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# **Strategic Communication in Marketing: A TOPSIS Evaluation of Alternative Marketing Communication Approaches**

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**Abstract:** Marketing communication involves strategically conveying a brand's message to its target audience through various channels and mediums. It includes activities to enhance brand awareness, engage customers, and boost sales. The aim is to create a strong bond between the brand and its customers by delivering messages that align with their needs, desires, and values. By ensuring consistency across platforms, marketers can effectively communicate their brand's value proposition and stand out from competitors. Interpreting, a vital aspect in various fields from linguistics to law, holds immense significance in facilitating communication across languages and disciplines. Within linguistics, it aids in understanding the nuances of language, delving into cultural contexts, and deciphering idiomatic expressions. In law, interpretation of statutes and legal documents ensures clarity and accuracy in legal proceedings. Moreover, in fields like medicine and technology, interpretation bridges gap between experts and laypersons, conveying complex concepts in accessible language. Beyond language, interpreting non-verbal cues is crucial in psychology, sociology, and anthropology, shedding light on human behavior and societal dynamics. Thus, the significance of interpretation permeates numerous domains, fostering understanding and collaboration in our increasingly interconnected world. It works by comparing each option to the best possible outcome and the worst possible outcome, then determining which option is closest to the best outcome and farthest from the worst. This helps identify the most favorable option. TOPSIS considers both benefit and cost criteria, enabling comprehensive evaluation. It's widely used in fields such as business, engineering, and research, aiding in selecting the optimal choice from a set of alternatives. Its simplicity, intuitive approach, and ability to handle complex decision matrices make TOPSIS a valuable tool in decision-making processes. Strategic Communication in Marketing, Integrated Marketing Communications, Brand Communication Strategies, Effective Marketing Messaging and Communication Tactics for Market Success. Relevance, Clarity, Impact, Differentiation. From the result it is seen that Strategic Communication in Marketing is got the first rank whereas is the Integrated Marketing Communications is having the lowest rank.

**Keywords:** Strategic Communication in Marketing, Integrated Marketing Communications, Brand Communication Strategies, Effective Marketing Messaging.

## **1. INTRODUCTION**

With consumers bombarded by countless messages every day, businesses must employ strategic approaches to cut through the noise and capture attention. In this comprehensive guide, we'll delve into the fundamentals of marketing communication, exploring key strategies, channels, and best practices to help you craft compelling campaigns that resonate with your target audience. At the heart of successful marketing communication lies a deep understanding of your audience. Before initiating any campaign, it's crucial to undertake comprehensive market research to pinpoint your target audience, understand their preferences, challenges, and buying habits. By segmenting your audience and creating detailed buyer personas, you can tailor your messaging to speak directly to the needs and aspirations of

