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Factors Influencing the Effectiveness of Enterprise Marketing Communications

Keywords: communication; marketing; Scopus; VOSviewer; digital media; classic media; efficiency

JEL: D83; L86; M31; M32

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Abstract

Theoretical background: Marketing communication is a key element of marketing, supporting tasks such as information, image building and customer acquisition. The effectiveness of communication depends on many factors, including the methods and tools used as part of an integrated marketing strategy. Digital transformation has significantly affected the ways consumers are reached, forcing marketers to adapt traditional methods to new technologies. Consumers, more trusting of each other than of companies, are becoming active marketers, increasing the importance of online communication. Modern marketing communication relies on synergies between old and new media, and on building a strong brand as the basis for a successful strategy.

Purpose of the article: The aim of this article is to analyse the literature on the topic and, on this basis, to try to answer questions related to communication processes in marketing: How has communication changed in recent times? What factors influence the effectiveness of marketing communication? What currently has the greatest impact on marketing communication in a company? To answer the questions, articles containing the topics under study and found in the SCOPUS database were analysed.

Research methods: Scientometric and bibliometric techniques were used as the research method, analysing citations and co-occurrence of keywords. Articles written between 2000 and 2023 were analysed. The papers analysed were grouped into 4 periods: Period I – 2000 to 2010; period II – 2011 to 2015, period III – 2016 to 2020 and period IV – 2021 to 2023. A score of more than 100 publications was obtained and, in the next step, limiting the number of publications, the criterion of the number of citations was adopted. A ranking of the best-cited articles was developed in each period, and based on these, factors influencing the effectiveness of the marketing communication process were analysed.

Main findings: Through a comprehensive literature review on marketing communication, the factors influencing marketing communication that change over time have been identified in tabular form. A model was proposed that summarises the factors influencing the effectiveness of marketing communication in a collective way.

Introduction

The marketing communication process is the activity of establishing and then maintaining a company's relationship with its customers and other stakeholders in the market environment. The importance of marketing communication in any enterprise is crucial, as through this process the product, company and brand are presented, communities are built both online and offline, brand value is increased and product sales increase (Luo & Donthu, 2006). The marketing communication environment has been changing over the last 20 years legally, socially, culturally and, above all, technologically. In 2009, Keller believed that "[t]echnology and the Internet are fundamentally changing the way the world interacts and communicates" (Keller,

2009). Today, this statement should also be confirmed that ever-changing, modern technology determines marketing communication. Traditional advertising media such as television, radio, magazines, newspapers and outdoor advertising had a strong influence on consumers until the beginning of the 21st century, but today, interactions between businesses and consumers are increasingly taking place through digital media and devices (Shankar et al., 2022). Today, diverse digital media enable different types of content to be developed and shared to achieve communication goals. Unlike traditional marketing communication, digital marketing communication facilitates greater interactions or dialogues between source and audience. What is marketing communication in the 21st century? Does the definition of marketing communication change across the decades? How do marketing effectiveness factors change over time? What currently has the greatest impact on marketing communication in a company? To answer the questions, articles containing the topics under study and found in the SCOPUS database were analysed. Those written from 2000 to 2023 were analysed and were assumed to be grouped into 4 periods: period I – 2000 to 2010; period II – 2011 to 2015, period III – 2016 to 2020 and period IV – 2021 to 2023 (present). After a preliminary analysis, a score of more than 100 publications was obtained, so the next criterion is the number of citations. Those articles that originated in period I and have more than 20 citations, period II not less than 10 citations, period III not less than 5 citations, and period IV not less than 3 citations. Then a ranking of the best articles cited in each period was created and, based on these, factors that influence the effectiveness of the marketing communication process were analysed.

From our point of view, there is no systematic review of the literature on these issues. We contribute through a comprehensive literature review on marketing communication. We identify the factors that influence marketing communication and change over time. We propose a model of the factors of marketing communication effectiveness of companies, which illustrates the changes in factors over given time periods.

Literature review

The essence of marketing communication in a company

Analysing a company's activity in the market is associated with activities characteristic of marketing. Among the basic tasks of marketing is to find and stimulate purchases of the company's product customers. This is done by means of the company's communication with the environment and, by some authors, is part of the realisation of "customer satisfaction engineering" (Kotler & Levy, 1969). The concept of marketing communication functions in many marketing activities, and is defined in many ways, but it is most often associated with the area of 4P methods and tools belonging to the marketing mix (Hartley & Pickton, 1999). Although marketing

communications has been an integral component of marketing since its inception, it is a range of activities that show highly variable integration with the other pillars of marketing, as well as very diverse forms of implementation.

