

Selection of Internet Advertising Networks Using an Analytic Hierarchy Process and Grey Relational Analysis

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Abstract

This study develops a new model for selecting Internet advertising networks. The proposed model comprises two parts, with the first part adopting the "Analytic Hierarchy Process (AHP)" to determine the relative weights of evaluative criteria, while the second part applies "Grey Relational Analysis (GRA)" to rank the alternatives and select the best Internet advertising network for advertisers. Moreover, a famous Taiwanese food company is used as an example of how an Internet advertising network can be selected using this model. The proposed model helps advertisers to effectively select Internet advertising networks, making it highly applicable for academia and commerce.

Keywords: Internet Advertising Network, Internet Advertising, Analytic Hierarchy Process, Grey Relational Analysis.