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Abstract

This research explores the interests and marketing influence on gelato and ice cream consumers in Dublin, focusing on consumer behaviour, cultural influence, and strategic branding. There were five guiding themes study: ascertaining the possible market in Dublin for new gelato flavors, examining the benefits and cultural issues in selecting flavors, investigating marketing campaigns to reach societies , ascertaining the role of suppliers in positioning the brand, and estimating the success of marketing campaigns.

To investigate these issues, a mixed-methods approach was taken, with surveys and interviews of food and marketing professionals and consumers in Dublin. The research revealed strong interest in unique, culturally inspired gelato flavors, with consumers looking for authenticity and story behind the products. It also identified that success in flavors is highly dependent on a knowledge of both international culinary trends and local tastes.

Effective marketing strategies were found to significantly improve consumer interest, particularly through storytelling and visual branding. Moreover, effective marketing campaigns were found to play a key role in enhancing brand awareness and loyalty.

In conclusion, this research demonstrates that consumer demand for gelato is highly correlated with cultural relevance, product innovation, and focused marketing. For gelato businesses in Dublin, aligning product innovation with cultural narrative and ensuring quality through stable supplier relationships are critical to success in a competitive market.

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Interests and the Influence of Marketing on Gelato and Ice Cream Consumers in Dublin.

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CHAPTER I

1.1 INTRODUCTION

A Marketing strategy can define the success of a company, my interest in this research stems from knowing the behavior of consumers and how marketing campaigns could influence the sales of a business, specifically in the Ice Cream / Gelato sector. Working more than two years in the company I was able to detect areas of opportunity that the company could promote for an advantage over competitors.

Using current technological tools could boost the company's presence on social networks.

The research would confirm the interest and participation of regular and potential customers in participating in marketing campaigns that involve their culture or the company's interest in approaching its customers through flavors and experiences from other countries. By reflecting shared values, traditions, or cultural symbols, the company would become more relevant and human to the customer and thereby strengthen the emotional bond and brand loyalty.

1.2 RATIONALE FOR THE STUDY

Know the interest of consumers and potential customers. with the results of the research to determine if a change of marketing strategies would help to position and establish the company as the favourite of citizens in Dublin. With this, increase sales and presence on social networks.

1.3 STATEMENT OF THE RESEARCH OBJETIVES

Objective: Marketing campaign with limited gelato flavours inspired by international cultures and markets based in Dublin can help to increase sales and connect with new cultures.

Theme 1: Potential customers market for new flavours in Gelato based Dublin.

- Why the flavour selected will be attractive for potential customers of Gelato in Dublin market?

- How the multicultural communities in Dublin influence in the decision of the flavour?

Theme 2: benefits and considerations to determine the flavours and countries culture

- What is the economic and labour impact of foreigners in the city?
- Why is it important for the company to adapt a campaign based on foreign communities?

Theme 3: marketing strategies to engage communities and highlight the country inspiration behind the flavour.

- What marketing aspect influence in customers to buy the product?
- How can a story telling in Marketing of country inspiration increase the sales in Gelato?

Theme 4: Importance of a good supplier and advantage of our positioned brand.

- What aspects of the suppliers will be considered?
- How can we run out a campaign using our positioned business in Gelato?

Theme 5.- Importance of the Marketing campaign and results

- How can we use the social media to engage the customers?
- What are the advantages of a good marketing strategy?

1.4 INFORMATION GATHERING AND DATA COLLECTION

Quantitative method, directly with managers, who based on their experience. They can let us know the behavior of consumers.

Qualitative method through surveys of potential customers, asking closed questions through Google forms, about the level of interest in the introduction of culture and flavors from other countries in future marketing campaigns, and also knowing the company's presence on social networks.

1.5 EXPECTED OUTCOMES OF THE STUDY

Demonstrate the interest of customers by being seen and valued in marketing campaigns, having the benefit of interaction and purchase of products in the business.

Develop marketing campaigns that engage the large foreign communities that currently predominate in Ireland, specifically in Dublin. To grow participation and social and digital presence.

Use the information gathered from the research to guide a more accurate campaign, as well as being able to confirm the great influence that foreign communities have today.

1.6 CHAPTER BY CHAPTER OVERWIEW

Chapter I: Introduction to the topic and a brief explanation of the work, the objective and general expectations of the research, as well as a specification of the methods used. reasons for the development of the topic and explanation of the research subtopics that represent the themes that I have discovered in the bibliographic review.

Chapter II: Literature research, results of secondary research for each sub question. Information to support the themes was sought through books, blogs on official platforms, and existing articles.

Chapter III: Justification of the Methodology Applied, as the most adequate explanation of the philosophy implemented, techniques, and sample size.

Chapter IV: Analysis of the results obtained from the surveys and interviews. Triangulation applied to compare them with the literature and obtain the necessary findings.

Chapter V: Research Conclusion, where the research question is answered, recommendations, and limitations are presented. A final result identifies the benefits and final suggestions of the research.

CHAPTER II

2.1 INTRODUCTION

One of the main steps in research is to carry out a critical and systematic analysis of the topic and subtopics, this is done through research, theories and existing publications from reliable sources supported by previous research. The objective of literature review is to summarize current information, identify inconsistencies in research, establish bases for a new search and justify the need for a new approach.

The literature will be non-systematic, it will focus on **describing and critically analyzing** what other authors have said or researched, but **without following a structured protocol** of search or selection of studies.

Based on this narrative, since it requires introducing an emerging topic and would be necessary to compare **theories or approaches** without the need to evaluate rigorous empirical evidence, using qualitative and quantitative methods for data collection.

2.2 BODY CONTENT

2.2.1 Theme 1: Potential customers market for new flavours of Gelato based Dublin.

Ireland in general is known for the production and export of dairy products to all of Europe, among its derivatives we can find ice cream, which is well accepted by its people in Dublin. According to research conducted by Nielsen, in the blog of Donna Ahern **(Checkout, 2020)** The ice-cream market in the Republic of Ireland was worth €150 million in the latest 52 weeks up to 23 February 2020. Take home ice-cream currently accounts for 70% of the total ice-cream market, which is great news for grocery retailers. Multiples account for 33% of total value ice cream sales, over-performing on take home ice-cream (44% share) and under-performing on impulse ice-cream (7% share).

To complement this, there are various branches of ice cream or Gelato around the city and especially in the tourist areas, which have a traffic of people as well as sales all year round. They register their highest sales in the summer season and complement it with other products in the winter to maintain an average income. We can conclude that the market is established, and this product is preferred in the consumption of Irish families, as well as students and communities settled in Dublin.

It´s necessary to define what a market is and a context of what this implies for a strategy.

(Philip Kotler, 2005) defines that market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want.

In recent years, the growth of foreign people living in Ireland, specifically in its capital Dublin, has grown exponentially due to the high investments of companies in the country, increasing employment and with it the local economy. Large communities began to concentrate to improve the lifestyle that was impossible in their country. Commenting on the data, Eva Leahy, Statistician in Population Estimates and Projections, said: "Ireland's population was estimated to be 5.38 million, rising by 98,700 people in the year to April 2024. This was the largest 12-month population increase in 16 years since 2008 when the population rose by 109,200. **(CSO, 2024).** Communities were established and consolidated, now being part of the system that allows the city to sustain itself.

The most important thing for this topic is the great opportunities for growth through communities. When we spend time away from home or our country of origin, we often look for products from our home country to be marketed, even though it won't be the same experience, we look to connect a little with our food and traditions. We seek to create flavours that identify a large community of foreign citizens in this city. We can support the above mentioned in the blog of psychologist Lili Thoelen **(Thoelen, 2024)**, mentions that living and working abroad, you face daily challenges from navigating grocery store aisles with unfamiliar products to decoding public transportation schedules in a language you're still learning.

Years ago, Harvard Magazine **(Rock and Grant, 2016)** conducted a study that mentions that promoting diversity in companies is a good business decision, since having diverse talent in teams increases their collective intelligence. What does this mean? That diverse teams make better decisions thanks to the multiple points of view that intervene in them and have a greater tendency to review facts and findings, so they are more objective. In other words: not only will they produce more innovation, but it will also be better. This opens the opportunity for us to help and become a pioneer company in the integration of foreign communities.

2.2.2 Theme 2: benefits and considerations to determine the flavours and countries culture

In the country, and especially in the city of Dublin, there has been a population growth due to different situations, mainly due to the economic development that companies have implemented in the country. People from all over the world have migrated to obtain a better quality of life. According to data from The latest Dublin Economic Monitor, published by the four Dublin Local Authorities, shows that economic growth remained robust in early 2024 with rising business activity, falling unemployment, and strong retail spending to the fore. **(DublinCityCouncil, 2024)**

In addition, a positive scenario is expected in the country's finances. Expectations for next year have recently been revealed. According to the European Commission **(European Commission, 2024)**, it predicts that Economic activity is projected to rebound with growth of 4.0% in 2025 and 3.6% in 2026 supported by a strong labour market, low headline inflation and favourable external environment. Headline inflation is set to remain low over the forecast horizon. Public finances are forecast to normalize after further positive surprises in revenues and strong increases in expenditure.

