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Consumer Decisions in Marketing Communications

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Introduction

Quite simply, consumers are the primary reason for the existence of marketing communications. Without consumers, there is no commercial imperative for marketers to create even the simplest of messages. The remarkable developments experienced over the last century are testament not only to our creativity and mastery of technology but, more importantly, to the identification of myriad consumer types. Nowhere is this better illustrated than within marketing communications. These consumers are represented through complex and often overlapping needs and wants, and exist within a world of seemingly endless choice. Marketers are driven to define these audiences and to construct tailored communications that typically seek to move beyond simple informational value. Increasingly, the goal is the creation of emotionally and socially engaging marketing communications that serve to persuade consumers not only to purchase or visit but, further, to connect and to become part of a much bigger offering – a relationship. (Costello and Reczek, 2020).

Increasingly, this abstract sense of connectedness between consumers, marketers and brands is being translated into more tangible, financially relevant terms, namely through its inclusion as a component of brand and advertising equity (Rosengren and Dahlen, 2015). It is not surprising, therefore, that marketers are keen to develop brand relationships, with marketing communications offering an expedient, if not always perfect place within which to manage them. The cost