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Assessing the Suitability of Digital Advertising Formats for Products from Diverse Business Sectors: Insights from Experts

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ABSTRACT

Different companies need to spread the word about products; advertising agencies need to make rational decisions, simplify decision-making, find the best alternative, and increase the reach of potential users. While demographic, geographic, etc. factors are recognized when selecting advertising tools, there's a scarcity of studies tailored to the suitability of digital advertising formats for products in a specific category. The existing studies provide insights into ways to improve the effectiveness of individual digital advertising formats but are of limited use for strategic decision-making. This study assumes that some digital advertising formats are more suitable for products from different business sectors than others. The primary objective is to assess the suitability of digital advertising formats for different products categories. To achieve this objective, digital advertising formats and business sectors were categorized after delving into content and relevance. Surveying advertising experts in Spain, the study employs MCDA method to summarize outcomes. The research findings reveal that advertisement formats like Search Engine Marketing and Online Behavioral Advertising are deemed most suitable across all sectors. Conversely, the Advergames exhibits the lowest assessment for the Hygiene and Public Services. In-game advertising also got the lowest rating, primarily within the Hygiene and Public Services sector. At the same time, Merchandising of Famous Figures in a Virtual World receives a less favourable evaluation, particularly within the Financial Services sector. The research findings offer valuable guidelines for decision-makers in advertising, aiding in campaign strategic planning and identifying the most expedient digital advertising formats for products across diverse sectors.

KEY WORDS: determination of suitability, digital advertising formats, products from different business sectors, MCDA.

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1. Introduction

Since 2015, as per the definition provided by the Department for Culture Media & Sport (DCMS) of the United Kingdom government, advertising and marketing have obtained recogni-tion as part of the creative industry (Department for Culture, Media and Sport [DCMS], 2015). Advertising enables businesses to inform potential customers about their offerings and boost sales. Companies encounter the challenge of capturing the attention of potential consumers and conveying information about their products. In an era of information overload, achieving adver-tising objectives has become

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increasingly arduous, often requiring disproportionately expensive efforts for the results obtained. Consequently, the imperative remains to disseminate information about products and services while making judicious decisions that maximize the outreach to po-tential consumers. In essence, decision-makers require supportive measures for more effective market targeting.

Advertising format is one of the advertising tools, and the decision may depend on the advertising campaign's objectives, the target audience and the available resources. Among the vari-ous advertising tools, advertising format is a pivotal component, with the choice of format de-pendent on the campaign's objectives, target audience, and available resources. An advertising format can be perceived as the way of displaying the advertisement (Chen et al., 2020). As de-scribed by Daems et al. (2019), an advertising format encompasses the specific presentation or medium employed for advertising, such as television, print, online, and mobile advertising. Ad-ditionally, Frade et al. (2021) characterize an ad format as the specific way the presentation of an advertisement to an audience on a streaming video platform. Lütjens et al. (2022) in his re-search calls it online touchpoints. An online touchpoint refers to any contact or communication point through which consumers engage with products or services or the firm itself on the inter-net, directly (e.g., web display banners) or indirectly (e.g., online reviews).

According to, Yousif et al. (2021) the difference between traditional advertising formats, such as TV advertisements, and the new formats, such as product placement, is based on how each format is used to persuade and deliver the intended message. For traditional media, the most im-portant thing is to provide product-related information about product quality and features at the appropriate frequency and use an attractive execution style to create positive responses. On the other hand, new advertising formats focus mainly on the entertaining nature of these formats, such as product placement in movies or games, to create higher brand exposure and engagement with the brand and to implicitly convey the intended commercial message to create favourable respons-es towards the placed brands (De Pauw et al., 2018). Another advantage of new advertising for-mats was provided by the Internet, which has empowered consumers to interact with companies on their terms and advertising basted customer-initiated contacts show great potential (De Haan et al., 2016).

However, in recent literature, terms like "Advertising Avoidance" (Yang et al., 2024; Khan et al., 2022; Rosengren, 2016) and "Covert Advertising" (Wojdynski & Evans, 2020) have gained prominence. The press is showered with such headlines as "The Advertising Industry Has a Problem: People Hate Ads" (Hsu, 2019), or "The Most Annoying Types of Online Advertising" (Richter, 2024). These facts prove that advertisers need to focus on finding the reason for this avoidance and hatred and looking for a new direction.