Based on the above predictions, the economy will be stable, and it is possible to plan our campaign. We will be able to focus on foreign communities to connect with them and be recognized as a company that seeks to meet needs. The ability to interact effectively with clients from diverse cultural backgrounds can give a company a competitive edge. Cultural sensitivity equips employees with the skills to understand and meet the needs of a diverse client base.

One of the key benefits of listening to the needs of foreign communities, according to The Optimum Workplace **(OWP, 2024)**, is Enhanced Employee Engagement, which seeks to make communities feel valued and respected, directly improving relationships with them. As well as, client’s relations, helps in building stronger, more empathetic relationships with clients from diverse backgrounds.

The main objective of this topic is to justify why it is important to focus on a niche that few businesses interact with. Today, Dublin has a large concentration of people of different

nationalities which encourages individuals to share their traditions and practices with others, they contribute to the global tapestry of human culture. This not only helps in safeguarding endangered cultural elements but also ensures their continued relevance and appreciation.

Future Education **(Anon, 2024)** shares on its blog that it dismantles stereotypes and prejudices by providing individuals with direct exposure to different ways of life. By interacting with people from diverse backgrounds, individuals gain a more nuanced understanding of the world, challenging preconceived notions and fostering empathy. I can consider that this approach is an adaptation to what the city is currently changing, considering new and large communities in future strategies can give us a competitive advantage.

(Smbatyan,2024) In today's globalized economy and increasingly diverse societies, cultural sensitivity has evolved from a mere necessity for effective team management to a critical component for achieving business success. I believe that all the previous contributions give us the security to consider the different communities as part of our future strategies; it is an opportunity to provide a space for loyalty on the part of consumers, through the interaction of cultures, the exchange and knowledge of traditions, and more specific in flavours. Although progress has been made and flavours from other countries have been presented, no in-depth research has been carried out or a campaign has not been held that highlights the commitment to showing foreign culture in Ireland, specifically in Dublin.

2.2.3 Theme 3: marketing strategies to engage communities and highlight the country inspiration behind the flavour.

Any times companies do not consider the importance of a good marketing campaign and the influence it will have to promote the product. During the semester in the current career we saw several important aspects for the consumer, including creating a story for the campaign, in marketing known as Storytelling; uses digital technologies to integrate elements such as voice, images, music, and other electronic content to construct a persuasive narrative. Digital storytelling is described as a powerful approach to transmit and promote a deeper comprehension of complex issues (**McLellan, 2017).** Storytelling

has been used to foster reflective thinking in internship experiences, consumer behaviour, and personal branding. Working with this marketing tool we could reach the foreign communities living in Dublin, fulfilling the objective of representing countries with our star product (Gelato). Shu Chen Hou mentions in his book that Storytelling has emerged as a powerful tool in the world of business, allowing companies to engage their audiences, build emotional connections and bonds with customers. using this channel as a connection to the flavours of their home country and our company. Brands that tell authentic and relatable stories are more likely to reason with customers, eliciting feelings of empathy, joy, nostalgia and inspiration. **(Hou, 2024).**

Saitarli (2019) argues that emotional connection plays a significant role in the choices we make as consumers. "Functional magnetic resonance imaging (fMRI) shows that when evaluating brands, consumers primarily use emotions (personal feelings and experiences), rather than information (brand attributes, features, and facts)." Based on it, we are looking to engage the customers with emotions directly give them the experience of the flavours and traditions of their country. Comparing the different points of view, we can also conclude that implementing emotions could generate loyalty with consumers, this being our main mission throughout the campaign. The writers mention important advantages that would create a successful campaign. Once you understand what drives your customers, use these insights to create a broad marketing strategy based on making emotional connections. Storytelling can be an indispensable tool here. Stories can be compelling and easy to share. keeping with the campaign, we also enter into sales as an important factor for a business, it is the income that allows us to continue operating and continuing daily activities. **Gnizdov (2021)** mentions in his blog that according to the Harvard Business Review, human brains naturally respond better to stories. Storytelling helps to lower barriers between the buyer and the seller. Incorporating storytelling into the sales process is not just about engaging the buyer; it's about leveraging the innate human love for stories to create a more effective and emotionally resonant sales experience.

The areas that directly affect psychologically and influence sales to buyers:

1. Inspires action
2. memory and recall

3. Emotional connection
4. Overcoming Resistance
5. Building trust and credibility
6. Creating a personal connection
7. Simplification of complex information

We can determine that by building a marketing strategy emphasizing the importance of the culture of each country, good it could help us create loyal customers with a closer relationship with our company, in addition to being able to maintain a sales income that would help in the low seasons.

Jason Wong reported that storytelling has been proven that it is a powerful tool that you can use to increase customer engagement by creating a connection between the business and its audience and according to Search Engine Watch, storytelling can boost conversion by 30%. This in turn can lead to a stronger relationship with your customers and partners. **(LinkedIn 2023)**

2.2.4 Theme 4: Importance of a good supplier and advantage of our positioned brand.

An important step in the campaign to consider is to establish the cost or budget that it requires. It is necessary to mention that the company Ginos Gelato already has a supplier that would cover all the necessary raw materials, in this topic the external factors that could affect the campaign will be justified.

(Marian Burk Wood, 2007) Marian shares that the budget is determined in the context of each organization, processes and depending on the necessary tasks, applying this to the company, we seek that the raw material is delivered using our main supplier with we have been working for many years.

In case it is necessary to connect with suppliers directly from the selected countries, these steps will be crucial to have a simple and uncomplicated process.

According to the Entrepreneur website, suppliers must comply with specific responsibilities:

1. deliver good and services
2. operate as communication intermediaries
3. ensure that stock is sufficient
4. adapt to economic conditions and changing supply trends

in addition to complying with local laws and regulations, always maintaining the best price than the competition. **(Entrepreneur, 2023)**

One factor in this process is the guarantee that the supplier has stock of the product or that it could cover the required demand. As this project is a future implementation proposal, we want to ensure that actions are taken in case of modifications or lack of the necessary product.

Using the years of experience that the brand has in Dublin, talking about positioning and the benefits that this can bring us is completely justified, since we could rely on this advantage against the competition and be able to more easily meet our objectives, mainly in the proposed campaign. Davis shares that the positioning of a brand means that the brand has a unique, credible, sustainable and valued place in the minds of customers. Among the benefits we can find that it tends to be a leader in its category, as well as successfully creating alliances with other companies in case of expansion interests. **(Davis, 2002)**

Mentioning the advantages of brand positioning, Samuel Timothy **(YEC, 2024)** shares on the Forbes platform that it helps us justify the pricing strategy, due to the standard that the company has established for quality and exclusivity. It makes us unique and relevant. All of these factors will help us achieve a higher level of success than if we were starting from cero.

To conclude this topic, the financial benefits are relevant to the business and those that are sought to be obtained with the campaign, within the general benefits, such as marketing, recognition and customer loyalty. Increase the value of the company, set justified prices, although we seek to maintain the current prices, as they are imported

products, the final costs could change **(Gialli, 2021.)** The campaign would be cheaper than expected, today there is a presence in social media, which the digital community would help to interact in future promotions. And no less important, a stable work team that feels happy to work in the company, which at the end of the day are the image and the voice that will transmit the essence of the campaign.

2.2.5 Theme 5.- Importance of the Marketing campaign and results

Nowadays, a business that does not have a presence on social networks has a low chance of being known by the general public. Although the world of social networks is very extensive, there are platforms that adapt to our needs, or that our clients are users of these same ones. It is necessary to take advantage of the benefits that these technological tools offer us. An important step is to maintain contact or interaction with clients in order to create a stronger community. Knowing their needs is a point that we can use to our advantage to improve. Keeping up with trends and knowing current tastes will help us maintain a presence on social networks. Sheila M. Averbuch shares on her blog that there are 5 essential factors for better engagement in social media. **(Averbuch, 2023)**

1. follow the breadcrumbs to other platforms
2. scrolling and start chatting
3. tag strategically and often
4. search and engage with relevant hashtags
5. finding key people to follow

with this, we could maintain a better relationship with the web world and achieve the goal of creating strong business-to-customer communication.

One of the most important tools to develop is visual content, which is connected to the recommendations mentioned above. Improving visual content will be essential during the campaign. Candice **(Georgiadis, 2024)** shares on her blog that visuals are more important than ever due to how people consume information. People are now more likely to remember information if it is presented visually. Visuals can help you tell a story and create an emotional connection with your audience. For this reason, the goal is to reach

customers and potential consumers through social media, with quality photography, presentations and narrative videos.

Advertising and ads distributed by platforms are part of the advantages of networks. One of the reasons is its unparalleled reach and targeting capabilities. Facebook, Instagram and Tik Tok have vast user bases, often extending into billions active users. Additionally, **(Schaffer, 2013)** Neal mentioned that social media offers mechanisms that help us distribute information immediately, even being able to classify by demographic specifications, interests, behaviours and locations. With this we can ensure that the publications, ads or offers can be seen by our niche.

