

**FOM**  
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**Master of Business Administration**

**Marketing**  
Assignment I

**Designing a Consumer Marketing Research:  
Buying or Web-Based Renting of Computer Games**

Supervisor: Prof. Dr. Thomas Laukamm

Authors:


Markus Brinker Student ID-No.: 14 10 35  
Andreas Czerwonka Student ID-No.: 13 54 06  
Jens Fischer Student ID-No.: 13 77 13  
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## EXECUTIVE SUMMARY

This assignment's scope was to design and conduct a marketing research. A fictitious company called EVERPLAY thought about introducing a web-based computer game rental portal and wanted to find out whether such a service would be commercially viable and –if it would be viable- under which conditions.

As the idea of a web-based game rental service includes a new approach of distribution, there was no secondary data available. Therefore, a primary research had to be conducted to gather the necessary information. The decision was taken to send out emails to recipients asking them to answer a questionnaire online because of the low costs involved and the possibility to reach many recipients very fast and also receive answers very fast.

A questionnaire was designed, including fact-based questions about the respondents PC, his internet connection, his billing plan and his use of and expenses for computer games. Furthermore, we asked about the preferred payment options for goods and services on the Internet. Opinion-based questions asked for the respondents preferences about a web-based game rental service and the fair prices under different pricing models for such services. Besides asking questions about biographic data, we also asked for the respondents probability to use such a rental service and the possible impact on his current purchasing habits with regards to computer games.

A marketing plan should be elaborated as the next step, as the results suggest that  business model should be established: 45% of the computer game players would probably rent the full unlimited use package of computer games online. Even 62% of the current non-players of computer games consider using the rental service for individual games. Most of them would technically be able to use web-based rental services. 30% of all respondents indicated that they would have invested 80-100% of the money currently spent for purchasing games into games rental services, if such service existed.

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## I. LIST OF ABBREVIATIONS

PC	Personnel Computer	MS	Microsoft
Q	Question	Win	Windows

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## 1 INTRODUCTION

Marketing research is aimed at finding information and knowledge that describes the relationship between consumers, products, marketing methods, and marketers. It is done in order to discover marketing opportunities and issues and to better understand the purchasing process. Both are necessary to establish marketing plans. Marketing research is also applied to evaluate marketing plans as well as marketing performance.

Marketing research includes gathering information about topics such as the economy, industry, firms, products, pricing, distribution, competition, promotion, and consumer purchasing behaviour. The generic market research process is shown in figure 1.

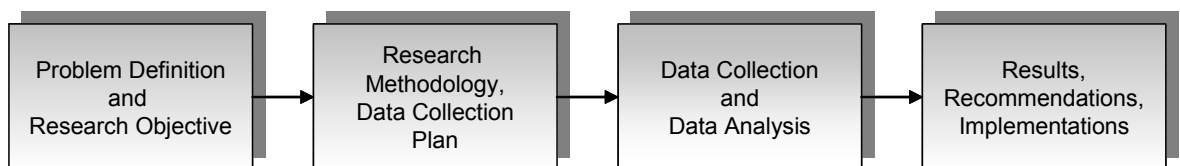


Fig. 1: Marketing research process (cf. TURBAN (2002) p.145)

Companies have to understand the business well to be profitable, they have to do “the things right”. But, for long term business success it is mandatory to ask continuously the question: “Are we doing the right things?”

Usually the conventional way of getting and using computer games is that a software package is bought, delivered on CD, installed on the PC and played as long as the purchaser of the software likes the game. Today’s companies producing and selling computer games have to ask themselves the question if they shall continue to do business as usual or if they have to adopt to changing market situations, new technologies, new competitors with new business models and changing demands of their customers. Especially in the ever-changing world of computer technology, it is absolutely necessary to

keep up with modern trends to be able to give customers a maximum of satisfaction: computer games are entertainment, fun and diversion. Consumer satisfaction is mainly driven by the game itself but also by factors like price, actuality or service.

One possibility to increase customer satisfaction and therefore market share is to change the marketing strategy and therefore the conventional way described above and to offer a service using the latest in modern technology which allows the rental of games and to play online. This would avoid local installations for the user and could also lower distribution and administrative costs for the company. In addition, the user would be more flexible regarding the choice of the game due to the fact of renting. The user therefore would not be compelled to make a decision which game to purchase once and for all.

At this point, the company has to take a well-informed decision whether to change the existing marketing and sales structures or not. In this situation, marketing research is a good way to analyse the existing options for the company. Marketing research will show, if there is a sufficient market for this kind of rental service and under what circumstances it will succeed.

The main parts of this assignment are aligned to the generic process illustrated in figure 1. Chapter 2 describes the problem to be investigated and the research objective. Chapter 3 involves the research methodology, data collection plan and the basic tools. In chapter 4 the development of the questionnaire and the data collection are described. In chapter 5 data obtained from the responses is analyzed. Finally the results are presented in chapter 6 and lead to conclusion in chapter 7.



## **2 DEFINING A RESEARCH OBJECTIVE**

Before actually being able to do market research, the researcher has to understand the situation and the research problem. After that, a research objective can be formulated. Therefore, the starting point for all market research efforts has to be the given situation and the question(s) (Q) the customer asks.

### **2.1 Situation and Research Problem**

In this assignment we assume that a fictitious customer called “EVERPLAY”, has mandated us with a marketing research. EVERPLAY is a company producing and selling –among other things - computer games to wholesalers and some retailer groups. They consider to set up a webpage on the Internet where customers can rent computer games and play them either online or after downloading the software of the specific game chosen. The EVERPLAY would like to rent out own computer games and games of other companies. For the purpose of our questionnaire and study, we do not consider possible objections other providers of computer games might have with renting out their games in general or specifically via the website of EVERPLAY. There are several ways to overcome such objections, e.g. setting up a new company jointly owned by all companies providing the necessary games of other companies. The question EVERPLAY asks is whether the project is viable and marketable and if yes, under which circumstances. This is the research problem.

### **2.2 The Research Objective**

Consequently, we wanted to find out which features a portal for renting computer games should have so that it would meet the demand of as many potential customers as possible and whether if enough new customers could be attracted to the computer games rental model. On the one hand the new

model might create completely new customers which didn't buy computer games before. On the other hand the current market of games for sale would be cannibalized. All these aspects are the research objective.

If there is sufficient market potential for at least one of the two types of the intended service, *EVERPLAY* would like us to develop a marketing strategy for the introduction of such a service in a second step (a suitable marketing strategy reflecting the findings of our research will be presented in the second assignment).

### 3 DESIGNING OF DATA COLLECTION PLAN AND RESEARCH METHODOLOGY

#### 3.1 Sources of Data

To undertake marketing research, one needs sufficient data which can be analysed. Depending on the type of how to get the necessary data, marketing research can be divided into two main categories: secondary and primary research. The distinction between them is fairly simple. Secondary or desk research is the use of previously existing resources to meet the research goals. Primary or field research is original work done with particular study objectives in mind.

Secondary research has many uses, and can come in many forms. One separation is the research in internal or external sources. In some cases, it might be the only way to cost-efficiently obtain certain types of data. A lot of time and money can be saved if first existing data are sorted out to see what other work has already be done in the area of interest. There is little sense in reinventing the wheel. Primary data can be collected in many ways as shown in figure 2.

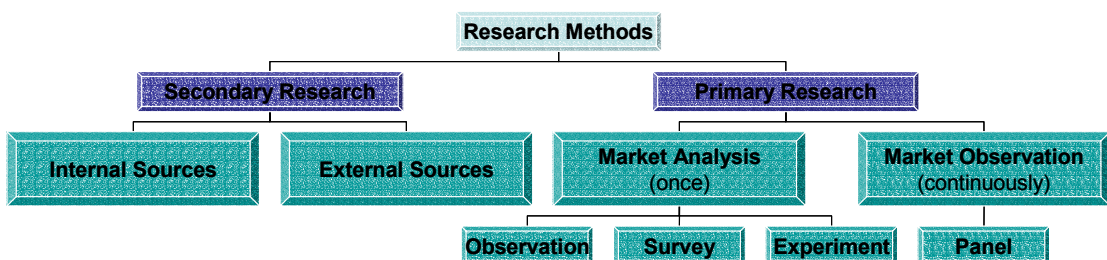


Fig. 2: Differentiation within market research (cf. BAUMGARTH and BERNECKER (1999), p.27)

In the case of computer games and the ability to play via the Internet the secondary research has not brought any useful information. Therefore all further investigations were concentrated on primary research.

### **3.2 Qualitative versus Quantitative Research**

The first major decision before conducting a primary research is whether to use a qualitative or quantitative approach. GROSSNICKLE and RASKIN ((2001), p. 50) describe qualitative research as “soft and fuzzy” and that it “resides at the touchy-feely end of the research spectrum”. In comparison to that quantitative research uses charts and graphs.

Traditionally, it involves face-to-face contact with the consumer and uses in-depth interviews to explore issues that arise. It is free-form and open-ended, and as such, provides an excellent way of taking a first look at the factors surrounding your particular question. Qualitative research is “concerned with getting a subjective feel for the topic” as GROSSNICKLE and RASKIN ((2001), p. 50) describe this graphically and usually involves a small number of participants.

Quantitative research, on the other hand, is the measurement of consumer characteristics, behaviours, and attitudes. It shapes the “core of marketing research” (GROSSNICKLE and RASKIN ((2001), p. 86) because these measurements can be “scientific, severe, and representative”. As such, they can be used confidential to make critical business decisions. As a general rule, research data is quantitative when you can chart it, graph it, or tabulate it. When hard facts and reliable measurements are needed a quantitative research is mandatory.

By first talking to computer gamers in an unstructured way we develop a feeling for how a solution for a renting model could look like and what the demand of those players would be. The results were incorporated in the quantitative research we did afterwards for the reasons that are given above.

### 3.3 Wording and Types of Questions

Developing a questions' precise wording is not easy. Even one word can make a difference in how study participants respond to a question. In developing any question, the goal is to construct a way to collect the person's response without influencing him or her either obviously or hidden. Compounding this problem is the fact that the researcher will have only one chance to accomplish this goal, because the respondent might not be available for further questioning for different reasons so the wording of each question is critical.

There are two general types of questions: open-ended and multiple choice questions.

**Open-ended questions:** The most obvious way to gather data in a survey is to ask a question and then provide respondents a way of writing in their answer. The advantage is that they allow for all types of answers by not restricting the respondent to choosing from a predefined list. Similar to qualitative research, open-ended questions provide very rich, contextual results. The disadvantage is that this can become problematic if the data have to be summarized. This type of data must be converted into some kind of numerical format before it can be analysed. GROSSNICKLE and RASKIN ((2001), p. 171) called this process "coding" which can be very time consuming and annoying. Therefore it is obvious that open-ended questions should be reduced to a minimum. But, a few (maximum 20%) open-ended questions can provide important feedback, information and new points of view and must therefore be a part of the questionnaire (LEISSNER (2004)).

**Multiple-choice questions:** Because of open-ended questions make analysis time consuming and difficult, researchers typically use multiple-choice questions to understand how respondents relate to an issue. They are especially relevant when researchers understand the major issues surrounding a research topic and are mostly concerned with quantifying the

degree to which those issues exist with respondents. Instead of writing in answers, respondents are asked to select single or multiple items that apply from a list.

The questionnaire for this research report was developed in accordance to BURNS and BUSH ((2003), p. 305) who defined the “shoulds” and “should nots” of question wording. The five “shoulds” are thus: ”(1) The question should be focused on a single issue or topic; (2) the question should be brief; (3) the question should be interpreted the same way by all respondents; (4) the question should use the respondent’s core vocabulary; (5) the question should be a grammatically simple sentence.”

In comparison to that there are of course “should nots” which have to be avoided: (1) the question should not assume criteria that are not obvious; (2) the question should not be behind the respondent’s ability; (3) The question should not use a specific example to represent a general case; (4) the question should not ask the respondent to recall specifics when only generalities will be remembered; (5) the question should not require the respondent to guess a generalization; (6) the question should not ask for details that can not be related; (7) the question should not use words that overstate the condition; (8) the question should not have ambiguous wording; (9) the question should not be double-barrelled; (10) the question should not lead the respondent to a particular answer; (11) the question should not have loaded wording or phrasing (cf. BURNS and BUSH (2003), p. 308-315).

### **3.4 Sampling**

International markets are measured in hundreds of millions of people, national markets contain millions of individuals, and even local markets may constitute hundreds of thousands of households. To obtain information from every single person in a market is usually impossible and obviously impractical. For these reasons, marketing researchers make use of a sample.

Three questions have to be answered when a sample is designed: Who is to be surveyed, how many people should be surveyed and how should the people in the sample be chosen?

For the way how people are selected two different sample methods are available: probability and nonprobability samples (BURNS and BUSH (2003), p. 338)). Probability samples are ones in which members of the population have a known chance (probability) of being selected into the sample. Nonprobability samples, on the other hand, are instances in which the chances of selecting members from the population into the sample are unknown. The essence of a “known” probability rests in the sampling method rather than in knowing the exact size of the population. In other words, this probability value is really never calculated in reality, but it is assured by the sample method that the chances of any one population member being selected into the sample could be computed. Table 1 gives an overview of the different sample methods.

Table 1: Types of samples (KOTLER and ARMSTRONG (2004) p.157).

<b>Probability</b>	
<b>Simple random Sample</b>	Every member of the population has a known and equal chance of selection
<b>Stratified random sample</b>	The population is divided into mutually exclusive groups (such as age groups), and random samples are drawn from each group.
<b>Cluster (area) sample</b>	The population is divided into mutually exclusive groups (such as age groups), and the researcher draws a sample of the group to interview.
<b>Nonprobability</b>	
<b>Convenience sample</b>	The researcher selects the easiest population member from which to obtain information. The researcher uses his or her judgement to select population members who are good prospects for accurate information.
<b>Judgement sample</b>	The researcher finds and interviews a prescribed number of people in each of several categories.

For this survey the simple random sample method was chosen. Details regarding the recipients of the questionnaire and the quantities are described in chapter 4.

### 3.5 Sample Accuracy

A survey has two types of errors: sampling errors and non-sampling errors. Sampling error is the difference between the sample finding and the true population value due to the fact that a sample was taken. Only a census has no sampling error because it accounts for every individual. Non-sampling error pertains to all sources of error other than the sample selection method and sample size. Examples are specification mistakes or incorrect analysis.

From the statistical point of view only the sampling errors are predictable. The error value is strictly dependent from the sample size and the variability in the responses. Variability is defined as the amount of dissimilarity or similarity in the respondents' answers. If higher the variability if lower is the sampling error. The error can be estimated with the sample error formula<sup>1</sup>:

$$\pm \text{Sampling Error \%} = 1.96 \times \sqrt{\frac{p * q}{n}} \quad (1)$$

Inputs are the sample size "n" and the variability "p" and "q" (q = p -100%). Example: from 1000 people answered 400 on a certain question "Yes" and 600 answered "No". Due to that the value for "p" is then 40%, for "q" 60% and the sum has always to be 100%. 1.96 is a constant that will be explained more detailed in the next section. The sampling error function is graphically shown in figure 3 with p=50% and q=50% which represents the worst case.

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<sup>1</sup> It has to be pointed out that all calculations assume that the data are normal range distributed (cf. BLEYMÜLLER, et al. (2002), p. 85-90).