The reasons why users produce advertising avoidance have attracted the attention of many scholars, who identify and verify many drivers that may lead to advertising avoidance from the perspective of advertising and users (Yang et al., 2024). From an advertising perspective, the information quality of an advertisement may influence user ad avoidance (Ko et al., 2019). The entertainment value of advertisement can also provide users with entertainment enjoyment, posi-tively influencing their judgement of the value of social media advertisement and thus reducing the likelihood of ad avoidance (Van-Tien Dao et al., 2014). De Haan et al. (2016) highlighted the growing aversion to specific advertising formats like television, radio, and e-mail. They not-ed that any contact initiated by the firm with customers is increasingly unwelcome. Thus, for the reasons listed above, in the authors' opinion, new advertising formats cannot be compared to traditional formats due to their apparent advantages. Also, taking into account the statements and research results of the aforementioned authors and exploiting the advantages of new adver-tising formats: the entertaining nature, the ability to interact with consumers and the reasons for avoiding advertising, in the next stages of the research it was decided to study new/digital ad-vertising formats.

Existing research and marketing literature unanimously emphasize considering age, gender, and geographical criteria when selecting advertising

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tools (Kotler & Keller, 2015; Moriarty et al., 2018). Online advertisers encounter complexity in their decision-making processes due to the vast array of available advertising formats and a limited knowledge base concerning their effec-tiveness (Tutaj & van Reijmersdal, 2012). Scientific literature delves into different advertising formats and their respective impacts. Previous research predominantly concentrates on tactical decisions within specific advertising forms, offering valuable insights on enhancing the efficacy of individual online advertising formats. However, these insights provide limited utility regard-ing strategic decisions about budget allocation across multiple advertising formats (De Haan et al., 2016). Notably, more scientific research needs to be done to facilitate strategic decision-making in detecting the most expedient advertising formats for different product categories in the consumer communication planning phase. In other words, specific advertising formats may prove more suitable for products within specific business sectors than others.

The primary objective of this work is to discern the most suitable advertising format for products across different business sectors, drawing insights from expert investigations. To ac-complish this objective, we have outlined the following tasks: firstly, to compile an examination of existing research in this domain about the suitability of advertising formats for diverse busi-ness sectors. The subsequent section of this literature delves into the concepts and contents of advertising formats and the business sector classification and selection. It presents our analysis results, encompassing a comprehensive list of advertising formats and business sectors meticu-lously selected by our authors. To ascertain the suitability of advertising formats for products within varying business sectors, we conducted a survey involving advertising experts based in Spain.

To complete the tasks, the paper is organized into five sections. After the introduction, the next section of the paper addresses the theory overview of advertising formats and the classifi-cation of business sectors. The third section reveals the methods to evaluate suitability of adver-tising formats for products from different business sectors. The research results are described in a line with discussion in the section results and discussion, followed by conclusions.

2. Literature Review: Digital Advertising Formats and Business Sectors

In order to achieve the primary objective, after delving into content and relevance, it is neces-sary select digital advertising formats and categorize business sectors. When selecting digital advertising formats for research, the aim is to avoid irrelevant, outdated advertising formats, to avoid formats with signs of advertising avoidance, to give priority to entertaining nature, and the opportunity to interact consumers with companies.

De Haan et al. (2016) coined the term "ad form" and conducted a comprehensive analysis of the enduring efficacy of a range of advertising formats, encompassing both digital and traditional mediums. These formats encompassed e-mail campaigns, search engine advertising (SEA), retargeting, portal advertisements, price comparison promotions, referrals, television commer-cials, and radio broadcasts. De Haan et al. (2016) distinguished between firm-initiated contacts (FICs) and customer-initiated contacts (CICs). FICs, such as television, radio, and e-mail mar-keting, are primarily designed to transmit messages to consumers, but an increasing aversion to these FICs has been observed. In contrast, CICs are spurred by customers' actions, including organic and paid search queries, visits to price comparison websites, word-of-mouth referrals, and retargeting efforts. While businesses often invest in promoting their offerings through CICs, such as paid search and retargeting, they only incur costs and reap communication benefits when potential customers take actions that trigger the CICs.

Tutaj and van Reijmersdal (2012) in his study examines the effects of subtle versus promi-nent online ad formats, sponsored content and banner advertising on audience reactions. The sponsored content integrates a commercial message into editorial content, making it more subtle, whereas the banner ad is a distinct commercial message with a clearly identifiable source, mak-ing it more prominent. Next to banner ads, other major online advertising formats include pop-ups, interstitials,

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floating ads, skyscrapers, sponsorships, hypertext links, rich media, paid key-word search listings, advergames, and mobile advertising. This study shows that online advertis-ing format, respectively sponsored content versus banner advertising, does affect perceived ad-vertising value: the subtle sponsored content item was found to be more informative, more amusing, and less irritating than the prominent banner ad.

Daems et al. (2019) examining advertising professionals' opinions about the ethical appropriateness of using novel advertising formats aimed at children and teenagers, how to advance ad-vertising literacy in minors, and their views of practices that are potentially privacy-invading, by means of both a quantitative online survey and qualitative in-depth interviews with Belgian ad-vertising professionals. The authors used the following advertising formats to determine the popularity of advertising formats toward children and teenagers: product placement in televi-sion; in-game advertising; advergames; advertising in applications; masked video advertising; some virtual world-inspired games feature media, public figures or renowned artists; online be-havioral advertising; search engine marketing (SEM); location-based services.

