# Cover letter

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Information Processing & Management Editorial Board

Editor-in-Chief: Jim Jansen

HBKU, Qatar Computing Research Institute, Tornado Tower, 13th floor, PO Box 5825, Doha, Qatar

Dear Jim Jansen and IPM Editorial Board:

We wish to submit an original research paper entitled “Measuring the Influence of Mere Exposure Effect of TV Commercial Adverts on Purchase Behavior based on Machine Learning Prediction Models” for consideration by Information Processing & Management.

We confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

In this paper, we report on our findings on the analysis of a large-scale database of commercial television adverts audience information from Japan and the purchasing behavior of the audience using machine learning prediction models. We have found that it is considerably difficult to predict the Actual Purchase, and by a lesser degree the Purchase Intention based on the amount of time spent exposed to the adverts. It is because of this that we analyzed many studies branching from the Mere Exposure Effect theory and studies based on the Perceptual Fluency theory, finding that the sample sizes are limited by the methodology and/or expenses. Our study on the other hand is built on a large database of television broadcasting and viewership information as well as questionnaires.

We believe that this manuscript is appropriate for publication by Information Processing & Management because by approaching a widely accepted theory with new methodology from the information processing field, we put to test the beliefs that directly influence many management decisions. Because we are applying these information-based techniques on current marketing techniques influential to the management of many industries, we believe that we can contribute to the goals of IPM were our manuscript be accepted in your consideration.

We have no conflicts of interest to disclose. Please address all correspondence concerning this manuscript to me at [s153400@stn.nagaokaut.ac.jp](mailto:s153400@stn.nagaokaut.ac.jp).

Thank you for your consideration of this manuscript.

Sincerely,   
Elisa Claire Alemán Carreón

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# Vitae

Elisa Claire Alemán Carreón received the B.S. degree and is currently pursuing a M.S. degree in Information Management Systems Engineering in the Nagaoka University of Technology, Nagaoka, Japan under the instruction of Hirofumi Nonaka. Her research interests are Text/Data mining for management data and multilingual endeavors.

Hirofumi Nonaka received the B.S., M.S. and Ph.D. degrees in Engineering from Toyohashi University of Technology, Aichi, in 2003, 2005 and 2011, respectively. He was a research fellow at Nagoya University in 2011. He joined the Department of Information Engineering, Oita National College of Technology, Oita, Japan from 2012 to 2015 and was an Associate Professor. He has been an Associate Professor at the Department of Information Management System Engineering, Nagaoka University of Technology since 2015. His recent research interests are Text/Data mining for management data and application of spatial statics.   
  
Asahi Hentona is currently pursuing a B.S. degree in Information Management Systems Engineering in the Nagaoka University of Technology, Nagaoka, Japan under the instruction of Hirofumi Nonaka. His research interests are Text/Data mining for management data and patent information analysis.

Hirochika Yamashiro is currently pursuing a B.S. degree in Information Management Systems Engineering in the Nagaoka University of Technology, Nagaoka, Japan under the instruction of Hirofumi Nonaka. His research interests are Text/Data mining for management data.