



Integration of ARAS Method in Digital Marketing Decision-Making: A Multi-Criteria Approach to Marketing Effectiveness

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Abstract: *The digital revolution has significantly changed the marketing landscape, establishing digital marketing as a key tool for modern businesses. This study examines the evolution Digital marketing approaches and role of the Admittance Rate Assessment (ARAS) methodology in decision-making across various industries. It examines how digital platforms have reshaped traditional marketing, offering benefits such as cost efficiency, broad reach, and real-time campaign tracking. The research emphasizes the integration of digital marketing into business strategies, which helps companies leverage data-driven insights for better consumer engagement. Social media platforms, particularly Instagram, have become essential for direct audience interaction and content distribution. In addition, the study highlights changing consumer preferences, driven by a reliance on online shopping and digital experiences. Furthermore, the research explores various applications of the ARAS methodology, including website evaluation, employee selection, and strategic decision-making, demonstrating its effectiveness across different domains. The digital revolution has profoundly changed the marketing industry landscape, establishing digital marketing as a key tool for modern businesses. This study examines the evolution Digital Marketing Approaches and Importance Admittance Rate Assessment (ARAS) methodology in decision-making across various industries. It examines how digital platforms have reshaped traditional marketing, offering benefits such as cost efficiency, broad reach, and real-time campaign tracking. The research emphasizes the integration of digital marketing into business strategies, which helps companies leverage data-driven insights for better consumer engagement. Social media platforms, particularly Instagram, have become essential for direct audience interaction and content distribution. In addition, the study highlights changing consumer preferences, driven by a reliance on online shopping and digital experiences. Furthermore, the research explores various applications of the ARAS methodology, including website evaluation, employee selection, and strategic decision-making, demonstrating its effectiveness across different domains.*

Keywords: *Digital marketing, Admittance Rate Assessment (ARAS) method, Social media strategy, Multi-criteria decision analysis, Consumer trends, Online communication.*

1. INTRODUCTION

Reenacts and Kumar found that an increase in a company's mailing efforts is associated with higher profits over time. A key advantage of social media marketing is its ability to reduce costs while expanding reach. In general, the costs associated with a social media platform are lower than those associated with Direct sales and other marketing channels that rely on intermediaries such as brokers or distributors. Furthermore, Social media marketing helps businesses reach customers who may otherwise be inaccessible due to geographic and time constraints inherent in traditional distribution channels. [1] In today's digital age, the world is online, and digital marketing channels along with social media have emerged as some of the most vital, engaging, and indispensable tools in modern marketing. Any successful marketing campaign will integrate these platforms into its overall strategy. As the name implies, digital marketing involves using digital platforms as an approach or strategy for branding and promoting products or services online. [2] Consider key performance indicators (KPIs) that are tied to your tactics, strategies, and objectives. Sometimes, a KPI can serve as a goal in itself – for example, tracking metrics like weekly total organic search traffic, homepage bounce rate, or email open rate. These indicators can

