

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

陳稚強、許晉龍

E-mail: 9805925@mail.dyu.edu.tw

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

中文摘要	iii
英文摘要	iv
誌謝辭	v
內容目錄	vi
表目錄	viii
圖目錄	ix
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

第二節	研究貢獻	44
第三節	研究限制	45
第四節	未來研究	46
參考文獻		47
附錄	問卷內容	54

REFERENCES

- 一、中文部份王君豪(2002), 行動廣告表現方式對廣告效果影響之探討, 國立成功大學電信管理研究所未出版之碩士論文。許凱筑(2005), 從創新擴散觀點探討影響企業採用協同商務技術之因素, 國立中正大學資訊管理研究所未出版之碩士論文。陳柏宏(2003), 從創新擴散理論的角度探討影響台灣中小型企業採用新事物之因素分析--以IP-VPN為例, 國立交通大學傳播研究所出版之碩士論文。馮真瑩(2004), 行動商務環境下線上購票安全機制, 世新大學資訊管理研究所未出版之碩士論文。資策會FIND(2001), 無線廣告一鳴驚人魅力無限[線上資料]。來源: http://www.find.org.tw/0105/focus/0105_focus_disp.asp?focus_id=1873 [2008 September 20]。資策會FIND(2005), 看中行動電話消費族群美國文字簡訊行銷市場大好[線上資料]。來源: <http://www.find.org.tw/find/home.aspx?page=news&id=4478>[2008 September 20]資策會FIND(2006), 行動廣告商機看漲2006年全球營業額達19億美元[線上資料]。來源: <http://www.find.org.tw/find/home.aspx?page=news&id=4598> [2008 December 1]。資策會FIND(2008), 2008年全球行動廣告市場預估可達27億美元[線上資料]。來源: <http://www.find.org.tw/find/home.aspx?page=news&id=5129> [2008 December 5]。資策會FIND(2008), 日本行動廣告量逐步成長[線上資料]。來源: <http://www.find.org.tw/find/home.aspx?page=news&id=5202> [2008 September 20]。維基百科(2008), 行動行銷[線上資料]。來源: <http://zh.wikipedia.org/w/index.php?title=%E8%A1%8C%E5%8B%95%E8%A1%8C%E9%8A%B7&variant=zh-tw> [2008 September 25]維基百科(2008), 行動廣告[線上資料]。來源: <http://zh.wikipedia.org/w/index.php?title=%E8%A1%8C%E5%8B%95%E5%BB%A3%E5%91%8A&variant=zh-tw> [2008 September 25]
- 二、英文部份Agarwal, R., & Prasad, J. (1997). The role of innovation characteristics and perceived voluntariness in the acceptance of information technologies. *Decision Sciences*, 28(3): 557-582. Bollen, K. A., & Stine, R. (1992). Bootstrapping goodness of fit measures in structural equation models, *Sociological Methods and Research*, 21(2), 205-229. Chin, W. W. (1998). Issues and opinion on structural equation modeling, *MIS Quarterly*, 22(1), 7-16. Damanpour, F. & Gopalakrishnan, S., Theories of Organizational Structure and Innovation Adoption: The Role of Environment Change, *Journal of Engineering and Technology Management*. 15 Iss.1.1-24. Dunphy, S. & Herbig, P. A. (2005). Acceptance of Innovation: The Customer Is the Key, *The Journal of High Technology Management Research*, 6 Iss.2, 193-209. Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error, *Journal of Marketing Research*, 18(1), 39-50. Gallivan, M. J. (2001). Organizational Adoption Assimilation of Complex Technological Innovation: Development and Application of a new Framework, *Advance in Information Systems*, 32 Iss.3, 51-85. Gatignon H., & Robertson S. T. (1989), Technology Diffusion: An Empirical Test of Competitive Effects, *Journal of Marketing*, Vol.53 Iss.1, 35-49. Hoyer, W. D. & MacInnis D. F. (1997). *Consumer Behavior*. Boston: Houghton Mifflin. Hsu, C. L., Lu, H. P., & Hsu, H. H. (2006). Adoption of the mobile Internet: An empirical study of multimedia message service (MMS). *The international Journal of Management Science*, 1-12. Hsu, C. L., & Lu, H. P. (2004), Why do People Play On-Line Games? An Extended TAM with Social Influences and Flow Experience, *Information & Management*, Vol. 41, 853-868. Lowry, G. (2002). Modeling