Fitness effects of STM ability and advertisement representation type on the m-commerce environment

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Abstract

Advertisement is an important tool for product promotion. With the soaring development of wireless communication and mobile devices, such as mobile phone, mobile advertisement (MA) has gradually become a new medium for product promotion. Although this kind of advertisement is not popular yet, it indeed reveals numerous opportunities for companies to gain profits in the near future. Therefore, it becomes a very important issue for advertising companies to find the most suitable model for MA. Which type of short message, SMS or MMS, is better for conveying advertising message? What is the effect of using multimedia advertisement? To analyze these important issues, we adopt the viewpoint of information processing theory and carry on an experiment to find out the effects of advertising representation methods and short-term memory capability tendency on mobile advertisement. The results show that if the short-term memory capability tendency is text, it is better to adopt SMS for advertisement representation; and if the short-term memory capability tendency is picture, it is better to adopt MMS for advertisement representation. In contrast, using SMS as the advertisement representation for customers with picture-oriented short-term memory capability tendency or using MMS as the advertisement representation for customers with text-oriented short-term memory capability tendency results in inferior advertisement effect.

Keywords and phrases: Advertisement representation type, short-term memory, product promotion, mobile commerce.

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