provide early warnings if broader goals like 'online sales revenue' or 'new leads' aren't being met. A simple Excel spreadsheet can do the job, helping you keep up-to-date with the latest results right at your fingertips. [3] This series explores Paraphrasing systems and frameworks that integrate knowledge and intelligence across various domains scale. It includes systems embedded with intelligence, designed to address global challenges in industries, environmental sustainability, and societies. In addition, it highlights innovative strategies that facilitate knowledge transfer methods and effective implementation. The convergence of intelligent system tools with diverse applications underscores the need for interdisciplinary collaboration, connecting science, technology, business, and the humanities, to drive meaningful advances. [4] There has been a major shift from conventional marketing strategies to digital marketing. Businesses are increasingly leveraging technological advancements such as responsive marketing communications that enable direct feedback loops between customers and companies. Additionally, a multi-channel approach integrates both digital and traditional channels, ensuring a unified strategy across Distribution, sales, and customer support. This strategy enables businesses to engage multiple target audiences simultaneously, improving market reach and overall performance. [5] Every digital campaign can be tracked for reach, engagement, and conversion, redefining marketing research by providing unprecedented insights into customer needs. Integrating digital marketing into a business's overall strategy improves the achievement of marketing and business objectives. By using data-driven insights, brands Deep insight into consumer behavior can be generated and tailor their approaches to meet customer demands more effectively. [6] Marketing has evolved significantly due to global competition and advances in technology, which have reshaped customer behavior and replaced traditional advertising approaches. Digital technology now offers consumers greater convenience, comprehensive information, and a wider range of Tourism offers. With the rapid technological advances and growing preferences of the new generation, businesses - especially in the tourism industry - must adopt modern communication strategies. The way people choose travel destinations has fundamentally changed, making it necessary for the industry to adapt to digital trends in order to effectively engage and influence consumers. [7] Interactive media is transforming the relationship between content and commerce, blurring traditional boundaries and fostering unprecedented connections between children and marketers. Unlike television, where commercial exposure is limited to short bursts during program breaks, digital marketing is seamlessly embedded into young people's daily lives. It is integrated not only into the media they consume, but also into their social interactions and personal experiences, creating a constant presence in their engagement with digital platforms. [8] A literature review on digital marketing and its related fields such as internet marketing, electronic marketing, online marketing and web-based marketing identifies key factors that influence the success of digital marketing strategies. It is important to understand that digital marketing is a broad concept that encompasses both web-based and offline channels. As a result, aspects such as internet marketing, e-commerce, social media marketing, electronic marketing, web-based marketing and mobile marketing collectively contribute to the overall effectiveness of digital marketing efforts. [9] The evolving marketing landscape is forcing companies to embrace digitization and adopt innovative tools and strategies to connect, engage, and serve the modern consumer. In today's digital era, customers no longer visit physical markets to make purchases; instead, they shop from the comfort of their homes using devices such as laptops, tablets, and smartphones. Online shopping has become the preferred choice for many as it offers a wide range of product options and allows for easy comparisons based on price, quality, and quantity. This shift Emphasizes the increasing importance of digital platforms in influencing consumer behavior and purchasing decisions. [10] Although this study provides valuable insights for tourism business practitioners and academics, it also has some limitations. Time and budget constraints led to the use of A Limited A cross-sectional study design, purposive sampling method, and specific sample size were used. Increasing the sample size and adopting a longitudinal data collection approach would have improved the reliability and generalizability of the findings. As a result, the results of this study cannot be generalized widely applied broadly. In addition, since this study is based on the context of Bangladesh, it does not provide comparative insights across different countries. [11] In recent years, China has fully embraced the era of big data driven by advances in science and technology and the widespread adoption of digital applications. As a result, marketing models across various industries have undergone significant changes. The retail sector, one of the fastest expanding conventional industries in China, has been particularly affected by this change. The rise of digital marketing has posed unprecedented challenges to traditional retail businesses, leading to the gradual erosion of their competitive advantage. Conventional marketing strategies are becoming less effective, forcing retailers to adapt to the evolving digital landscape. [12] As Instagram It has gained prominence as a leading social media platform channels, it has been chosen as a digital marketing platform. It allows users to share photos and videos and offers free access, making it an attractive option for businesses. Many entrepreneurs use Instagram to promote their products by creating high-quality business accounts. Content creation plays a key role in marketing,

as informative and engaging posts can provide significant benefits. The various visual presentation options on the site enhance its appeal, making it a useful tool for digital marketing, as shown in the image. [13] The principles, values, and fundamental concepts that shape the marketing profession largely influence how societies evolve and adapt to changing circumstances. While many of these changes are difficult to predict, they are expected to significantly influence key marketing practices, theories, and strategies. Marketing is rooted in strategic methods, focused on understanding and responding more effectively to the needs and wants of target audiences than competitors. By continually refining these approaches, Businesses can remain competitive in an ever-evolving marketplace, ensuring that their strategies remain relevant and impactful. [14] In Sri Lanka, advances in information technology have significantly shaped consumer behavior, particularly in how people adopt new products, and in the heavy reliance on technology for information and communication. As a result, businesses have recognized the need to improve their marketing strategies to expand their customer base, with digital marketing emerging as a key approach. Research conducted by Get Response highlights email marketing as the most highly rated digital marketing tool, emphasizing its effectiveness in reaching and engaging consumers.