Wojdynski and Evans (2020) after reviewing the findings of empirical research into covert advertising effects, they presented a model of covert advertising recognition effects (CARE) that outlines potential antecedents and processes. According to authors, terms such as native advertising, content marketing, stealth marketing, sponsorship, branded content, influence, and product placement describe a form of advertising that can best be classified as covert advertis-ing. While covert advertising has been around for decades today's consumers are treated to an expanding panoply of covert formats, including, but not limited to sponsored reviews, spon-sored news content; sponsored social media posts; sponsored blog posts; sponsored search ads; influencer marketing; branded "viral" videos; brand or product placement. Large portions of consumers and practitioners agree that covert advertising is deceptive either by its nature or in its execution.

Lütjens et al. (2022) uses the concept of online touchpoints. By means of a meta-analysis synthesize the findings of over two decades of research from 88 empirical studies regarding four well established and theoretically rooted determinants on consumers' attitude towards digital advertising: informativeness, entertainment, irritation, and credibility. The author shed light on various advertising formats, corporate websites, web display banner advertising, online re-views/e. word-of-mouth communication, social media, search engine, and e-mail advertising.

Basically, the selection of advertising formats was based on the following statements: any contact initiated by the firm with customers is increasingly unwelcome; the entertainment value of advertisement can also provide users with entertainment enjoyment; internet has empowered consumers to interact with companies on their terms and advertising basted customer-initiated contacts show great potential.

Given the substantial diversity in ad format designs and inconsistency in terminology, it is worth noting that some labels can encompass similar content. For instance, a sponsored social media post may be a branded video. In light of this extensive range of ad formats and potential content overlap, the authors distilled a comprehensive list based on literature analysis:

- Search Engine Marketing (SEM) [FA] also called Sponsored Search Ads - this advertising method revolves around keyword-based searches. When a user enters a specific keyword into a search engine, it enhances visibility for the advertised product or website. Paid company adver-tisements are presented prominently in search results, directing users to the website (Aswani et al., 2018).
- Online Behavioral Advertising [FB] — this approach to online advertising involves displaying personalized and relevant advertisements to internet users based on data collected by monitoring their previous online behavior. This data collection includes information from cookies, visited websites, articles read, videos watched, and searches performed in search engines, which is then analyzed to inform ad selection (Aiolfi et al., 2021).
- Advertising in Applications [FC] — advertising in this form of advertising reaches con-

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sumers through mobile apps on smart devices by leveraging the apps already on consumers' smart devices. Businesses can segment their customer base based on location, demographics, and in-app behavior, allowing for the delivery of tailored and personalized offers (Cheung & To, 2017).

• Location-Based Services [FD] — this advertising form utilizes location data to deliver targeted advertising messages to users' smartphones at precise times and locations. For example, a scenario might involve a user named Robert receiving a message on his cell phone as he strolls down Oxford Street. The message reads, "Hello Robert! You are near the Oxford Street Star-bucks, and right now, your favorite drink, Vanilla Latte, is available at a 50% discount!" Location-based services leverage situational variables to engage users through their smartphones directly, often employed in settings like shopping malls, beauty clinics, and tourist destinations (Rosenkrans & Myers, 2018).

• Product Placement in Entertainment Videos [FE] is a widespread format on both traditional channels and video platforms. This technique discreetly integrates products or brands into shows, movies, series, or television programs, seamlessly merging advertising into the content without disrupting the viewer's experience. This digital format can be called native advertising, partner content, or branded journalism, and It can manifest as a post, image, video, article, or editorial content (Yoon et al., 2023).

• Video-masked advertising and Hybrid Messages [FF] — advertisers remunerate individuals/influencers for creating and sharing videos promoting their products in this format on social networks. This form of advertising involves influential individuals leveraging their popularity to promote various products, services, or specific brands (Farivar & Wang, 2022). This approach leverages high user engagement to encourage interactions with the content, such as clicking, liking, commenting, and sharing the advertisement on social networks (Xiao et al., 2023). These formats may also be called Sponsored Social Media Posts, Branded "Viral" Videos (Chang, 2020) or Influencer Marketing / Social Media Posts. Sponsored Reviews, Sponsored News Content, Sponsored News Articles differ only in their content (Hardy, 2021);

• Advergames [FG] represent digital video games that promote a particular brand, product, or service. The game's entire concept intertwines with the advertised object (Ghosh et al., 2021). Advergames are a typical example of online, interactive advertising formats. Advergames embed specific brand or product-related items (e.g., logos, brand names, brand mascots) in a game. This can lead to a circumventing of the user persuasion knowledge activation.