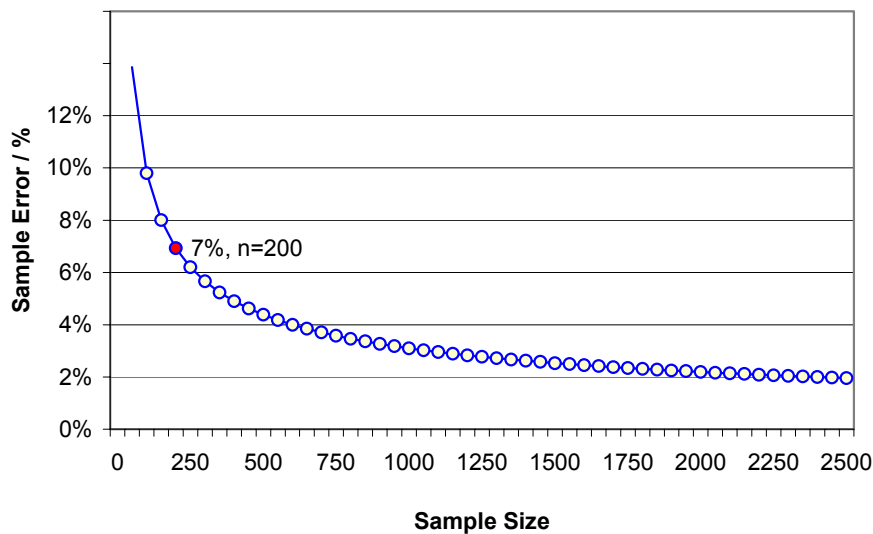


Fig. 3: The relationship between sample error and sample size (cf. BURNS and BUSH (2003), p.375)

It can be seen that from a certain sample size on the error decreases at a very slow rate with larger sample sizes. On the other (low sample) side, large gains in accuracy can be made with a relatively small sample size increase. E.g. a sample size of 50 has an error about  $\pm 14\%$ , a sample size of 200 has a reduced error of  $\pm 7\%$ .

The constant 1.96 is used to estimate the mostly used 95% confidence interval. This means that  $\pm 1.96$  times the standard deviation theoretically defines the endpoints of the 95% of the distribution. Whereas the range is called confidence interval, the likelihood that the statistic is within this range the confidence level.

Example:  $n=200, p=q=50\%$

Result:  $50\% \pm 7\%$  at 95% confidence level.

Non-sampling errors can be divided into fieldworker and respondent errors. In the case of online research fieldworker errors are not present. But, the likelihood of respondent errors is high because of intentional effects as

falsehoods or non-responses and unintentional effects as misunderstandings, guessing, attention loss, distraction or respondent fatigue. To minimize (elimination is not possible) the following control mechanisms can be used:

For intentional errors: validation and cross-checks can be used to identify falsehoods, incentives can be offered to reduce the non-responses rate.

For unintentional errors: well drafted questionnaires, direct questions and response options (e.g. unsure) against misunderstanding and guessing. Reversal of scale endpoints and prompters can be used against attention loss, distraction and fatigue (cf. BURNS and BUSH (2003), p.405).

### **3.6 Correlation**

Often it is interesting to know if a relationship between two variables exists and whether this relationship can be described mathematically. The regression analysis is focussing on this dependency of these variables which are metric scaled characteristics. The task of the regression analysis is to identify the mathematical function that describes the relation between two variables. The model used to describe the dependency can be e.g. linear, logarithm or a polynomial. Due to the fact that this tool will be used several times later in chapter 5 some explanations will follow now.

If the dependency of two variables is proven, we are talking about correlation between these two. The quality of this correlation can be described quantitative with the correlation coefficient ( $r$ ) or ( $r^2$ ). To visualize a good and bad correlation two examples of scatter diagrams are shown in figure 4 with a linear regression curve included. The coefficient ( $r^2$ ) varies between 0.171 and 0.998 for these examples. To support the understanding of these values some explanation is summarized in table 2.

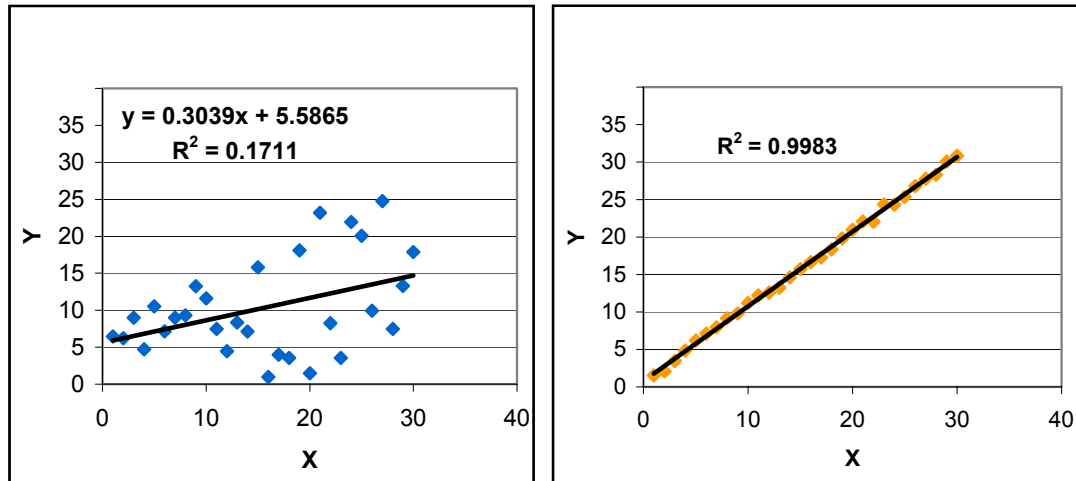


Fig. 4: Examples of different correlation coefficients

Table 2: Meaning of correlation coefficient size (cf. BURNS and BUSH (2003), p.534))

Coefficient (r) Range	Range of ( $r^2$ )	Strength of association
$\pm 0.81$ to $\pm 1.00$	0.66 to 1.00	Strong
$\pm 0.61$ to $\pm 0.80$	0.37 to 0.66	Moderate
$\pm 0.41$ to $\pm 0.60$	0.17 to 0.37	Weak
$\pm 0.21$ to $\pm 0.40$	0.04 to 0.17	Very weak
$\pm 0.00$ to $\pm 0.20$	0.00 to 0.04	None

### 3.7 Contact Method

Data collection is one of the central challenges in any research project. It is the process through which the opinions of customers are collected and categorized, and by which the hypotheses are proven or overturned. There are many methods of collecting data. Traditionally, researchers have conducted interviews in persons, via the phone, or through the mail. Online, however, respondent information can be obtained through either email or Web-based questionnaires. Each method has its strengths and weaknesses, and each is more or less suited to specific research applications (table 3).

Table 3: Strengths and weaknesses of contact methods (KOTLER and ARMSTRONG (2004), p.155).

	<b>Mail</b>	<b>Phone</b>	<b>Personal</b>	<b>Online</b>
<b>Flexibility</b>	Poor	Good	Excellent	Good
<b>Quantity of data that can be collected</b>	Good	Fair	Excellent	Good
<b>Control of interviewer effects</b>	Excellent	Fair	Poor	Fair
<b>Control of sample</b>	Fair	Excellent	Fair	Poor
<b>Speed of data collection</b>	Poor	Excellent	Good	Excellent
<b>Response rate</b>	Fair	Good	Good	Good
<b>Cost</b>	Good	Fair	Poor	Excellent

Following KOTLER et al. (2003) p. 413) the disadvantages of online research are:

- It's unrepresentative: It is not representative for the population, because in general Internet users are younger, higher educated and has a higher income. In addition more males make use of the Internet.
- It's limited: Not everybody has Internet access. In 2004 approximately 55% of the German households (ARD/ZDF (2004)). In the US 51% of the households in 2003 and 82% of the enterprises in Germany (45% of the US) have Internet access (EUROSTAT (2004) p. 192-193)).
- It's anonymous: In general it is unknown who answered, unless the responded decided to deliver this information.
- It's impersonal: Eye contact and body-language are direct and visible reactions of those asked. These important factors are normally analysed in traditional focus groups and can't, of course not accessed via internet.

The advantages of the online survey can be summarized as follow:

- It's cheap: unlike phone and in-person data collection techniques, the actual process of collecting interviews online is completely automated. Nearly all of the costs of conducting online research studies are incurred before the first respondent has been interviewed. This near-elimination of incremental costs allows the collection of larger sample sizes than would be feasible using phone or in-person techniques.
- It's quick: Another advantage to automated interview processes is that they enable quick turnaround times. The number of interviews that can be collected off-line over a certain period of time is limited; but computers can collect tens of thousands of interviews each day. The affordability and speed with which online research can be conducted enables marketing research techniques to be applied to an entire new range of extremely time-sensitive business problems.
- It's easy: While off-line techniques may require teams of people, online projects can be conducted end-to-end by a single person. Beyond the teams of people needed to administer phone studies or mail out questionnaires, the work off-line does not end there. The data still needs to be processed and input into a data analysis package. Paper surveys must be opened by hand, and, often manually keyed into a computer. Unless rigid quality control methods are implemented, the data can be riddled with inaccuracies. In contrast, online surveys can be analyzed by "pushing one button". Most online survey packages provide built-in analysis tools that provide real-time results from the survey (cf. GROSSNICKEL (2001) p. 144).
- It's project related: Because of the objective of this study the targeted group has computer experience and the majority has online access, email account and Internet experience.

After balancing advantages and disadvantages against each other for this research the decision was made to execute an online survey because of the overweight of the advantages described above. It was conducted with "Perseus SurveySolutions Free Trial, Version 6.0.150"<sup>2</sup>.

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<sup>2</sup> "Perseus SurveySolutions Free Trial" is a product of Perseus Development Corp.

## **4 DATA COLLECTION**

### **4.1 Preparation of Data collection**

#### **4.1.1 Recipients of the Questionnaire**

The recipients of our questionnaire were chosen randomly from email address lists that could be compiled from different sources. Considering the unknown, but probably different educational and business backgrounds, it can be assumed that the recipients form a more or less heterogenic and representative group within the general population.

The questionnaire was sent out to about 520 recipients by email. From the fact that the questionnaire was sent out by email and had to be answered on the internet, one could assume that it reached predominantly tech-savvy people. On the other hand, we concluded that this is not the case any longer, as according to ARD/ZDF (2004), more than 55% of the population in Germany (aged 14 and over) is online. This finding shows that not only tech-savvy people can be reached by online surveys, but the majority of the German population (see chapter 3.6).

#### **4.1.2 Dealing with Refusals**

We also had to decide how much we should tell and explain to the recipients about the purpose of our study and the aim of the questionnaire.

In this context, we especially had to consider the problem of refusal, or non-response. There are different reasons why the completion rate, that is the rate of qualified respondents who take part in the survey (MALHOTRA, 352) is below 100%. One of the reasons is "uninformed refusal", which is the refusal to respond even before the purpose is explained to the refusing person (BRADBURN, et al. (2004), p.19). As there is no way to avoid that

recipients of the questionnaire delete it without reading and answering, there is no way to avoid uninformed refusal. Most refusals are uninformed refusals (MALHOTRA, p. 353).

Other reasons for non-response are missing or inadequate incentives; as we were not able to offer any incentive except our study's findings in return for taking part in the survey, we simply had to accept such refusals.

Another reason for refusal is perceived lack of information about the real purpose and the subject matter of the survey, which is as such a matter of questionnaire design and administration. We designed the questionnaire very carefully to avoid unnecessary refusals for reasons related to the questionnaire itself.

To sum up, on the one hand we had to consider some refusal if giving not enough information about our study, while on the other hand we had to consider that the longer the text, the less willing recipients of a questionnaire are to respond.

In addition, research undertaken by SHARP and FRANKEL (1981, p.19) showed that participation in surveys is more a function of the potential respondents' general attitude toward surveys than of the content of specific surveys and people refusing to participate are more negative about surveys in general, more withdrawn and isolated from their environment and more concerned about maintaining their privacy than those responding. BRADBURN, SUDMAN and WANSINK (2004, p.19) assume that refusals to answer a questionnaire may also occur because of an increased amount of perceived or actual time pressure.

Our own small pre-test findings support the findings above; a majority of pre-test respondents mentioned that especially the situation given in question 11 was considered to be very long and time consuming. Some friends of the authors asked to answer the pre-test version of the questionnaire mentioned



that they would not spend time for answering such questionnaire, if it were send to them without knowing the authors.

To counter such tendencies of refusal or break up, we positioned the longer question 11 almost in the middle of the questionnaire and hoped that respondents who already went that far through the questionnaire would see that there are not too many questions left and would actually complete the questionnaire.

Besides this, we decided to give the recipients some rather short, but reassuring information about the scientific and non-commercial nature of our study and the strict anonymity and data protection of all responses.

Furthermore, we hoped to convince recipients of our credibility and trustworthiness by stating the respected institution “Fachhochschule” (University of Applied Sciences) as the initiator of our study. To motivate recipients to fill in our questionnaire, we mentioned a rather short answering time of 5-8 minutes, which was based on the actual times measured in our pre-test. This time-frame should be appropriate to answer if respondents refrain from writing additional remarks and explanations.

The basic facts about anonymity, confidentiality, scientific purpose and the initiator of the study were given at the beginning of the questionnaire itself and also mentioned in the emails sent out to the recipients of the link to the questionnaire.

With regards to the aim of our study, we did not disclose the real purpose, as renting and playing of computer games might not be considered worth enough to spend some of one’s own time answering questions about this subject, especially if recipients might feel that they are already under time pressure.

### **4.1.3 Target Group Consumers**

In a second step, our group conducted a general search on the wider subject matter of renting software over the internet to gain a better understanding of our task. We found out that several companies in the US already rent out different software to business customers and that in Germany, T-mobile even rents out computer games via the internet to individual customers as does Swiss-based company BLUEWIN ([www.game-on.bluewin.ch](http://www.game-on.bluewin.ch)).

As EVERPLAY wants to rent out computer games, this appeals to individual customers only. This is the customer group we had to target in our research. Therefore, we restricted the questionnaire design to address individual customers. As we had to keep the marketing strategy to introduce the service of our customer in mind, we could not concentrate only on the question if there is a market for the business model of our client, but had to find out who would actually be interested in what and what would be the best way to offer the service. As the customer wants to create a marketing strategy based on the information gathered, we had to find out about the respondents preferences regarding different technical solutions, different pricing models and different habits.

## **4.2 Questionnaire Structure**

### **4.2.1 Ordering of Questions – an Overview**

While literally “assembling” the questionnaire from slips of paper containing single questions, we had to think about the ordering of questions. While initially we thought about grouping questions according to its content (technical questions, games related questions, demographic questions) only, we realized quickly that we had to modify this approach to a certain extent, even if ordering of questions according to its content or subject is generally a good approach to minimize the efforts for the respondents. Respondents can accommodate themselves better with the questions if they know that they are sorted by subject. Within each subject or category, questions should be

sequenced by starting with general questions, followed by progressively specific questions, this system being called the funnel approach (cf. MALHOTRA (2004), p.298); ZIGMUND (2000), p.323).

But on the other hand the approach to sort questions according to contents conflicts with another principle.

We thought about a sorting of the questions so that the respondent would have to think about his wishes relating to a perfect service and to engage with the topic of computer game rental step by step. To achieve this goal we had to avoid that they imply (technical) problems when answering the questions that may not exist.

After letting the respondent actually assume that the service would comprise all features he would like to have, we wanted to know if the respondent would actually be inclined to use what he previously defined as the perfect service. In an additional step, we wanted to find out how such a new service would actually change his purchasing habits.

Furthermore, we asked some additional questions later about his willingness to accept certain deviations of his own-defined perfect service. Thus, we tried to avoid that the respondent thought from the very beginning about his concerns and objections related to the subject.

In this general sequence, we wanted some distance e.g. between question 9 (asking about the amount of money spent for games during the past 12 months) and question 18 (asking for the percentage of that amount the respondent would have spent for purchasing games if he had had the rental service already). At the same time, we tried to sort the questions according to their type, beginning with fact-based questions and followed by opinion-based questions.

#### **4.2.2 Fact-Based Questions**

We tried to think of a way to motivate the recipient of the questionnaire to answer and found that questionnaires should begin with fact-based questions and then go on to opinion-based questions (BRADBURN, et al. (2004), p.332), because we considered the fact-based questions easy to answer. Not by coincidence, fact-based questions are - with some exceptions - generally non-threatening questions and therefore suitable to start with.

