A Fuzzy-Multi-Criteria Decision Making for Television Channel Selection

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Abstract—*An important decision to make while advertising any product is the choice of media. Further, in today's competitive environment, a number of media options are available within any media. In this research paper, we present a case of a firm which advertises its product through television. The firm needs to evaluate different potential channels and make the decision of optimum combination of channels as per their product. This decision is dependent on multiple criteria. For such decision making where selection has to be done keeping multiple criteria in mind, it is appropriate to use a Multi-criteria decision making technique. In our paper we have used Fuzzy-Technique for Order Preference by Similarity to Ideal Solution (F-TOPSIS) to tackle the real life decision making problem for a firm advertising for its men's product. The choice of channels for advertising is based on overall performance of the channels. This case is well depicted in our research which could further be used for future decision making for any firm.*

Keywords*: Television, Fuzzy-TOPSIS, Selection.*