• In-Game Advertising [FH]—in contrast, in-game advertising seamlessly embeds promotional content within online video games, ensuring the player's experience remains uninterrupted (Palomo-Domínguez & Zemlickienė, 2022). Given the continuous expansion of the gaming market and its popularity, this format has emerged as a potent means to connect with and influence young consumers, even those who may not initially express interest in the brand but engage in the virtual realm (Mishra et al., 2019).

• Merchandising of Famous Figures in a Virtual World [FI]- some virtual world-inspired games feature media, public figures or renowned artists. These famous characters also appear in television programs, amusement parks, and merchandise. This practice has gained traction but has legal disputes regarding the balance between these famous individuals' advertising rights and their personality rights (Lee, 2018).

Transitioning to examining business sectors, the International Labour Organization (n.d.) pro-vides a classification encompassing 21 diverse industries and sectors, spanning agriculture, commerce, education, financial services, health services, media, and more. Anagnostou et al. (2022) adopted the Global Industry Classification Standard, categorizing sectors such as busi-ness management, transportation, healthcare, e-government, and information technology (MSCI, n.d.). Ongena & Ravesteyn (2019) identified sectors like distribution and transport, retail, and government services. InfoAdex (2020) offered insights into 23 distinct business sectors, includ-ing motorized vehicles, catering, financial services, culture, etc.

Organizations often subdivide the business

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and industry landscape into smaller or broader sec-tors and groups. After an in-depth analysis of these business sectors, a notable recurrence be-came evident. Given the study's focus on Spain, the authors deemed it suitable to consider the Spanish context. Additionally, to select the sectors to be studied, the authors chose those with the most significant impact on the total volume of advertising investment in Spain. Thus, they reviewed the investment figures over a recent five-year period (from 2019 to 2023) and selected seven sectors remaining in the top-10 ranking for advertising investment in Spain for the indi-cated period. The selected sectors are the following: Motorized Vehicles, Financial Services, Culture, Learning, and Mass Media, Telecommunication and Internet, Catering and Retail, Pro-fessional and Public Services, as well as Hygiene and Beauty. Table 1 shows the investment in advertising by each sector (in millions of euros) over the five years considered.

The last column of the table expresses the percentage that every sector represents concerning the overall figure for advertising investment in Spain in 2023, which amounted to 5,901.2 million euros (Infoadex, 2024).

3. Materials and Methods: Process of Evaluation Suitability of Advertising Formats for Products from Different Business Sectors

Decision-making is an intricate process that involves the evaluation of various alternatives in order to make choices or take actions that align with specific goals and objectives. For organizations, an effective decision-making process is paramount for achieving success (Haddad & Sanders, 2018). The structure of this research and the synthesis of expert study results are defined by the multi-criteria decision-aid (MCDA) method. The selection of this method is motivated by its alignment with the research's primary objective, which is to assess the suitability of advertising formats (Palomo-Domínguez & Zemlickienė, 2022). The foundation for determining the significance of advertising formats is established by applying MCDA methods, which offer various subjective views for determining the importance of objects. These include AHP (Saaty, 1980), ANP (Saaty, 1996), the expert method (Erdogan et al., 2017), SWARA (Keršulienė et al., 2010), and IFDELSRT (Turskis, Dzitac, et al., 2019). In this context, the authors chose IFDELSRT due to its compatibility with the hierarchy

Table 1
Selected Business Sectors and Investment Figures

Business sectors	2019	2020	2021	2022	2023	% over 2023 total
Motorized Vehicles [S1]	564.1	387.4	332.4	306	326	5.5%
Financial Services [S2]	392.4	350.1	341.9	370.5	348	5.9%
Culture, Learning and Mass Media [S3]	328.9	227.6	277.5	394	417.9	7.1%
Telecommunication and Internet [S4]	303.4	295.4	317.7	288.9	273.6	4.6%
Catering and Retail [S5]	445.9	374.4	456	497.2	551	9.3%
Professional and Public Services [S6]	308.3	283.1	341.9	444.9	400.8	6.8%
Hygiene and Beauty [S7]	320.6	233.7	189	281.6	306	5.2%

Source: compiled by authors from Infoadex (2020-2024)

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technique employed to collect survey data from experienced specialists (experts).

Mathematical specialists have created a multitude of models for multi-criteria discrete optimization. The proposed model in this research advocates utilizing MCDA methods as versatile and dependable tools for categorizing significant advertising formats and selecting the most favorable options. The methodology employed in this study combines subjective expert assessments with a three-step Delphi study to evaluate the suitability of advertising formats for products originating from diverse business sectors.