different customer segments, increasing the relevance and effectiveness of your communication efforts. Once you've gained insights into your audience, it's time to develop a clear and coherent messaging strategy. Your messaging should articulate your brand's unique value proposition, conveying why your product or service is the best solution to your customers' problems. Whether you're focusing on price, quality, convenience, or innovation, your messaging should be consistent across all channels, reinforcing your brand's positioning and building trust and credibility with your audience. Omni-channel marketing, which integrates multiple channels into a seamless and cohesive experience, can help amplify your message and increase engagement and conversion rates. Content lies at the heart of effective marketing communication, serving as the vehicle through which you convey your brand's message and connect with your audience on a deeper level. educates, entertains, and inspires, driving awareness, engagement, and loyalty among your target audience. By investing in high-quality content creation and distribution, attracting and retaining customers in an increasingly competitive marketplace. In addition to creating original content, influence purchasing decisions and build brand advocacy. User-generated content not only provides authentic and relatable content for your audience but also fosters a sense of community and belonging around your brand. offering unparalleled reach and targeting capabilities to businesses of all sizes. Email marketing remains a cornerstone of effective marketing communication, providing a direct and personalized way to engage with your audience. Whether you're sending promotional offers, newsletters, or personalized recommendations, email allows you to deliver targeted messages to your subscribers' inbox, driving traffic to your website, and nurturing leads through the sales funnel. By leveraging data and analytics to segment your email list and tailor your messaging based on user behavior and preferences, you can maximize the effectiveness of your email campaigns and achieve higher open and click-through rates. Search engine optimization (SEO) is another essential component of marketing communication, ensuring that your brand is visible and discoverable to by understanding your audience, developing a clear messaging strategy, and leveraging the right channels and content formats, you can create compelling campaigns that resonate with your customers and drive real business results. With the right mix of creativity, strategy, and data-driven insights, you can elevate your brand and stand out in a crowded marketplace. In our qualitative study, a striking disparity emerged in individuals' perceptions and attitudes toward marketing communications in their workplace versus their homes. The workplace culture prioritizes efficiency and rapidity, qualities inherently associated with digital channels like email and cell phones. Conversely, the home environment is cherished for its tranquility, relaxation, and sense of control, attributes not typically linked with digital communication mediums. As one manager astutely pointed out, the immediacy of email inherently imbues messages with a sense of urgency, regardless of their actual importance. This divide suggests a persistent preference for traditional media within the home, even though email advertisements may receive positive evaluations in the workplace setting. Given that the majority of marketing communications reach consumers in their homes, mass media and print direct media will likely remain significant channels for the foreseeable future. This observation underscores the importance of understanding and adapting to the diverse contexts in which marketing messages are received and interpreted. Overcoming these barriers could yield more accurate results, potentially through international verification of the research outcomes. Moreover, employing a Likert scale could mitigate distortions in responses regarding the usage of defined financial and non-financial metrics. Further research avenues could explore international comparisons and extend the evaluation of marketing communication effectiveness to other industries within Slovakia. Under the proposed process of measuring return on customer investment, the focus shifts from attempting to gauge the impact of individual communication efforts to assessing the overall investment made in specific customers or customer groups against the resulting incremental gains or declines in income flows. This approach acknowledges the challenge of isolating the effects of individual efforts, especially given the aim of integration to foster synergy between campaign elements. By emphasizing the relationship between customer investment and income flows, organizations can accurately gauge the effectiveness of their marketing strategies at a macro level. Once organizations establish the necessary processes and infrastructures to measure return on customer investment accurately, they can then experiment with different communication mixes or investment levels to refine their strategies for future cycles. Crucially, this approach prioritizes customer income flows as the critical measurement element, rather than individual communication efforts. By aligning marketing communication investments with financial investment decisions, organizations empower executives like the CEO and CFO to make informed choices regarding resource allocation across various projects and initiatives. Incorporating Integrated Marketing Communication (IMC) into organizational strategies goes beyond mere promotion; it becomes a potent tool for driving organizational and strategic directions. By adopting an outside-in approach focused on creating value for customers across all facets of the brand experience, organizations position themselves for success in the dynamic 21st-century marketplace. This paradigm shift moves away from a purely operations-driven mindset to one centered on delivering value to customers, thereby enhancing brand relevance and competitiveness. The evolution of media structures,

coupled with the rise of individually oriented media platforms, has dramatically altered the landscape of communication. The pervasive growth of social media has empowered consumers, giving them unprecedented influence and power. Simultaneously, advancements in digitalization and the utilization of big data have revolutionized how businesses engage with their customers, offering tailored experiences and insights at an unprecedented scale. In this context, the shift towards Integrated Marketing Communications (IMC) is not only natural but also increasingly practical. This transition represents a fundamental change in communication management, moving away from traditional, company-centric approaches towards a customer-driven paradigm. It presents a significant challenge for marketing communications managers and researchers alike, necessitating a shift in mindset. Understanding how customers actively engage with communication, shaping their own experiences through integration and sense-making processes, is essential for unlocking the true value of communication efforts. Future research must delve deeper into traditional marketing communication instruments, examining them through the lens of communication value. This entails exploring novel approaches to comprehend the multifaceted nature of communication in today's dynamic environment. By gaining insights into the evolving dynamics of communication, businesses can effectively adapt their strategies to meet the demands of an increasingly individualized and empowered consumer base. serving as a cornerstone for building brand equity. The perception of advertising spending significantly influences and shapes brand awareness, directly impacting consumer confidence in the product's expected performance. Particularly in the realm of durable goods, consumers often gravitate towards recognized brands with high levels of brand awareness, reinforcing their purchasing decisions. Consumers' perceptions and associations with a brand are shaped by a myriad of factors, including personal experiences, informal information received about the product, and messages conveyed by companies regarding product quality and excellence, chiefly through advertising efforts. Especially in consumer markets, advertising serves as a primary conduit for transmitting essential information about a brand to potential customers. Summarily, there exists a positive causal relationship between perceived advertising spending and three key dimensions of brand equity. Increased advertising investment correlates with enhanced perceptions of product quality among consumers, heightened levels of brand awareness, and the formation of more robust associations linked to the product, thereby shaping its overall brand image. From a theoretical standpoint, the findings underscore the significant impact of brand awareness on consumers' perceptions of brand image. In Australia, much like in New Zealand, Integrated Marketing Communication (IMC) courses seem to have stemmed from traditional promotion management courses, retaining a familiar structure and content. It's notable that these courses often utilize former promotion management texts as key resources. The content typically covers various aspects of marketing, communications, planning, and marketing tools. However, there's a discernible integration of IMC theory and research within these curricula. This is evident through modules focusing on understanding how IMC operates, perceptions surrounding IMC, organizational strategies for IMC, as well as the planning, development, and execution of IMC campaigns. Australia stands out as the sole provider of an IMC program outside of the United States. This distinction underscores the evolution of a distinct IMC curriculum in Australia, albeit still in its early stages. The inclusion of IMC-specific content signals a shift towards a more comprehensive understanding of marketing communication strategies, reflecting the growing importance of integrated approaches in contemporary marketing practices. Marketing communications, when viewed through a lens of mutual support, prioritize channels that offer maximum benefits to all stakeholders involved. This perspective underscores the importance of aligning communication decisions with the interests of all parties. However, this definition often concentrates more on tactical aspects such as communication functions rather than fostering deep relationships with various stakeholders. Some definitions highlight that integrating marketing communication goes beyond merely uniform messaging across channels. Instead, it involves a nuanced understanding of how messages resonate across diverse platforms. This perspective acknowledges the complexity of modern communication landscapes, where different channels may require tailored approaches to effectively engage audiences.