According to Adam Gray in the book Brilliant social media **(Gray, 2013),** there are 4 important phases necessary to establish a good presence on social media, which are a clear social media strategy, passive social presence, active social participation and monitoring and refining. These phases mean maintaining constant communication with customers and people who also share their experiences in the business. Monitoring and putting attention to comments will also create important trust to maintain our positioning. Participating in trends that occur especially in the city, if they are completely well executed, gives us the benefit of being a pioneering company in the minds of consumers.

All these factors, properly developed, will result in a successful campaign, the different steps or phases, which will serve as a guide. Nowadays there is a lot of information, and perhaps finding a specific one for our business or the campaign model could be almost impossible, hence the importance of knowing our business and what needs to be implemented. Another model that also contrasts the importance of staying on social media day to day **(Birmingham City University, 2023)** which mentions that audiences like to see fresh, new and exciting content that cuts through the noise and competition, That is why we will always give the importance needed to keep in touch with the current world and listen to the needs of the client.

2.3 CONCLUSIÓN

This tool helps us to understand, justify and guide research. It is important to know what has already been researched on a topic and thus find areas that have been little explored and ask new questions.

Justify how the result of the research will help us and identify relevant theories, methods, results and debates.

It is important to respect the intellectual work of researchers, as well as to demonstrate credibility and depth in the subject. During the research process, specifically in the literature review, it is necessary to rely on reliable sources that provide rigor and solidity to the project.

CHAPTER 3

3.1 THEORETHICAL PARADIGM / PHILOSOPHY EMPLOYED

This study uses a **pragmatic paradigm** because it addresses a real-world marketing problem by examining measurable outcomes and consumer perceptions. A pragmatic approach is appropriate, as the study uses a mixed-methods approach where qualitative results are integrated with quantitative measures to understand consumer behavior and interests.

Pragmatism allows for method variation when selecting the optimal method to answer the central research question: Implementing a marketing campaign, using positioning as a competitive advantage, help us connect with foreign communities and increase sales in Gelato?

By focusing on tangible outcomes, such as improved market positioning, increased customer engagement, and social media presence, this study is based on the idea that knowledge is most valuable when it is used specifically to drive decision-making and business improvement.

3.2 JUSTIFICATION FOR THE ADOPTION OF METHOD

The study employs a mixed-methods approach, combining qualitative and quantitative methods to better understand consumer behavior and interests. The use of this methodology aligns with the pragmatic philosophical paradigm.

Quantitative

A systematic survey was conducted among Dublin citizens from different communities to collect measurable data on consumer knowledge, preferences, and purchasing behavior regarding Gelato. The quantitative data was used to determine trends, relationships, and the potential impact of the new marketing strategy on brand positioning and sales.

Qualitative Phase

Managers from different branches in different areas were interviewed in-depth or assigned to focus groups to better understand the cultural, motivational, and attitudinal determinants that shape consumer preferences. This qualitative aspect is used not only to understand what consumers believe, but also why they believe it, especially in the case of Dublin's foreign communities.

Data Integration

The findings from both methods were triangulated to validate the results and gain a clearer perspective. The combination of qualitative and quantitative information allows the study to draw pragmatic conclusions about the effectiveness of a campaign focused on positioning strategies. These results were presented to the supervisor.

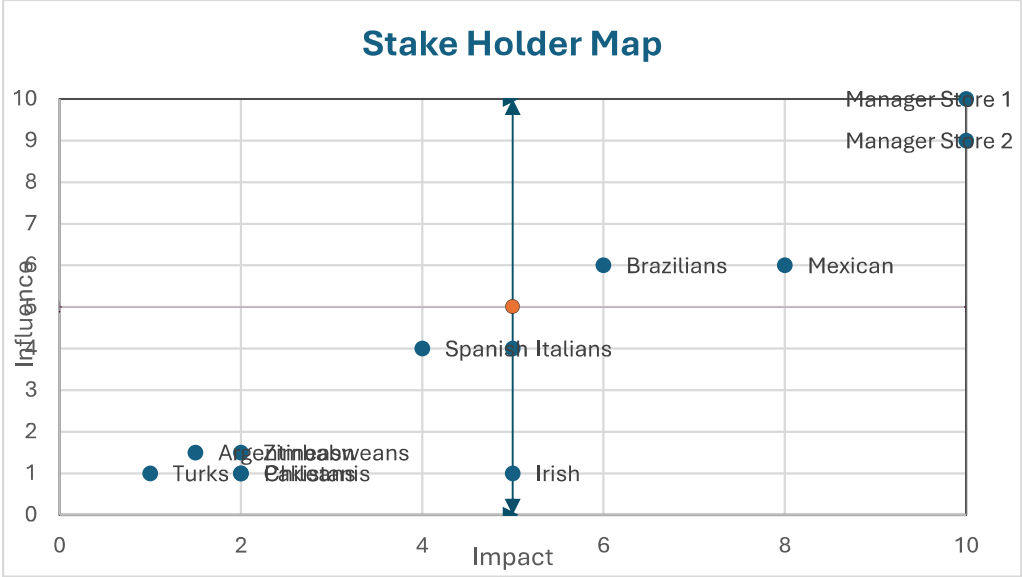
This study design allows the researcher to evaluate whether a change in marketing strategy can make Gelato / Ice cream a favourite among multicultural customers in Dublin, increase customer interactions, and strengthen the company's online and social media presence.

3.3. AN OUTLINE OF SAMPLING TECHNIQUE AND SAMPLE SIZE

This study used a convenience sampling technique to select participants in both the quantitative and qualitative phases. This non-probability method was chosen due to its practicality, time constraints, and ease of access to individuals representing the target population: residents and expatriate communities residing in Dublin.

For the qualitative research, two experienced managers located in different areas of Dublin were interviewed. This was done to gain a broader perspective on the responses of different regular customers. It is important to mention that obtaining information from different stores gives us a broader view of consumer responses.

The quantitative method was based on 51 interviews with regular and occasional ice cream consumers in Dublin. These customers needed to be familiar with the different ice cream brands and the diversity of communities in their responses to gain a broader perspective on the research objectives.



#	Stakeholder	Impact	Influence
1	Manager Store 1	10	10
2	Manager Store 2	10	9
3	Mexican	8	6
4	Turks	1	1
5	Argentineasn	1.5	1.5
6	Chileans	2	1
7	Brazilians	6	6
8	Irish	5	1
9	Pakistanis	2	1
10	Zimbabweans	2	1.5
11	Spanish	4	4
12	Italians	5	4
Chart Axis		5	5

Using the Stakeholder Matrix tool, the assigned numbers were based depending on the influence and impact of the participants: Managers have a higher rank in this graph

since their experience and direct contact with customers give us more accurate information about the needs of customers.

Next, we have the communities with the greatest presence in Dublin and the influence they have on the research, which were the Latino communities, being more specifically Mexicans and Brazilians.

The largest number of nationalities were considered for this research to have a more accurate answer to our topic, the different communities that make up the current society in Dublin, vary in number with each other. It was interesting to know the opinion of the Irish, to know a little about the positioning of the brand today.

3.4. EXPLANATION OF WHAT ANALYSIS METHOD EMPLOYED

Qualitative Analysis Method: Thematic Coding (Inductive)An inductive method of thematic coding was used in this analysis for the analysis of the data obtained through semi-structured interviews. The method is based on identifying emerging patterns, themes and meanings directly from the data without using pre-established categories.

The analysis was carried out as follows:

1. **Familiarization with the data:** The transcript was read several times in order to know the content and general context, also comparing it with the interview of the second manager (manager 2)
2. **Initial coding:** Tags or codes were given to relevant pieces of text that collected meaningful ideas for the topics and research
3. **Topic search:** The codes were classified into more general topics, reflecting common patterns among the interviews and providing direct information on the topics.

4. **Topic review:** Topics were refined and validated to ensure they were consistent with the data.
5. **Definition and naming of topics:** Clear and representative names were given to each identified topic.

Thematic coding Table

Data Excerpt (Manager 1)	Code	Main Theme	Additional Notes
"Here in Grafton Street are more tourist people. We can see everyday people from everywhere."	High flow of tourists	Regular customers	Differences depending on location
"Customer service, because we have a time with the customers to be served well."	Time and interaction with customers	Customer loyalty	Highlights personalized service
"We are nowadays experimenting new flavors. Implementing different trends."	Product innovation	Marketing campaign from another country	Strategy based on global trends
"It depends if it works. People is always coming back to us, but at the same time we are like well-known…"	Customer return and reputation	Current marketing strategies	Perceived as well-known in Ireland
"No as we wish. More than the ads. I believe that if we do kind of interaction with the customers…"	Lack of interaction on social media	Brand presence on social media	Recognizes opportunity for improvement

"I do yeah. Like, for example, we have more presents because we have more than 30 shops around Ireland."	Wide physical presence	Advantage compared to other brands	Strong infrastructure as competitive edge
"That they are doing good, marketing research for certain areas, but not for all the shops."	Partial research	Research before campaign implementation	Lack of uniformity across all shops
"We can have discount; we can have promotions or implement students discounts."	Local promotions and discounts	In-store sales improvement strategies	Store-level promotional actions

3.5. ETHICAL SECTION

Participants in the different data collection methods were given consent forms to ensure their agreement to participate.

