Abstract

Promotion or advertising is an important form of marketing and an imperative phenomenon from time immortal to gain success over the competitors. It is gradually changing to sustainable or green marketing which encompasses various possible aspects ranging from ecological to economic to sustainability. The case in the present paper consists of introducing a new FMCG product in the potential market. The multiple objectives include maximizing the uncertain advertising media reach for different media options subject to the constraints associated with the different processes of advertising and advertising budget constraints. Sustainable media options chosen are recyclable paper print media and website media. The problem is formulated as the multiple conflicting objectives optimization problem which can be solved using Non pre-emptive goal programming approach.

References


Index Terms

Computer Science
Information Sciences

Keywords

Media allocation, green media selection, multi-criteria decision making, goal programming approach