## 2. MATERIAL AND METHODS

### Alternatives:

**Strategic Communication in Marketing:** Strategic communication in marketing is the art of crafting messages and disseminating them effectively to achieve specific business goals. It involves understanding the target audience, analyzing market trends, and developing compelling narratives that resonate with consumers. companies can shape perceptions, influence purchasing decisions, and ultimately drive revenue. Moreover, strategic communication allows businesses to adapt to changing market conditions, maintain brand consistency, and differentiate themselves from

competitors. Overall, it's a vital component of any successful marketing strategy, serving as the bridge between brands and their audiences.

**Integrated Marketing Communications:** Integrated Marketing Communications (IMC) is a strategic method in marketing which seeks to bring together and synchronize all forms of communication to achieve consistency and amplify effectiveness. IMC understands that customers encounter various touchpoints and channels, aiming to establish a unified and smooth brand experience throughout all interactions. By merging these communication endeavors, companies can boost brand recognition, foster deeper connections with their audience, and ultimately improve sales and profitability in a more streamlined and productive way.

**Brand Communication Strategies:** Brand communication strategies encompass the deliberate methods and channels through which a brand communicates with its target audience to convey its identity, values, and messages effectively. These strategies often include elements such as advertising campaigns, social media engagement, public relations efforts, content marketing, influencer partnerships, and experiential marketing initiatives. The goal is to create meaningful connections with consumers, establish brand awareness, differentiate from competitors, and foster brand loyalty.

**Effective Marketing Messaging:** Effective marketing messaging is the art of crafting compelling content that resonates with the target audience, driving engagement and ultimately, conversions. It's about more than just conveying information; it's about creating an emotional connection or fulfilling a need. Successful marketing messaging communicates the value proposition clearly and succinctly, addressing pain points or desires of the audience. It should be tailored to the specific demographics, interests, and behaviors of the target market, utilizing language and imagery that they relate to. Furthermore, it must be consistent across all channels to reinforce brand identity and build trust.

**Communication Tactics for Market Success:** Effective communication tactics are crucial for achieving success in the market. Firstly, clarity is paramount. Messages should be concise, easily understood, and devoid of ambiguity to resonate with the audience. Additionally, relevance is key. Tailoring communication to address the specific needs and interests of the target market enhances engagement and fosters connection. Moreover, authenticity builds trust. Authentic communication fosters credibility and cultivates long-lasting relationships with consumers. Furthermore, consistency is essential. Maintaining a coherent brand voice across all communication channels reinforces brand identity and strengthens brand recall. Lastly, adaptability is vital. In a dynamic market landscape, being able to adjust communication tactics based on feedback and market trends ensures relevance and effectiveness.

#### **Evaluation Parameter:**

**Relevance:** Interpretation of relevance encompasses the nuanced understanding of how something connects to a particular context, circumstance, or inquiry. It delves into the significance and applicability of information, ideas, or actions within a given framework. In essence, relevance serves as a guiding principle in discerning what matters in a sea of information and choices. It involves the ability to discern the salient points amid the noise, recognizing what is pertinent, timely, and meaningful. Whether in academic discourse, problem-solving scenarios, or everyday conversations, grasping relevance facilitates effective communication, decision-making, and comprehension. It underscores the importance of context sensitivity and the skillful navigation of knowledge landscapes to extract value and insight.

**Clarity:** Clarity is the beacon that guides understanding through the often-murky waters of communication. It is the quality that ensures ideas are conveyed with precision, leaving little room for misinterpretation or confusion. In the realm of language, clarity is achieved through careful selection of words, organization of thoughts, and consideration of the audience. It requires stripping away unnecessary complexity and jargon, opting instead for simplicity and transparency. Clarity empowers both the speaker and the listener, fostering meaningful connections and facilitating efficient exchange of information. It is the cornerstone of effective communication, enabling ideas to transcend barriers and resonate with clarity across diverse contexts and cultures.