The approach assembles an expert panel to assist stakeholders in addressing a specific issue. Experts are selected based on their professional expertise and extensive experience relevant to the research subject, allowing them to discern cause-and-effect relationships. The chosen experts meet specific criteria, including: (1) at least ten years of experience in business, public administration or science, planning or controlling media processes, and (2) having work experience in Spain, considering the geographical factor. In general, 20 experienced specialists attended the survey.

The subsequent phase in evaluating the importance of elements involves creating a complex of them for assessment, in this context, a collection of digital advertising formats and business sectors, which was devised by thoroughly analyzing the existing literature and are provided in the 2nd section of this article. This complex of elements forms the basis for determining their significance and values, both critical components of MCDA evaluation.

The final stage of the research sought to determine the weights of advertising formats and execute a fuzzy MCDA analysis to capture the collective expert opinion on the significance of advertising formats within the defined set. The methodology introduced by Eckenrode provides a straightforward yet practical technique for calculating criteria weights based on expert input. Experts allocate 100 points to the criteria, distributing them based on their perceived relative importance. More critical criteria receive a greater allocation of points, while less critical ones receive fewer points. Unimportant criteria are assigned half an importance point. Criteria considered unimportant are assigned half the points of those deemed significant. The experts articulated their perspectives on the importance of advertising formats for products from various business sectors.

To address problems that require expert opinions and evaluations, the Delphi technique, coupled with the nominal group technique (Delbecq & Van De Ven, 1971; Turoff & Linstone, 2002), was employed. The study adopts the Eckenrode hierarchy technique (Eckenrode, 1965) combined with the Delphi method. The fundamental principle of the Delphi method is that decisions reached by a structured panel of experts tend to be more trustworthy than individual or unstructured assessments. Key methodological characteristics of the Delphi approach include its iterative nature, guaranteeing anonymity and independence among specialists. This Delphi study facilitated the selection of primary evaluation elements and the assessment of their relative importance. The method has proven particularly valuable in addressing prioritization challenges associated with numerous inherently ambiguous prerequisites (Turskis, Goranin, et al., 2019b, 2019a).

The equation for calculating the weight w_{cj} assigned by an expert j for a specific criterion (c) is as follows:

$$w_{cj} = p_{cj} / \sum_{c=1}^{m} p_{cj}$$

where w_{cj} - the weight of criterion c; p_{cj} - the importance points assigned to criterion (c) by j expert; m - the total number of criteria.

Once the weights for all criteria for a specific criterion (c) are calculated, decision-makers can determine the weight of that criterion w_c as follows:

$$w_c = \sum_{j=1}^{n} w_{cj} \Big/ \sum_{j=1}^{n} \sum_{c=1}^{m} w_{cj}$$

This technique allows decision-makers to incorporate expert opinions into the calculation of criteria weights, providing a practical way to assess the relative importance of criteria in a deci-sion-making process. It ensures that the weights are based on experts' perceptions of the crite-ria's significance.

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4. Results and Discussion

The evaluation results (Table 2 and Figure 1) showed that the highest value of the suitability assessment is 0.341 and the lowest is 0.024, so the medium suitability level is considered the average between the maximum and minimum evaluation of 0.1585. SEM (FA) and Online Be-havioral Advertising (FB) are the most suitable advertising formats for all business sectors. However, it was rated the best SEM (FA), and second position got Online Behavioral Advertis-ing (FB). Dehling et al. (2019) noted that consumers' perceptions of Online Behavioral Advertis-ing are shifting from seeing it as beneficial to viewing it as intrusive, requiring a balance between personalization and privacy. Van Reijmersdal et al. (2022) found that Online Behavioral Adver-tising can increase persuasion by enhancing personal relevance without activating consumers' persuasion knowledge. Ozcelik and Varnali (2019) showed that Online Behavioral Advertising 's effectiveness depends on users' promotion focus and perceived security risks. Chen and Stal-laert (2014) highlighted that while behavioral targeting can boost revenue for online publishers, its benefits depend on competition and advertisers' valuation. Later, the remaining positions will be examined in analyzing the suitability of advertising formats. Concerning all business sectors, the worst ratings received were Merchandising of Famous Figures in a Virtual World (FI), In-Game Advertising (FH), and Advergames (FG).

For the Motorized Vehicles (S1), the closest to average are three advertising formats: Product Placement in entertainment videos (FE), Video Masked Advertising and Hybrid Messages (FF), and In-Game Advertising (FH). A study (Chaney et al., 2018) found that the size of the adver-tisement had a positive effect on brand recall and recognition, with larger size brands being re-called and recognized significantly better. This aligns with the effectiveness of in-game advertis-ing for motorized vehicles, where the size and placement of the advertisement within the game can influence brand memory. Additionally, another study (Yousif et al., 2021) highlighted that traditional video advertising had a higher impact on children's attitudes towards sports brands compared to in-movie product placement and in-game advertisements, indicating the importance of the format in influencing consumer perception. The lowest place was assigned by experts to the formats: Location-Based Service (FD), Advergames (FG), Merchandising of Famous Figures in a Virtual World (FI), and Advertising in Applications (FC).