For decades, the aim of marketing activities has invariably been to accomplish several tasks: to inform, persuade, develop an image, maintain relations with existing customers, and acquire new ones, and as a result, what constitutes effective communication, to induce purchase (Doyle & Stern, 2006). The need to fulfil these tasks remains the same, but the methods and tools used to achieve the goals have been modified over the years.

Within the integrated marketing communication path, a number of factors influence the achievement of the objective. These can be grouped into three areas: a) methods and tools of communication (including traditional and new – digital), b) ways of engaging audiences in the message, and c) effects and ways in which audiences interact. The digital transformation that has been taking place since the beginning of the 21st century has affected all areas of social and professional life to a very large extent, and this includes the ways of communication.

Technology significantly influences when, where, and how consumers process information. The rapid proliferation of Internet connections, and the involvement of digital technology have required marketers to change traditional communication methods and tools, which has also resulted in more effective communication (Kaplan Thaler & Koval, 2003). It can be argued that the impact of consumer-to-consumer communication through social media has been greatly enhanced in the marketplace. Thanks to the use of modern (digital) forms of communication, it is also possible to optimise them quickly (feedback study), which is crucial in increasing the effectiveness of the message. Today, social media is a hybrid element in the promotional mix, as it enables companies to talk to their customers and allows customers to interact directly with each other (Mangold & Faulds, 2009).

Customer satisfaction, engagement, and purchase intention among customers play a big role. If the supplier is able to deliver on its promises and meet customer expectations, this will significantly affect customer satisfaction, commitment, and purchase decision (Singh & Sideshmukh, 2000). The modern marketplace is turning into a low-trust environment. As a result, consumers believe that other consumers belong to a social network more than businesses and experts. This implies an increase in the importance of online communication, which determines the active facilitation of the creation and dissemination of consumer reviews.

An equally important factor in building a marketing relationship that leads to sales is customer loyalty. Customers who are convinced by a brand tend to provide companies with higher profit levels, show less price sensitivity, and are characterised by significantly higher trust in marketing messages, which determines their higher effectiveness (Thaichon & Quach, 2016).

The emotional aspects indicated above, such as the comprehensibility of the message or compliance with expectations, are all the time influenced by the reach

of the impact, the costs of promotion, the consistency of the message of the entire promotional mix, the strength of the message (effects obtained), the complementarity or mutual reinforcement of the elements of the message (Batra & Keller, 2016).

Nowadays, the effectiveness of mass media has lost its effectiveness, through the emergence of new channels and ways of communication following the development of new media. Thanks to new technologies, consumers are becoming prosumers, active participants in the market (Eckhardt et al., 2019). Such findings may be a confirmation for the realisation of the transformation of marketing communication from classic to digital, in order to achieve increased reach while keeping promotional costs relatively low – the effectiveness of the message (Pollák & Markovič, 2021).

The use of new media in marketing communications has significantly influenced the measurement of the effectiveness of messages and the determination of promotional activities in the context of sales return rate research. As the effectiveness of digital media and its synergistic effects vary over time and the ability to allocate resources to marketing communications using digital media significantly increases the effectiveness of marketing activities (Kumar et al., 2016). In developing marketing communications, it is now possible to use owned channels (website), purchased channels (paid advertising) and channels co-created with customers (viral advertising) (Hanna et al., 2011), or forms of whisper marketing (Kozinets et al., 2010; Cheung & Lee, 2012).

Within the framework of new technologies, new methods of activating potential buyers are also often used, for example, using gamification concepts and inviting users to take part in, for example, themed computer games (Vashisht & Sreejesh, 2017).

Communication using a composite of communication methods (now with a very high proportion of the Internet) engages audiences in the communication process through interactivity. Examples include credible advertising that enables dialogue with the public; public relations that inspires trust through responsible sponsorship; a positive, clear image that encourages a purchase response (Zhai et al., 2016). The ultimate goal of the communication process is to get the customer to buy, this is a long and complex process in which building a strong brand plays an important role – this is the focus of most communication efforts. The basic premise is that a strong brand results in more effective marketing communication (Hoeffler & Keller, 2003).