As an exception to the rule, we sorted some fact-based questions considered especially quick and easy to answer (about age and gender) at the very end of the questionnaire because we hoped that people would finish also the last part of the questionnaire if very easy questions are put at the end.

Within the fact-based questions, we tried to sort the questions according to themes or subjects; as a result, questions 2 to 6 deal with the technical side (respondents PC and internet access), while question 7 is about payment. After that, we have three questions dealing with games (where to get information about games; expenses for games) in more detail than in question 1, which was considered harmless, non-threatening and easy to answer and therefore put at the beginning to attract the interest of the recipient ("teaser").

#### **4.2.3 Opinion-Based Questions**

Question 11 is the question where we actually switch from fact-based questions to opinion-based questions. Here we present the reader with a detailed description of the intended rental service and ask about his opinion throughout the second half of the questionnaire, always related to this description of the rental service. From question 11 on, we start the second half of the questionnaire with questions about important features of games, the preferred types of games and whether to play alone or with/against others, before we then ask about the financial side of the rental model (questions 14 and 15). Finally, questions 16 and 17 check the probability of

gaining the respondent as a customer for the rental service and how long he probably would use that service per week.

After question 18, which - like questions 16 and 17 - asks for the financial side and the market potential of the rental service, we asked one additional open question about reasons to buy computer games when rental service exists.

This is followed by two more opinion-based technical questions that we did not want to ask earlier, because it might be considered boring to answer more “technical” questions in a row. As mentioned before, we conclude with the demographic questions about age and gender before finally giving the respondent to give us additional comments.

### **4.3 Pre-Testing**

We conducted a small pre-testing by asking around 20 persons to fill in the questionnaire before actually putting it online. We carefully observed at what questions the “flow” or movement in filling out the questionnaire somehow seemed to stop and noted all apparent delays. Later, we asked each of those pre-testing respondents why they stopped at those questions previously noted. In fact, it seemed that in some questions, several readers needed to read twice to understand the real meaning, though we thought that the question was worded properly.

In some cases, we even received answers that lead to the assumption that the respondent misunderstood the question. To improve those questions, we decided to underline the most important words in those questions to lead the attention of the reader to those words. After those changes, we asked further pre-testers to answer to the questionnaire and no further problems were noticed.

## **4.4 The Questionnaire**

### **4.4.1 Question 1: The Opening Question**

The questionnaire's first question is straight forward: "Do you play computer games...?" (all questions were asked in the German language. For consistency and better readability, throughout this text the English translation will be cited. Please refer to the original questionnaire and its full translation text under Annex A1 and A2). At the same time, this question should be considered harmless and in no way threatening, as it is a simple question about a harmless free time entertainment for all age groups. Therefore, it was considered suitable to be a starting point.

To help respondents remember which different forms of computer games exist they should consider before answering, the question was combined with aided recall in form of typical forms of computer games. Aided recall is understood as a questioning approach that attempts to stimulate a respondent's memory with clues about an object of interest (AAKER, D. et al. (2004), p. 733). To give aided recall in form of a list of examples seemed especially necessary, as the word "Computerspiele" in German can be understood to refer to games played on a PC only or also to all other forms of playing electronic games mentioned in the questions examples.

An earlier version of this question did not give help in form of an aided recall and had to be reworded as described above, as we felt that many recipients might otherwise just think about one of the several forms of computer games.

To ask few questions, we also decided to drop the earlier separately asked question: "Where do you play computer games?" and included several typical places where to play computer games in our aided recall.

Options to answer only included "No, never" and "Yes, approximately on average per week in hours". By asking this dichotomous question, we hope to find out about how many of the respondents already play computer games

and for approximately how many hours. This group of respondents is one of the most interesting to our customer, since it consists of consumers already used to play computer games and therefore it can be assumed that this group might also be one of the main target groups in the subsequent marketing campaign strategy. This group might be addressed by a specific marketing strategy whereas a different strategy might be implemented for the group of current non-players which might be attracted to gaming under certain circumstances.

As a certain technological standard is required to use computer games in general and especially to use them via the internet we would have to check some of the technical possibilities of our respondents.

#### **4.4.2 Question 2: The Kind of Internet Access**

To connect to the internet, each user needs a suitable internet connection delivering sufficient data throughput. Depending on the type of activity on the internet, the user might need different kinds of internet access. For just sending some short emails, a slow analogue dial up modem might be sufficient while for large software downloads or very fast games the user will need a high-speed internet connection. As our customer considers the download of computer games from the internet or the actual playing of games directly via the internet, a high-speed internet connection is indispensable. This is due to the fact that today's computer games are sized from 80-300 Megabytes approximately (T-Online (2004)). Therefore, the second question was worded "What kind of internet access do you use for your private internet sessions?", with multiple choice answer options being "I don't have internet access", "analogue dial up modem", "ISDN", "DSL/broadband", "other" and "don't know".

#### **4.4.3 Question 3: The Billing Plan**

Even if respondents have a broadband internet access, it might be not very attractive to subscribe to a service where they would have to download large

software packets from the internet. This might especially hold true for those respondents having a billing plan where they are charged per minute or by data volume. In Germany, the charge per minute varies between 0,5 to 4 cents, while the charge per megabyte varies between 0,4- 3 cents, both depending on the time of the day and the telephone company (TELTARIF (2005)). As a consequence, we asked “What kind of billing plan do you have for your private internet sessions?” and offered multiple choice answers “billing by the hour”, “billing by data volume”, “unlimited internet access/flatrate” and “don’t know”. We assumed that it is probably more interesting for respondents having unlimited access (flatrate) to subscribe to the business model.

#### **4.4.4 Question 4: Change to a Faster Type of Internet Access?**

In the next step, we thought about the fast changing landscape of internet connection. More and more people subscribe to broadband internet services and might therefore be able to use the service our customer intends to offer even if they could not use such service so far due to their too slow internet connection. While subscribing to broadband internet services, respondents could become part of the group of potential customers that might be reached by adequate marketing efforts.

To find out if respondents plan to subscribe to faster internet access services, we therefore asked the fourth question: “Do you plan to change from your currently used type of private internet access upwards to a faster type of internet access within the next 6 months...”, again combining it with an aided recall of examples. For this dichotomous question, answering options consisted of just “Yes” or “No”.

#### **4.4.5 Question 5 and 6: Computer Hard- and Software**

Right away, we decided that it would be impossible to check the full technological background because many PC users do not actually know technical details of their PC or would be annoyed to answer several detailed



questions about this subject. Technical questions may even be perceived as threatening, if the respondent does not have the knowledge to answer them. As a result of too many technical questions, we would probably face a very low return rate of our questionnaire or just receive responses that have been chosen randomly from a given list of choices.

To avoid unnecessary “drop-outs”, we thought about ways to get the essential data about the technical background of the recipients, but not to shy them away from the questionnaire by asking too many technical questions.

At first, we made up our mind what the necessary prerequisites for users would be. We understood that users of the intended service should at least have high-speed access to the internet, this being at least ISDN, better DSL to be able to make full use of the service and to manage downloads within a reasonable timeframe. Furthermore, high data throughput is needed to realize the required short response times of many fast games.

In the very beginning, we thought about finding out about the CPU speed, the size of the hard disk, the memory of the graphics boards of the computers the respondents use. This was considered to be important, as more and more sophisticated graphics in computer games require constantly better graphic boards, CPUs and bigger memory boards to run and play the games properly.

In fact, we decided to abstain from asking about CPU speeds, hard disk sizes and names and specifics of graphic boards, for the reasons outlined above. To simplify the matter and –nevertheless- to obtain sufficient data about the state of PCs used, we decided to ask for the age of the PCs in use. This seemed to be a good way of asking about the technical state of the PC, as on average, from the age of a PC one can assess to a certain extent the technical state and average capabilities of the PC.

This holds especially true as in recent years, almost once or twice every year technical innovations entered the mass markets for consumer electronics. This way, better and faster CPUs, bigger graphic board memory and hard disc sizes were offered at cheaper prices and quickly dominated the market for new PCs.

In addition, we decided to ask for the operating system in use, which also gives a hint about the capabilities of the PC. By using a crosscheck between the answers on those two questions we could evaluate, if the respondent is right regarding the age or the operating system of his PC. Someone stating to own a PC older than 4 years could probably not use the latest in operating systems.

We decided not to delve into the details of possible incompatibilities involving service packs for Windows XP, the ActiveX plug-in, Indeo Video Codec, firewalls or special technical requirements of age verification systems. We also decided not to ask about what the internet is used for so far, as after some thought, we discovered that the answers to this question would not actually help us to answer our customers questions and to determine a suitable marketing strategy in the end.

As a result of the information given by our customer and our additional technical requirements review, we found out that as of today, users would need to have a broadband internet access, and a modern PC preferably not older than 2 years to fully use modern rental computer games. Respondents owning PCs up to 3 years old would on average have to expect considerably longer downloading times and response times of their PC than those with newer PCs and for this reason can not be expected to use the service in question as other potential users. PC owners with machines older than 3 years are not a suitable target group as long as they don't buy a new PC.

Therefore, we finally decided to ask question 5: "How would you describe your privately used PC?" with multiple choice answering options ranging from

“I don’t privately use a PC” to “up to [1/2/3/4] years and “older than 4 years”. We chose to include options “up to 4 years” and “older than 4 years” to disguise the real limitations of today’s technology and to be able to advise our customer if it might be worthwhile to invest in additional technology to be able to serve those PC owners with older PCs later (e.g. data packing).

In addition, we also asked question 6 to find out about the technical side: “Which operating system do you use on your privately used PC?” to find out about the operating system in use. Again, we gave multiple choice answering options (according to the popularity of the different operating systems) “Windows [XP / 2000 / 98 / NT], Mac OS X, Linux, Others” to check if our customer would eventually have to serve different relevant customer groups with different game versions according to their operating systems.

#### **4.4.6 Question 7: Payment Options**

Our customer should know about the payment options that the potential customers have and which they prefer, so that future payment systems of the intended service can be adjusted to those preferences. A service offering the wrong – that is, for some reason or other, unwanted - payment method is doomed to fail because of lack of acceptance by the customers. We asked in a first step “Which payment options do you have at the moment?” to find out which payment systems are in use; in a second step, we asked the recipients to tell us which of the currently used payment options are/would be their two preferred choices for payments for goods and services on the internet. Here, we offered a checklist of options to choose the answers from. From the answers of this question, it should be possible to analyse which payment systems for the intended service are acceptable for most potential customers and which are not.

#### **4.4.7 Question 8: Information Sources**

Aiming more on the marketing strategy the customer wants us to design later, we then asked question 8: “How do you inform yourself mainly about

computer games? Please check 3 boxes at maximum". With this multiple choice question, we wanted to find out if the recipients informed themselves mainly in specialist stores, in daily newspapers, in general interest magazines, in special interest magazines about computing/computer games, on TV, in the internet, over the radio, while talking with friends and acquaintances or others (those being the possible answers with the additional option "not at all"). Depending on the answer, the marketing strategy would focus more or less on the different mentioned marketing channels, and more or less money would be spent for advertising on each marketing channel.

The first version of this question did not consider that a main source of information might be recommendations and talks to friends and acquaintances. The question was amended accordingly.

#### **4.4.8 Question 9: The Money Spent for Games**

After some questions which should not have been perceived as threatening, the next question (9) deals with money: "How much money did you spend during the last 12 months for buying computer games for your own private use?". Though the authors expected questions about expenditures to be at least slightly threatening to some recipients, a small pre-test showed that our question was not perceived as threatening by the testers as it referred to something remembered positively, the buying and playing of a game. Therefore, we came to the result that in our case, this question is not threatening. We wanted to know about the recipients past expenses for bought computer games before finding out about how much they would be willing to pay for rental services. To be sure that we get the right numbers, we had to phrase the question carefully. After some thought, we came up with a wording emphasizing on "buying computer games" instead of asking for the value of the computer games used, because of the high percentage of software illegally used (30% of all software in use in Germany is used illegally

(Business Software Alliance (2004)) and (original) computer games that are exchanged from one person to the other.

We also had to think about a suitable time period to ask about; on the one hand, computer games are not bought that often, so that a too short time period would not necessarily reflect on the true extent computer games are bought on average. On the other hand we had to consider that a person's ability to accurately recall a behaviour is directly related to the amount of time elapsed and to the significance of the behaviour (SUDMAN and BRADBURN (1974) quoted in BRADBURN (2004), p.64). This means the longer the time period, the more uncertain the respondent will probably be.

Another phenomenon, that an individual telescopes or compresses time by remembering an event as occurring more recently than it actually occurred is called telescoping and occurs very frequently when asking people about a certain period of time (MALHOTRA (2004), p.286).

To find a compromise, we finally settled for 12 months, which seems to be a time-span for which recipients might still remember the number of games bought and which might not suffer from too much telescoping, while giving a realistic view on the purchases made on average.

As with all questions before, we asked only about the private side of the matter and excluded every purchase undertaken for business. Also explicitly excluded were purchases of computer games not to be used by the respondent himself, such as games purchased as gifts to others or bundled computer games, which come along with some other hard- or software. The reason for this is that we simply want to find out the possible amount the respondent might rent himself. It would be almost impossible to calculate the worth of the respondents' purchases of computer games if those included also games bundled with other hard- or software.

In an earlier draft version, we asked about the purchase of computer games only, without restricting the question to games for own use. Answers to that question would have led to unclear results, as not only the respondents "consumption" of games might be included, but also purchases for children, friends or others. As we want to find out about the individual respondent, we had to restrict our question as given above.

As it seemed not very likely that someone would "present" rented computer games as a gift to others, we decided to leave gifts out because they would eventually falsify our picture obtained from the answers. Consistently, we only ask about the respondents own habits, use, purchases and wishes throughout the whole questionnaire. One indirect exception applies indeed, this being the possibility that the respondent pays for rented computer games finally played by others, e.g. his children. To cover the possibility that a respondent is willing to pay for other persons use of the intended service, we included another question which would indicate also the intention to use the service for the respondents' children.

The options to chose an answer from included "no money spent", "up to [50, 100,150, 200, 250, 300, 350] Euro" and "more than 350 Euro, exact amount being ...".

#### **4.4.9 Question 10: Reasons against Buying Software**

Question 10 only requires an answer from those respondents who answered to question 9 "no money spent" and inquires about the reasons for this. The purpose of this question is to find out if there are possible customers for a rental service even under those respondents who did not buy computer games during the past 12 months. This would be indicated by the answers "I don't have money to spent on that", "Computer games are too expensive", "I already own enough computer games" or "I don't use computer games often enough to justify buying them.", as all those respondents who might be generally interested in computer games might also consider to spend a

fraction of the purchase price for renting a game from time to time. Answering option “I don’t own a PC” is the last option on the list, as respondents might otherwise be inclined to choose this answer, even if they own a PC, because they do not want to read through all options.

Research found out that respondents fatigue earlier, if given too many options to choose from (BRADBURN (2004), p.152). In this case, we nevertheless gave the respondents nine options, because we considered it very important to find the reasons why the respondent did not buy games. Anyway, only those who did not buy games have to answer this question, so the overall fatigue may not be become too high.

The kind of information gathered from the answers could eventually also be used when designing a marketing strategy with slogans emphasizing on the lower price to play some (shorter) time compared to the purchase price.

#### **4.4.10 Question 11: Important Features**

This question, half through the questionnaire, finally introduces a rather complex situation to the recipient. It outlines the situation under which the games could be played.

The intention of this imaginary situation is to tell the reader that he would not have to bother about security and reliability or the contents of this service, as regarding those questions his wishes would be fulfilled. The aim of this is to make the respondent feel comfortable and to forget problems he might associate with renting computer games online. Those assumptions simplify the situation for the respondent and also serve to give the survey team a clear indication what respondents would like to have if those concerns would have been dealt with already.

In the given imaginary situation, it is also made clear to the respondent that the games can be played in two ways: online without downloading the

software of the games onto the PC of the player or downloading the software. Here again we suggest a given situation and make the reader assume that downloading times will be acceptable for him, so that he won't say "it depends" on the downloading times or feels uneasy when asked the next questions because of other concerns.