Within the realm of Financial Services (S2), two advertising formats found them-selves in a mid-tier position, namely, Advertizing in Applications (FC) and Video Masked Advertising and Hybrid Messages (FF). Conversely, the experts assigned the lowest rankings to Merchandising of Famous Figures in a Virtual World (FI), In-Game Advertising (FH), Advergames (FG), and Product Placement in Entertainment Videos (FE).

For Culture, Learning and Mass Media (S3), the closest to average are three advertizing for-mats (FC), Product Placement in Entertainment Videos (FE), Video Masked Advertising and Hybrid Messages (FF). This sector received the lowest rating for Advergames (FG), Merchan-dising of Famous Figures in a Virtual World (FI), In-Game Advertising (FH), and Product Placement in Entertainment Videos (FE). Yousif et al., (2021) and Martí-Parreño et al., (2015) findings suggest a growing trend of integrating advertising seamlessly into entertainment con-tent to target specific audiences effectively. The prevalence of these advertising formats under-scores the importance of understanding consumer perceptions and responses to various advertis-ing strategies in the modern media landscape.

For Telecommunication and Internet (S4) three advertising formats appeared in the middle position: Video Masked Advertising and Hybrid Messages (FF), Product Placement in Enter-tainment Videos (FE), and Advertising in Applications (FC). Experts assigned the lowest place to Location-Based Service (FD), Advergames (FG), In-Game Advertising (FH), Merchandising of Famous Figures in a Virtual World (FI).

For Catering and Retail (S5), closest to average are four advertising formats Location-Based Service (FD), (FC), Product Placement in Entertainment Videos (FE), Video Masked Advertis-ing and Hybrid Messages (FF). Wang et al., (2022) researched that digital coupons and rela-tionship marketing strategies are popular and suitable advertising formats for catering

and retail businesses, offering positive effects on sales and customer relationships. In this sector received the lowest rating Merchandising of Famous Figures in a Virtual World (FI), In-Game Advertis-ing (FH), and Advergames (FG).

For Professional and Public Services (S6), two advertising formats appeared in the middle position (FC) and Location-Based Service (FD). Experts assigned the lowest place to Merchan-dising of Famous Figures in a Virtual World (FI), In-Game Advertising (FH), Advergames (FG), Product Placement in Entertainment Videos (FE), Video Masked Advertising and Hybrid Messages (FF).

For Hygiene and Beauty (S7) exceeded the average Video Masked Advertising and Hybrid Messages (FF). These are undoubtedly suitable and successful formats for the Hygiene and Beauty sector. Research by Dafonte-Gómez (2014) has shown that viral marketing, which in-volves offering free and engaging content that masks its commercial purpose, can effectively engage audiences and turn them into active communicators of brand messages. Additionally, a study on

Table 2

Research and Calculation Results of the Suitability of Digital Advertising Formats for Products from Different Business Sectors

Sym-bols in the graph	Formats	S1 Motorized Vehicles		S2 Financial Services		S3 Culture, Learn-ing & Mass Media		S4 Tele-commu-nication & Internet		S5 Cater-ing & Retail		S6 Pro-fessional & Public Services		S7 Hy-giene & Beauty	
		Rank	w	Rank	w	Rank	w	Rank	w		w	Rank	w	Rank	w
F_A	Search Engine Marketing (SEM)	1	0.223	1	0.291	1	0.249	1	0.235	1	0.237	1	0.341	1	0.200
F_B	Online Behavioral Advertising	2	0.161	2	0.223	2	0.164	2	0.167	2	0.160	2	0.210	2	0.185
F_C	FC Advertising in Appli-cations	6	0.073	3	0.142	3	0.127	3	0.121	4	0.113	3	0.118	5	0.110
F_D	Location-Based Service	9	0.060	5	0.081	6	0.075	9	0.053	3	0.144	4	0.096	6	0.108
F_E	Product Placement in Entertainment Videos	3	0.142	6	0.059	4	0.116	5	0.105	5	0.107	6	0.061	4	0.122
F_F	Video Masked Advertising and Hybrid Messages	4	0.121	4	0.102	5	0.114	4	0.127	6	0.105	5	0.072	3	0.178
F_G	Advergames	8	0.066	7	0.043	9	0.049	8	0.060	7	0.050	7.5	0.039	7	0.037
F_H	In-Game Advertising	5	0.085	8	0.036	7	0.056	6	0.068	8	0.044	7.5	0.039	9	0.029
F_I	Merchandising of Famous Figures in a Virtual World	7	0.069	9	0.024	8	0.051	7	0.065	9	0.040	9	0.027	8	0.031