Building a strong brand is closely linked to trust, which is strengthened by, among other things, the company's frequent informational contact with customers (Kim & Ko, 2010), the originality of the message (Pieters et al., 2002), or the creativity that translates into message effectiveness (Smith & Yang, 2004). Taking into account the aspects that influence communication processes, with particular attention to the synergy of old media (TV, press, radio, outdoor) and new media (Internet) (Naik & Peters, 2009), also observing the main objectives of the communication process and the correlation between communication and market shares (Reinold & Tropp, 2012), after a preliminary literature review, the concepts of a marketing communication model were proposed – Figure 1.

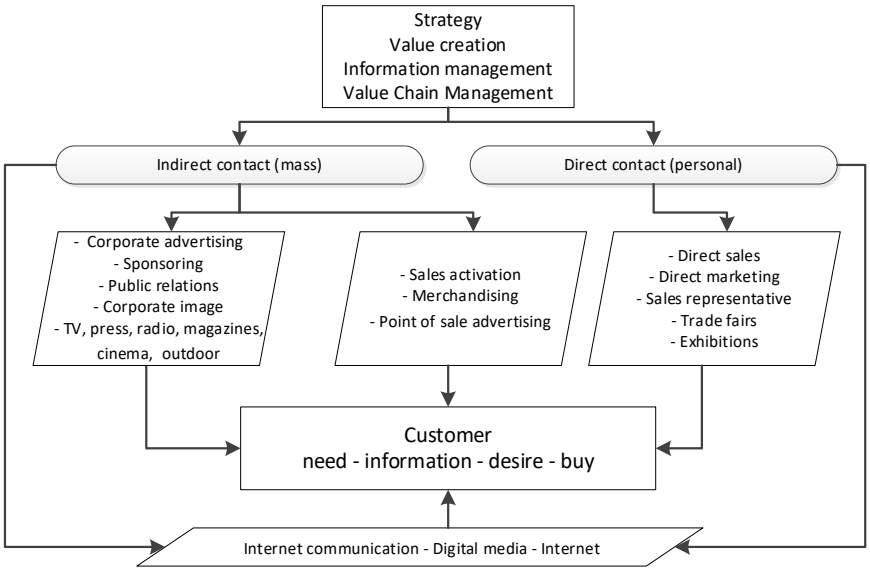

Figure 1. Conceptual model of marketing communication

Source: Authors' own study based on the literature.

The model developed (Figure 1) is based on a preliminary literature review, while on the basis of bibliometric research and a detailed analysis of factors influencing the marketing communication process, a marketing communication model (Figure 2) will be proposed in the "Discussions" section, taking into account factors influencing the increased effectiveness of the marketing message.

Research methods

The results of the literature analysis carried out were based on the use of keywords and restrictions entered in the advanced search in the Scopus database. The results selected from the database were entered into the VOSviewer programme to analyse the interrelationships of the resulting literature list for the given subject area. A visualisation in the form of a map was created using VOSviewer version 1.6.16. The analysis made use of the relationships between keywords among the researchers selected on the basis of their publications, as well as cooccurrence links between terms. By analysing all scientific articles in the Scopus database, across the entire range of searches by keywords 1987–2023, Figure 2 was obtained, which shows the number of articles per year.

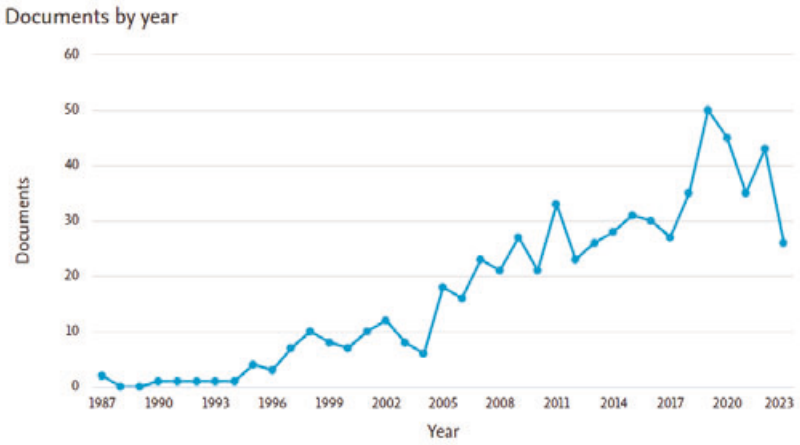

Figure 2. Number of articles in a given period from 1987 to 2023

Source: The Scopus database.