To give the reader an additional hint what the scope of the rental service is like, a comparison to the wide range of videos in a video-tape library is made.

At the end of the given situation, there is the question: "What would be of special importance to you with regards to renting computer games?" This question is intended to gather information about the preferred characteristics of a rental service for computer games.

Some of the given answering options (to be answered each on the importance scale) refer to the decision our customer has to take regarding whether all games should be downloaded onto the players PC or rather played online without downloading. Depending on the answers of the respondents, he will decide whether it is feasible to offer one or the other way to play the games (or none at all).

The answer "To play independently from an internet connection" would clearly indicate that the respondent has to download the games, as he does not wish to have a constant connection to the internet during his playing. In opposition to that, the answer "play with others over the internet" would signify that only playing online instead of downloading would be preferred (we do not ask specifically about certain combinations of downloading parts of a game and then playing online, as this might be too specific for many respondents. We might consider such a combination depending on the results of the questionnaire).

"To be able to play rented games from every PC which has internet access" would be indicating that the respondent prefers to play online while



eventually using different PCs so that it would be out of the question to download the games onto one specific PC. Rather, he could be served with an online game which does not require downloading the games. Or he would have to download the same game on several different PCs. In this case we would have to provide a mechanism to avoid that he would have to pay for each download.

The same applies more or less for the answer “Always to play the latest version of the game”, which would be possible to play online and after downloading onto the private PC. The possible disadvantage for the player would be that he eventually would have to reload the current version onto his PC every time there is a new version of the game.

The option “to control the gaming of my children” might also indicate the need to care for a specific customer group like parents with smaller children.

To catch other important issues the respondents might want to communicate, we included the possibility to add further comments about what the respondent considers important.

#### **4.4.11 Question 12 and 13: The Preferred Type of Computer Game**

Question number 12 deals with the preferred type of computer games the respondent would like to rent eventually and allows to check three boxes from all kind of genres. Again, this question is intended to supply information what kind of games should in the end be included in the rental service and in which percentage of the total offer. Here it is also possible to opt for children’s games or games specifically suited for children; with a large number of respondents choosing this option, we would recommend to our customer to introduce special features which might be attractive to parents and their children. In combination with the analysis of question 11, answer choice “to control the gaming of my children”, we might even come to the result that – in combination with the adequate choice of children’s games -

the introduction of special children's account, where parents might activate certain games for their underage children or restrict playing games to a certain time of the day or a certain duration per day, might be a plus to attract this special customer group. Furthermore, the results of this question would generally indicate which kind of computer games should be presented predominantly in the marketing campaign to launch the rental service.

Question 13 also serves to find out what kind of computer games should be offered; this time, the dichotomous question is whether respondents would prefer to play alone or with respectively against others. Depending on the answer, the service would have to contain more or less games suited to play alone versus games suited to play with or against others.

#### **4.4.12 Question 14 and 15: The Appropriate Amount for Rental**

Another question (number 14) we had to deal with was which rental fee the respondent would consider appropriate for renting one computer game. As there are many different games with different prices, we had to come up with a generalisation again. To get an idea what customers might be willing to pay for a game, we fixed the retail purchase price of a game at 25 Euro. By taking into account the answers to this question, we should afterwards be able to calculate and to scale the possible rental fee for every individually priced game. Here, we split the answers into different categories: We asked the reader for an acceptable rental fee if the game had to be paid per start of a game, per hour and flat per day. Depending on the outcome, we wanted to find out if one specific type of fee structure is more sought after than the others and should therefore be offered and promoted specifically. We also wanted to know if one of the rental schemes might not be accepted at all and should therefore be avoided totally.

In an earlier draft version of the questionnaire, we included the question "How much would you pay for a computer game rented over the internet?". After reconsidering, we changed the wording as given above, as we did not

want to exclude those respondents who would never themselves rent computer games from giving their valuable opinion about a price for such a service.

A major discussion point was the question, whether we should give the respondents certain fees or ranges of fees to choose from. In the end, we concluded not to do that but instead just offer a box to fill in the specific amount. This was preferred, as every fee or range of fee offered would reflect our own predetermined value for the service option. Instead, we wanted to know the unbiased opinion of the respondent.

As we asked about the rental fee for one single computer game, we also wanted to find out which monthly rental fee would be acceptable for renting a broad and huge package of computer games without any limitation of use during the rental period. In our answering options for question 15 we made the respondent give separate fee suggestions for a monthly fee given there is no contractual obligation, given there is a contract signed for three, six and twelve months. By asking this question differentiated according to different contractual periods, we wanted to find out if customers might be willing to pay under a longer contractual obligation. Depending on the result, it might be attractive for the customer to offer special packages with certain discounts for users who sign a longer contract. This way, the customer might generate cash flows which are reliable over months to come. On the other hand, the answers might show that customers are not willing to pay enough for a flat rate to generate enough fee volume.

For question 15, we also choose a box to fill in the relevant amounts instead of giving a choice of predetermined fees or fee ranges, for the same reasons as for question 14.

In an earlier draft version, we considered asking about the net income of the respondents. We then discussed what the answers would actually mean to us with regards to the purpose of the survey. In any case, the net income

does not indicate if money is actually freely available for deliberate consumption or is needed to pay for leasing rates and other obligations.

Also, such a question has to be considered one of the most difficult demographic questions to ask, as about 10%-20% of respondents typically do not answer income questions at all (cf. BRADBURN (2004), p.273); from those who actually respond to such question about income, some overstate their income because of a social desirability bias while others systematically underreport their income. In the end, asking about income would probably shy away some recipients from answering the questionnaire, not yield reliable answers from the respondents and in fact not really add to our knowledge with regards to the real purpose. We therefore decided not to ask for the net income.

#### **4.4.13 Question 16 and 17: The Probability of Using the Service**

In question 16 we ask about the probability with which the respondent would become a user of the intended service if the criteria he considered important would be met and if his favoured pricing model would be offered. With this question, we want to verify, how interested a recipient of the questionnaire really is. We offer a range of probabilities on the intention-to-buy scale from “definitively yes” over “highly probable”, “possible”, “very unlikely”, “definitively not” to “not sure” and “would need more information”. This question focuses on the customer potential the different options (renting single computer games or renting the total package) would have. Again, receiving this piece of information is valuable for advising the customer which options to include in the service; subsequently, the results will influence the marketing strategy. We decided to use verbal points in the answering options and sorted them in form of a verbal rating scale from left to right with radio buttons below. This was done to provide an alternative look to the previously used sorting from top to bottom.

For those respondents who chose to answer “definitive” or “highly probable”, we have question 17 to answer: “If you chose to answer question 16 with ‘definitive’ or ‘highly probable’ at least once: What is your guess, how many hours per week would you use rented computer games on average?” The intention of this question is to find out from among those respondents who can be expected to become customers of the rental service how much they would actually use the service. The outcome could be that many people declare to be highly interested in the service, but upon further questioning only intend to use it for a few hours per week, which might not be sufficient to run the service or would require a specific type of billing system (e.g. billing per start of a game).

With the chosen wording, we also catch those potential customers who did not purchase computer games in the past for whatever reason, but feel inclined now to rent under the service presented in the questionnaire.

#### **4.4.14 Question 18: How Much of the Purchased?**

Question 18 is again trying to evaluate the market of a rental service for computer games. Here we want to know how much market share the rental service could take from the market of purchased computer games. The results from this question are also decisive when our customer has to plan his future business model: depending on the outcome, the customer might consider to market computer games for purchase and for rent, if those are two viable market segments or one of those only.

On the other hand, even if a rental service would to a certain extent cannibalize the purchasing business, one would always have to calculate if this would not actually increase the profits of our customer anyway. In the existing business model, the customer sells the computer games to wholesalers. Considering our given retail purchase price of 25 Euro for a computer game, a substantial part of that amount has to be spend on marketing, packaging and distribution of the individual copies of the game,

including the profit of the wholesaler and retailer. Thus, our customer receives only a certain percentage of the purchasing price to cover his development costs, production costs and profit.

As a result, even if the user of the rental service would only pay a fraction of the purchase price while renting the computer game, this might be profitable for the customer, as some expensive costs related to the sale of computer games, like costs for warehousing, printing and packaging materials, packaging, distribution and the like are not necessary any longer, while the costs of having the games online would cost a comparatively small amount once the service is established.

In case of computer games not provided by, but licensed to the customer, it might be possible to pay a multiple-user license fee per month, so that several users might play at the same time, and many during the month, but the license fee stays always the same while at the same time, the fees received from the users rise as they use it.

#### **4.4.15 Question 19: Reasons against the Rental Service**

We ask for the opinion of the respondents: "From your point of view, are there still reasons to buy computer games if you can rent them on the internet?" Answer options include "no" and "yes, the reasons are". Even if the answer to this question might seem obvious from the answers already given to question 18 (if consumers would still purchase games then there has to be a reason for that), we wanted to know in detail why some respondents would still purchase games.

Question 19 is an open question (with regards to the Yes answer) that allows people to respond in their own words. By choosing an open question, we hope to collect many different reasons customers might have to purchase the product instead of renting it. This way might be better than providing a selection of options to choose from because we might not think about

everything that might be relevant to the respondents (cf. KOTLER (2003), p.134). The disadvantage of such an open question is that the answers are more difficult to analyse. Nevertheless, we decided to do it to get the maximum information possible on this question.

The objective of the question is to find out if there are reasons given by the respondents for the purchase of the product. Those important reasons for the purchase of the computer games would then have to be analysed and we would check, if we could add or transfer those important features of purchased games also to the rental model. Thus, transforming important characteristics or features of purchasing games into an advantage of the rental model would make the rental model more attractive and competitive. If, for example, many respondents would cite that they prefer to have a printed description of the features of a game, it might be advisable to introduce a possibility to print out those descriptions on the users PC.

#### **4.4.16 Question 20 and 21: Details about Download**

In question 20, we come back to an assumption we presented earlier in the questionnaire to the recipients; in our given situation described under question 11, we told the recipient that downloading times would be acceptable for him. As the aim of this situation was to find out what the respondent would be willing to pay if the overall situation would be acceptable for him, he had to work with those assumptions.

Now, in question 20, we need to find out what the respondent actually considers acceptable with regards to downloading times. Here the intention is to find out what kind of delay due to downloading seems acceptable. If the accepted delay does not match the downloading times that are feasible for an average game, then we would have to analyse the possible effects and possibly tell our customer that user would not be willing to wait until downloads are completed and therefore future business might be lost, if the downloading option is to be introduced.

The multiple choice answers to this question have to be analysed in conjunction with the answers to question 11, where we asked for things of special importance to the potential users, among them “to play independently from an internet connection”. We might find out that respondents wish to play independently from an internet connection, but do not wish downloading times as long as necessary with the given hardware of the user. With regards to the marketing campaign, in this case we might have to focus on the advantages of playing offline with the full game downloaded.

If answers to question 20 indicate that respondents would not be willing the necessary time needed for downloads, the only feasible alternative might be to offer online playing of rented games. This has to be weighted against the preference of respondents for the downloading option.

To find out more about the acceptance of the second option, playing online without downloading, we wanted to know if it would be acceptable to download an auxiliary programme once onto the PC to be able to play whatever rented game immediately without downloading (question 21). Here we only have answering options yes and no.

#### **4.4.17 Question 22 and 23: Biographic Data**

Penultimately, we asked some biographic data including gender (question 22) and age (question 23). This might give some hints about the approach and language to use in the marketing campaign. We decided to ask such biographic data at the very end of the questionnaire because these questions are quick and easy to answer and could help us to target specific groups in the marketing campaign.

In earlier version of the questionnaire, we still had answer option grouped into certain age group, e.g. 16-20 years, 21-29 years etc. From our understanding after some discussion, there is no real criteria to pre-group respondents into such age groups. Those age-groups seemed artificial and



arbitrary to us, so that we decided to drop them and instead use some box where respondents could enter their age in two digits. Thus, from the results to this question we would afterwards be able to see, which –if any- age clusters really appear from the answers.

#### **4.4.18 Question 24: The Closing Question**

Finally, we added a box and ask for additional comments of the respondents and concluded with our thanks for filling out this questionnaire and returning it. As a little incentive, we added a box where respondents could leave their email address to receive the results of our study.

## 5 DATA ANALYSIS

This chapter analyses the outcome of the returned questionnaires and visualizes important results graphically. The complete results and all diagrams are attached to this report in appendix A3 and should be used as reference for further analysis. Some returned questionnaires included errors or not analysable entries which were adjusted by hand to allow the analysis (e.g. for the age of the person: an entry was “between 30 and 40 years”, this was adjusted to 35 years). All changes are documented to ensure traceability.

### 5.1 General Results

The survey was sent out via email to approximately 520 individuals and was placed in addition in a forum of a game portal ([www.gamecaptain.de](http://www.gamecaptain.de)). A total number of 172 questionnaires were returned, 149 from email distribution and 23 from the portal. This corresponds to a rate of return of 29%. This unusual high rate results from the fact that most of the recipients were known and personally contacted. For the game portal respondents there is no completion rate calculable because of the unknown number of the visitors of the webpage.

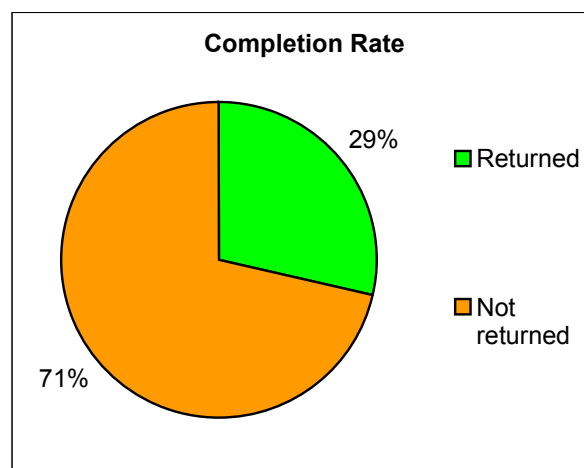


Fig. 5: Completion rate of the survey distributed via email

The first question segmented the whole respondents of the survey into two groups which will mainly be used in further analysis for comparisons and should support the future work to be done on the marketing strategy: players and non-players. The distribution is well balanced as it can be seen in figure 6.

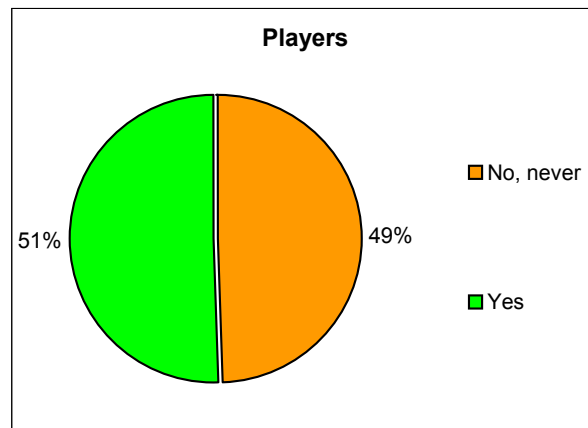


Fig. 6: Players and non-players (Q1)

This means that a total number of 87 persons are players and 85 persons are non players. Coming back to the sample error described in chapter 3.5, the accuracy of the whole calculated from this is about  $\pm 7.5\%$  (please refer to equation 1) and for the sub groups player and non-player about  $\pm 10.6\%$  at a 95% confidence interval and a variability of 50%.<sup>3</sup> This has to be taken into account when interpreting the results.<sup>4</sup>

Part two of question 1 has asked for the hours spent on average per week on playing games. The calculated average of 6 hours is critically to review because it is mainly caused by two responses with 38 and 50 hours per week

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<sup>3</sup> Under consideration of normal distribution

<sup>4</sup> For better readability the uncertainty is not written after every single result

(this could be a misunderstanding, because the answers could be based on a monthly and not weekly time frame). The median is 2 hours, which means that 50% of the players are above and the other half is below this value. The histogram is shown in figure 7.

