


# Chapter 5

## Integrating Behavioural Thinking in Marketing Simulations

**Marios Vassiliou**

 <https://orcid.org/0000-0002-7516-980X>

*UCLan Cyprus, Cyprus*

### **ABSTRACT**

*Most marketing decisions are made in hindsight. As markets shift rapidly and consumer responses become increasingly shaped by uncertainty, emotion, and context, traditional approaches often fall short. This chapter argues for reframing simulations as laboratories for strategic experimentation, not just forecasting. This perspective allows marketers to test a concept's resilience under various behavioural scenarios before launch. To support this, the author proposes a conceptual framework for systematically incorporating behavioural insights into the simulation planning process. The framework operates as a guided, phased approach, using Behavioural Prompts, Scenario Archetypes, and Persona Modifiers to expose implicit assumptions and build more psychologically realistic models. The contribution, therefore, is to offer a solid approach to augmenting simulations, enabling strategies that better adapt to fluid consumer behaviour.*

### **INTRODUCTION**

Marketing decision-making has traditionally been a reactive process, guided by the benefit of hindsight after a strategy has been deployed and its results measured (Lim et al., 2022). This established loop of action and post-hoc analysis, however, is often too slow and rigid for today's dynamic markets, where unpredictable factors

DOI: 10.4018/979-8-3373-3141-6.ch005

like emotion, social context, and cognitive shortcuts are primary drivers of consumer behaviour (Khoshtaria et al., 2024). This chapter puts forward a critical evolution in the use of marketing simulations, proposing that their primary value may lie not in the Sisyphean task of precise forecasting, but in the strategically vital work of exploration. By employing simulations as structured laboratories to test assumptions, surface hidden risks, and investigate consumer psychology before a single dollar is spent on a campaign, strategists can develop more resilient and adaptive plans. Such an approach directly addresses a core challenge within the psychological sciences: the need to build models that are not only elegant in their explanation of past events but also robust in their predictive capabilities when faced with future uncertainties (Yarkoni & Westfall, 2017).

In an era where the digital advertising ecosystem is increasingly defined by the opaque algorithms of artificial intelligence and complex, data-driven tactics (Lee & Cho, 2019), adopting more sophisticated, behaviourally attuned planning methodologies is no longer a peripheral concern but a central necessity.

While marketing simulations are frequently employed for forecasting and training purposes in academic and corporate settings (Ho et al., 2006), their deeper potential for strategic inquiry remains largely untapped. This potential is particularly salient in the early phases of campaign planning, where foundational assumptions about the market and the consumer are set, often implicitly (Kwon & Silva, 2020). Instead of merely projecting outcomes based on these often-unexamined assumptions, simulations can be repurposed to serve as instruments of inquiry. They offer a structured method for surfacing the latent beliefs within a marketing team, critically assessing the coherence of internal strategic narratives, and exploring the full range of plausible consumer behaviours under diverse and challenging scenarios.

When utilised in this manner, simulations evolve from being simple, one-dimensional evaluative tools into complex, multifaceted exploratory environments. This shift promotes a more nuanced and reflective mode of decision-making, moving beyond the misleading simplicity of a single-point prediction toward a more rigorous, structured analysis of possibilities (Green & Armstrong, 2015). The conceptual framework (B.S.P. Simulation Framework) introduced in this chapter is explicitly designed to facilitate this transition, providing a systematic and phased methodology to guide marketers in creating simulations that are both strategically sound and psychologically insightful. This approach fosters strategies that are not brittle and prone to failure when encountering the multifaceted nature of human behaviour, but are instead robust and adaptable.

24 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/integrating-behavioural-thinking-in-marketing-simulations/396037](http://www.igi-global.com/chapter/integrating-behavioural-thinking-in-marketing-simulations/396037)

## Related Content

---

### Metaverse Marketing Simulations: Crafting Virtual Brand Experiences

Parihar Suresh Dahake, Prashant Gulabchand Chhajerand Vishal Mehta (2026).

*Navigating Simulations in Marketing for Strategic Success* (pp. 125-174).

[www.irma-international.org/chapter/metaverse-marketing-simulations/396038](http://www.irma-international.org/chapter/metaverse-marketing-simulations/396038)

### Modeling for Self-Optimization in Laser Cutting

Torsten Hermanns, Ulrich Thombansen, Markus Nießen, Ulrich Jansen and Wolfgang Schulz (2016). *Handbook of Research on Computational Simulation and Modeling in Engineering* (pp. 586-617).

[www.irma-international.org/chapter/modeling-for-self-optimization-in-laser-cutting/137455](http://www.irma-international.org/chapter/modeling-for-self-optimization-in-laser-cutting/137455)

### Stochastic Analytical Modeling Based on Queuing Systems

(2023). *Deterministic and Stochastic Approaches in Computer Modeling and Simulation* (pp. 280-302).

[www.irma-international.org/chapter/stochastic-analytical-modeling-based-on-queuing-systems/332103](http://www.irma-international.org/chapter/stochastic-analytical-modeling-based-on-queuing-systems/332103)

### On Simulation Performance of Feedforward and NARX Networks Under Different Numerical Training Algorithms

Salim Lahmiri (2016). *Handbook of Research on Computational Simulation and Modeling in Engineering* (pp. 171-183).

[www.irma-international.org/chapter/on-simulation-performance-of-feedforward-and-narx-networks-under-different-numerical-training-algorithms/137438](http://www.irma-international.org/chapter/on-simulation-performance-of-feedforward-and-narx-networks-under-different-numerical-training-algorithms/137438)

### An-Integrated Digital Twin Framework for Intelligent Asset Management

Hamed Nozari and Zornitsa Yordanova (2026). *Transforming Physical Assets to Cognitive Enterprises With Digital Twins* (pp. 203-222).

[www.irma-international.org/chapter/an-integrated-digital-twin-framework-for-intelligent-asset-management/410190](http://www.irma-international.org/chapter/an-integrated-digital-twin-framework-for-intelligent-asset-management/410190)