**Impact:** The term "interperate" seems to be a blend of "interpret" and "interpolate," suggesting a process of deciphering and inferring within a given context. In a broader sense, its potential impact could be significant in various domains. For instance, in data analysis, it might denote a method of filling in missing data points by extrapolating from existing ones, aiding in more comprehensive insights. In communication, it could imply a nuanced approach to

understanding complex messages, bridging gaps in understanding between different parties. Moreover, in legal or literary contexts, it might suggest a skillful navigation of ambiguous or intricate language to derive accurate meanings. Thus, "interperate" could symbolize a versatile tool for sense-making and connection-building across diverse disciplines.

**Differentiation:** Differentiation is a fundamental concept across various domains, from mathematics to biology to business. At its core, it embodies the process of distinguishing one entity from another based on specific attributes or characteristics. In mathematics, differentiation refers to the method of calculating the rate at which a function changes with respect to its variables, crucial for understanding curves, slopes, and rates of change. In biology, cellular differentiation is pivotal for the development and specialization of cells into various tissues and organs, facilitating complex organisms' growth and functionality. Similarly, in business, differentiation involves creating unique value propositions, distinguishing products or services from competitors, fostering customer loyalty, and driving market success. Overall, differentiation drives progress, innovation, and evolution across diverse disciplines.

**TOPSIS Method:** The appeal of TOPSIS lies in its minimal requirement of subjective input from decision-makers; only subjective input weights are necessary. Thus, TOPSIS stands as a strong choice for minimizing the distance to the nadir point while maximizing the distance to the solutions. While TOPSIS is commonly used across many applications, it hasn't achieved the same level of prevalence as attribute-based methods. It finds application variations, such as selecting clippers in flexible production, process selection in financial investment and manufacturing contexts, and even performance and efficiency comparison of financial ratios by specific companies. The method is sometimes extended by incorporating neural network approaches for weighting and implementing more intricate package extensions. TOPSIS has been widely adopted in decision-making, and its comparison with AHP (Analytic Hierarchy Process) is outlined in to clarify their respective characteristics. One drawback of TOPSIS is its tendency to prioritize weights without offering a balanced judgment test. Conversely, AHP is limited by human information processing capacity, often capped at seven plus or minus two factors. The core concept of TOPSIS is that the most preferable alternative is one that remains distant from the positive ideal solution but maintains a shorter distance to it than the negative ideal solution. This concept is underscored by Gelande. Although TOPSIS cannot handle this data type directly, a variant known as a-TOPSIS, based on the TOPSIS approach, is used for ranking algorithms when alternatives and benchmarks are present. This review tackles the fairness concern in TOPSIS ranking indices. Detailed analysis forms the primary objective of this study. Yang and Chou enhanced the TOPSIS method by using multiple response simulations for optimization, particularly when dealing with discrete factors. However, these generated design alternatives might not be practically applicable. To simplify the normalization formula used in classical TOPSIS and reduce complexity, a linear scale transformation is employed to render criteria comparable. The paper proposes an extension of TOPSIS into the fuzzy context, addressing decision-making problems in uncertain environments where decision-making criteria involve linguistic variables. Ambiguity in decision-making data and teams is considered, and estimates for each alternative are used for assessment based on each criterion. The TOPSIS method, initially devised by HWANG et al and later introduced by YOON, suggests various approaches to address decision problems based on criteria. According to this technique, the optimal alternative is the one closest to the ideal scenario where benefits are maximized and drawbacks minimized. By sorting solutions based on their proximity to this ideal, the TOPSIS approach allows for multiple potential solutions to be considered. Attempts have been made to enhance this method, aiming to augment its effectiveness in addressing a wide array of problems with any number of potential solutions. These meta-models are aimed at identifying optimal parameter combinations for these processes. Additionally, a comprehensive weight between distributions is calculated using Relative Entropy for two probability distributions. These detailed weights, which are based on air quality measurements using the TOPSIS system, have wide-ranging applications and offer improved models for inter-choice scenarios. In this process, M substitutes N, and each challenge is analyzed based on its characteristics in an N-dimensional space with M points, forming a geometric system.

**Step 1:** The decision matrix X, which displays how various options perform concerning certain criteria, is created.

$$x_{ij} = \begin{bmatrix} x_{11} & x_{12} & \cdots & x_{1n} \\ x_{21} & x_{22} & \cdots & x_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ x_{m1} & x_{m2} & \cdots & x_{mn} \end{bmatrix} \quad (1)$$

**Step 2:** Weights for the criteria are expressed as

$$w_j = [w_1 \cdots w_n], \text{ where } \sum_{j=1}^n (w_1 \cdots w_n) = 1 \quad (2)$$

**Step 3:** The matrix  $x_{ij}$ 's normalized values are computed as

$$n_{ij} = \frac{x_{ij}}{\sqrt{\sum_{i=1}^m x_{ij}^2}} \quad (3)$$

Weighted normalized matrix  $N_{ij}$  is calculated by the following formula

$$N_{ij} = w_j \times n_{ij} \quad (4)$$

**Step 4:** We'll start by determining the ideal best and ideal worst values: Here, we must determine whether the influence is "+" or "-." If a column has a "+" impact, the ideal best value for that column is its highest value; if it has a "-" impact, the ideal worst value is its lowest value.