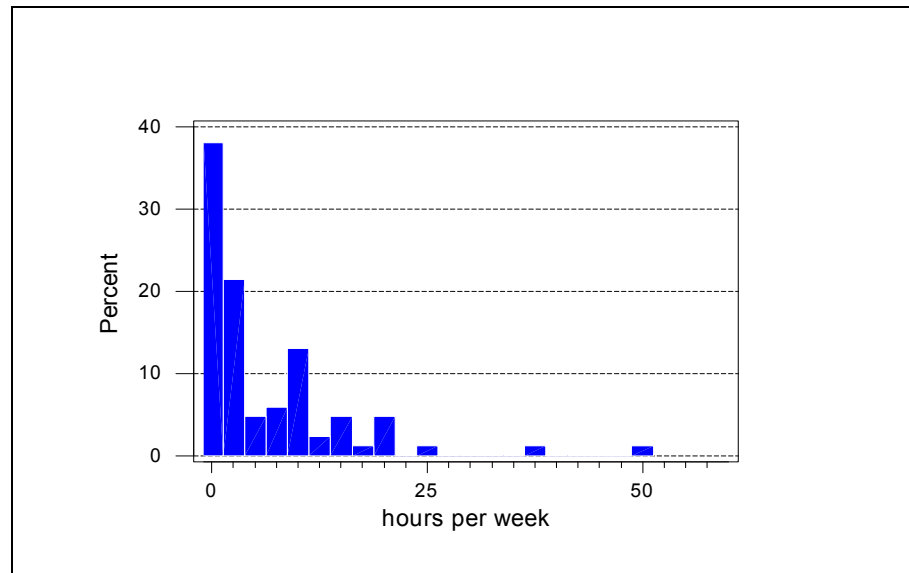


Fig. 7: Histogram of the time spent on gaming (Q1)

Two basic questions we asked at the end of the questionnaire were about the gender and the age of the person answering the questionnaire. The results for the gender are shown in figure 8. The overall distribution is male loaded (78%) and therefore not representative for the population. The “male rate” of the players is 22% above the rate of the non-players.

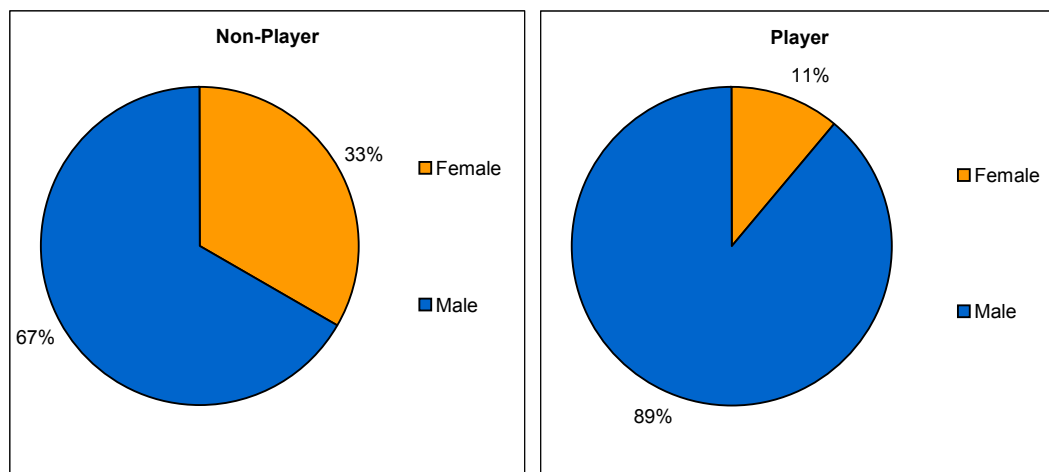


Fig. 8: Gender of non-players and players (Q22)

The age of the interviewed persons covered a wide range and shows a normal distribution<sup>5</sup>. The youngest participant is 12 years old, the oldest 55. The average shows only slight differences from the median (31.2 years average, 31.0 years median) a fact that is very satisfactory from a statistical point of view. Figure 9 shows the age histogram created from all respondents.

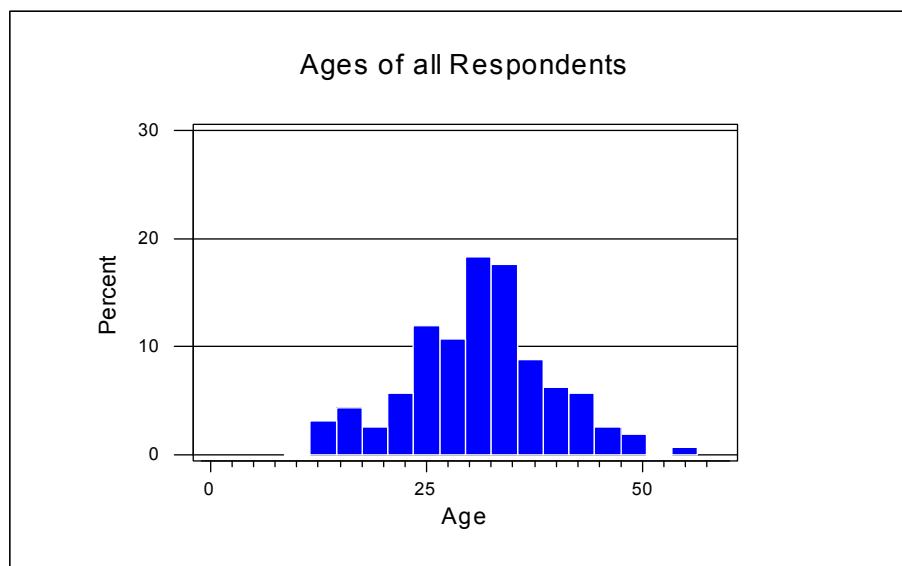


Fig. 9: Histogram of age (Q23)

It is an interesting point to see (in figure 10) the difference in age between non-players and players. The average moves from 34 years to 29 years and also the difference in-between the oldest and youngest of the two different groups differs by 6 to 11 years.

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<sup>5</sup> The normal distribution is the most important statistical distribution function and is also named Gauß' Bell Curve (BLEYMÜLLER et al. (2002), p. 60).

Table 4: Statistical data of the age

	min	average	max	median
Non-Player	23	33.8	55	33
Player	12	28.5	49	29
All Responses	12	31.2	55	31

This demonstrates that the playing persons are generally younger than the non-players. The median and average values are also quite similar.

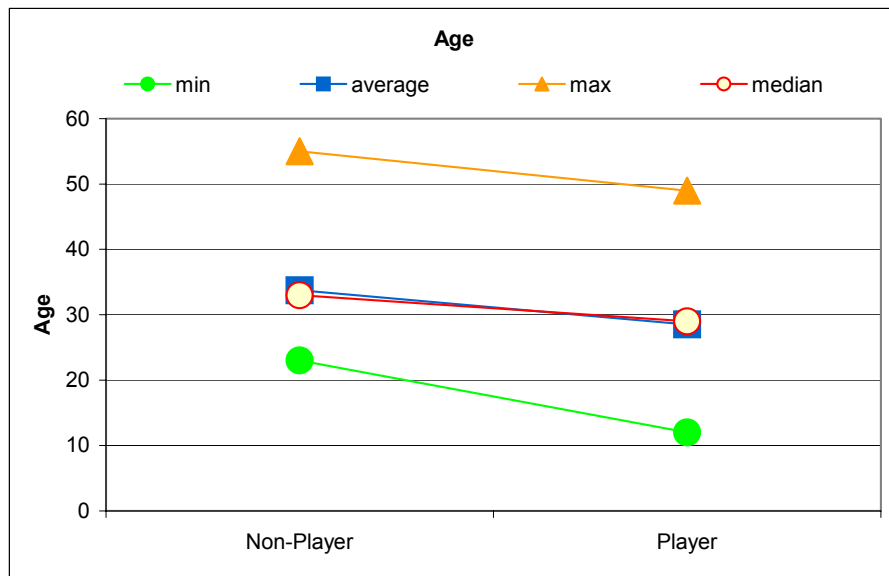


Fig. 10: Age separated in players and non-players.

Another result of the general (biographic) analysis is that a correlation between the age (Q23) and the time spent for games (Q1) exists. Figure 11 shows this relationship and the mathematical function. It has to be mentioned that this function is only valid for a limited age range and was extrapolated to an age of 59.

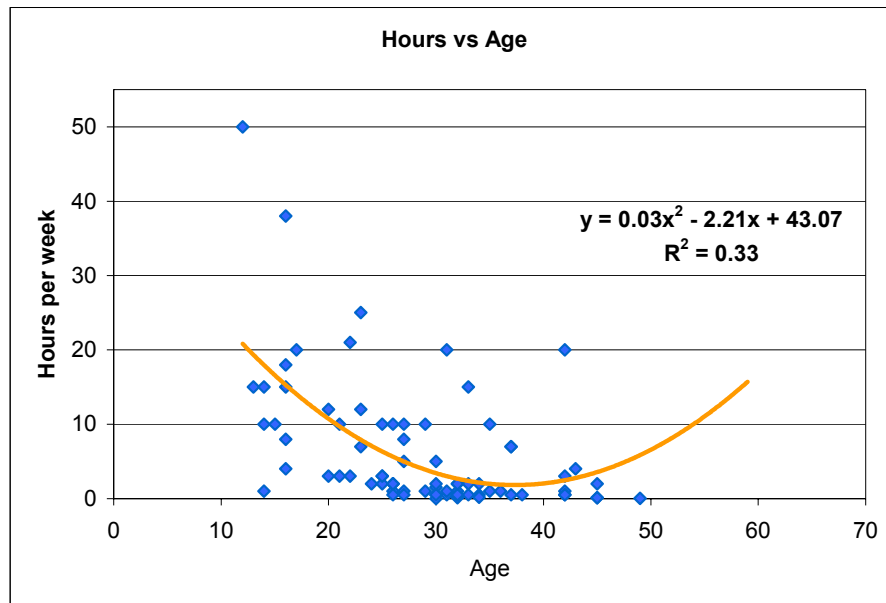


Fig. 11: Correlation between hours played per week and age.

The result may be explained with the fact that, persons aged around 38 have the fewest time available to play games because of their engagement in career and family, while teenagers and persons above 50 may have more time for gaming. This function seems to be an important quantity for the future marketing plan to estimate market volumes of targeted groups.

## 5.2 Technological Equipment

Six questions in the survey aimed at finding out the technical resources of the persons asked and the expectations regarding the performance: (1) The way how they access the Internet; (2) if they will change in the next six month the way of accessing the Web, (3) what kind of operating system they use; (4) what the age of the PC is; (5) the acceptable download times and (6) if auxiliary programs can be installed. All information is necessary to check the feasibility of the renting model which will eventually be offered in the future by *EVERPLAY*.

Question 2 asked for the kind of private Internet access. There are 4% of the interviewed persons without any access. A significant difference between players and non-players is notable, especially in the use of high speed

connections. 66% of the players already have DSL/broadband access compared to 52% of the non-players. The results of all respondents can be seen in figure 12.

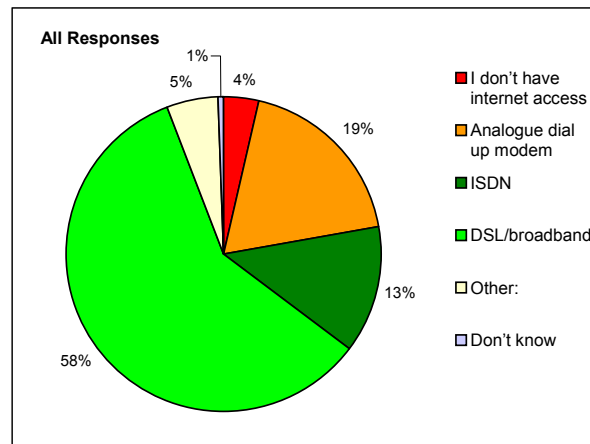


Fig. 12: Internet connections in the households of the asked persons (Q2)

For the marketing strategy it is really important to know what kind of Internet access possible customers will have at the time when the product is placed in the market. Question 4 provided important information about this topic. 13% of all respondents are willing to change in the next 6 months to a faster connection. If a deeper look is taken into detail it is seen that in total 9 persons from analogue modem, 10 from ISDN and 2 from DSL are willing to change. The assumption was made that these groups will move one step up to the next better performing connection.<sup>6</sup> The share of the fast Internet connections ISDN and DSL will then increase from 71% to 77% for all responses and achieves a rate of 80% in the group of players as it can be seen in figure 13.

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<sup>6</sup> Data exchange performance: analogue 40-50 kBit/s, ISDN 128 kBit/s, DSL 1024-3072 kBit/s in receiving direction ([www.t-online.de](http://www.t-online.de))



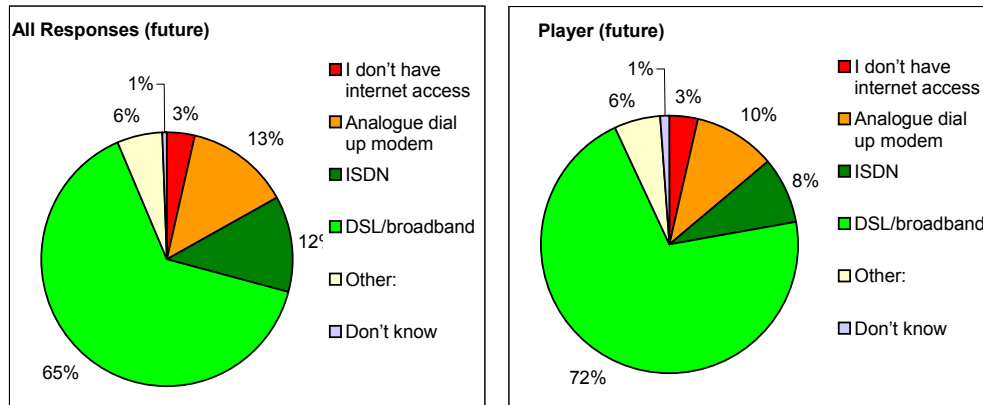


Fig. 13: Scenario of the ways how Internet will be accessed in the future (Q4)

The performance of the game is one of the keys to success and strictly depends on the hardware and the operating system. The average age of the computers used by the interviewed group was calculated with 2.3 years for the non-players and 2.1 years for the players (figure 14). A small part of 2% does not use a private PC. This may indicate that they play at work.

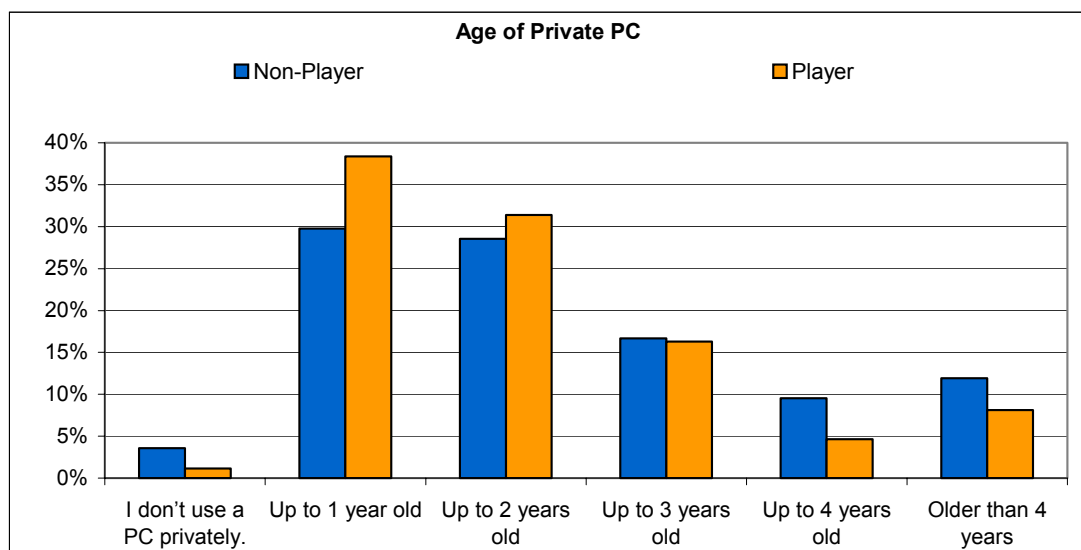


Fig. 14: Computer age (Q5)

The operating system is the base for a smooth work of all software applications and has to fit to the game programming. In addition it is the second performance driver of the game. The analysis has shown a clear predominance of Microsoft Windows (MS) XP with more than 70 %. In figure

15 it can be seen that MS Windows 2000 and MS Windows 98 do have a combined share of 23%. Other operating systems do have a secondary role.