2. MATERIALS AND METHOD

Commitment: A commitment refers to a promise, commitment, or obligation to fulfill responsibilities or uphold certain values. It can involve devotion to a person, relationship, purpose, job, course of action, belief, or hobby.

Emotional value: Exceptional customer care is a guaranteed way to create emotional value. When customers feel appreciated, respected, and recognized, they form a strong and meaningful bond with your brand. Encourage employees to go above and beyond, resolve concerns quickly, and ensure that every interaction is positive and memorable.

Loyalty intentions: Simply put, loyalty is being committed to your partner even through tough times. It involves keeping their trust, standing by them through life's ups and downs, and never betraying their trust. Philosophers say that loyalty is more than just a feeling - it's proven through actions.

Prominence: If you need an adjective that means "standing out from others; well-known," the word celebrity is a good choice. A prominent person can be a leading star, a prominent figure, or someone of high status - far from ordinary. The noun celebrity refers to anything that stands out, such as a bone or a mountain ridge.

Self-connection: It involves acknowledging your thoughts, emotions, and desires without criticism, while extending the same kindness and compassion to yourself that you would show to a close friend. In essence, it serves as the foundation for living a purposeful and authentic life.

Cronbach's Alpha: Cronbach's alpha is a measure of internal consistency, which reflects the correlation between items within a scale. It is commonly used to determine the reliability of a scale. However, a high alpha value does not always indicate that the scale is unidimensional.

Rhea: In Greek mythology, Rhea is honored as the mother of the gods and is associated with motherhood, fertility, childbirth, and the joys of life. She is the daughter of Gaia, the personification of the earth, and Uranus, the god representing the sky.

Composite reliability: Collaborative reliability is derived from factor loadings obtained through confirmatory factor analysis (CFA). For a one-dimensional scale, a one-factor CFA is performed, and the resulting factor loadings are used to calculate an internal consistency estimate.

Average variance extracted (AVE): Factor analysis, which includes measures Metrics such as Reliability, average variance extracted (AVE), and composite reliability (CR) are essential to assess the validity and consistency of a measurement model streamlining complex datasets by condensing a large set of interrelated variables into a smaller, more manageable set of factors. This reduction improves their applicability in advanced analyses, including multiple regression and multivariate analysis of variance.

ARAS method: However, renovation projects involve significant risks, complex processes, and a high degree of uncertainty and heuristics. Obtaining accurate and precise information is often challenging. In addition, renovation projects are inherently unique and influenced by their surrounding environment, which makes them different from newly developed construction plans. As The Roman philosopher Seneca once said, "Nothing is certain except the past." Therefore, it is essential to analyze the factors that contribute to success or failure potential alternatives. [16] As is clear from the above discussion, different authors have suggested different criteria for evaluating e-commerce websites. Furthermore, these criteria often have unique meanings and have different impacts on the overall quality of a website. Consequently, this paper considers the evaluation and measurement of the quality of