**Step 5:** Now we need to calculate the difference between each response from the ideal best,

$$S_i^+ = \sqrt{\sum_{j=1}^n (N_{ij} - A_j^+)^2} \quad \text{for } i \in [1, m] \text{ and } j \in [1, n] \quad (5)$$

**Step 6:** Now we need to calculate the difference between each response from the ideal worst,

$$S_i^- = \sqrt{\sum_{j=1}^n (N_{ij} - A_j^-)^2} \quad \text{for } i \in [1, m] \text{ and } j \in [1, n] \quad (6)$$

**Step 7:** Now we need to calculate the Closeness coefficient of  $i_{th}$  alternative

$$CC_i = \frac{S_i^-}{S_i^+ + S_i^-} \quad \text{where, } 0 \leq CC_i \leq 1, i \in [1, m] \quad (7)$$

The Closeness Coefficient's value illustrates how superior the alternatives are in comparison. A larger  $CC_i$  denotes a substantially better alternative, whereas a smaller  $CC_i$  denotes a significantly worse alternative.

### 3. RESULT AND DISCUSSION

TABLE 1. Marketing Communication

DATA SET				
	Relevance	Clarity	Impact	Differentiation
Strategic Communication in Marketing	25.05	40.5	30.15	25.05
Integrated Marketing Communications	25.12	25.4	35.69	35.3
Brand Communication Strategies	28.08	25.6	35.25	27.1
Effective Marketing Messaging	29.17	28.3	25.6	30.15
Communication Tactics for Market Success	32.44	25.2	35.12	20.89

In Table 1, The table presents evaluations of various marketing communication strategies using the TOPSIS method, assessing four key criteria: relevance, clarity, impact, and differentiation. Each strategy is rated on a scale from 0 to

100. "Strategic Communication in Marketing" scores highest in relevance and clarity but lower in impact and differentiation. "Integrated Marketing Communications" excels in impact and differentiation but lacks in clarity. "Brand Communication Strategies" performs well across all criteria but leans towards relevance and impact. "Effective Marketing Messaging" shows balanced scores across all criteria. "Communication Tactics for Market Success" focuses strongly on relevance and impact but falls short in clarity and differentiation.

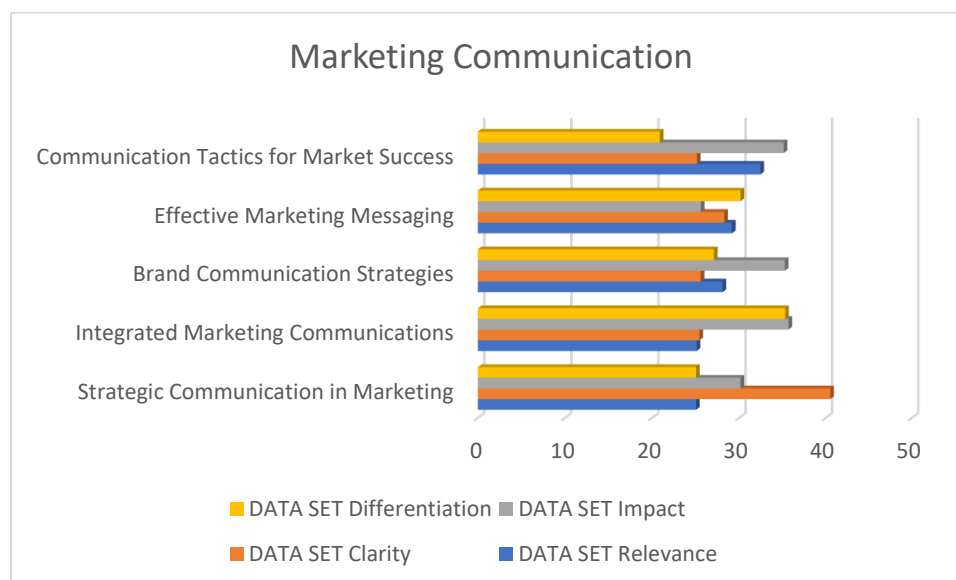


FIGURE 1. Computer Mouse

Figure 1 shows the table presents an evaluation of different marketing communication strategies using the TOPSIS method, assessing their relevance, clarity, impact, and differentiation. Strategic Communication in Marketing scores moderately across all criteria, indicating a balanced approach. Integrated Marketing Communications excels in impact and differentiation but lacks clarity compared to other strategies. Brand Communication Strategies showcase good relevance and impact but fall short in clarity and differentiation. Effective Marketing Messaging scores high in relevance and clarity but comparatively lower in impact. Communication Tactics for Market Success emerges as the frontrunner, particularly in relevance and impact, albeit with lower scores in clarity and differentiation. This analysis aids in understanding each strategy's strengths and areas for improvement within the marketing communication landscape.