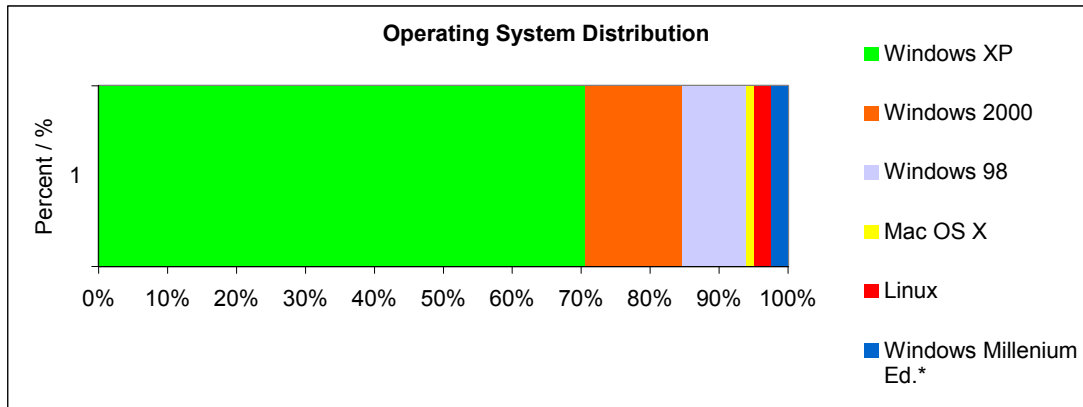


Fig. 15: Operating Systems (Q6)

At this point a cross-check between the age of the PC and the operating system can be made to see if there is a correlation between them and if both fit together. Figure 16 visualizes that the operating system correlates<sup>7</sup> with the age of the PC. The core answer from this graph is, that on most of the new PCs Win XP is installed and that the lifecycle stage for XP is maturity and for Win 2000 decline (KOTLER and ARMSTRONG (2004), p. 330).

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<sup>7</sup> The correlation function for Win XP and Win 2000 can be described with a polynomial function of 3<sup>rd</sup>.

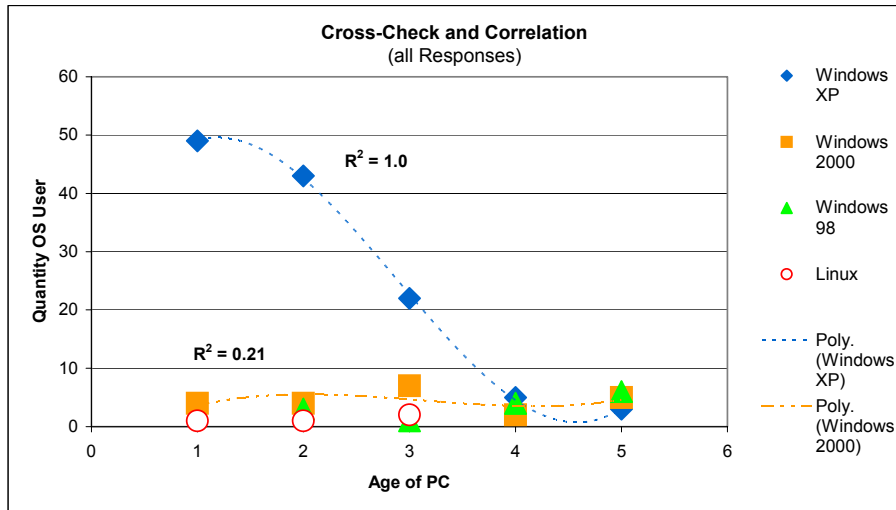


Fig. 16: Correlation between operating system and PC age

The acceptable download time could be a knock out criteria for the product of *EVERPLAY* at the end of the day and is therefore a very important issue. The analysis shows that in general the players accept longer download times compared to non-players: 53% of the players find up to 10 minutes acceptable compared to 82% of the non players. The graphs in figure 17 illustrate these contrasts.

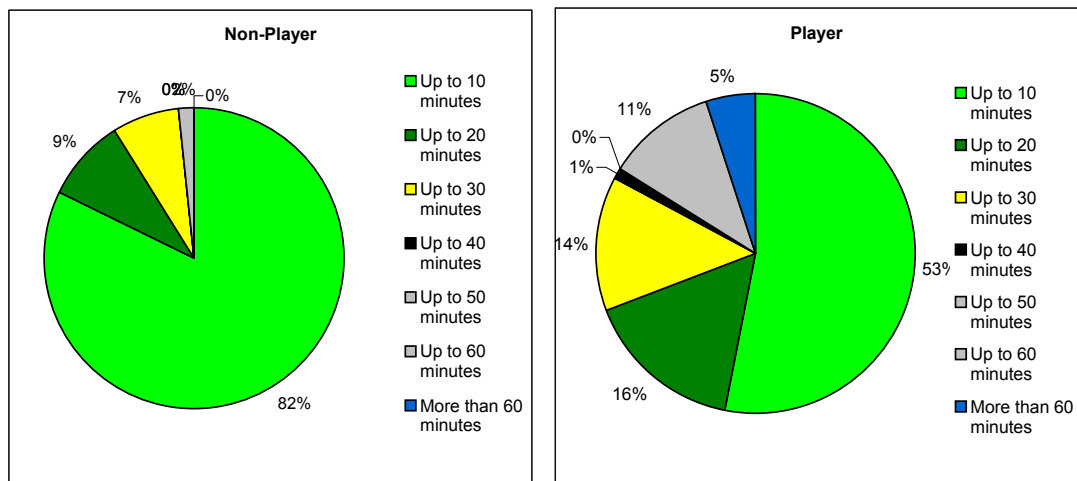


Fig. 17: Acceptable download times (Q20)

The download time could be reduced dramatically if the renter would download an auxiliary programme once and install this on the PC. It is important to understand if this would be acceptable for the potential new

customers. The result of question 21 is drawn up in figure 18. It was very surprising that 82% of the asked persons answered with “not acceptable”.

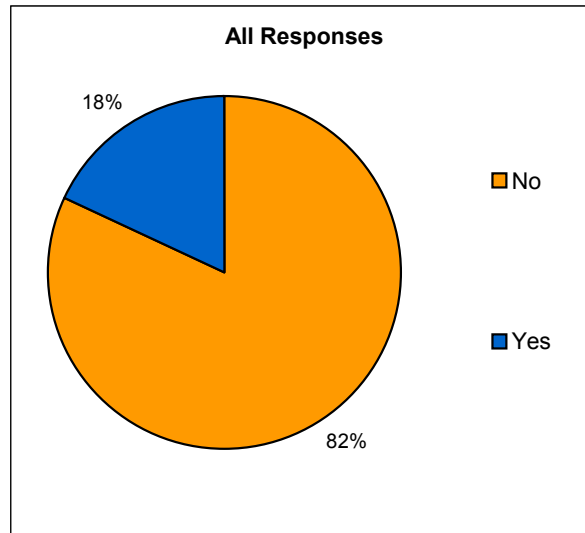


Fig. 18: The acceptance of downloading an auxiliary programme (21)

After consultation of one of the persons who answered the question with “No” the following statement was given: “I will not allow the remote installation of any programme on my PC because of the data send from my computer to the provider. I am concerned about the security.” This could be one reason for the high rate of negative answers.

### 5.3 Analysis of the Financial Questions

In general the three ways to pay for Internet visits are: paying per hour; (2) paying by data volume and (3) paying per flatrate. The result shows that the flatrate is used by 43% of the players and 25% of the non-players. It can be assumed that –besides the demand for a certain maximum download time - this large group does not have any concern with downloading bigger files from the net because they do not have to pay a time or file size related fee. The overview of the players and non-players billing plan is shown in figure 19.

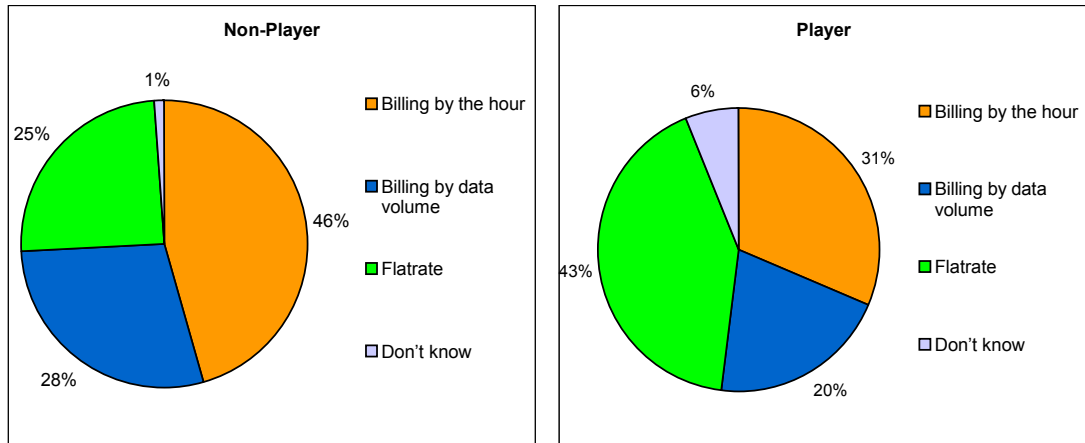


Fig. 19: Billing plan of the private Internet usage (Q3)

After it is now known what kind of service is contracted the next question has to be answered: How do respondents pay for services and goods on the Internet? Question 7 has differentiated between the currently used payment options and the preferred one. The returned questionnaires have shown only small differences between the players and the non-players (players use of credit card is proportionally higher), but a superior share of the 3 options bank transfer (76%), direct debit (65%) and credit card (55%).

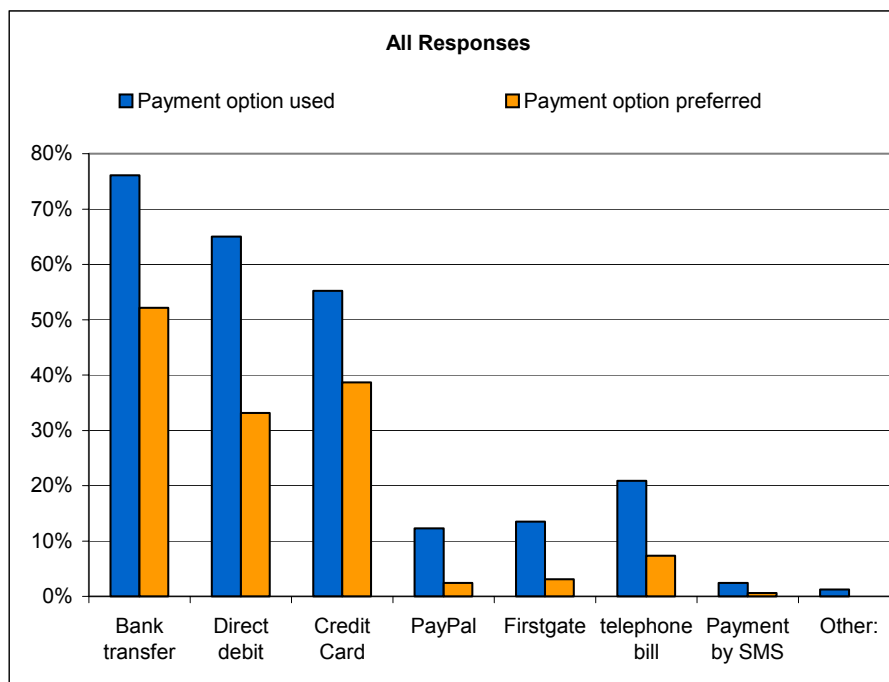


Fig. 20: Used and preferred payment options (Q7)

In addition it is important to know how many percent of the survey participants do prefer a certain payment option. This is also illustrated in figure 20 and shows that 52% of the whole do prefer bank transfer, 33% direct debit and about 39% would like to use credit cards for the payment.

When designing the questionnaire we thought a lot about the question “How much money ...?” because it could be felt as threatening. But, fortunately 169 of 172 participants answered this question and provided therefore excellent feedback. It is interesting to see that 66% of the players haven’t spent any Euro for new games. It is open if this means that this big number uses illegal copies; eventually they only play with games purchased earlier. Figure 21 shows the distribution of the money spent of all respondents (excluding the group that hasn’t spent any money) in the last 12 months. A strong linear correlation was found between the time games are played and the value spent for new games: the more time spent the higher the amount paid for games (figure 22).

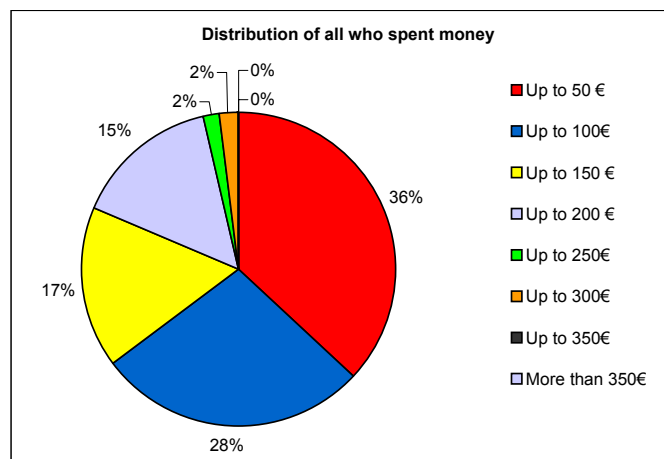


Fig. 21: Money spent in the last 12 months (Q9)

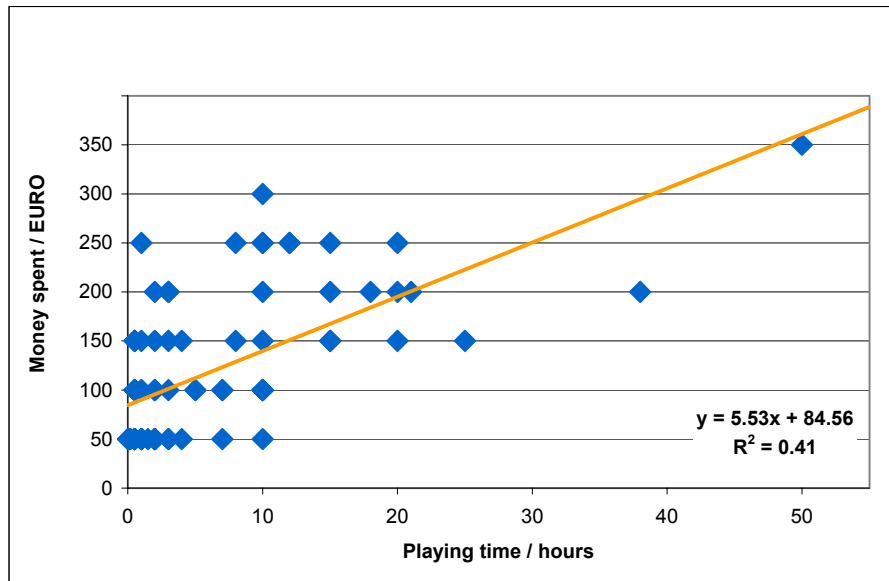


Fig. 22: Correlation between playing time and money spent

Question 10 asked afterwards: why haven't you bought a game in the last 12 months? After excluding the number of persons (approximately 50%) who answered "I am not interested in computer games", the distribution is calculated and drawn up in fig. 23.