Baseline data for the bibliometric study was collected from the Scopus database in September 2023. A search was performed for publications that contained the phrase "(factors OR effectiveness) AND marketing AND communication" in their title, abstract, or keywords. Figure 2 shows that the largest number of articles on factors influencing the effectiveness of marketing communication were written in 2020, while up to 1996, approximately 2–3 articles per year were written. It was only after 1998 that approximately 10 articles per year were written. Therefore, the period from 2000 to 2023 was selected for a detailed literature analysis. One study covered the entire publication area, and in the second study, the authors narrowed the research area to "Business Management and Accounting". The results of the study are presented in Table 1 (only fully published papers were included in the Scopus database, publications with an "accepted for publication" status were excluded).

Table 1. Criteria and results of phrase filtering (factors OR effectiveness) AND marketing AND communication for the period 2000–2023 in the Scopus database

No. Criterion	Period	Search area	Number of citations	Number of publications
1	2000–2023	Article title, Abstract, Keywords	–	6,762
2	2000–2023	Article title, Abstract, Keywords; "Business Management and Accounting"; fully published documents	–	598
3	2000–2010		–	169
4	2000–2010		20	88
5	2011–2015		–	141
6	2011–2015		10	98
7	2016–2020		–	187
8	2016–2020		5	131
9	2021–2023		–	101
10	2021–2023		3	46

Source: The Scopus database.

Techniques such as citation analysis and word cooccurrence analysis were used for the analysis. The total number of indexed publications is 6,762, of which 598 items are in the area of "Business Management and Accounting", representing only 8.8% of the total. The years 2000–2023 were then divided into four periods to see how the factors influencing the effectiveness of the marketing communication process change. The main keywords that appeared in the articles during these 4 periods can be found in Table 2.

Table 2. The most important keywords in articles on factors OR effectiveness AND marketing AND communication in the Scopus database in the years 2000–2023 (without citation limits) divided into 4 analysed periods

Selection of articles in the SCOPUS collection in the years 2000–2010 by keyword (occurrences/Total link strength)
marketing (28/20); Internet (8/14); consumer behaviour (15/12); relationship marketing (13/10); trust (9/10); Facebook (8/9); social media (17/9); commerce (6/8); communication (5/8); marketing communications (14/8); customer satisfaction (5/7); advertising (16/3)
Selection of articles in the SCOPUS collection in the years 2011–2015 by keyword (occurrences/Total link strength)
marketing (44/34); marketing communications (22/27); advertising (23/22); consumer behaviour (20/22); **marketing strategy** (9/22); trust (13/22); relationship marketing (16/21); **advertising effectiveness** (7/19); Internet (11/19); **brand management** (5/17); **commitment** (5/15); social media (25/15); communication (7/14); commerce (6/10); **brands** (5/9); **customer loyalty** (5/8); customer satisfaction (5/8); **innovation** (5/7); **social networks** (5/7)
Selection of articles in the SCOPUS collection in the years 2016–2020 by keyword (occurrences/Total link strength)
marketing (60/90); social media (73/70); marketing communications (43/45); Facebook (23/39); advertising (21/31); **consumption first** (9/30); commerce (13/28); social networks (5/7); trust (18/25); Internet (12/24); consumer behaviour (7/21); communication (7/20); consumer behaviour (22/18): relationship marketing (17/17); **social media marketing** (9/16); customer satisfaction (5/15); marketing communications (8/15); **structural equation modelling** (5/15); **word of mouth** (6/15); brand (5/13)
Selection of articles in the SCOPUS collection in the years 2021–2023 by keyword (occurrences/Total link strength)
marketing (36/55); social networks (41/29); communication (9/20); consumption baseline (8/20); advertising (15/17); **retailing (**6/17); **electronic commerce** (5/14); Internet (6/13); **perception (5/12)**; marketing communications (13/9); marketing communication (7/9); consumer behaviour (8/7); digital marketing (5/5); trust (11/5).