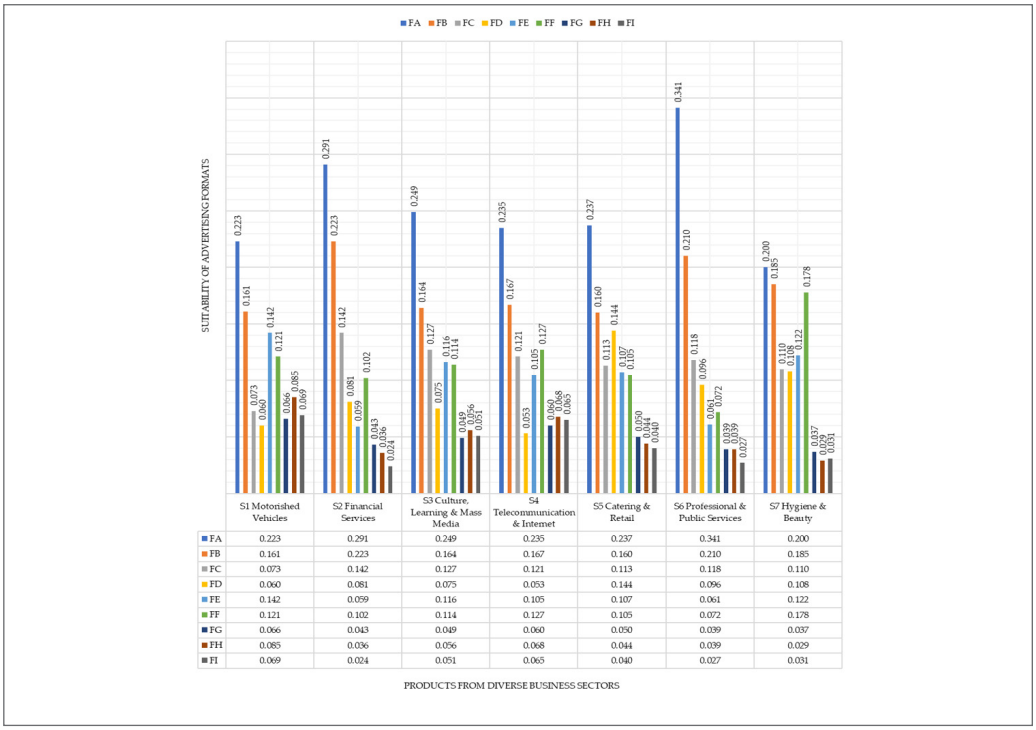
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gender identity as a moderator in consumer responses to YouTube video advertise-ments found that individuals tend to mask their emotions based on the type of advertising sce-nario they are exposed to, indicating the potential effectiveness of using masked advertising strategies (Voutsa et al., 2021). Closest to average are three advertising formats: Product Place-ment in Entertainment Videos (FE), Location-Based Service (FD), and Advertising in Applica-tions (FC). In this sector received the lowest rating In-Game Advertising (FH), Merchandising of Famous Figures in a Virtual World (FI), and Advergames (FG).

In science, the methodological foundation for the systematic selection of advertising tools requires a thorough reevaluation and maturation for practical application in the business sphere. The current gaps in the methodological foundation for systematically selecting advertising tools necessitate reevaluation for effective application in the business sphere. According to Ramsoy (2019), these gaps are characterized by inconsistencies in the emerging fields of neuromarketing and consumer neuroscience, which stem from methodological differences, conceptual ambigui-ties, the need for systematic validation of neuroscience-based metrics, and questionable business practices. Moreover, Luo (2000) highlights a significant lack of empirical studies that compre-hensively assess advertising's relative efficiency, limiting guidance for adver-

Figure 1

Research and Calculation Results of the Suitability of Advertising Formats for Products from Different Business Sectors



	S1 Motorished Vehicles	S2 Financial Services	S3 Culture, Learning & Mass Media	S4 Telecommunication & Internet	S5 Catering & Retail	S6 Professional & Public Services	S7 Hygiene & Beauty
FA	0.223	0.291	0.249	0.235	0.237	0.341	0.200
FB	0.161	0.223	0.164	0.167	0.160	0.210	0.185
FC	0.073	0.142	0.127	0.121	0.113	0.118	0.110
FD	0.060	0.081	0.075	0.053	0.144	0.096	0.108
FE	0.142	0.059	0.116	0.105	0.107	0.061	0.122
FF	0.121	0.102	0.114	0.127	0.105	0.072	0.178
FG	0.066	0.043	0.049	0.060	0.050	0.039	0.037
FH	0.085	0.036	0.056	0.068	0.044	0.039	0.029
FI	0.069	0.024	0.051	0.065	0.040	0.027	0.031

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tisers seeking to enhance their effectiveness.

