on social media. It is nice to see for example a person hat criticises something on the product and other people respond to him with explanations without involving our media response team. This new type of world of mouth cuts from both ends as it can be positive and negative.

GM: Do you feel that you have little control in hand when using online media?

CLBM: It works both ways. Once you are online all the world can see your advert. It is a place were it offers an unlimited sense of exposure and this brings responsibility on what you and how you advert the product. The advert has

a lifetime exposure and once uploaded you can never take it down. With traditional media adverts are changed and forgotten while with online media it is easy to download and circulation is much more effective.

The company's chairman always advises us to "aim for excellence", and we do. We do not do our job to tick boxes but we must be nearly perfect as this reflects the quality of our product. Setting high bars makes us position ourselves one step ahead of our competitors. Both Cisk Lager and Kinnie won international awards. These awards do not fall from the stars. They are all part of hard work and team effort in every stage of production. It is a full package and everyone must work clockwork to achieve excellence. In every stage starting from the bottle itself, labelling, the beer, delivery to our customer and final delivery from our customer to the consumer. The full journey makes the whole difference.

GM: Do you recall an instance when only online media or only traditional media were used alone?
Online and Traditional Marketing must always work together?

CLBM: From a marketing perspective when creating a full blown campaign, for example the current one 'Cisk Time', that will be everywhere – both traditional and online. The content on our Facebook page will be tailor made for online, even online content video will be specifically for online. There are also some educational videos that are made specifically for online. For example, we launched a video giving instructions how a barman must handle a Cisk Lager bottle and what it is the right procedure to open and pour the beer in a glass. Simple tips like pouring at an angle in a clean glass etc. These are educational and informative videos that are only shared online. For example last year we did a promotion on our local beaches where those people that were enjoying a Cisk Lager we gave them a small token. This was taken as a video and shared on our page. For example during Christmas time we always plan a Christmas video to wish our customers best wishes but we try to make it original and innovative, trying to

promote our product in an intelligent way. Another example is that last year we gathered all the work we produced during the year and made timeline video. These examples are all work that we produced only for social media but not related to a specific campaign. For us it is an indirect advert but it helps to engage more with people.

GM: Do you recall any instances when you ran an online only campaign or a traditional only campaign? If not, in what circumstances do you think an online only campaign or a traditional only campaign works? Or do you think they must always work together?

CLBM: No we never did traditional only campaigns. Nowadays if a company does only traditional advertising it is losing on a huge opportunity that online advertising has to offer. As explained, in no way you cannot reach the amount reached by online advertising through traditional media tools. Even press releases, although we issue it in newspapers it is uploaded on our website and Facebook page. I can see a campaign that can work with online advertising only but cannot imagine a campaign utilising only traditional media tools.

GM: As Cisk Lager depends on the taste of the product, what are the difficulties to transmit the taste via an online advert?

CLBM: This happens also with traditional media but online gives you an opportunity to pass the message more easily. Video content can show visually how a beer is poured and this can transmit desire to taste the beer. We as Cisk Lager have the advantage that our product when served in the correct temperature gives a high quality picture and it gives the natural feeling of trying it out. Natural more then that I think it is impossible. Traditional media tools offer a static image, it helps but online content is more powerful.

GM: Traditional tasting in supermarkets still work in today's generation?

CLBM: It depends on what is the product. On Cisk Lager, as the product is established in the market, this type of promotion does not work, but for example with Cisk Chill Berry, as the product was new to the market we used this type of marketing to introduce it to the public.

GM: Is traditional dead or closer to extinction?

CLBM: Definitely not. In my opinion what is happening is that brand managers are being more practical and clever how they are utilising their marketing budgets on media that gives return. As explained the fact that online can be measurable it is easier to justify money spent. It is not only about the quantity of people reached but it is a question of transmitting the correct message to the correct segment using the best media available.

GM: What about the Future of online media?

CLBM: It will continue to grow more faster, but may some time it will reach saturation point were companies will be more selective in what they do to avoid their adverts being missed in the online media clutter. I think in future companies will be building their own social media platforms rather depending on other third party sites to render this service. We began a project were we are more investing in our own database, website and social media platform.

GM: In this advertising clutter, why do Cisk Lager adverts speak out?

CLBM: I think that three main points make the difference.
The fact that makes us speak out is that we are honest with people. Today people are well informed and they search and investigate the truth, so being honest will build a strong bond with customers.

Another point is that content presented is relevant to the target market so people can associate themselves with the advert. People love story telling so creating relevant stories with attract more people to your brand.

The last point in the quality of the advert. This will always reflect the quality of the product.