In the interviews, they were introduced to the the research objective. The use of words was modulated, and the information was controlled to avoid any alterations or authenticity that could affect the data analysis.

In the Google Forms form, participants had to agree to their application in order to continue with the questions. This was to inform them of their anonymous participation and that they would not be required to provide unnecessary personal information.

It is inevitable to use the brand of the business with which you worked. It is necessary to know the current positioning and the presence it currently has on social networks. In the web questionnaires, the brand is not mentioned, and the respondents were not influenced by any specific brand. The questions were biased throughout.

CHAPTER IV

4.1 INTRODUCTION

In this chapter we are going to analyse the results of online surveys (Google Forms) as well as the comparison of interviews conducted with store managers in different areas (Dublin and Howth) to have varied information in our result. The main objective is to know if the different marketing campaigns are effective and if they have a positive result on consumers.

The interviews were sent through social networks to people of different nationalities, this with the aim, based on our result, if it is feasible to focus the campaigns on the different foreign groups currently living in Dublin.

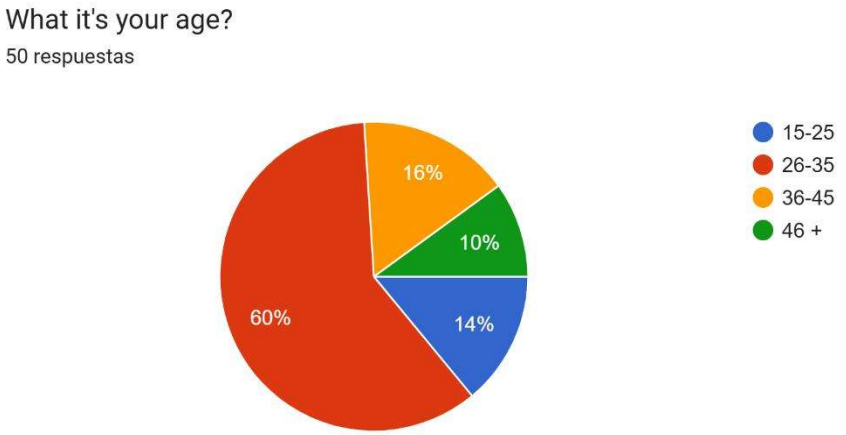
There were 50 people surveyed and 2 managers from branches inside and outside Dublin.

When I started this project I worked at the Ginos Gelato company, and it was in my interest to be able to take advantage of the popularity of the brand to grow sales through a marketing campaign and everyone would benefit from it. I found the advertising that the company currently manages to be not very deficient.

Today I no longer work in the company for personal reasons, but I continued with the topic to know the opinion of consumers and managers as a perspective within the company.

4.2 DATA ANALYSIS

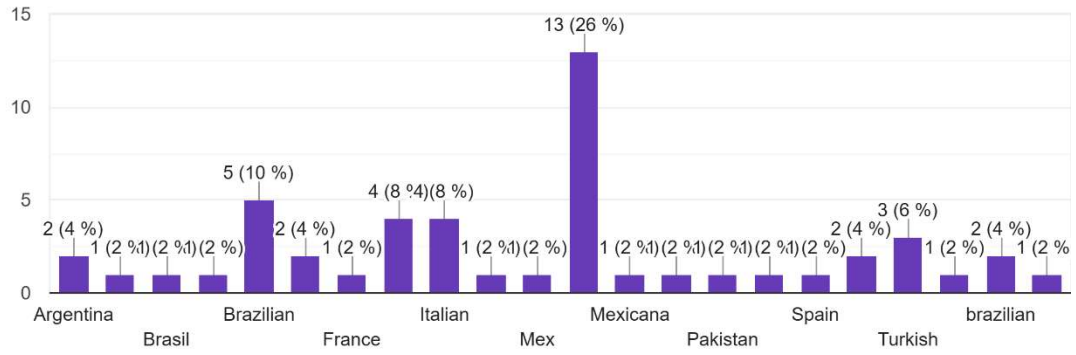
Three initial questions were asked, which were age, nationality and gender. To be able to segment and better understand the survey population. The age objective helps us to know the interests and opinions of the different generations, and to know if the result represents that generation. Gender determines influence, consumer preferences and social perceptions and most importantly nationality, for the cultural context and knowing which foreign groups currently predominate in Dublin.

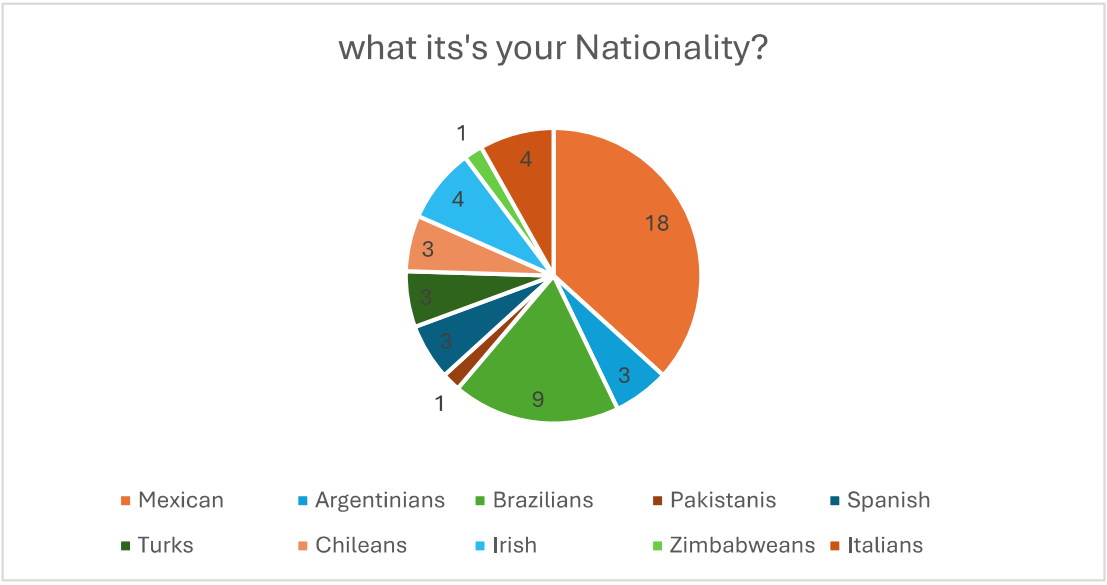


60% of the respondents, that is, 30 people out of 50 are around 26-35 years old, this being the generation that predominates in my environment and average age of students of English, Masters or Higher Degree courses, followed by the age of 36-45 which were 8 people. 7 people of the age of 15-25 and finally 5 people surveyed who are over 46 years old.

What it's your nationality?

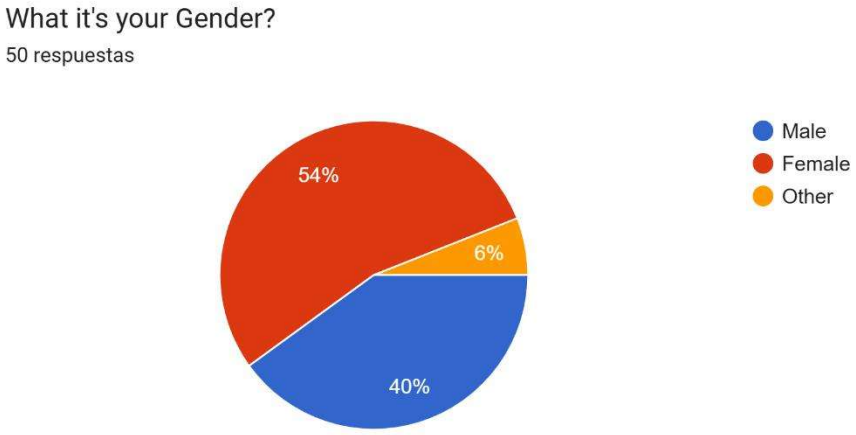
50 respuestas





The first graph is made directly from Google Forms, in which it gives us the results graphed in bars repeating nationality based on answers even if the nationalities were repeated; in the second graph made with the exact number of people by nationality in which Mexicans predominate, followed by Brazilians and a tie between Italians and Irish. The result in numbers is expressed in the following list:

Nationality	Number
Mexican	18
Turks	3
Argentinians	3
Chileans	3
Brazilians	9
Irish	4
Pakistanis	1
Zimbabweans	1
Spanish	3
Italians	4
TOTAL	**50**

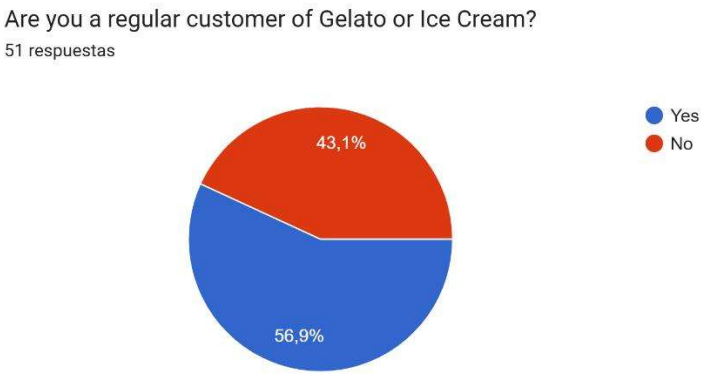


The predominant gender was female (27), with a slight difference against male (20) and (3) people who identify with other gender. With this result we can conclude that it is indifferent if the campaign is focused on a gender, at least in this business, since we do not find a huge difference or that future marketing strategies focused on a specific genre can influence or several as it is a food and beverage business.