Source: Authors' own study based on the Scopus database.

In Table 2, we can see that the most important keyword in each analysed period is "marketing", in 2016–2020, the impact strength is the highest at 90. The keyword: "social media" is also visible in each analysed interval, and we notice a significantly increasing impact strength and occurrence in the period. Another keyword that decreases in impact strength is the phrase "relationship marketing", where it does not appear in keywords in the 2021–2023 interval. It was observed that a very high number of articles on factors that influence the effectiveness of marketing communication in a company were written after 2010 (Figure 2 shows that more than 30 articles per year). Therefore, Figure 3 presents a map of the main groups of factors that were explored in publications between 2011 and 2023.

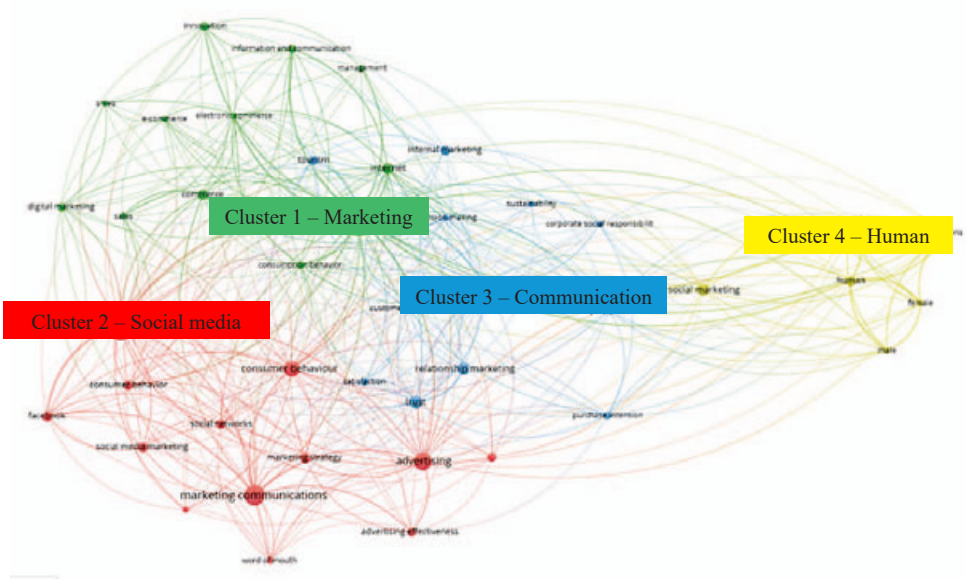

Figure 3. Network of bibliographic connections and research clusters of factors influencing the effectiveness of marketing communications

Source: Authors' own study based on VOSviewer software.

The main cluster is Marketing, followed by Social media, Communiaction, and the smallest cluster Human. All four areas are strongly interlinked.

Results

The generation of the visualisation network (Figure 3) is only the starting point for a qualitative examination of the sources. To identify highlighted clusters, an in-depth content analysis of bibliographically related articles was applied, for which only a limited number of articles with the highest number of citations in a given time interval were included for further study. After examining the content of the included articles, the most important are presented in Table 3.

Table 3. Factors influencing marketing communication in the years 2000–2023

Years	Source: Title, author, year	Factor influencing marketing communication	Research method	Research group
2000–2010	(Hoeffler & Keller, 2003)	A strong brand	Literature review	–
	(Lin & Hsieh, 2006)	Readiness to use technology and adopt self-service technologies	Literature review	–
	(Doney et al., 2007)	Trust, social interactions, open communication, customer orientation, technical/functional/economic quality	Literature review	Buyers of aviation component repair services from 42 countries