To address these issues, Ivankova and Wingo (2018) suggest that integrating mixed methods research with action research could provide a more scientifically sound approach to tackling complex practical problems. Furthermore, Tanasiichuk et al. (2023) emphasize the importance of assessing the efficiency of Internet advertising as a tool for improving product competitiveness, particularly in light of the shift toward online platforms due to the pandemic crisis.

Therefore, this article supports this gap and presents research findings that appraise the suita-bility of nine advertising formats for deployment in seven distinct business sectors within the Spanish media landscape.

Consequently, the research substantiated the utility of the MCDA method as a valuable in-strument for facilitating judicious and scientifically informed decisions about the choice of ad-vertising media and formats. This approach, which harnesses expert insights, is an enriching complement to enhance the conventional variables utilized in media planning, often offering a quantitative perspective.

When contemplating the potential of an advertising medium or format, it becomes evident that the distinctive characteristics of individual business sectors play a pivotal role. The research effectively mirrored contemporary trends of our times by the widespread popularity of SEM (FA) and Online Behavioral Advertising (FB) formats across all sectors. These formats favor adoption within the Professional and Public (S6) and Financial Services (S2) sectors.

The suitability of various other formats varies significantly across diverse business sectors. The Advertising in Applications (FC) format garners the highest evaluation for Financial Ser-vices (F2), Culture, Learning and Mass Media (S3), and Telecommunication and Internet ser-vices (S4). The Location-based service (FD) format aligns well with the needs of the Catering and Retail (S5) sector, as well as the Hygiene and Beauty (S7) sector. Product Placement in En-tertainment Videos (FE) finds resonance within the Motorized Vehicles (S1), Culture, Learning and Mass Media (S3), and Hygiene and Beauty (S7) sectors. The Video-masked advertising and Hybrid Messages (FF) format emerges as a suitable choice for the Hygiene and Beauty (S7), Telecommunication and Internet services, and Motorized Vehicles (S1) sectors.

Conversely, Advergames (FG), In-Game Advertising (FH), and Merchandising of Famous Figures in a Virtual World (FI) receive the least favorable ratings from the experts. Among these, the Advergames (FG) format exhibits the lowest assessment for the Hygiene and Public Services (S7) sector. In-game advertising (FH) also garners the lowest rating, primarily within the Hygiene and Public Services (S7) sector. At the same time, Merchandising of Famous Fig-ures in a Virtual World (FI) receives a less favorable evaluation, particularly within the Financial Services (S2) sector.

5. Conclusion

The study highlights the importance of choosing advertising formats in disseminating infor-mation about products and services to potential consumers. In today's era of information over-load, achieving advertising objectives has become increasingly challenging. Businesses are often faced the with the dilemma of how to capture consumers' attention and communicate product information efficiently, which requires sound decision making in advertising efforts. The re-search results will open up opportunities to reduce costs and reach the target audience more pre-cisely. Therefore, while demographic and other factors are commonly considered in selecting advertising tools, there's a scarcity of studies tailored to diverse business sectors. The research addresses this gap by examining the suitability of advertising formats across different sectors.

With an emphasis on practical implications, the study applies Multi-Criteria Decision Analy-sis (MCDA) to systematically assess the suitability of product advertising formats across differ-ent business sectors. By integrating expert opinion, this methodology facilitates informed deci-sion-making in advertising planning. The results show that the level of suitability of advertising formats varies across sectors, with search engine marketing (SEM) and online behavioral adver-tising emerging as the most suitable options. In contrast, formats such as advergames and in-game advertising are rated less favourably (Table 2, Figure 1). These findings provide valuable guidance for decision-makers to optimise resources and increase marketing effectiveness by identifying the most appropriate advertising formats for specific products and sectors.

The study provides significant value-added to marketing. It clarifies which advertising for-mats are most

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effective in different business sectors. It contributes to improving marketing prac-tices by providing a better understanding of how specific formats can be adapted to different target groups and product types, ultimately leading to a better allocation of resources and a more successful campaign.

From a policy implications perspective, this study highlights the need for regulators to con-sider advertising formats' diversity and effectiveness across sectors. Policymakers can use these findings to promote best practice and transparency in advertising, ensuring that companies communicate with consumers in an effective and ethical way.

Future research should seek to extend this study to investigate the effectiveness of advertis-ing formats in new sectors and technologies, such as social media advertising, influencer market-ing and virtual reality. In addition, longitudinal studies could explore how consumer preferences for advertising formats change over time on a sector-by-sector basis, providing deeper insights into long-term and specific advertising strategies. Studying cultural and regional differences in advertising effectiveness could also offer valuable insights into the field. Ultimately, this would enrich the understanding of consumer behaviour in different contexts.

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