

APPENDIX A: Survey Questions

Thank you in advance for filling out this survey. Please read the attached consent form. Take as much time as necessary to answer these questions – though, it would be much appreciated if you could respond by September 30th, 2003. Please answer only those questions you feel comfortable answering. When completed, please mail the consent form and the survey to Birgit Muehlenhaus. The address can be found at the end of the survey. Please feel free to email me at (birgitm@psu.edu) if you have any questions. Thank you very much for your time.

For issues of clarity, “**retail LBS**” is used in this survey to mean: technologies used to market products and services to individuals with mobile devices, such as cellular phones. These technologies would take into account the consumer’s geographical location, previous purchases and buying habits.

1. Please type your name: _____

2. Please type your company name, job title and the name of the country you work in :

3. Do you think cultural attitudes will affect the potential success of retail LBS in different countries?

_____ Yes

_____ No

Please explain:

4. Would you personally sign up for a service to be target marketed on your cellular phone?

_____ Yes

_____ No

Please explain:

5. Are you aware of any restrictions on the access to and use of private information on individuals (such as buying habits) by business?

Yes

No

Please explain:

6. If yes for # 5, are the restrictions determined by the government or the private sector?

Government

Private sector

Please explain:

7. Do you feel there is anything unethical about targeted marketing?

Yes

No

Please explain:

8. Does your company use targeted marketing?

Yes

No

Please explain:

9. Do you believe there are privacy concerns involved in LBS?

- Yes
 No

If yes, please elaborate:

10. Is your company addressing privacy concerns involved in LBS?

- Yes
 No

Please explain:

11. Which of the following do you think will affect the potential success of retail LBS. Please rank your top 5 choices, 1 having the strongest effect and 5 the weakest effect.

- a. Location/positioning infrastructure (e.g. EOTD, TOA, etc.)
- b. Services infrastructure (e.g. content, applications, etc.)
- c. Socio-economic status of the individual
- d. Socio-economic status of the country in general
- e. Governmental policies on information privacy
- f. Freedom of businesses to access private information
- g. Access to devices with LBS capabilities, such as cell phones with GPS
- h. Mobility of individuals

12. Based on your experience, do you think that people are likely to pay for retail LBS in your country?

- Yes
 No

Please explain:

13. Even if initially there is a lack of consumer demand for retail LBS, do you think companies will attempt to promote retail LBS in your country?

Yes

No

Please explain:

14. If possible, please recommend names of other people or companies involved in LBS and their location:

Thank you for taking the time to fill out this survey. When completed, please mail this form along with the signed consent form to the address below. Once again, I very much appreciate your help with my research.

Sincerely,

Birgit Muehlenhaus

APPENDIX B: Survey Responses

Question	EU Yes	EU No	US Yes	US No	Other ¹ Yes	Other No	No Response ²	Total
3	10	0	14	1	3	0	1	29
4	3	7	7	8	1	2	1	29
5	10	1	8	6	2	1	1	29
6³	9	0	3	0	1	2	14	29
7	3	8	2	12	1	2	1	29
8	4	7	9	5	1	2	1	29
9	7	2	15	0	3	0	2	29
10	3	8	3	9	2	0	4	29
12	6	5	11	2	3	0	2	29
13	10	0	14	1	3	0	1	29

- 1:** Others included respondents from Australia and Canada.
2: No response includes those who did not answer the question and those who responded both yes and no.
3: Optional answers for question 6 were either 'government' or 'private sector.' Answers are tabulated such that YES = government and NO = private.

Question	<u>Level of Importance⁴</u>				
	1	2	3	4	5
a	4	5	8	5	2
b	12	6	4	1	2
c	1	2	4	4	7
d	1	2	2	2	3
e	4	4	1	7	1
f	1	2	3	3	6
g	8	7	4	2	2
h	1	0	5	3	3
Total	32	28	31	27	26

- 4:** Level of importance was measured using numbers 1 through 5; number 1 represented the element most important to the success of retail LBS

APPENDIX C: Sample Interview Questions

Please tell me your name and position within the company. Please describe your role at work.

How does your company use LBS? How has it evolved/changed in the past and how do you see your company using LBS in the next 5 years, 10 years, etc.?

What are the benefits of LBS? What are some of the drawbacks of LBS?

What types of restrictions are there on the access to and use of private information on individuals by businesses in your country? Are businesses able to collect data about people's buying habits, where they shop, etc.?

Does your company sell customer information to marketing firms?

How does privacy come into play in the potential success of LBS in your country? Is the issue of privacy being addressed within your company? What are some safeguards that you can offer potential customers of retail LBS? Is your company policy about privacy made explicit to the customer before they sign up for a location based service?

Are there legal issues involved in retail LBS that may hinder their success? If not, do you foresee government regulation in the future? Why or why not? (e.g., freedom of information, freedom of speech, etcetera)

Are the location and services infrastructure there to allow retail LBS to come about in the future? Are the applications available now?

Do you think cultural attitudes will affect LBS? By cultural attitudes I mean, how a culture views privacy issues, technology, for example. If yes, in what way?

Based on your experience, will people be likely to pay for a targeted marketing service in your country? If not, do you believe that businesses will still opt to develop a service of this kind?