

عنوان مقاله:

A perceptual measure of mobile advertising using fuzzy linguistic preference relation

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خلاصه مقاله:

The purpose of this study has been concretized in terms of impact of mobile advertising on the purchase decision of the consumer and aimed to answer to research questions: which is the underlying structure of criteria in mobile advertising? And which criteria are important for consumers in evaluating mobile advertising? A sample of consumers in Taiwan was surveyed and using fuzzy judgment to determine the vague perception of consumers. In addition, the proposed fuzzy linguistic preference relation (FLPR) is used to express the subjective preferences of consumers with respect to the considered criteria of mobile advertising, and also use the criterion gauges to evaluate the implementation of mobile advertising strategies. Finally, an empirical study is illustrated to demonstrate that the proposed method is more suitable than the traditional method, especially when the consumer judgments are likely be inconsistent in pair-wise comparison. The presented fuzzy linguistic preference relation method is an easy and practical way to provide a mechanism for improving consistency in perceptual measure of mobile advertising.

کلمات کلیدی:

Perceptual measure, Mobile advertising, Fuzzy linguistic preference relation

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