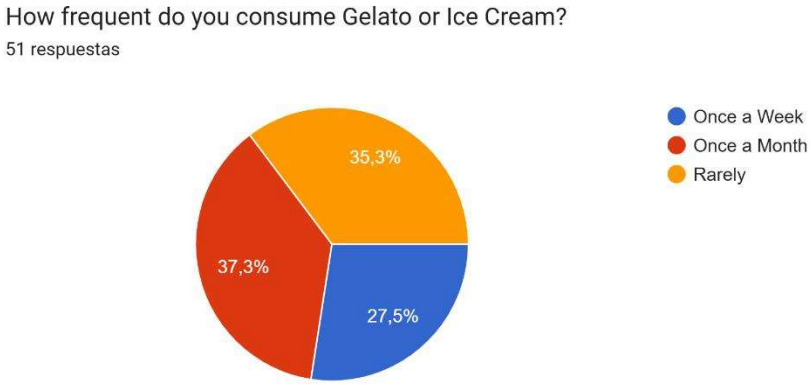
4.3 RESULTS & FINDINGS

4.3.1 Theme 1: *Potential customers market for new flavours in Gelato based Dublin.*

Question 1:



Question 2:



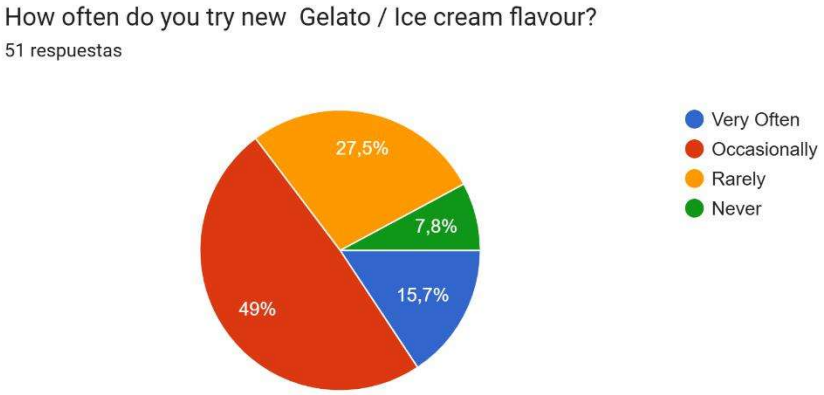
STEP 1: The relationship of these questions helps us to know a little if the respondents are participants in the consumption of Gelato or Ice Cream and how often they buy the product, since if we want to focus a campaign, it is important to know the frequency in which customers return to the branch and thus determine the durability of a campaign. Comparing the results of both graphs I can know that both questions could have been in a single answer. The questions were repetitive and did not provide a variety of information for a complete result. (29) people responded as regular customers in the purchase of Gelato or Ice Cream, against (22) who are not frequent customers. Specifically in question number 2, focused on consumer frequency (19) people buy Gelato or Ice Cream once a month, 18 rarely which means that they consume the product every 2 months approximately, and 14 people once a week. In conclusion, there are frequent customers in whom implementing a marketing campaign could result in success or would help recommend the implementations made in stores, such as promotions, new product launches, new flavours in ice cream, discounts, etc. Based on the interview, the Manager share to us that “we can have discount; we can have promotions. We can have some sales. We can do stuff on internet. We can promote, for example, when it's very cold, promote coffees, creps or waffles. We are not just Gelato. We also have dessert. That are perfect for the weather, because are very nice and warm.” (Manager 1)

STEP 2: This was the largest 12-month population increase in 16 years since 2008 when the population rose by 109,200. (CSO, 2024). Communities were established and consolidated, now being part of the system that allows the city to sustain itself. An area of opportunity is forecast to implement strategies based on established communities in Dublin; They are now part of the bureaucratic system and ensure considerable growth in the coming years.

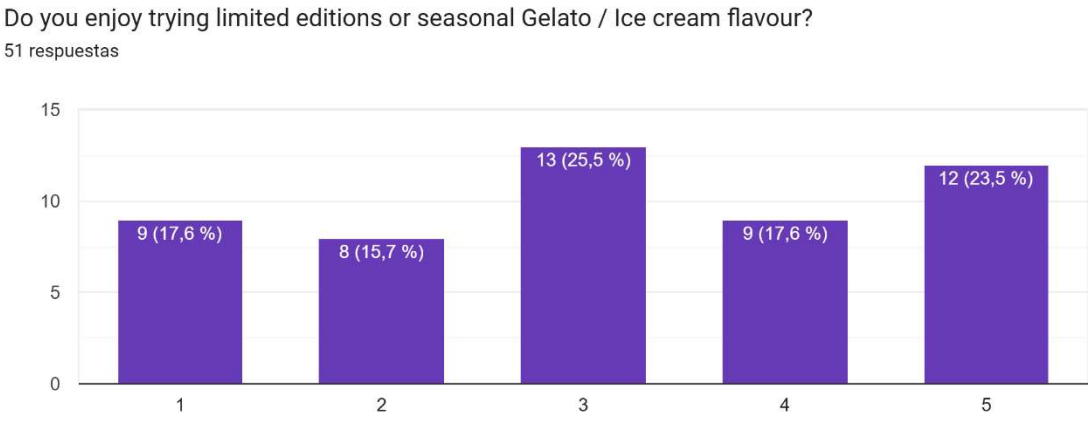
STEP 3: There are opportunities to launch marketing campaigns, particularly due to the large number of established communities in Dublin. Current clients have shown interest in new marketing strategies, and managers recommend implementing more promotions to retain customer loyalty. In addition to the continued openness of the government with accessibility to different nationalities in settling and moving economically to the country. Forecasting Continued Flow and Growth of Foreign Communities in Dublin.

4.3.2 Theme 2: *benefits and considerations to determine the flavours and countries culture*

Question 3:



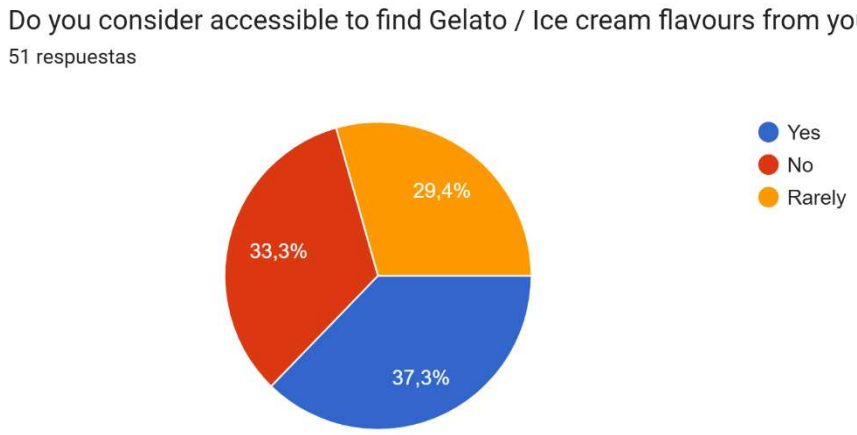
Question 4:



Although there is variety in the responses, there is a trend and openness by consumers in special or seasonal flavors. A little more disaggregated information, (9) respondents do not agree with trying different flavors than those of their preference, at neutral point (13) people are not interested in changing their preferred flavors. (12) people have a great interest in trying non-typical flavors in the different branches. A significant proportion of respondents chose options 4 and 5, reflecting a positive or enthusiastic attitude towards