TABLE 2. Square Root of Matrix

627.5025	1642.6809	909	627.5025
631.0144	647.1936	1274	1246.09
788.4864	654.3364	1243	734.41
850.8889	799.7584	655	909.0225
1052.3536	632.5225	1233	436.3921

Table 2 The given data appears to represent a matrix where each cell contains a numerical value. The term "Square Root of Matrix" suggests that the square root of each value in the matrix has been calculated. This might be a step in the TOPSIS (Technique for Order of Preference by Similarity to Ideal Solution) method, a decision-making technique that relies on comparing alternatives based on their proximity to an ideal solution. Each row could represent a different alternative or criterion, while each column may signify different attributes or factors being considered. The resulting values could then be used in subsequent calculations within the TOPSIS method to determine the best alternative or ranking.

**TABLE 3.** Normalized Data

Normalized Data			
Relevance	Clarity	Impact	Differentiation
0.398562	0.6448587	0.413591	0.39840191
0.399676	0.404767	0.489587	0.56142066
0.446771	0.4069944	0.483552	0.43100566
0.464114	0.4499532	0.351175	0.47951368
0.516142	0.4001529	0.481768	0.33224016

Table 3 presents normalized data computed using the TOPSIS (Technique for Order of Preference by Similarity to Ideal Solution) method. Each row corresponds to a specific criterion: Relevance, Clarity, Impact, and Differentiation. The values in the table range between 0 and 1, indicating the relative performance of each criterion compared to others. For instance, in terms of Relevance, the first criterion scores 0.398562, the second 0.399676, the third 0.446771, the fourth 0.464114, and the fifth 0.516142. Similarly, for Clarity, the values are 0.6448587, 0.404767, 0.4069944, 0.4499532, and 0.4001529 respectively. Impact scores are 0.413591, 0.489587, 0.483552, 0.351175, and 0.481768, while Differentiation values are 0.39840191, 0.56142066, 0.43100566, 0.47951368, and 0.33224016. These normalized scores allow for a comparative analysis of the criteria, aiding decision-making processes.

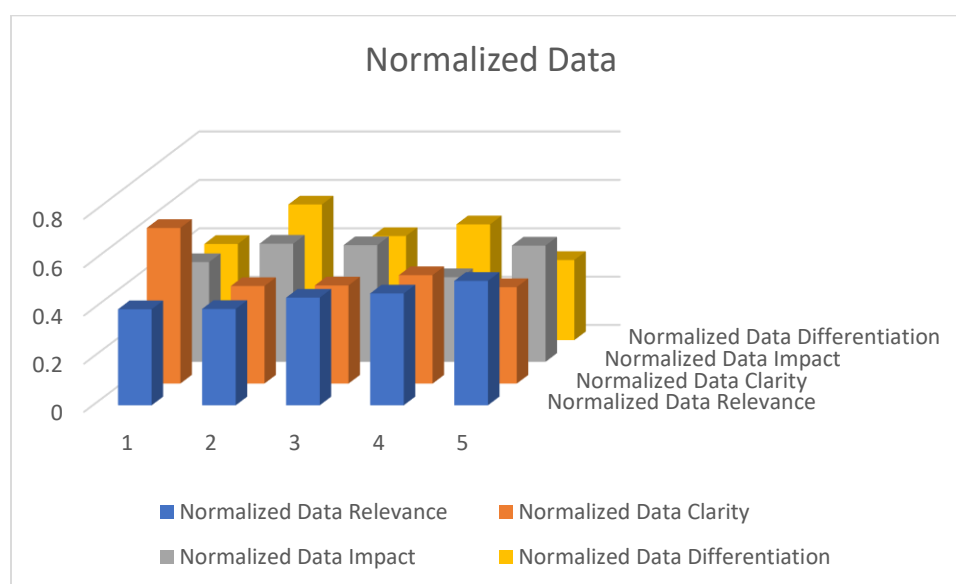
**FIGURE 3.** Normalized Data

Figure 3 showcases the normalized data utilizing the TOPSIS method, presenting four criteria: Relevance, Clarity, Impact, and Differentiation. Each criterion is assigned a normalized value ranging between 0 and 1, indicating its relative performance compared to others. These normalized scores facilitate a quantitative assessment, aiding decision-making processes based on the analyzed parameters.