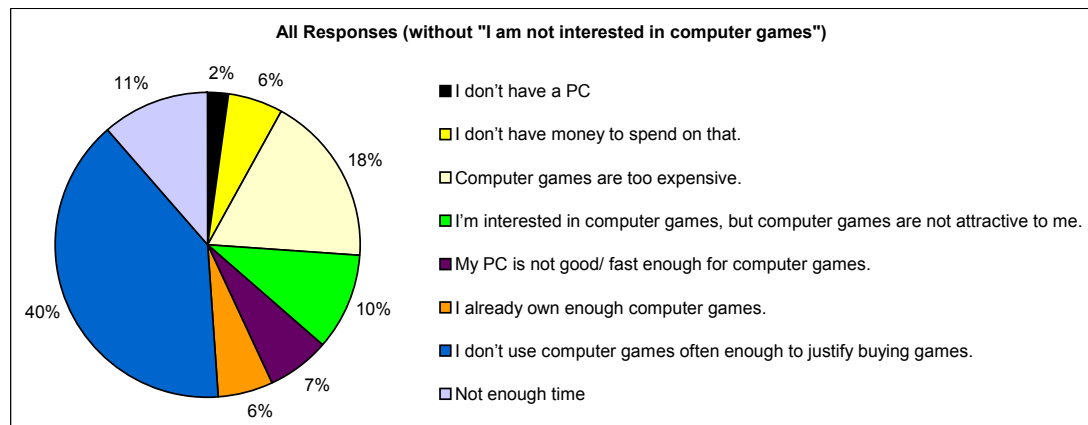


Fig. 23: Reasons for refusal (Q10)

40% of the respondents answered that it is not worthwhile to buy games because they do not use them enough. This is a very important piece of information that is needed for the marketing strategy of the rental service to address this segment. Additional comments to question 10 stated that there

is not enough time for playing games. This information was taken into account and integrated in figure 23.

One important cost related factor is the amount of money that would be considered appropriate for the rental of computer games. The questionnaire takes the amount of 25,-€ per game as an example to provide a comparable base. Important for our customer is the relative amount in relation to the purchasing price. This result is visualized in figure 24 and shows the high variation of the answers.

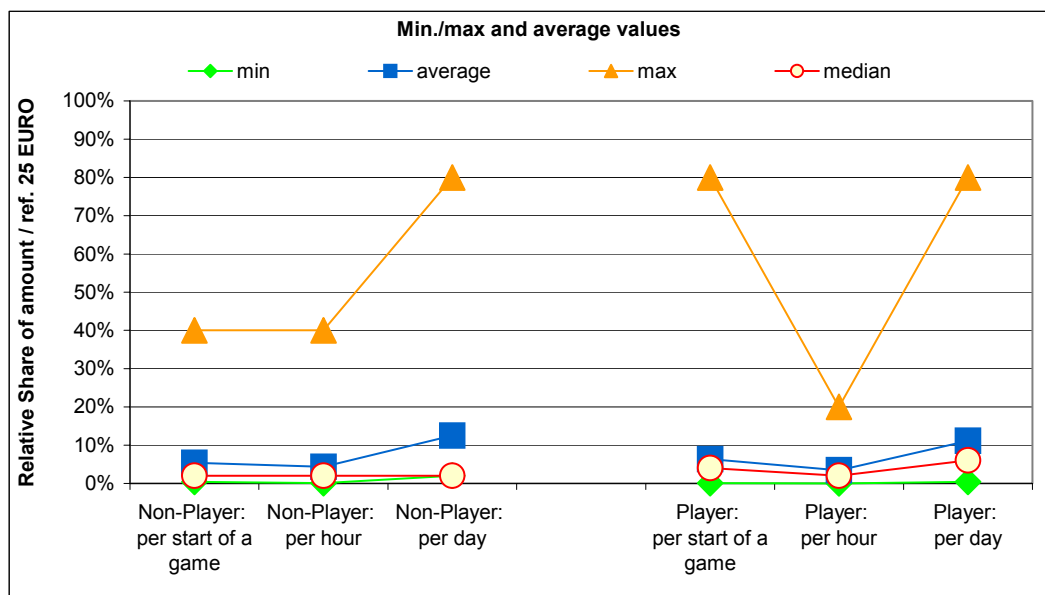


Fig. 24: Relative values of the appropriate amount for rental games (Q14)

One assumption to explain this fact is that the willingness to pay a certain fee is depending on the time the individual spent for playing games. The correlation analysis has not confirmed this assumption and shows that there is a very weak relationship between these two parameters as it can be seen in figure 25.



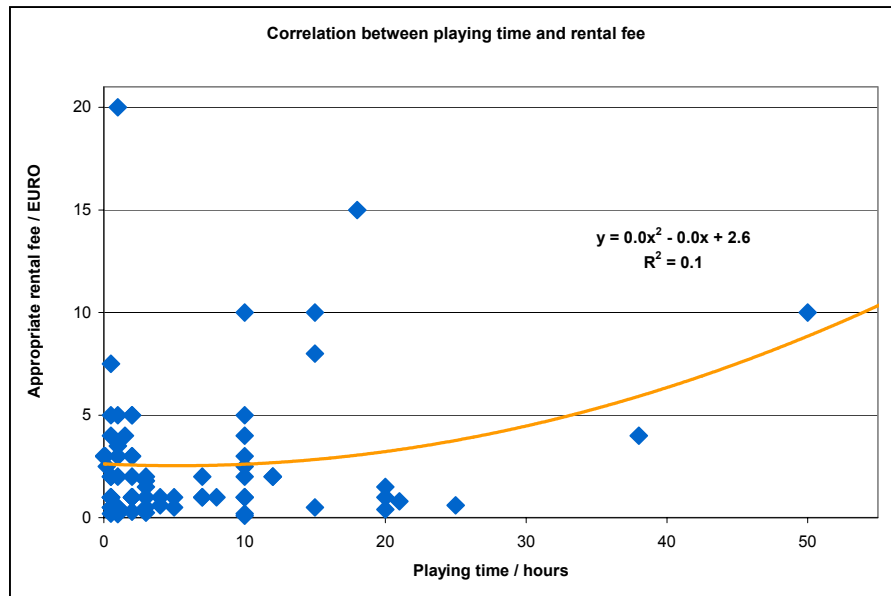


Fig. 25: Correlation between playing time and suitable rental fee

For the marketing strategy that has to be developed later it is important to know how many persons are willing to pay a certain amount for the service. A powerful tool to represent this result is the cumulative histogram that shows this information directly. Fig. 26 draws up the graph for the daily fees, the other diagrams are attached in the appendix. The example below provided the information that 75% of the respondents find an amount of three Euros per day not appropriate for the rental service (25% find it appropriate).

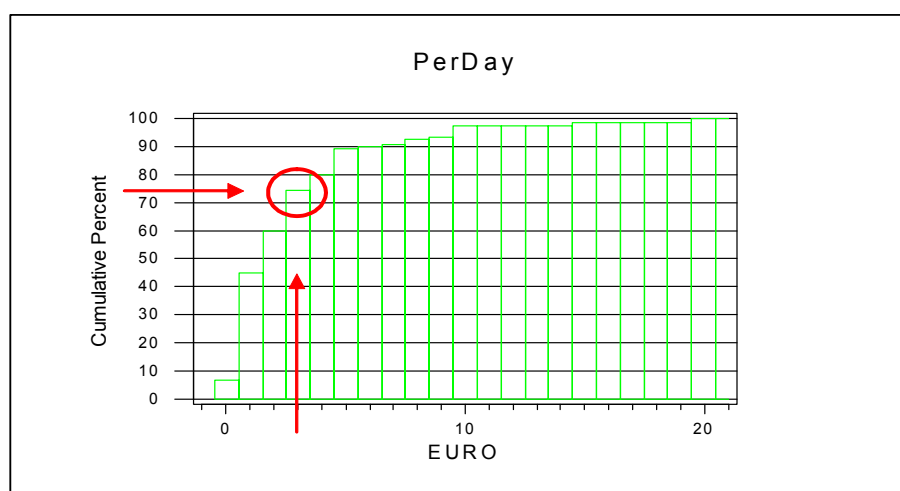


Fig. 26: Cumulative percentage of the amount of non-appropriate rental fee per day

Question 15 aimed on finding out what the customers might be willing to pay under different contractual circumstances. It is an interesting result to see that the non-players are in general willing to pay more money per month than the players. Figure 27 shows the monthly fees as they were specified by the non-players. The tendency is clear: longer contract rates require lower fees.

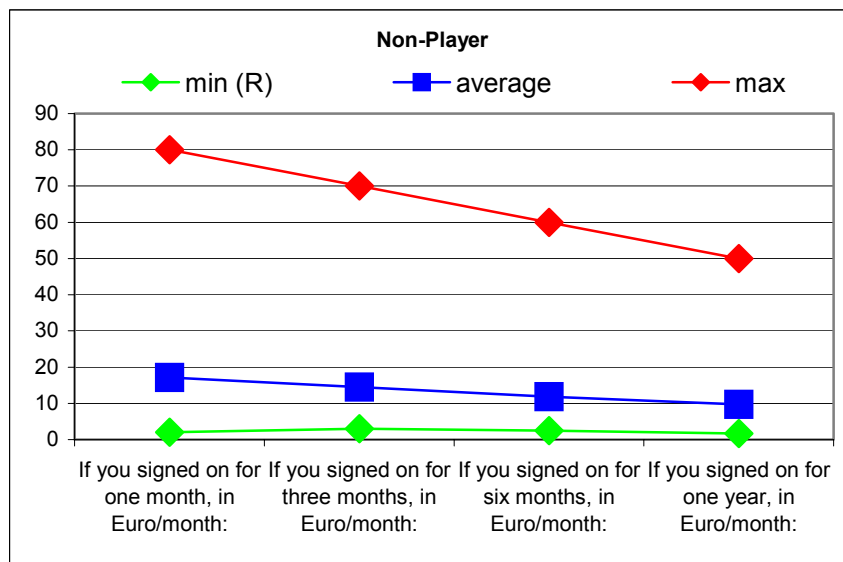


Fig. 27: Monthly fees for different contract length (Q15)

How much the respondents would have spent for rental during the same period (last 12 months) can normally only be analysed for those who bought games. Interestingly also the non players answered. The distribution for the players is shown in fig. 28.

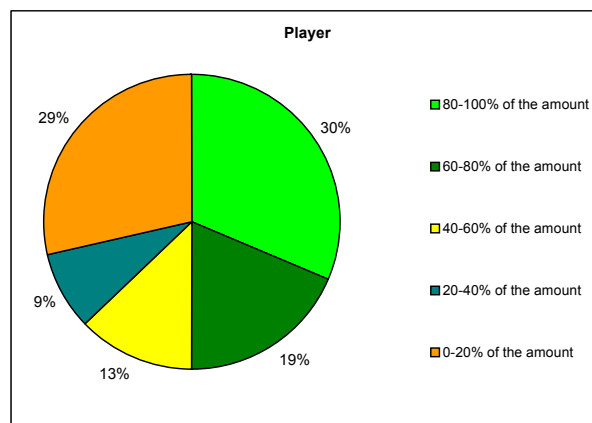


Fig. 28: Money that would have spent during the last 12 months (Q18)

For the persons who spent money in the period the distribution represents that one third would have spent nearly the amount of purchase, one third would have spent very few (0-20%) and one third is in-between these two poles.

### 5.4 Important Features and Information Channels

One key to success is to understand and satisfy customer expectations. To get this information question 11 asked for important features and properties. It has to be pointed out that “1” corresponds to “very important” and “6” to “very unimportant”. Figure 29 shows the average values of the eleven survey questions related to the topic importance.

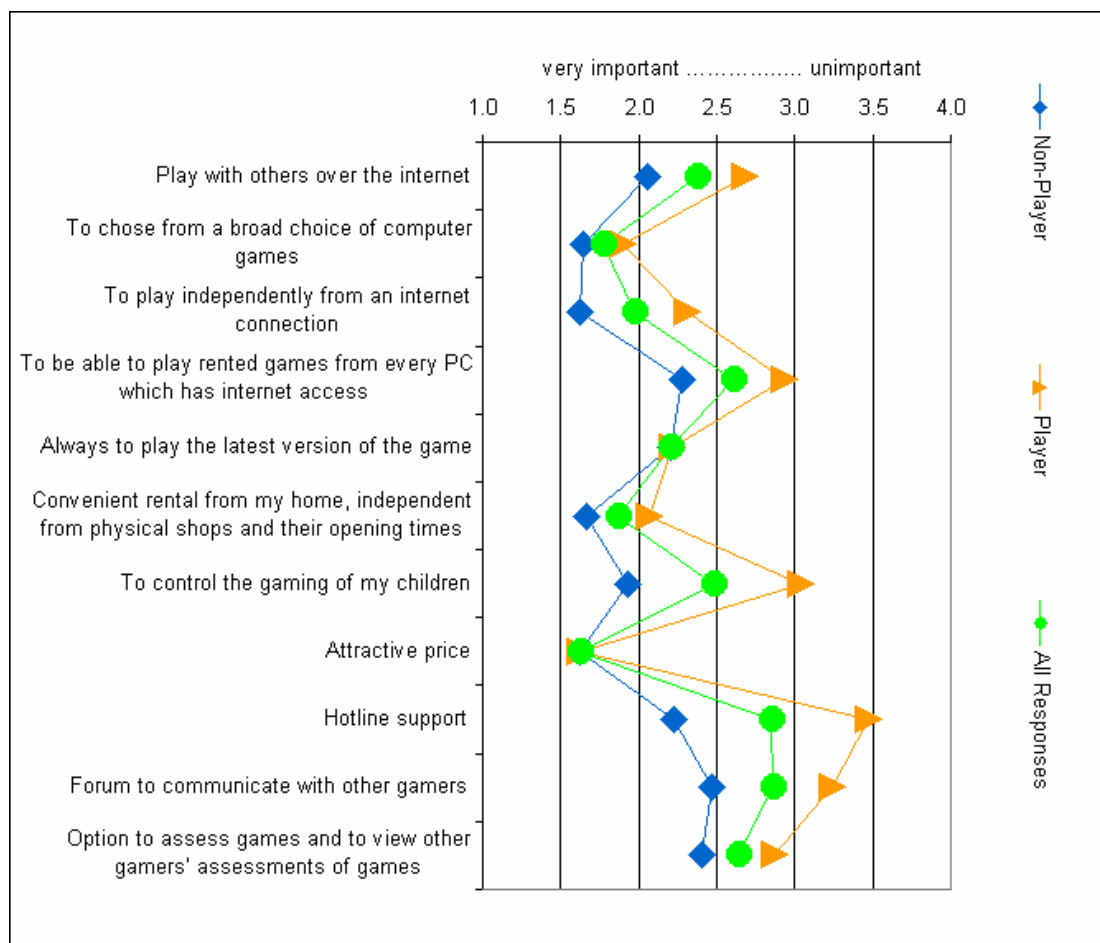


Fig. 29: Important features (Q11)

Additional comments of question 11 are listed in appendix A3. One entry for example was the request of having a score list available to have the possibility to rank against others.

The most important things are: (1) low price; (2) to choose from a broad band of computer games and (3) independence from physical shops and their opening times. Most unimportant are: (11) communication with other gamers; (10) hotline support and (9) the possibility to play rented games from every PC.

Question 8 asked how people inform themselves about computer games. 43% of all respondents do not actively inform themselves about the subject matter. The other 57% use mainly 3 ways to gather information: (1) at friends or acquaintances; (2) on the Internet and (3) in computer and computer game magazines. The distribution is shown in fig. 30.