an author's website as some multi-criteria decision-making (MCDM) problem, its purpose is to develop a user-friendly yet effective MCDM model that will help decision-makers compare an author website with websites of other organizations. [17] However, in the multi-criteria decision analysis (MCDA) literature, only a few methods have included the decomposition of decision problems using a hierarchical structure for ranking purposes. To address this gap, we propose to adapt the ARAS method to a hierarchical structure using the concept of multi-criteria hierarchical process (MCHP). This research paper is structured into six sections. The first section provides an overview of hierarchical MCDA methods. The second section outlines the steps in the ARAS method, and the third section introduces the ARAS-H approach. The fourth section contains a case study that demonstrates the practical application of the model. Finally, the sixth section provides a summary of the study and discusses future research directions. [18] The built structure of old towns has evolved through a long and complex process that has been developing over many centuries. This transformation reflects the main directions of planned development in Lithuanian settlements and cities. The evolution of old town planning is deeply connected with the progress of Lithuanian architecture, urbanism and culture as a whole. Exploring this evolutionary process helps to discover the archaeological, historical, architectural, artistic and urban significance of old towns, while defining their significance and the extent of their protection and management. [19]. This paper introduces a methodology designed for companies to select their freight forwarding concept. To address this decision-making challenge, an improved version of the Additional Rate Assessment (ARAS) method has been developed. To demonstrate its applicability, a case study involving A tire manufacturing company is being established in the Czech Republic. However, the propose situation lacks clarity. The ARAS method is highly adaptable and applied in various industries and businesses. [20] Several real-world studies have employed the ARAS as mentioned in the literature, this method has been used in many studies (Table). Euxenite et al. implemented the ARAS method. building and human environment renovation projects. Baležentis et al. integrated ARAS with fuzzy logic to assess the efficiency of various economic sectors in Lithuania. Similarly, Pelican and Gorsy utilized a combination of fuzzy logic and the ARAS method to evaluate life satisfaction levels. [21] This study examines seven factor companies listed on the Istanbul Stock Exchange (BIST) were analyzed and ranked based on their financial data over a certain period. The evaluation criteria were determined through a comprehensive literature review. This evaluation was conducted using the Aggregate Ratio Assessment (ARAS) and Complex Ratio Assessment (COPRAS) methods, which are among The most widely used approaches are multi-criteria decision making (MCDM) methods. [22] Software testing is performed at various stages, including development, initial implementation, and subsequent usage and maintenance phases. Selecting an appropriate testing methodology is crucial, especially in determining the quality and performance of the final product. This paper provides an illustrative example that demonstrates that decision-making based on multiple criteria can effectively assist in selecting appropriate software testing methodologies. The approach based on the ARAS method is not only straightforward to implement, but also highly efficient and practical, emphasizing its overall usability and effectiveness. [23]. This study presents a brief literature review and identifies core competencies from existing competency frameworks. Given the diversity of competencies, employee selection is inherently a multi-criterion decision-making (MCDM) problem that requires a structured approach. To address this, the proposed model combines The SWARA and ARAS-G methods help identify the most suitable candidate for an IT department from a set of five options. [24] To determine the CP of the project, a multi-criterion decision-making (To address the MCDM problem and effectively handle the uncertainties of real-world situations, it is investigated within a group decision making (GDM) framework. The weight of each decision maker (DM) is calculated using an improved reference point method, after which all decision matrices are aggregated based on the individual DM ratings perspectives. Following this, the final decision matrix is obtained, and the ranking process is conducted using the RPR and ARAS methods. The relevant codes and input parameters are outlined as follows: [25] It should be noted that modern organizations often fill vacancies through internal recruitment, which involves selecting candidates from within the organization, that is, from existing employees. This study aims to develop an effective multi-criterion decision-making (MCDM) model for employee selection, especially for the position of Sales Manager in the hospitality industry, the proposed MCDM model will help in identifying the most qualified candidate. The SWARA method will be used to determine the weightage of the evaluation criteria, while the ARAS method will be used to rank the available candidates. [26] The central research hypothesis examined in This research paper works on the assumption that in order to improve performance, it is necessary to continuously analyze and monitor influencing factors and implement appropriate measures of insurance companies in the future. In this context, the ARAS method plays an important role. The research methodology supporting this hypothesis uses both the AHP and ARAS methods. In addition, statistical analysis was used to conduct a detailed quantitative examination of the problem addressed in this study. [27] The ARAS technique can be applied to

typical MCDM problems that involve ranking a limited set of alternatives based on clearly defined selection criteria. In the ARAS method, each option is assigned a utility value, which allows the relative efficiency of potential alternatives to be directly assessed. The Aggregate Ratio Assessment (ARAS) This time, performance of transportation organizations by measuring key performance indicators. The evaluation process is conducted based on these performance indicators to provide a comprehensive assessment. [28] Considering the reasons mentioned as mentioned above, the remainder of this manuscript is organized as follows: The following section explores the basic concepts of fuzzy set theory, including fuzzy numbers and interval-valued fuzzy numbers. This is followed by an in-depth study of computational process of the standard ARAS method, with an extended version that includes interval-valued fuzzy numbers. To illustrate the proposed method, a faculty website evaluation example is introduced in the following section. Finally, the manuscript concludes with a summary of the findings in last section. [29]. Insights from the literature indicate that various MADM methods have been introduced, each with unique features, thus forcing the selection of the most appropriate approach. Among these, the ARAS method has gained increasing recognition due to its advantages, including ease of implementation, clarity, ability To estimate the utility level of each alternative associated with the Pareto-optimal solution, and resistance to rank change (Liu and Xu). However, as with many similar methods, a major challenge in ARAS is its reliance on expert judgment for weight calculation. [30]

