

システム情報工学研究科修士論文概要

年 度	平成 25 年度	学位名	修士(ビジネス)
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論文題目 e-WOM based Consumer Behavioral Targeting in Mobile Application Marketing: Implementation on Free Games Category of Android Mobile Application Market (ネット口コミ情報に基づくモバイル応用ソフト市場におけるターゲット顧客の特定とアンドロイド向け無料ゲームへの応用)			
論文概要 <p>During the past decade, Behavioral Targeting by using web search and browsing behaviors has drawn much attention from online marketers. This technique is used to increase the effectiveness of online advertisement in order to gain more number of consumers accessing the related ads. In other hand, research on e-WOM, which is considered playing a very important role for users' online behavior and able to identify consumers' preferences, has exponentially grown. While the literature already exists in these research areas, to the best knowledge of the authors, there exists little research analyzing impact of behavioral targeting in online marketing from the perspective of e-WOM. With focus on Android applications, the purpose of this paper is to fill this gap by analyzing the impact of behavioral targeting on mobile Application Popularity and Stability based on a set of real usage data provided by Fuller Inc., which is an Android application software company, combined with reviews of Android applications collected from Googleplay.com. For the methodology, a text mining approach is employed together with K-Means user segmentation. We find that the behavioral targeting could enhance both mobile Application Popularity and Application Stability.</p>			
審査日 平成 26 年 01 月 30 日			
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