Years	Source: Title, author, year	Factor influencing marketing communication	Research method	Research group
	Gupta & Ogden, 2009)	Trust, eco-friendliness	Discriminant analysis	–
	(Hand et al., 2009)	Situational factors	Qualitative research, survey method	–
	(Cruz et al., 2010)	Costs, risks, low perceptions of relative advantage and complexity of mobile banking services	Survey method – online survey	3,585 respondents responded
2011–2015	(Huang et al., 2011)	Ripple effect (quality, authority, authenticity, "interestingness")	Survey method, structural equation modelling	–
	(Lorenzo-Romero et al., 2011)	Acceptance of social networking sites (SNS)	Extended Technology Acceptance Model (TAM), online study	–
	(Danaher & Rossiter, 2011)	Perception of invasion of privacy, credibility,trustworthiness, convenience,entertainment value	Survey method	–
	(Di Pietro et al., 2012)	social networks, electronic word of mouth (eWOM), ease of use of the social network to share knowledge, ease of access to information, ease of information search, and enjoyment while interacting within the social network	Extended Technology Acceptance Model (TAM)	1,397 experienced users
	(Swani et al., 2013)	Content of posts on company fanpages	Document (content) analysis	1,143 messages on 193 company account boards
	(Blazevic et al., 2013)	customer-to-customer interactions, reflective/impulsive processes, verbal/non-verbal message – word of mouth	Literature analysis	–
	(Kim et al., 2015)	Type, content orientation, number and type of consumer reactions, customer reactions to various product groups	Document (content) analysis	1,086 FB entries from 92 global brands in 1 month
	(Keinänen & Kuivalainen, 2015)	Using social networks for private and business purposes	Survey method, partial least squares (PLS) analysis	182 respondents
	(Taiminen & Karjaluoto, 2015)	New digital tools	Semi-structured interview, Survey method	16 manager and 421 respondents
2016–2020	(Rossmann et al., 2016)	Previous experiences, product knowledge, difference between products and services	Multiple regression analysis	576 unique entries on the fan page of 2 German companies
	(Tran & Corner, 2016)	Direct communication perceived as the most reliable; mass media > social media	Focus group + survey method	183 young adults
	(Shaltoni, 2017)	Compliance, organisational innovation, competitive, and customer pressure	Survey method	570 organisations
	(Alsaleh et al., 2019)	Cultural differences (individualism vs. collectivism)	Exploratory factor analysis and confirmatory factor analysis	–

Years	Source: Title, author, year	Factor influencing marketing communication	Research method	Research group
	(Stubb et al., 2019)	Marking content sponsorship, justifying advertising remuneration	Empirical	1 movie 1 category 1 SMI 1 platform
2021–2023	(Cham et al., 2021)	image, quality of services, satisfaction	Survey method	596 respondents
	(Moslehpour et al., 2021)	Entertainment, trust, interaction, perceived value, presence of a mediator	Survey method – online survey	301 respondents
	(Yousaf et al., 2021)	Orientation/suggestiveness (vividness) of the message,user culture	Analysis of the interaction process	1,000 posts from the top 5 tourist websites on Facebook from the USA and India
	(Stavrianea & Kamenidou, 2022)	Satisfaction, destination image, loyalty	Structural equation model	729 respondents

Source: Authors' own study.

Table 3 shows the factors influencing the effectiveness of the marketing message divided into four periods. Period I is from 2000 to 2010, when there were significant technological advances and changes in consumer behaviour. This was a period of technological evolution that had a huge impact on marketing communication strategies. Companies began to use digital marketing channels, moving away from traditional advertising methods to online platforms. For example, email marketing, search engine optimisation (SEO), and online display advertising became common tools for reaching target audiences (Lin & Hsieh, 2006). The emergence of social media platforms, such as Facebook and Twitter, revolutionised the way businesses connect with consumers. Companies have used these platforms for targeted advertising, customer engagement, and brand building (Hoeffler & Keller, 2003).

The important factors that influenced the effectiveness of a company's marketing communications in period II from 2011 to 2015 are quality, authority, authenticity, and "interestingness" (Huang et al., 2011). Consumers are increasingly aware and demanding, so the quality of the message and the authenticity of the information become key elements in building trust and loyalty among the audience. Another factor influencing marketing communications during the period in question is the acceptance of social networking sites (SNS) (Lorenzo-Romero et al., 2011). Platforms such as Facebook, Twitter, and Instagram have gained enormous popularity and have become an extremely important channel for communicating with customers. Transparency, interaction, and responsiveness have become essential elements for building relationships with audiences in the digital age. Perception of privacy violations (Danaher & Rossiter, 2011) is another factor that influences the effectiveness of marketing communications between 2010 and 2015. Consumers are increasingly concerned with protecting their personal data and expect transparency from companies. Consequently, attention to customer privacy is a key issue in building trust and loyalty among audiences. Consumers also expect brands to stick to certain values,

provide reliable information, and deliver on product promises (Danaher & Rossiter, 2011; Blazevic et al., 2013). A lack of credibility can lead to a loss of customer trust and a negative impact on a company's reputation.

