

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 understand ability 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, sensitivity. Sequence formation: learn/feel/do. 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.

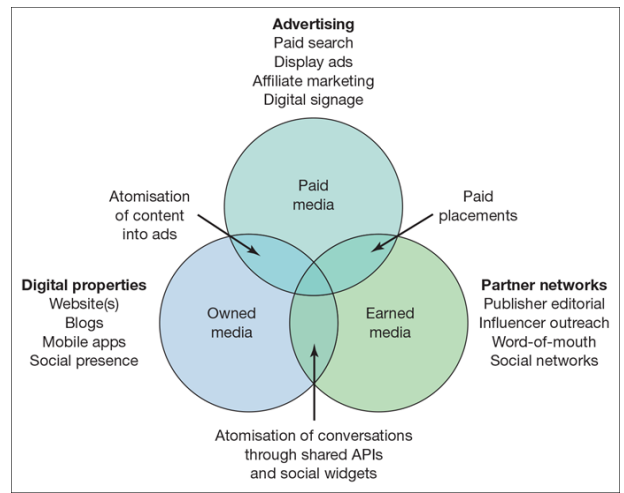
Sequential model explains how marcom works through association with stages in the buying process. Attitude towards the product is a prerequisite to purchase.

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**.



Technique	Strengths	Weaknesses
Probability sampling		
Simple random sampling (SRS)	Easily understood, results projectable	Difficult to construct sampling frame, expensive, lower precision, no assurance of representativeness
Systematic sampling	Can increase representativeness, easier to implement than SRS, sampling frame not always necessary	Can decrease representativeness
Stratified sampling	Includes all important sub-populations, precision	Difficult to select relevant stratification variables, not possible to stratify on many variables, expensive
Cluster sampling	Easy to implement, cost effective	Imprecise, difficult to compute and interpret results
Non-probability sampling		
Convenience sampling	Least expensive, least time consuming, most convenient.	Selection bias, sample not representative, not recommended for descriptive or causal research
Judgemental sampling	Low cost, convenient, not time consuming	Does not allow generalisation, subjective
Quota sampling	Sample can be controlled for certain characteristics	Selection bias, no assurance of representativeness
Snowball sampling	Can estimate rare characteristics	Time consuming