User Acceptance of Building Management Systems. *Automation in Construction*, 11 Iss.6, 692-705. McDade, S. R., Oliva, T. A., & Pirsch J. A. (2002). The organizational adoption of high-technology product "for use" Effects of size, preferences, and radicalness of impact. *Industrial Marketing Management*, 31, 441-456. Nunnally, J. (1978). *Psychometric Theory*. New York: McGraw-Hill. Premkumar, G., & Roberts, M. (1999), Adoption of New Information Technologies in Rural Small Business, *Omega-International Journal of Management Science* Vol.27 Iss.4, 476-484. Premkumar, G., & Ramamurthy, K. (1995). The Role of Interorganizational and Organizational Factors on the Decision Mode of Adoption of Interorganizational Systems, *Decision Science*, Vol.26 Iss.3, 303-336. Premkumar, G., Ramamurthy, K., & Crum, M. (1997). Determinants of EDI Adoption in the Transportation Industry, *European Journal of Information Systems*, Vol.6 Iss.2, 107-121. Robbins, S. P., & Coulter, M. (1999). *Management*. New Jersey: Prentice Hall. Rogers, E. M., & Allbritton, M. M. (1995). *Interactive Communication Technologies in Business Organizations*. *Journal of Business Communication*, 32, 175-195. Rogers, E. M. (1962). *Diffusion of innovativeness*. New York: The Free Press of Glencoe. Rogers, E. M. (1995). *Diffusion of innovation* (4th ed.). New York: The Free Press of Glencoe. Slyke, CV., Lou, H., & Day, J. (2002). The impact of perceived innovation characteristics on intention to use groupware. *Information Resource Management Journal*; 15(1): 5-12. Soliman, K. S., & Janz, B. D. (2004). An exploratory study to identify the critical factors affecting the decision to establish internet-based interorganizational information systems. *Information & Management*, 41(6), 697-706. Swamidass, P. M. (2003), Modeling the Adoption Rates of Manufacturing Technology Innovation by Small US Manufacturers: A Longitudinal Investigation, *Research Policy*, Vol.32 Iss.3, pp.351- 366. Teng, J. T. C., Grover, V., & Guttler, W. (2002). Information technology innovation: General diffusion patterns and its relationships to innovation characteristics. *Transactions on Engineering Management*, 49(1), 13-27. Thong, J. Y. L. (1999). An Integrated Model of Information System Adoption in Small Business, *Journal of Management Information System*, Vol.15 Iss.4, 187-214. Tornatzky, LG., & Klein, KJ. (1982). Innovation characteristics and innovation adoption-implementation: a meta-analysis of findings. *Transactions on Engineering Management*; 29(1): 28-45. Tsang, M. M., Ho, S. S., & Liang,

T. P. (2004), Consumer Attitudes Toward Mobile Advertising: An Empirical Study, *International Journal of Electronic Commerce*, 8(3), 65-78. Williams, L. R., Magee, G. D., & Suzuki, Y. (1998). A multidimensional view of EDI: testing the value of EDI participation to firms. *Journal of Business Logistics*, 19(2), 73-87. Wright, John S. Daniel S. Warner, Wills S. Winter Sherilyn K. Zeigler (1997). *Advertising*, McGraw-Hill Book Company. Yap, C. S., Soh, C., & Raman, K. S. (1992). Information Systems Success Factors in Small Business. *International Journal of Information Management*, 20, Iss. 5/6 597-609.