MULTICRITERIA FAMEWORK FOR DIGITAL CONTENT DESIGN AND EVALUATION IN CROSS-GENERATIONAL TARGETING

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DIGITAL MARKETING AND GENERATIONAL CHALLENGES

The Internet and marketing evolution

The Internet has revolutionized how companies reach consumers.

Rapid growth of the digital advertising market: 2024: $488.4 bilion, 2030 (forecast): $1.164 trillion.

Modern channels (YouTube, TikTok, Instagram) and strategies (SEO, SEM).

Generational identity

Generations shaped by shared social and technological experiences.

Generations differ in media consumption styles and advertising expectations.
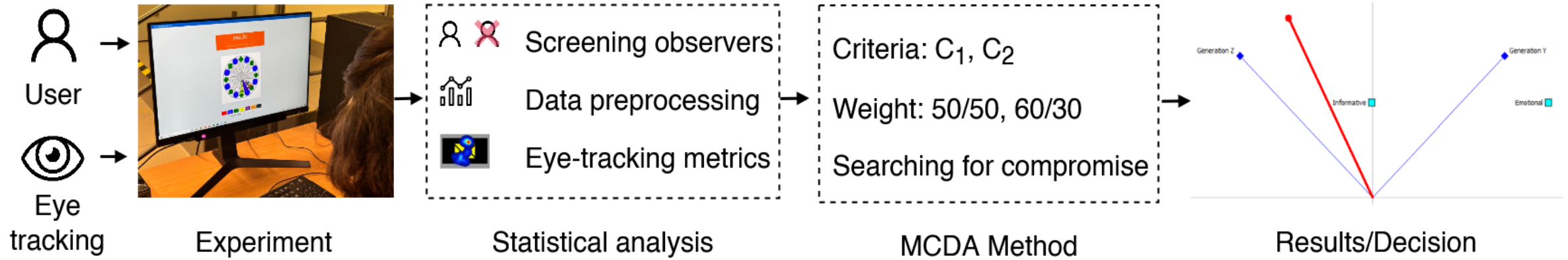
RESEARCH PROBLEM

Challenge

Different generations have distinct media consumption habits, content preferences, and advertising expectations.

- Generation Z: short videos, interactivity, influencers, gamification.

- Millennials: storytelling, authenticity, brand loyalty, community engagement.

- Older generations: traditional formats – email marketing, search engine ads.

Can a single digital advertising approach
effectively engage audiences across generational groups?

CONCEPTUAL FRAMEWORK

User

Eye tracking

Experiment

Screening observers

Data preprocessing

Eye-tracking metrics

Statistical analysis

Criteria: C_1, C_2

Weight: 50/50, 60/30

Searching for compromise

MCDA Method

Generation Z

Generation Y

Informative

Emotional

Results/Decision

EXPERIMENTAL SETUP

- A set of banner advertisements compliant with IAB standards.

- Two target groups: Generation Y and Generation Z.

- Multi-stage analysis: eye-tracking and PROMETHEE method (MCDA).

Eye-tracking experiment

- Conducted in lab with Tobii Pro X3-120Hz.

- Ad exposure: Randomized, 3 series × 30 seconds, 5s intervals.

- Key metrics extracted: Fixation duration, Fixation count, Time to first fixation, Gaze heatmaps.

PROMETHEE – SCENARIO SELECTION

The study included **five weighting scenarios** assigned to Generations Y and Z.

Scenario	Weight Gen Y	Weight Gen Z	Analytical focus
Equal priority	50	50	Neutral comparison
Priority: Gen Y	75	25	Greater emphasis on Generation Y perception
Priority: Gen Z	25	75	Greater emphasis on Generation Z perception
Moderate priority: Gen Y	66	33	Moderate emphasis on Generation Y
Moderate priority: Gen Z	33	66	Moderate emphasis on Generation Z

RESULTS VISUALIZATION

S1: weight 50Y/50Z

S2: weight 75Y/25Z

S3: weight 25Y/75Z

S4: weight 66Y/33Z

S5: weight 33Y/66Z
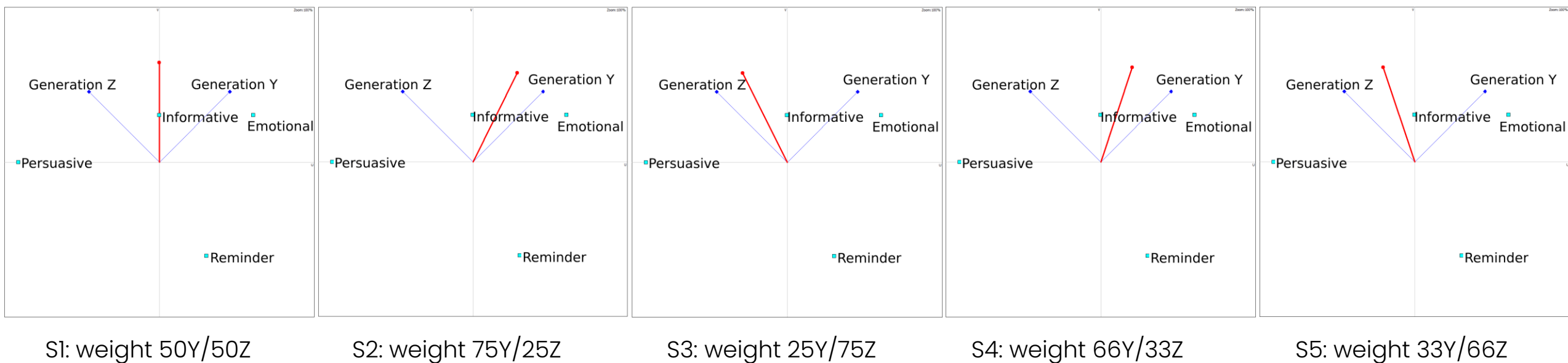
RESULTS
DATA TABLE

Scenario	EA (Emotional)	IA (Informative)	PA (Persuasive)	RA (Reminder)
Equal priority (S1: weight 50Y/50Z)	**19.405**	19.200	17.990	17.025
Priority: Gen Y (S2: weight 75Y/25Z)	**19.747**	19.325	18.045	17.137
Priority: Gen Z (S3: weight 25Y/75Z)	17.935	19.062	**19.075**	16.912
Moderate priority: Gen Y (S4: weight 66Y/33Z)	**19.437**	19.090	17.846	16.929
Moderate priority: Gen Z (S5: weight 33Y/66Z)	17.773	**18.984**	18.925	16.780

CONCLUSIONS

Generational preferences

- Generation Y

Strongly engaged by emotional content. Responds well to **storytelling**, **dynamic visuals**, and **narratives**.

- Generation Z

Also favors emotional ads, but shows interest in informative and persuasive content, reflecting **diverse media preferences.**

Strategic implications

- Emotional ads are effective across generations → core strategy element.

- Gen Z targeting should blend emotional and informative elements.

- Persuasive ads remain relevant for specific contexts requiring rational appeals.

THANK YOU

Welcome for cooperation to validate approach in different areas.

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