Prior experience significantly influences marketing communication (Rossmann et al., 2016) according to a 2016–2020 literature study. Building on knowledge of the product or service helps to develop effective communication strategies tailored to the target audience. Understanding the difference between products and services is the key to communicating distinct messages that appeal to consumers. Direct communication (Tran & Corner, 2016) is often seen as the most reliable form of marketing communication. By directly engaging with customers, companies can build trust, leading to greater brand loyalty and positive word-of-mouth recommendations. Organisations can gain a relative advantage in the marketplace by ensuring consistency in their communication efforts. Aligning all marketing messages across channels and touchpoints increases brand recognition and reinforces core brand values. Furthermore, organisational innovation plays an important role in shaping marketing communication strategies (Shaltoni, 2017). Companies that implement innovation can stand out from the competition and attract consumer attention through creative and effective campaigns.

Quality is an important factor that plays an important role in creating a positive corporate image in the IV period between 2021 and 2023 (Cham et al., 2021). Customers are increasingly paying attention not only to the product itself, but also to the quality of service and the shopping experience. Therefore, companies must invest in improving their services to gain and maintain customer loyalty. Another factor that influences the effectiveness of marketing communications in the period in question is customer satisfaction (Cham et al., 2021; Stavrianea & Kamenidou, 2022). Satisfied customers are more likely to recommend given products and services, which translates into higher levels of trust and loyalty (Stavrianea & Kamenidou, 2022). Therefore, companies are keen not only to attract new customers, but also to maintain relationships with existing customers by taking care of their satisfaction. Entertainment offerings as part of marketing activities can also help to increase customer engagement (Moslehpour et al., 2021). Creative content, interactive campaigns, or promotional events can capture the attention of the audience and build a positive brand image in an emotional way. Promoting products and services by engaging customers in interactive content or online campaigns can foster brand bonding and increase customer loyalty. The main factor for effective marketing communication, occurring in each of the periods discussed, is trust (Park & Gretzel, 2007; Doney et al., 2007; Kim & Ko, 2010; Moslehpour et al., 2021). Building trust requires constant attention to customer relationships, integrity in operations, and clear communication.

Discussions

Based on the literature analysed and taking into account the factors in Tables 2 and 3, the marketing communication model proposed in the introduction section (Figure 1) was detailed with the factors identified as important in the communication process and presented in Figure 4.