3. RESULTS AND DISCUSSION

TABLE. 1 Digital marketing

	Cronbach's Alpha	Rhea	Composite reliability	Average variance extracted
Commitment	12.65	876.12	87.12	12.36
Emotional value	43.87	123.65	45.67	34.76
Loyalty intentions	65.92	456.97	22.96	12.87
Prominence	12.46	231.67	23.53	12.98
Self-connection	54.97	896.35	97.32	48.52

Table 1 outlines the reliability and validity measures for the digital marketing constructs using the ARAS method. Cronbach's alpha values reflect a high level of internal consistency within a given set of items, with self-connection (54.97) and loyalty motives (65.92) showing high reliability. The composite reliability scores reinforce this strength, especially for self-connection (97.32) and commitment (87.12). The Rhea coefficient for self-connection reaching 896.35 indicates strong factor correlations. The is introduced in the following section. Finally, the manuscript concludes with a summary of the findings in total variance each construct, with self-connection (48.52) and emotional value (34.76) showing high explanatory power. These findings confirm the reliability and validity of the constructs in digital marketing research.

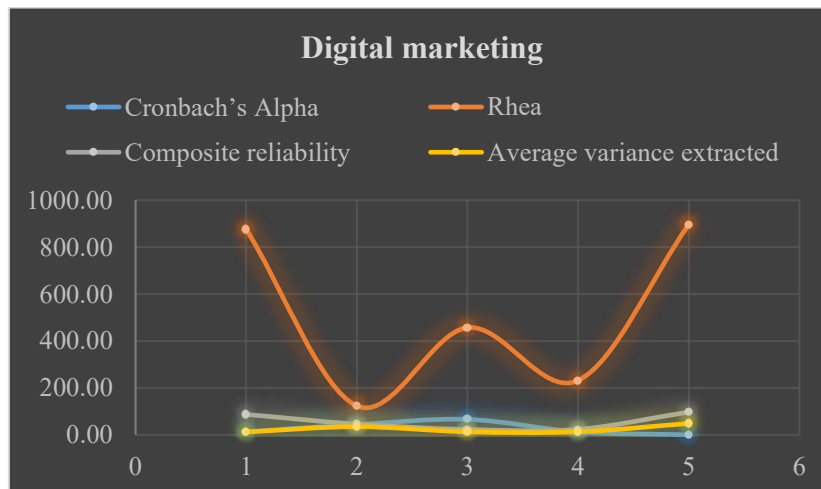


FIGURE: 1 Digital marketing

Figure 1 depicts The strength and reliability of digital marketing frameworks are assessed through the use of reliability and validity measures ARAS method. Self-Connection stands out with the highest Rhea (896.35) and composite reliability (97.32), reflecting strong internal consistency. Commitment and Emotional Value also show significant reliability. The Average Variance Extracted (AVE) highlights the differences in construct performance in capturing digital marketing engagement.

TABLE. 2 Wij

Wij	0.25	0.25	0.25	0.25
	Cronbach's Alpha	Rhea	Composite reliability	Average variance extracted
Commitment	31.08	142.97	0.01148	0.08091
Emotional value	31.08	139.53	0.02190	0.02877
Loyalty intentions	29.12	142.97	0.04355	0.07770
Prominence	24.08	122.58	0.04250	0.07704
Self-connection	23.17	128.28	0.01028	0.02061

Table 2 shows the Wij values and reliability measures for the digital marketing constructs using the ARAS method. Uniform Wij values (0.25) indicate an equal weight distribution across the constructs. Cronbach's Alpha indicates moderate reliability, with commitment (31.08) and loyalty intentions (29.12) scoring high. The Rhea values for commitment (142.97) and loyalty intentions (142.97) in particular indicate strong factor correlations. The composite reliability is low, with loyalty intentions (0.04355) being the highest. The average variance extracted (AVE) values indicate limited explanatory power, with commitment (0.08091) performing slightly better. These results emphasize the differences in construct performance.

