Strategy: integrated market (precision impact, differentiation)

**Role of marcoms** is engagement, assurance, responses, which wants the response of values and behaviours/intel and emotion. Must think about financial resources. Must be interesting, new, and personally significant.

**Effective marcoms** is dependent on knowing the needs of the audience. A complement is Marketing, business, and corporate strategies. Research suggests that consumers recall marcoms best when messages are transmitted monthly.

**B2B** is more negative, dominates personal selling, formal, uses info-based and rational messages.

Post-industrial societies are currently witnessing a move from market to relational exchanges

**Sender** is the person who sends a message after encoding. **Encoding** is the process of converting the message into codes compatible with the channel and understandable for the receiver. **Decoding** is the process of changing the encoded message into understandable language by the receiver. **Message** is the information sent by the sender to the receiver. **Channel** is the medium through which the message is sent. **Receiver** is the person who gets the message after decoding. **Noise** is the disruptions that are caused in the communication process in channel or in understandability of the message.

The **aggregated adoption** of new offerings process over time is known as diffusion.

**Collaborative exchanges** is a network perspective.

**Perception** is similar to positioning. Perception + marcoms = making sense of incomplete data. **Attitude** component: effective is (p. 4). Sequence formation: learned to O. Changing media does not change attitudes.

Evoked set: a small group of preferred brands.

Users, influencers, and deciders are roles take by people in organisational buying centres

**Hedonic** consumption is about emotional impact of purchases. Tribal consumption is important because of linking value it provides within a tribal network.

**Change existing behaviours, people need the choice to be effortless.**

**Behavioural economics** is against consumption, and does not focus marcoms to what people intend to do.

**Sequential model** explains how marcom works through association with stages in the buying process. Attitude towards the product is a prerequisite to purchase.

**AIDA** (Strong 1925) stands for attention, interest, desire, action.

**Relationship life cycle:** search, initiation and familiarisation. Frequency and intensity of exchanges between buyer/seller.

**Cognitive responses:** brand, source, message execution related thoughts.

Low attention processing is intuitive choice.