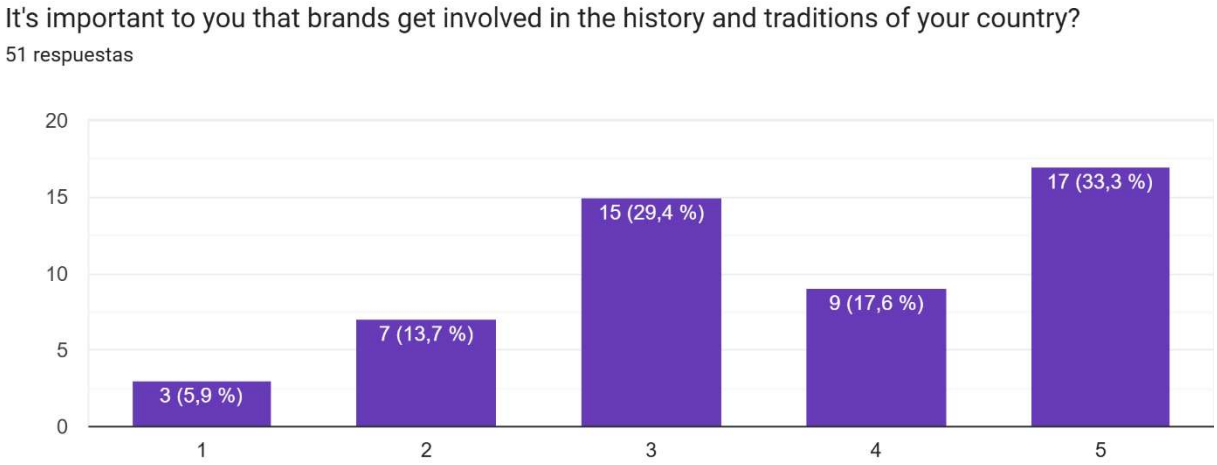
these proposals. The responses are distributed in a balanced manner, suggesting a diversity of preferences within the surveyed group. The results generally indicate a general trend toward openness or interest in special flavors of Gelato or Ice Cream.

Question 5:



The relative majority (37.3%) consider that it is possible to find typical ice cream Flavors of their country, but the group is divided in a balanced way. 62.7% (adding "No" and "Rarely") indicate that these flavours are not common or difficult to access, reflecting a market opportunity to incorporate ethnic or traditional Flavors into locally available products.

Question 6:



50.9% (sum of levels 4 and 5) consider that it is important or very important for brands to be involved with local history and traditions. Only 19.6% consider it to be little or not at all important (levels 1 and 2). This indicates that there is a clear preference for cultural connection and respect for national roots in the brand strategy.

Step 1: Knowing whether consumers frequently try new flavors is necessary to determine if the campaign is guided to the right goal, in other words; Considerations for determining the interest of a marketing campaign begin with how often today's consumers try new flavors. The result is (25) people who occasionally try new flavors, (14) people rarely dare to change their preferred flavor, (8) people often switch and try new flavors at the counter, and finally (4) people never try other flavors than traditional or their favorite. We confirm the interest of consumers in new flavors and a possible acceptance of knowing and trying flavors different from the traditional ones.

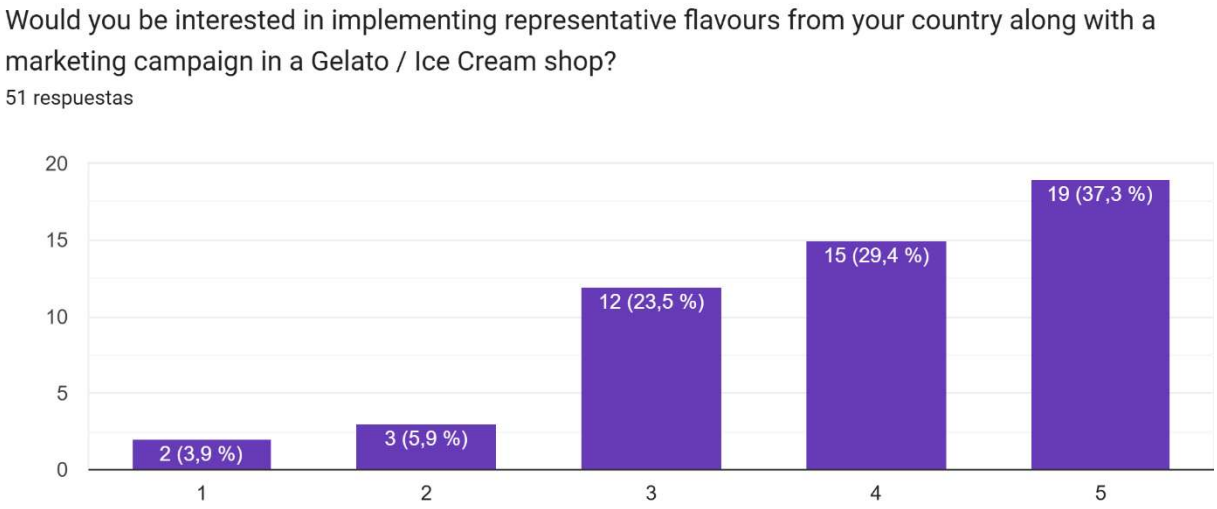
Step 2: (Smbatyan,2024) In today's globalized economy and increasingly diverse societies, cultural sensitivity has evolved from a mere necessity for effective team management to a critical component for achieving business success. It is necessary to be able to involve a sense of belonging in communities and individuals living outside their countries of origin. A company that connects with the interests of minorities would help create a bond with a result of loyalty to the company. Future Education **(Anon, 2024)**

shares on its blog that it dismantles stereotypes and prejudices by providing individuals with direct exposure to different ways of life. By interacting with people from diverse backgrounds, individuals gain a more nuanced understanding of the world, challenging preconceived notions and fostering empathy.

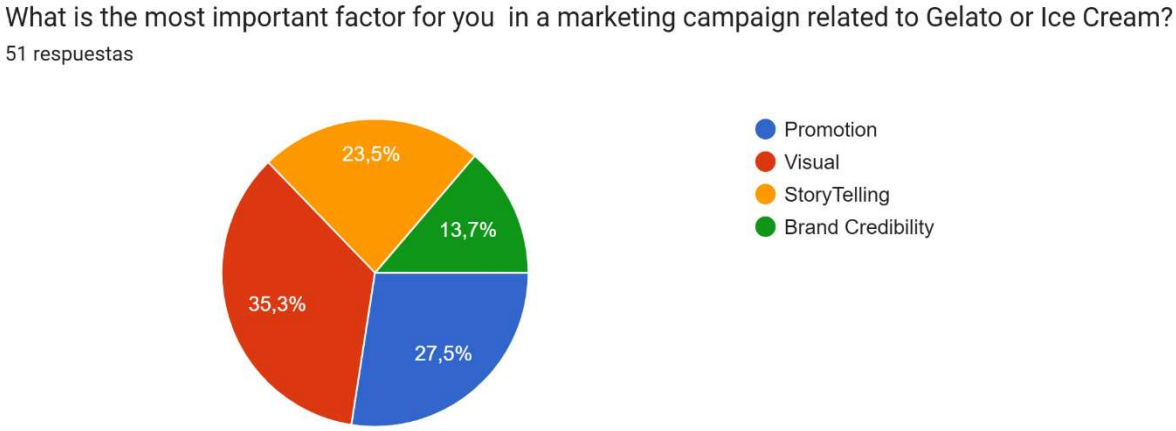
Step 3: Involve the culture and new strategies, are becoming the best channel to introduce product to the market. the projection will be positive respondents for the potential costumer and reach new general people. Apply cultural strategic will have attention to the store and create loyalty with the current customers. We can ensure success in engaging potential customers, as well as a mostly positive response in recommending and sharing the campaign. It is of utmost importance to conclude with the integration of external cultures as a method of inclusion today, talking about local businesses located in Dublin. The benefits of considering flavors from other cultures would be interaction with customers, creating loyalty, expanding our reach, and having an increase in social media presence through customers.

4.3.3 Theme 3: *marketing strategies to engage communities and highlight the country inspiration behind the flavour.*

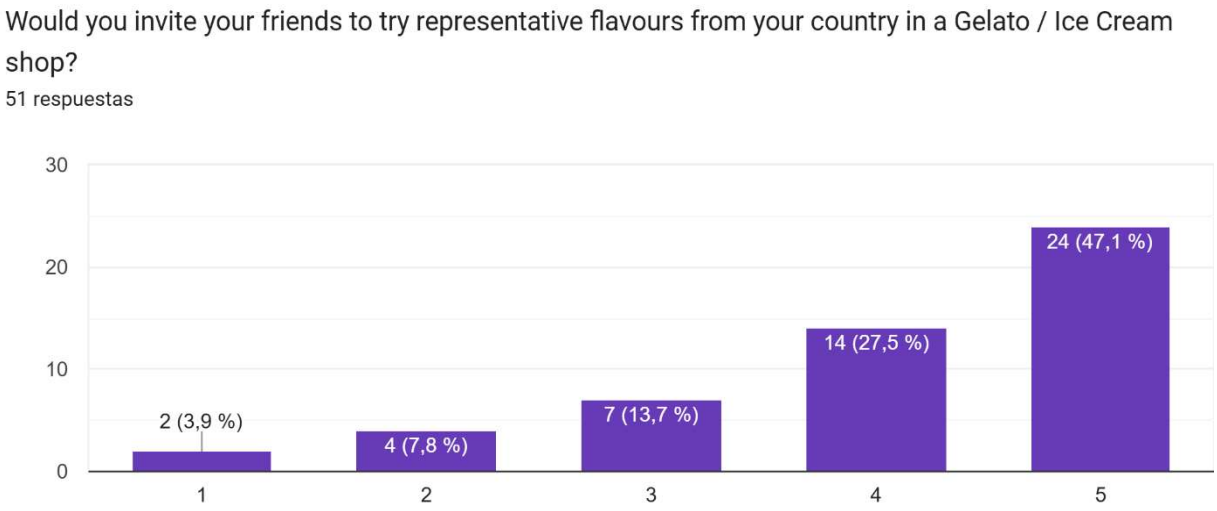
Question 7:



Question 8:



Question 9:



STEP 1: This theme addresses the importance of connecting with communities to generate integration and loyalty. In addition, the essential features that consumers look for in marketing campaigns. During the semester in the current career, we saw several important aspects for the consumer, including creating a story for the campaign, in marketing known as Storytelling; uses digital technologies to integrate elements such as voice, images, music, and other electronic content to construct a persuasive narrative.

