

ABSTRACT

An electronic coupon is distributed from a management server (5) to a mobile device (1) via the Internet, communication setting data defining a communication condition and effectiveness of this electronic coupon is transmitted to a shop apparatus (3). When the mobile device enters a range in which near field communication with the shop apparatus is possible, communication between the mobile device and the shop apparatus is established based on the communication condition. Further, when it is determined that the electronic coupon held by the mobile device is effective for this shop apparatus, the mobile device is notified of a presence of a shop associated with the held electronic coupon in the vicinity.