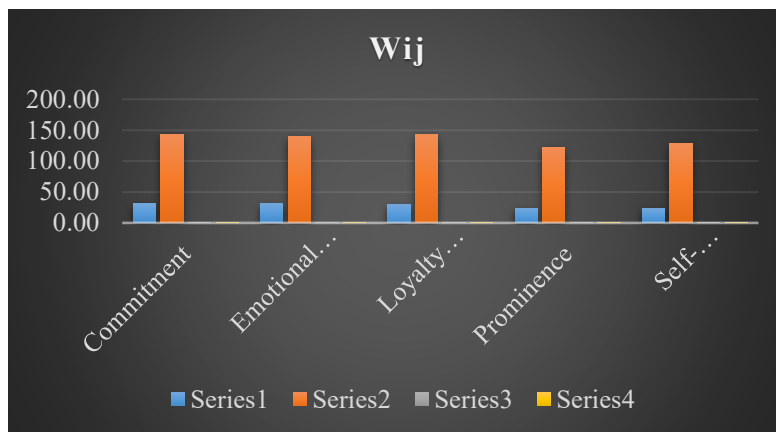


FIGURE: 2 Wij

Figure 2, estimated using the ARAS method, presents Wij values (0.25 for all criteria) along with key reliability measures such as Cronbach's alpha, Ria, composite reliability, and extracted mean variance data reveal varying structural levels, with commitment (31.08, 142.97), emotional value (31.08, 139.53), loyalty motives (29.12, 142.97), importance (24.08, 122.58), and self-affiliation (23.17, 128.28). The extracted variance values indicate varying factor contributions, with loyalty motives and importance showing relatively high values. These findings highlight the variations in reliability and validity estimates across constructs, affecting their operability and applicability in research contexts.

TABLE. 3 Normalized data

	Normalized Data			
Commitment	0.2244	0.2114	0.0885	0.2839
Emotional value	0.2244	0.2063	0.1688	0.1009
Loyalty intentions	0.2102	0.2114	0.3358	0.2726
Prominence	0.1738	0.1812	0.3277	0.2703
Self-connection	0.1673	0.1897	0.0792	0.0723

Table 3 shows the normalized data using the ARAS method, highlighting the relative importance of each construct across the various parameters. Commitment has a significant value in the fourth parameter (0.2839), indicating its strong contribution, while emotional value shows moderate variations, peaking at 0.2244. Loyalty motives reach the highest normalized value in the third parameter (0.3358), emphasizing its influence. Similarly, importance demonstrates a significant impact on the third and fourth parameters (0.3277, 0.2703). In contrast, self-affinity reflects low values, indicating a weak contribution. These normalized values support comparative analysis and inform data-driven decision-making processes.

TABLE. 4 Weighted Normalized Data

	Weighted Normalized Data			
Commitment	0.0561	0.0528	0.0221	0.0710
Emotional value	0.0561	0.0516	0.0422	0.0252
Loyalty intentions	0.0526	0.0528	0.0839	0.0682
Prominence	0.0435	0.0453	0.0819	0.0676
Self-connection	0.0418	0.0474	0.0198	0.0181

Table 4 presents the weighted normalized data using the ARAS method, which emphasizes the relative importance of each construct across the different parameters. Commitment and emotional value hold the highest initial values (0.0561), reflecting their strong influence. Loyalty motives stand out with the highest third-parameter weight (0.0839), which reinforces its importance. The importance also demonstrates significant contributions (0.0819, 0.0676), which indicates its relevance. In contrast, self-congruence registers the lowest values across all parameters, especially in the fourth category (0.0181), suggesting minimal impact. These weighted normalized values provide a comparative perspective on the importance of the constructs in the evaluation process.