Using the information obtained from the interviews, the managers share with us that "nowadays experimenting new flavors. For example, the trend that is Dubai chocolate. All the people who knows about Dubai chocolate in social media are coming to Ginos Gelato, because we are doing publicity, marketing videos on Instagram, Facebook, all social media about the Dubai chocolate, which is a success from the Middle East to here and yeah, definitely something that helps to bring the customers with us." (Manager 1)

Strengthening the interest and participation of regular and non-regular consumers; The experience of the managers confirms that all the time, customers participate in the trends,

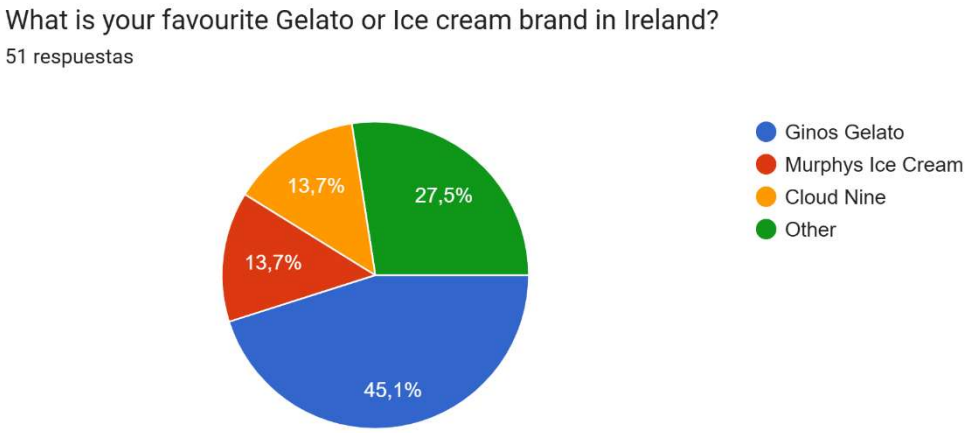
that they seek to know and try the seasonal options that the brand offers or even popular flavors in other countries, as is the example mentioned.

STEP 2: Uses digital technologies to integrate elements such as voice, images, music, and other electronic content to construct a persuasive narrative. Digital storytelling is described as a powerful approach to transmit and promote a deeper comprehension of complex issues (**McLellan, 2017).** Using current tools and being part of consumer trends could help establish the social media presence that the brand currently lacks. He mentioned the need to give it the value it needs to be able to participate in digital platforms to reach a new generation of consumers. Although it stands out as a popular and the most recognized in the town, it is inevitable to ignore the increase it would have with digital presence. **Gnizdov (2021)** mentions in his blog that according to the Harvard Business Review, human brains naturally respond better to stories. Storytelling helps to lower barriers between the buyer and the seller. Incorporating storytelling into the sales process is not just about engaging the buyer

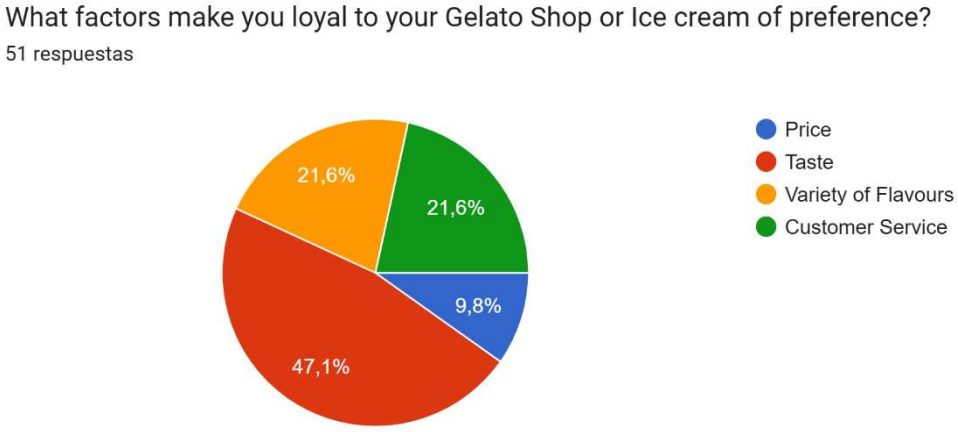
STEP 3: According to the participation of customers and the manager's comments during the interview, connecting with consumers through culture would have a successful response, the interest in a participation in the campaign, would have a significant increase in flow.

4.3.4 Theme 4: Importance of a good supplier and advantage of our positioned brand.

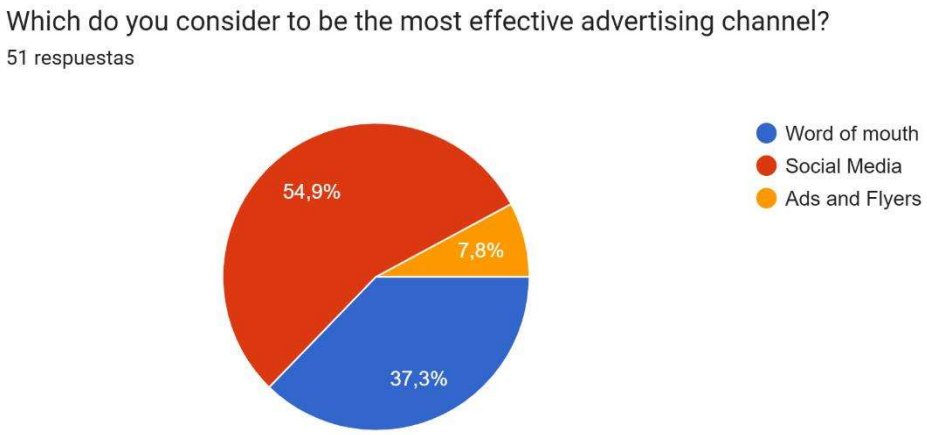
Question 10:



Question 11:



Question 12:



STEP 1: based on the surveys, we can know the presence that the brand has in society today (Question 10) the graph indicates that Ginos Gelato has a 45.1% preference for consumers, it is necessary to mention that during the participation of the surveys the participants were not influenced by any brand. Flavor is characterized as the most important factor, followed by the variety of flavors that a local can offer. The presence on social networks is once again a topic and allows us to confirm that consumers value a brand because of how interactive they are with its customers. The traditional work of mouth as the most important recommendation tool will be valued, therefore, a set of factors must be maintained that help consumers to have a unique experience. The survey results showed that nearly 50% of respondents prefer Ginos Gelato for its flavour and wide variety of options. Despite having higher prices compared to its direct competitors, it remains the top choice among customers.

Step 2: Samuel Timothy (YEC, 2024) shares on the Forbes platform that it helps us justify the pricing strategy, due to the standard that the company has established for quality and exclusivity.

The competitive advantage is that the company meets the most important factors for customers at different levels. With this, you enjoy the privilege of implementing campaign prices, as well as an easy distribution campaign.