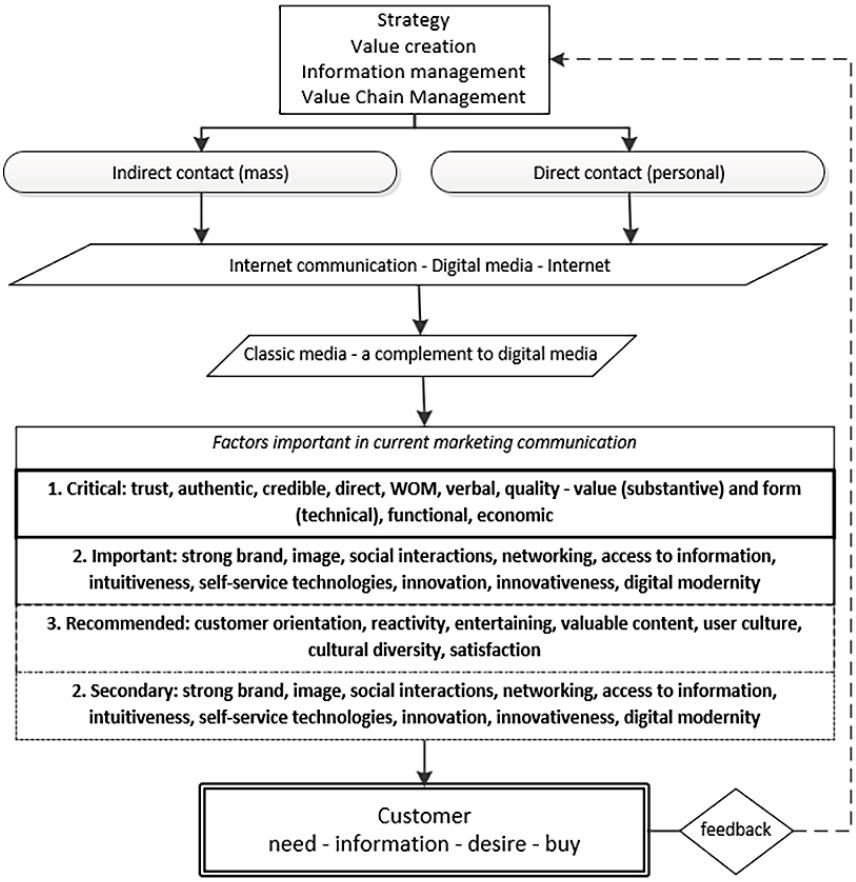

Figure 4. Marketing communication model with factors that increase the effectiveness of the message

Source: Authors' own study based on the literature.

The presented solution is fully in line with the trends of change in the field of marketing operations. It is very important to recognise that marketing activities, and marketing communication in particular, have recently undergone very strong fundamental changes. There is a shift away from the classic neopositivist-functionalist system paradigms to alternative paradigms relating to perceiving marketing in a largely symbolic way with the participation of interactive media (Sułkowski & Lenart-Gansiniec, 2021),

Another element that influences changes in marketing communication is relationship marketing, which is an important part of the communication strategy. It helps companies build strong, lasting relationships with customers, increase customer loyalty and satisfaction, and achieve long-term profits (MacMillan et al., 2005). In the area of marketing, this goes hand in hand with creating value for the company's offering together with the customer, and this is only possible if marketing communication is transparent and built on trust between both parties (Prahalad & Ramaswamy, 2004). This possibility is provided by widespread and direct communication on the Internet (Godes & Mayzlin, 2004). For this reason, websites are becoming an effective marketing communication channel, whose visibility, usability, ability to build user trust, and effectiveness of the promotional message strengthens and enhances the ability to compete in the market. Regular evaluations and optimisations of websites allow companies to continuously adapt to changing market conditions and user needs (Park & Gretzel, 2007). The development of social networks has revolutionised marketing communication, offering companies new opportunities to reach and interact with their audiences, personalise content, and analyse the effectiveness of activities. They have made marketing more dynamic, interactive and customer-focused and, above all, dominate marketing communication (van Dijck, 2013).

In summary, trust, authenticity, and credibility with a company are the foundation of effective marketing communication. For this reason, the quality and improvement of online communication plays a key role in building and maintaining this trust, by ensuring professionalism, security, information reliability, and user satisfaction. Regular website evaluations and optimisations help companies to maintain high levels of trust among their customers, reputation, volume, information quality, and transaction security (Kang & Hustvedt, 2014). These factors are particularly important if the communication process is embedded in CSR activities using proactive communication strategies, which are much more beneficial than reactive marketing communication (Wagner et al., 2009).

Conclusions

An analysis of the literature research shows that the main factors influencing the effectiveness of a company's marketing communication are trust, credibility, authenticity, quality of service, and open, direct communication. Trust is a key factor in marketing communication, especially in an age of information overload and fake news. Consumers are becoming more demanding and value transparency and authenticity from brands. By building trust through honest communication and reliable products and services, companies can establish strong relationships with their target audiences and increase brand loyalty (Hoeffler & Keller 2003; Doney et al., 2007). Furthermore, the reputation of the brand itself plays a significant role in building credibility. Consumers have more confidence in companies whose brands

have a positive perception expressed in high levels of quality, reliability, and ethical practices by the company. Testimonials and recommendations from satisfied customers also enhance the credibility of marketing communications, providing social proof and reinforcing the brand.

The choice of communication channels with which the company wants to reach its target audience is also a very important factor. The consistency of the message across platforms helps to reinforce the identity and message of the brand, creating a consistent brand image. In the digital age, social media has become increasingly important in marketing communications (Shankar et al., 2022), but traditional media are still relevant in reaching a wider audience. Furthermore, the practice of segmenting target audiences allows organisations to tailor their messages to specific audience demographics, interests, and behaviours, increasing the relevance and impact of communications.

Another important factor influencing the effectiveness of a company's marketing communications is the reception of the message by the target audience. Understanding the needs and preferences of the audience and the ease of using the social network to share knowledge is essential in creating communications that resonate with them.

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