**TABLE 4.** Weight

Weight			
0.3	0.3	0.3	0.3
0.3	0.3	0.3	0.3
0.3	0.3	0.3	0.3
0.3	0.3	0.3	0.3
0.3	0.3	0.3	0.3



Table 4 The provided text appears to be a representation of a table displaying weights, potentially used in the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) method. In TOPSIS, weights are assigned to criteria to reflect their relative importance in decision-making processes. Each criterion receives a weight value, typically ranging from 0 to 1, where higher values indicate greater importance. In this specific table, each row and column seem to represent a different criterion, and each cell contains the weight assigned to the intersection of the corresponding row and column. The uniformity of the weights (all 0.25) suggests that each criterion is considered equally important in the decision-making process. However, without additional context or labels for the rows and columns, it's challenging to provide a precise interpretation of how these weights are applied in a particular decision-making scenario.

**TABLE 5.** Weighted normalized decision matrix

Weighted normalized decision matrix			
0.1	0.161	0.103	0.1
0.1	0.101	0.122	0.14
0.112	0.102	0.121	0.108
0.116	0.112	0.088	0.12
0.129	0.1	0.12	0.083

Table 5 presents a weighted normalized decision matrix utilizing the Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) method. Each row represents a decision alternative, while columns signify criteria. The values depict the normalized scores after applying weights to criteria, aiding in decision-making processes by quantifying alternatives' performance against defined criteria.

**TABLE 6.** Positive Matrix

Positive Matrix			
0.129	0.161	0.088	0.083
0.129	0.161	0.088	0.083
0.129	0.161	0.088	0.083
0.129	0.161	0.088	0.083
0.129	0.161	0.088	0.083

Table 6 The table presents a positive matrix computed using the TOPSIS (Technique for Order of Preference by Similarity to Ideal Solution) method. Each row represents an alternative, while each column corresponds to a criterion under consideration. The values in the matrix indicate the relative performance of each alternative with respect to the criteria. In this case, there are five alternatives evaluated across four criteria. The values range between 0.088 and 0.161. The TOPSIS method helps in decision-making by identifying the alternative that best balances multiple criteria, aiming to select the one that is closest to the ideal solution and farthest from the negative aspects.

**TABLE 7.** Negative matrix

Negative matrix			
0.1	0.1	0.122	0.14
0.1	0.1	0.122	0.14
0.1	0.1	0.122	0.14
0.1	0.1	0.122	0.14
0.1	0.1	0.122	0.14

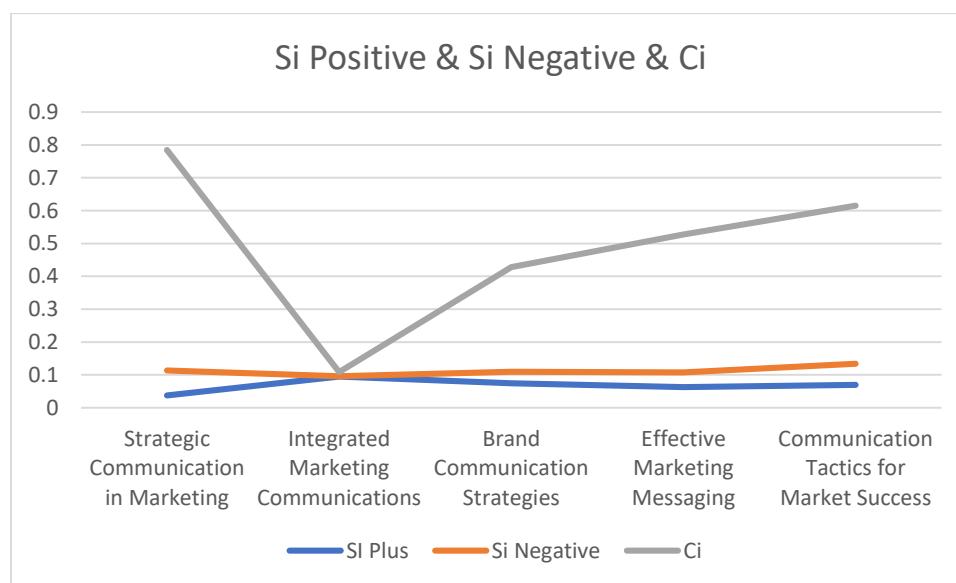
Table 7 The table represents a negative matrix computed using the TOPSIS (Technique for Order Preference by Similarity to Ideal Solution) method. Each row corresponds to an alternative option being evaluated, while each column represents a criterion under consideration. In this specific case, there seem to be four criteria. The values within the matrix denote the performance scores of the alternatives on each criterion. The lower values in this context might indicate poorer performance or less desirability, depending on the nature of the criteria being assessed. However,

without additional context or information about the specific criteria and alternatives being evaluated, it's challenging to provide a more detailed interpretation.