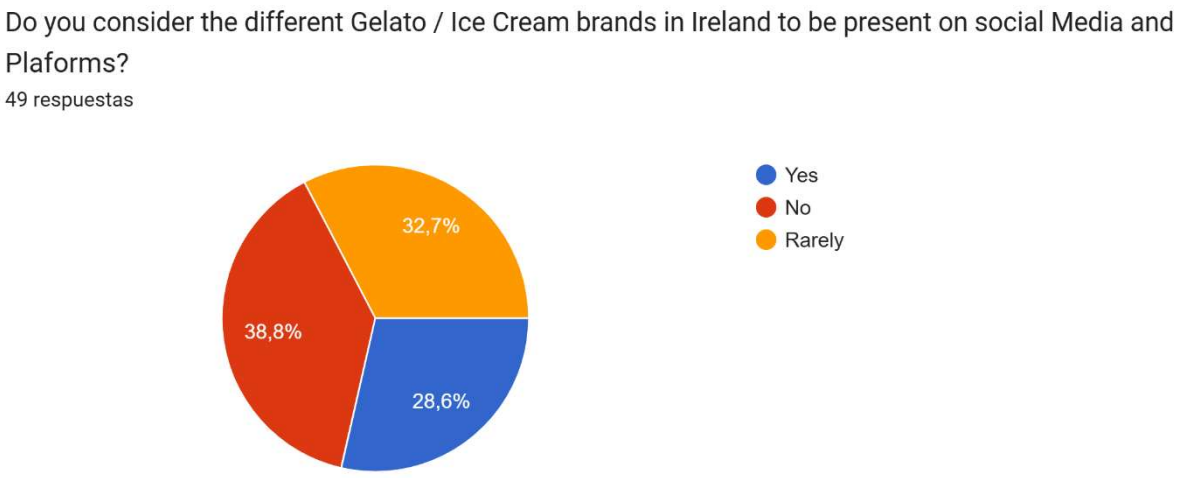
Davis shares that the positioning of a brand means that the brand has a unique, credible, sustainable and valued place in the minds of customers. Among the benefits we can find that it tends to be a leader in its category, as well as successfully creating alliances with other companies in case of expansion interests. **(Davis, 2002)**

Step 3: The different results of qualitative and quantitative research verify that there are many advantages to having a brand positioned as a favorite in the community. Among which the following stand out:

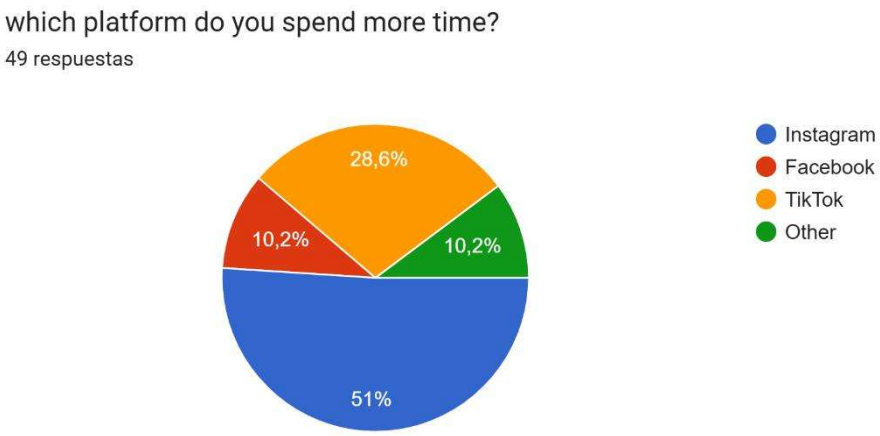
- Consumers easily identify and remember the brand, making purchasing decisions easier. It transforms quality, credibility and consistency, generating long-term loyalty.
- Consumers are more willing to try new lines or brand extensions.
- Companies and distributors prefer to partner with brands that already have a good reputation and positioning.
- Well-positioned brands connect with the consumer on an emotional level, which goes beyond the product.

4.3.5 Theme 5.- Importance of the Marketing campaign and results

Question 13:



Question 14:



STEP 1: This last topic seeks to rectify the importance of marketing campaigns and how they influence consumer behaviour. Through the surveys, the participants were asked directly (Question 13) if current companies in Dublin have a presence on social networks have, without focusing on any brand. The response was negative with 38.8%, which means that there is an area of opportunity where strategies could be implemented for its

growth. Having a positioned brand is not exempt from still having a development opportunity to reach a larger audience.

Instagram over a higher percentage is consolidated as the favorite platform of customers, interacting through this channel could give a greater reach and visibility to the brand and be able to have an integration contact with consumers.

Wasting the technological tools we have today is a threat to companies; Its advantages include:

1. Be able to reach millions of people, but also target your messages to specific audiences based on age, interests, location, etc.
2. accessible to all types of businesses.
3. Real-time interaction with consumers
4. Analytics and metrics, see what's working and what's not using metrics like clicks, views, engagement, and conversions.
5. People can share your content easily, generating organic diffusion (Word of mouth)
6. Videos, stories, surveys, live streams... There are many ways to showcase what you offer in an engaging way.
7. You can adjust campaigns, messages, and content immediately based on audience response or changes in the environment.

STEP 2: Candice (Georgiadis, 2024) shares on her blog that visuals are more important than ever due to how people consume information. People are now more likely to remember information if it is presented visually. The previous search for information compared with the results, confirms the importance of applying visual tools to be recognized by consumers. **Manager 2** shares that:

“I believe that they are doing good, marketing research for certain areas, but not for all the Shops. I would like to say that each shop is different.”

It is necessary to know how each shop works, and how the campaigns would apply depending on the area and regular customers. Tailor the campaign to be successful in the different shops.

STEP 3: The company can leverage new platforms to reach a broader audience. By implementing marketing strategies that use technology, it can create closer and more engaging interactions with potential customers.

4.3 NVIVO CODING

Tool used for the coding of information obtained during the research process, in this case interviews and questionnaires. It aims to represent themes, concepts, or categories. It is a way of organizing and classifying information so that it can be analyzed more easily.

Table 1:

Themes	Qualitative (Interview)	Quantitative (Surveys)	Nvivo Themes
Theme 1: *Potential customers market for new flavours in Gelato based Dublin.*	"even if it's just gelato, it's very popular for all the Irish ones and also for all the foreigners that lives here, and it's very popular as well."	(29) people responded as regular customers in the purchase of Gelato or Ice Cream, against (22) who are not frequent customers.	• Age, gender • Consumer confidence • Tourists and locals as customers
Theme 2: *benefits and considerations to determine the flavours and countries culture*	"I believe. So, yeah, definitely. And we are nowadays experimenting new flavours. For example, the trend that is	the interest of consumers in new flavours and a possible acceptance of knowing and trying flavours different from the traditional ones.	• Integration • Interest • Experimentation • Changes proposed by consumers • New ideas

	Dubai chocolate."		
Theme 3: *marketing strategies to engage communities and highlight the country inspiration behind the flavour.*	"If we have another flavour from another country and different cultures will be something that I can capture. Can keep, continue bringing people here to us."	creating a story for the campaign, in marketing known as Storytelling; to construct a persuasive narrative.	• Story Telling • Connections • Loyalty • Narrative • Culture
Theme 4: Importance of a good supplier and advantage of our positioned brand.	"we have more presents because we have more than 30 shops around Ireland, we are in the top one in the market."	The survey results showed that nearly 50% of respondents prefer Ginos Gelato for its flavour and wide variety of options.	• Brand Recognition • Reputation • Consumer confidence • Comparison with the competition
Theme 5.- Importance of the Marketing campaign and results	"I believe that they are doing good, marketing research for certain areas, but not for all the Shops."	The response was negative with 38.8%, which means that there is an area of opportunity and low presence of the brand in social Media.	• Presence • Participation • Interaction • Research

CHAPTER V

5.1 CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

5.1.1 CONCLUSION

It was essential to understand the perspectives of both consumers and experienced branch managers. There is clear interest and a solid customer base to support the implementation of campaigns with digital channels and platforms to engage with new clients. Adapting to current trends and platforms is now crucial for broader reach, especially given the growing interest among regular customers in trying flavours that reflect their country of origin

This research helped to know the factors that customers value in organizations and how important they are to consider aspects to generate value in a company. Listening to feedback and needs could build loyalty in the community. A brand can grow with the support of consumers as long as their participation is valued.

Nowadays there are several accessible tools to use and increase the presence on social networks, which to this day continues to feel the best real-time distribution channel for citizens.

Once the research was completed, I could notice errors in the structure of the project and how I could have improved vital topic.

5.1.2 LIMITATIONS

Time for the investigation, Balancing multiple subjects along with both personal and professional responsibilities caused me to lose focus and made it difficult to concentrate on the development of this research. Initially, my plan included dedicating time to each chapter of the report. However, there were areas that needed improvement—such as obtaining more accurate and specific results, creating a better-structured set of questions, and avoiding repetition. As a result, some of the information gathered turned out to be unnecessary or could have been condensed into a single question.

The responses only represent a small group of people (sample), The selected sample does not accurately represent the interests of the majority of citizens in Dublin. To obtain more precise and reliable results, a large-scale study would have been necessary. Ideally, interviews should have been conducted in every store, both within and outside of Dublin. Unfortunately, I did not have sufficient time to dedicate to this project as thoroughly as I would have liked. This experience has highlighted areas for improvement and has taught me the importance of better time management in future projects.

Improved design of survey questions; As I progressed with the implementation of the surveys, I began to notice flaws in their design and structure. Some of the questions were unnecessary, leading to repetitive results and failing to align fully with the central topic of the research.

5.1.3 RECOMMENDATIONS

Foster interaction with customers through social media to boost brand exposure among potential clients. Appreciate the diverse cultures currently present in Dublin to build loyal

connections with the brand. Leverage the company's popularity and customer preference to implement effective marketing strategies.

Interact with consumers through social networks, to reach new generations of potential customers. Adapt new technologies to strengthen the presence in Dublin and on social networks; Nowadays there are accessible platforms that meet the requirements to implement marketing strategies.

CHAPTER VI

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