TABLE. 5 Optimality function S_i

	optimality function S_i
Commitment	0.2020
Emotional value	0.1751
Loyalty intentions	0.2575
Prominence	0.2383
Self-connection	0.1271

Table 5 shows the optimality function (S_i) values obtained from the ARAS method, which indicate the relative performance of each construct. Loyalty motives hold the highest score (0.2575), indicating a strong influence on the assessment. Importance follows closely (0.2383), indicating significant importance. Commitment maintains a moderate position (0.2020), strengthening its relevance within the model. Emotional value (0.1751) contributes slightly less, while self-affiliation registers the lowest score (0.1271), reflecting minimal impact. These findings highlight the varying optimal positions of each factor, aiding in prioritization and informed decision-making within the ARAS analytical framework.

TABLE. 6 Utility degree K_i

	utility degree K_i
Commitment	0.784560285
Emotional value	0.680009825
Loyalty intentions	1
Prominence	0.925267425
Self-connection	0.493647851

Table 6 shows the utility scale (K_i) values obtained through the ARAS method, which highlight the relative effectiveness of each construct. Loyalty motives rank highest with a utility scale of 1, indicating it as the most influential factor. Importance follows closely at 0.9253, emphasizing its strong impact. Commitment (0.7846) and emotional value (0.6800) show moderate utility, reflecting their relative importance. In contrast, self-connectedness records the lowest utility scale (0.4936), indicating a weak contribution. These results provide meaningful insights into the relative importance of hierarchical structures each construct, supporting decision-making and prioritization within the ARAS assessment framework.

TABLE. 7 Rank

	Rank
Commitment	3
Emotional value	1
Loyalty intentions	2
Prominence	4
Self-connection	5

Table 7 outlines the ranking of constructs using the ARAS method, demonstrating their relative importance in the assessment. Emotional value (1) ranks first, emphasizing its dominant role in the assessment. Loyalty motives rank second, reinforcing their strong impact. Commitment ranks third, indicating moderate importance. Importance ranks fourth, showing relatively less influence than the higher ranked constructs. Self-affiliation ranks last (5), reflecting its minimal contribution. These rankings provide essential insights into the relative importance of each construct, aiding in strategic prioritization and informed decision-making within the assessment framework

**FIGURE: 3** Rank

Figure 3 presents the structural rankings determined by the ARAS method. Emotional value ranks highest (1), indicating its strong influence, followed by loyalty motives (2) and commitment (3), highlighting their relative importance. Importance (4) and self-affinity (5) have lower positions, indicating a relatively reduced impact on the evaluation process.

4. CONCLUSION

The marketing landscape has undergone a profound transformation with The expansion of digital technologies and platforms has made digital marketing essential for modern businesses, offering unique advantages over traditional approaches, for example reduced costs, wider reach, and the ability to overcome geographical barriers. A key aspect of this transformation is the ability to track campaigns in real time, helping to accurately measure reach, engagement, and conversions. The literature highlights a clear shift from traditional marketing to digital strategies, as businesses adopt responsive, multi-channel approaches to adapt to evolving consumer behaviors. Integrating digital marketing into business strategies is now paramount to understanding consumer needs and achieving marketing goals. The ARAS (Adoption Rate Assessment) method has gained recognition as a valuable decision-making tool in various domains, including website evaluation, employee selection, insurance, transportation, and software testing. The growing popularity of the ARAS method stems from its ease of implementation, clarity, and ability to assess the utility of alternatives relative to optimal solutions. The literature highlights its adaptability, demonstrating successful applications in both traditional and fuzzy logic environments. As businesses move into the digital era, the need to embrace digitalization and adopt innovative customer interaction tools has become imperative. This shift is especially important in industries such as tourism and retail,

where digital marketing is reshaping traditional strategies. Social media platforms, especially Instagram, have emerged as integral components of modern marketing, allowing businesses to build, share, and engage audiences more effectively. Looking to the future, the advancement of digital marketing and decision-making tools such as ARAS points the way to an increasingly data-driven future where marketing decisions will become more accurate and sophisticated. The success of digital marketing efforts largely depends on competence companies to integrate technological tools with strategic insights and customer-centric approaches. As technology continues to evolve, blending digital and traditional marketing methods will be essential in designing comprehensive strategies that address diverse consumer needs while enabling data-driven business decisions.

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