**TABLE 8.** Si Positive & Si Negative & Ci & Rank

	SI Plus	Si Negative	Ci	Rank
Strategic Communication in Marketing	0.037	0.075924	0.67	1
Integrated Marketing Communications	0.095	0.001187	0.01	5
Brand Communication Strategies	0.074	0.034835	0.32	4
Effective Marketing Messaging	0.062	0.045169	0.42	3
Communication Tactics for Market Success	0.069	0.064425	0.48	2

The table presents data on various marketing communication strategies, evaluated using the TOPSIS method to rank them based on their Si Positive, Si Negative, and Ci values. Si Positive represents the positive impact, Si Negative the negative impact, and Ci the composite index. "Strategic Communication in Marketing" ranks first with a Si Positive value of 0.037 and a Si Negative value of 0.075924, resulting in a Ci of 0.67. This strategy appears to have a relatively balanced positive impact compared to its negative impact. "Integrated Marketing Communications" ranks fifth with a Si Positive of 0.095 and a significantly lower Si Negative of 0.001187, but a Ci of only 0.01, indicating a weaker overall performance. "Brand Communication Strategies," "Effective Marketing Messaging," and "Communication Tactics for Market Success" rank fourth, third, and second, respectively, based on their Ci values. These rankings suggest varying degrees of effectiveness in terms of positive and negative impacts on marketing outcomes.



**FIGURE 3.** Si Positive & Si Negative & Ci

**Figure 3** The table presents the results of employing the TOPSIS method to evaluate various marketing communication strategies based on their Si Positive, Si Negative, and Ci scores, ultimately ranking them accordingly. Si Positive represents the degree to which a strategy exhibits positive characteristics, while Si Negative indicates the presence of negative attributes. Ci denotes the relative importance of each strategy. "Strategic Communication in Marketing" emerges as the top-ranked strategy with the highest Ci score of 0.67, indicating its significant importance and positive attributes outweighing any negative aspects. Conversely, "Integrated Marketing Communications" secures the lowest rank due to its relatively low Ci score of 0.01, suggesting minimal importance despite favorable Si Positive attributes. "Brand Communication Strategies," "Effective Marketing Messaging," and "Communication Tactics for Market Success" fill the intermediate ranks based on their respective scores, reflecting their varying degrees of effectiveness and importance in the marketing landscape.



**FIGURE 4.** Rank

Figure 4 Rank The provided table outlines rankings based on the TOPSIS method; a decision-making technique used in multiple-criteria decision analysis. In this context, it assesses various marketing communication strategies. At the forefront is "Strategic Communication in Marketing," securing the top spot, indicating its perceived efficacy in the realm of marketing. Following closely is "Communication Tactics for Market Success," positioned second, showcasing its significance in achieving market objectives. "Effective Marketing Messaging" claims the third rank, underscoring the importance of compelling messaging in marketing endeavors. Meanwhile, "Brand Communication Strategies" secures the fourth position, highlighting its role in fostering brand identity and connection. Finally, "Integrated Marketing Communications" trails in fifth place, suggesting potential areas for improvement or less favorable performance within this approach

#### 4. CONCLUSION

marketing communication stands as the lifeblood of any successful business endeavor. It's the intricate dance between strategy, creativity, and connectivity that ultimately determines a brand's resonance with its audience. Throughout this discourse, we've delved into the multifaceted layers of marketing communication, exploring its diverse components and the pivotal role they play in shaping consumer perceptions, fostering brand loyalty, and driving business growth. At its core, effective marketing communication is about storytelling. It's about crafting narratives that captivate hearts and minds, weaving a compelling tapestry that resonates with the target audience on both emotional and rational levels. From interactive websites and immersive mobile apps to personalized email campaigns and data-driven analytics, the possibilities are endless. Yet, amidst the ever-expanding array of digital tools and platforms, the fundamental principles of effective communication remain unchanged – authenticity, relevance, and consistency. In today's hyper-connected world, authenticity reigns supreme. Consumers are increasingly savvy and discerning, craving genuine experiences and meaningful interactions with the brands they support. Thus, transparency and authenticity must underpin every facet of a brand's communication strategy, from its messaging and tone to its actions and values. By cultivating a sense of trust and authenticity, brands can establish lasting relationships with their audience, fostering loyalty and advocacy in the process. TOPSIS method in marketing communication offers a systematic approach to evaluating and selecting the most effective strategies. Through the comprehensive analysis of various criteria such as reach, engagement, cost-effectiveness, and alignment with organizational objectives, TOPSIS enables marketers to make informed decisions that maximize the impact of their communication efforts. One of the key benefits of TOPSIS in marketing communication is its ability to prioritize strategies based on multiple dimensions simultaneously. By considering not only the effectiveness of each strategy but also its feasibility and suitability in the given context, TOPSIS helps marketers identify the most viable options for achieving their goals. This holistic approach ensures that resources are allocated efficiently and that communication efforts are aligned with overarching business objectives.

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