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Mobile Market Research

Content

VI.   CASE STUDIES

Push Studies in the Context:

Contextual Pull Studies:

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Introduction

The future of the Internet is mobile. According to a survey amongst more than 1000 Internet leaders, activists and analysts the mobile device will be the primary connection tool to the Internet for most people in the world in 2020 (PEW INTERNET & AMERICAN LIFE PROJECT, December 2008: www. pewinternet.org). Besides the still increasing mobile phone usage, the global notebook PC shipments which exceeded those of desktops in the 3rd quarter 2008 for the first time ever show that already today the trend towards mobility is on the rise (www.isuppli.com).

Following the basic principle of the book series *Neue Schriften zur Online-Forschung* this volume picks up this trend towards mobility and discusses new possibilities of empirical research resulting from it. The book gives an overview of the current research activities in the very young field of mobile market research and offers guidelines on how to use mobile technologies for research purposes. It demonstrates in which situations mobile devices can be useful as instruments of data collection. A framework to categorize mobile research methods is presented and several fields of application are illustrated with case studies.

With our backgrounds in market research, academic social research, and the mobile network industry we tried to cover a broad spectrum of authors and issues. We see this book as a kind of landmark to recognize the relevance of mobile market research in science and practice and for online-research in general. Dealing with innovative mobile methods for market research the volume does explicitly not address research on mobile markets (e.g., mobile phone sells, tariffs, features, brands etc.).

Mobile Market Research is the first volume of the *Neue Schriften zur Online-Forschung* book series published completely in English language. This is

mainly because of two reasons: First, in addition to German and Austrian experts, international authors from the US, UK and Norway contributed to the volume. Second, we aim to attract a broader international readership interested in online research. However, the new aspect of mobility might draw awareness also from researchers and practitioners in the mobile phone sector.

The volume is divided in six topical sections. Along with this introduction to the book the first section (INTRODUCTION/BASICS) offers an overall framework to classify mobile research methods. EMANUEL MAXL differentiates between four types of mobile methods depending on whether they are context-related or not and who decides about the feedback moment: the researcher (push studies) or the respondent (pull studies). Context-related mobile approaches have the most potential but are the least proven so far considering the amount of possible contextual situations and combinations of mobile methods. Based on Maxl's broad overview of mostly non-voice mobile methods (SMS, MMS, the mobile Internet etc.) a more in-depth analysis of selected mobile methods is eligible and necessary in the future.

Acceptance and usage of mobile methods are strongly dependent on psychological and cultural factors (section II: PSYCHOLOGICAL & CULTURAL FRAMEWORK). Focusing on mobile voice methods NICOLA DÖRING reviews the current literature on various psychological dimensions of mobile phone calls in everyday life and mobile phone interviews in research (CATI, CACI, IVR etc.). In a similar manner the psychological aspects of mobile non-voice services could be examined in order to improve respective mobile data collection methods. Cultural influences are covered by the paper of CORINNA PEIL taking Japan as an example. Intercultural differences and similarities regarding mobile communication in Asia, North America and Europe as well as other less outstanding regions have to be considered and are mentioned in several papers of this volume. A systematic analysis of cultural specifics in the area of mobile social and market research is still missing.

Like online surveys in online research, mobile surveys are very popular in mobile research (section III: MOBILE SURVEY). How mobile surveys can be developed and implemented by respective mobile survey software is outlined in the chapter of TANJA PFERDEKÄMPER and BERNAD BATINIC. The paper of ASTRID TARKUS is dedicated to the usability of mobile surveys. Based on several methodological studies it covers a variety of mobile

usability issues, for example the right wording and timing of mobile survey invitations, mobile survey site structure, and joy of use.

In section IV (FIELDS OF APPLICATION) HAIRONG LI and LESLIE TOWNSEND focus on mobile research methods in the field of marketing and address issues like advertising testing and mobile web site profiling. As the authors claim, international studies in this practical field are still lacking. INGVAR TJOSTHEIM stresses that, in planning international mobile social and market research studies, issues of privacy and voluntariness of participation are crucial. He also discusses the relevance of deciding on the audience, multimodality in addition to location and context of mobile surveys.

According to our worldwide literature search, development and application of mobile methods seem to be driven primarily by researchers in the industry and not in academia. To avoid the prejudice of mobile data collection equaling ›quick and dirty data collection‹, methodological studies are necessary to systematically evaluate the quality of mobile methods and mobile data. The three papers in section V (EXAMINING DATA QUALITY) deliver valuable background information to decide when mobile methods are suitable for different research questions. SVEN NICOLAI describes the sociodemographic structure of mobile phone users in Germany as a precondition to representative sampling of different target groups. Linked to this paper BRITTA BUSSE and MAREK FUCHS outline in detail relative coverage biases of mobile market research in Austria, Germany and Europe in general. One of the crucial results is the fact that coverage biases are still too large in order to allow mobile web studies for the overall population nowadays, but expected growth in the mobile web penetration rate might change this quickly. However, specific target groups like young and well educated people are covered in a sufficient way already.

In his second contribution SVEN NICOLAI gives details about the influence of incentives on the data quality of SMS surveys. Since mobile survey participation today often generates costs on the side of the participants (e.g. SMS fees), incentives are especially important to keep response rates high in mobile research. ANDRÉ ROMANO compares a web survey (CAWI) and a mobile survey (WAP) and comes to the conclusion that both methods provide similar data quality (age was identified as an interfering variable, though).

Section VI (CASE STUDIES) closes the circle to the initial classification of mobile methods and presents two case studies each as examples for contextual push and pull studies. The practical uses of mobile methods are

shown but also their limitations, possible difficulties and research gaps. ASTRID WALLISCH and EMANUEL MAXL demonstrate the usage of mobile surveys to evaluate customer satisfaction with a mobile service. In this very specific case the response-rate of the mobile method quite exceeded that of the web survey. More importantly the response time was significantly shorter using the mobile method. Since the data indicate that different people take part in mobile as opposed to web feedback the possibility of substitution is restricted to specific target groups.

Given that pop-up invitations are technically not possible with mobile operating systems yet, WOLFGANG NEUBARTH and ULRICH MAIER analysed the use of mobile banners to recruit visitors of mobile websites for mobile surveys. Mobile advertisement especially in the form of mobile banners is still in its infancy but next to online advertisement the strongest growing field of marketing. Thus it is important to consider suitable methods to measure efficiency of mobile ads in an appropriate way as NEUBARTH and MAIER do in their contribution. Of interest for future research could be the impact of different types of mobile banners according to standards in mobile marketing industry like standard Text Banners and standard or static Image Banners in different sizes and formats (www.mmaglobal. com) on response rates and data quality.

One of the first fruitful applications of mobile methods proved to be the use of MMS and mobile blogging in qualitative research. The freedom for respondents to fill their own blogs whenever they feel it is appropriate gives it a leading position within the contextual pull studies. SIGRID STUDLER and EMANUEL MAXL explain how to use mobile blogging in the search for new trends in comparison to well known paper & pencil diaries. Further applications of mobile blogging as a research tool are discussed and might deliver additional objectives for scientific research.

Finally, FIONA BLADES depicts the importance of experience data which are gathered immediately just in time about usage and attitudes towards products and brands as opposed to opinion data collected with a time-delay. Context-related, real time data collection in pull-studies seems to outperform traditional methods of data collection in terms of ecological validity. Still, methodological studies are necessary to fully evaluate mobile data quality in comparison to established methods.

We hope that both the research results and research gaps discussed in this volume will inspire further work in the field of mobile methods of data collection.