Adopt of Mobile Advertising for Enterprise: A Innovation of Diffusion Theory Perspective

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ABSTRACT

Along with the rising development of mobile communications business, sending the advertising messages to the customers by cell phone becomes the new way for media to promote their products. Currently, the articles about mobile advertising messages in Taiwan only investigate into the customers not into the factors which affect the corporations. Therefore, this research is to discuss the strategic factors of the mobile advertisement which affect corporations' decisions. This research is also based on the theory of innovation expansion of Roger. Sorting the relative articles in the past and establishing the model of this research. We sort the factors of the mobile advertisement which affect corporations' decisions to seven parts. There are " Relative Advantage ", " Compatibility ", " Complexity ", " Top Management ", " Competitive Pressure ", " Size ", and " Customer Acceptance ". This research uses questionnaire in paper, and the target is the service industry in Taiwan. After having a sampling survey from the top 500 companies which were announced by Common Wealth Magazine in 2007, it is found that competitive pressure and customer acceptance positively affect the strategies when corporations think about using the mobile advertisement and the R2 is 73%. I hope the conclusion of this research can be the reference for the corporations and other researches in the future.

Keywords : Mobile Advertising、Innovation Diffusion Theory、Organizational Characteristics

Table of Contents

第一章  緒論................... 1
第一節  研究背景與動機............ 1
第二節  研究目的............... 4
第三節  研究流程............... 4
第二章  文獻探討................. 6
第一節  行動廣告之研究............ 6
第二節  創新擴散理論............. 11
第三節 組織因素............... 15
第三章  研究模型與假說............... 19
第一節  研究模型............... 19
第二節  研究假說............... 21
第四章  研究方法............... 25
第一節  資料蒐集............... 25
第二節  問卷設計............... 25
第三節  研究分析方法............... 28
第五章  資料分析與結果............... 30
第一節  樣本基本資料分析............... 30
第二節  敘述統計............... 34
第三節  測量模型之信度與效度檢定............... 37
第四節  結構模型與研究假說之檢定............... 39
第六章  研究結論與建議............... 42
第一節  研究結果與討論............... 42