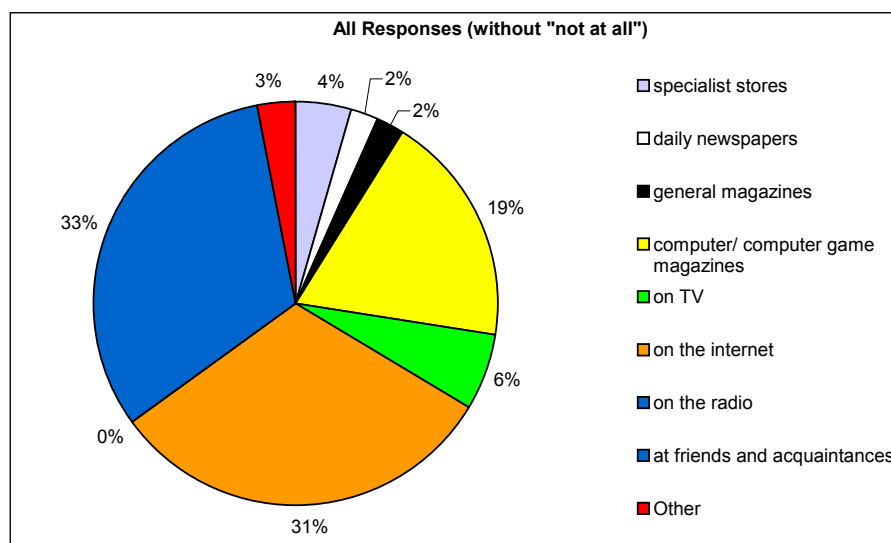


Fig. 30: How persons do inform about computer games (Q8)

Which kind of computer games were considered to be interesting to rent was asked in question 12. The result is that strategic games and action games are most preferred, educational, role play and children games are not of interest. The other types of games are quite similarly distributed between

these two groups. Figure 31 shows the spreading of all responses the differences between the players and non-players are small.

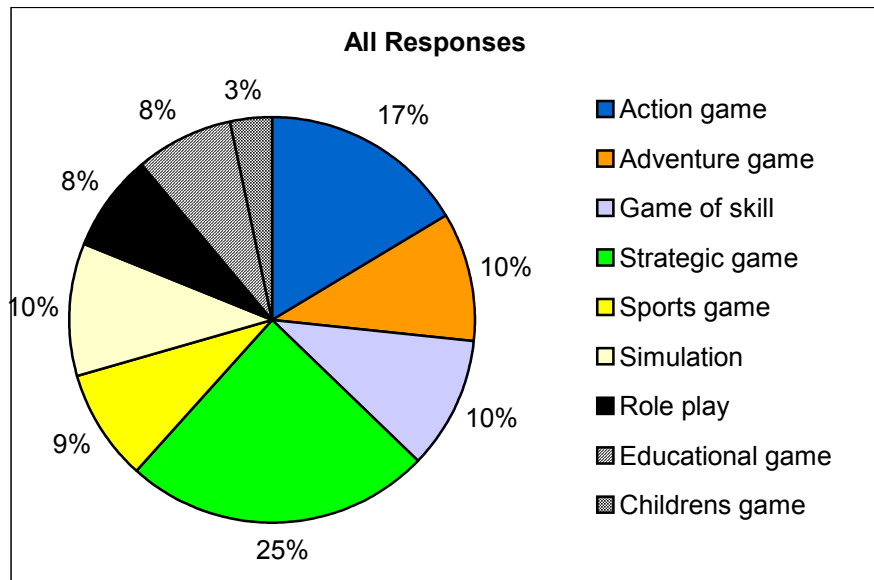


Fig. 31: Kind of computer games which would be interested to rent (Q12)

In addition to know what kind of games are preferred it is important to know if the potential customers would favour playing alone or with and against each other. The result for this is similar for players and non-players and indicates that most of them would prefer playing alone (figure 32).

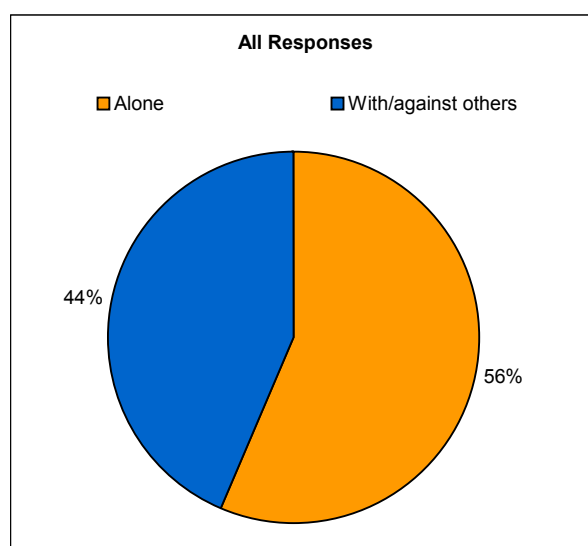


Fig. 32: Playing alone or against each other (Q13)

### 5.5 Acceptance of Rental Models

Question 16 asked for the acceptance of the two rental models: (1) renting just one game at a time and (2) renting the total package. The results between the two groups, player and non player, differ very much as can be seen in figure 33 for the first model and in figure 34 for the second model.

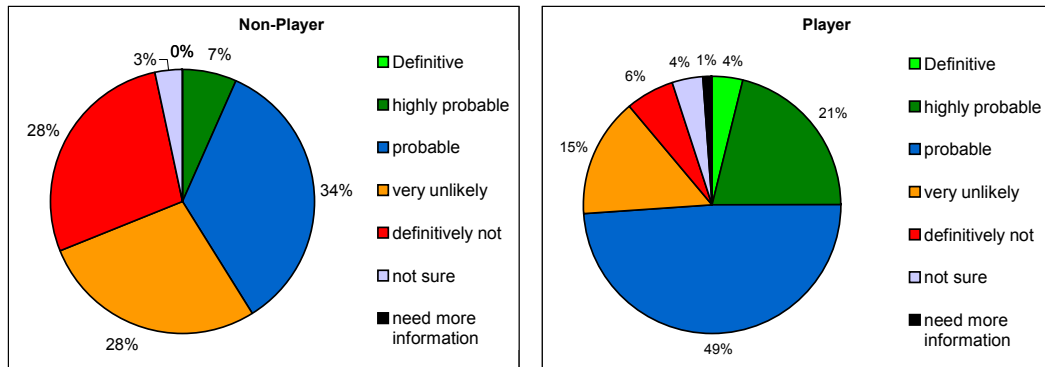


Fig. 33: The probability of renting just one game at a time (Q16-1)

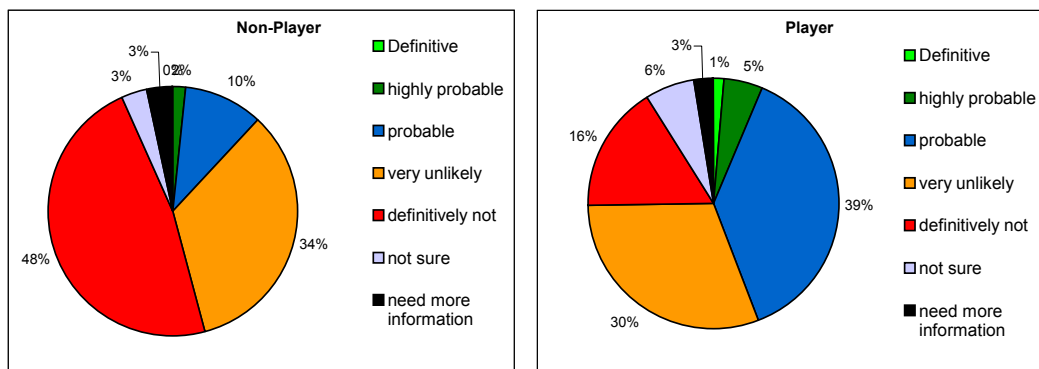


Fig. 34: The probability of renting the complete package (Q16-2)

Important for us to know is the fact how many percent of the players and non-players could be attracted to change to the rental model. After separating into the groups: which had already purchased games in the past and which had not a forecast could be done of the possible market. Figure 35 shows the willingness to change for the different groups and the parameter “renting a game one-by-one” or “renting the complete package”. Counted were all respondents which answered question number 16 with: definite, highly probable or probable.

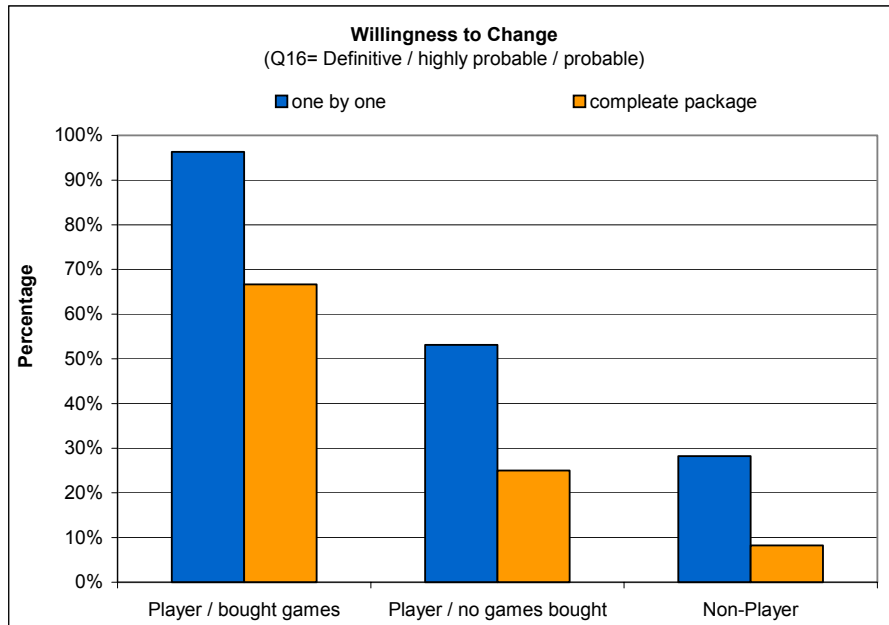


Fig. 35: Willingness to change

It can be seen that nearly 96% of the players who bought games in the last 12 months is willing to use the rental service one-by-one. Also 30% of the persons who did not purchase games in the last year are considering renting games.

How many hours per week would the rental option been used by the customers if they answered the question before with “highly probable” or “definite” in the case of its realization? This was subject of question 17 and shows the potential volume of the new market. The tendency that persons who are already playing would use the service more intensively than persons who are not playing yet can be clearly noticed (figure 36).

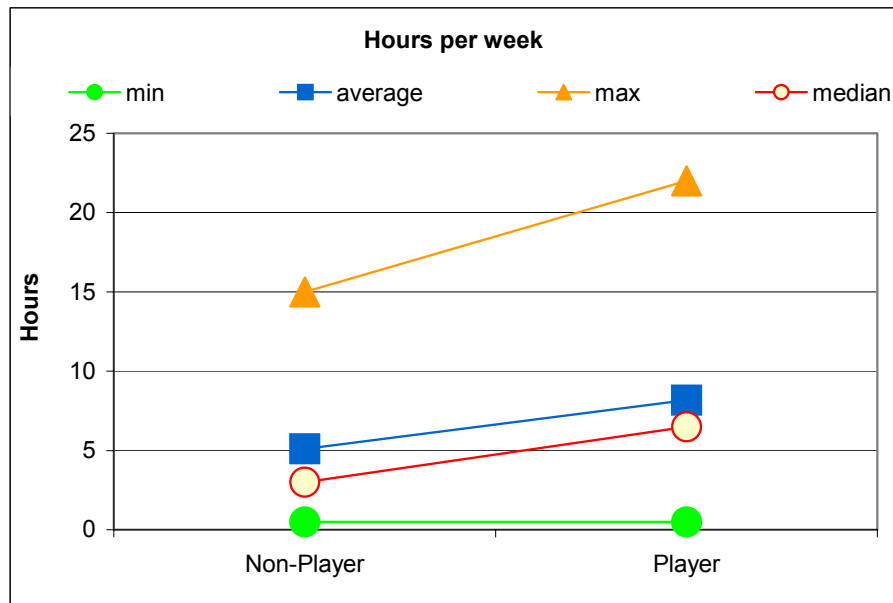


Fig. 36: Hours per week of using rental computer games (Q17)

The last question to be analysed is number 19 which asked if there are reasons to continue purchasing computer games instead of renting them and if yes, to explain why. The groups of players and non-players answered in two directions as it is shown in the graphs below. Looking to all responses together a balanced result (51% yes, 49% no) can be noticed.

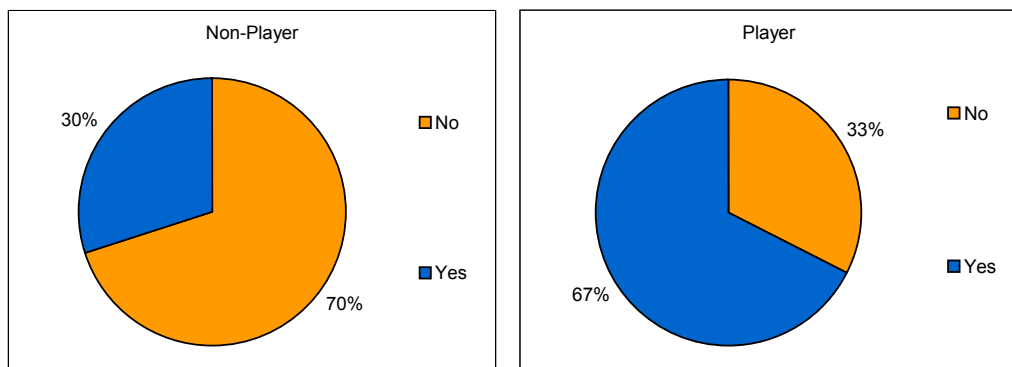


Fig. 37: Are there still reasons for purchasing computer games (Q19)?

For further analysis it is important to summarize the comments to question 19 which have been written into the questionnaire. Due to the number of entries the coding procedure was applied (see also chapter 3.3) and 7 groups were defined: (1) price; (2) speed of data transfer; (3) Ownership of game and



manual; (4) original manual available; (5) transmittal of the game after a certain period (commercial or non-commercial); (6) independence of internet connection and provider and (7) other comments. The summary of this is shown in figure 38.

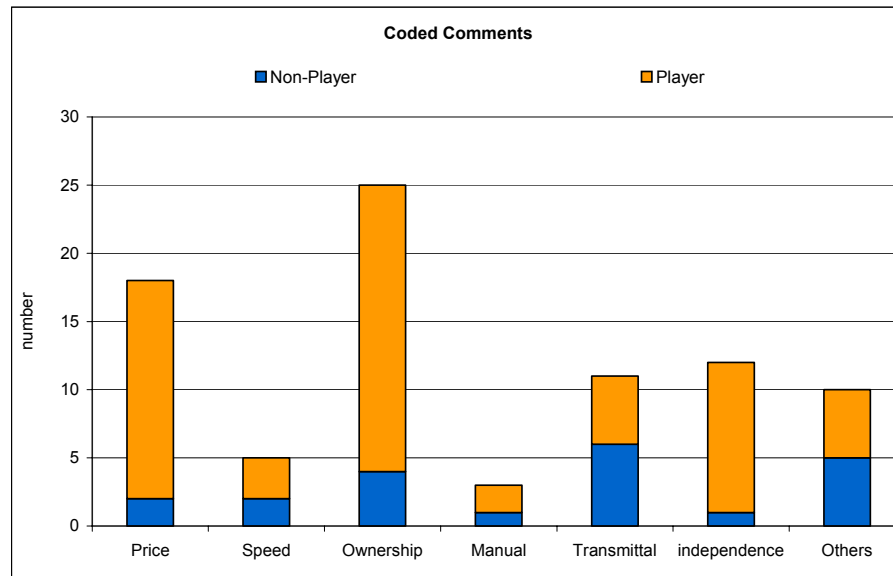


Fig. 38: Reasons for purchasing (coded comments from Q19)

There were two main reasons identified: price of the service and the ownership of the game. Many people mentioned that they would prefer the game in its original packaging on their shelf and be able to use it independently from any restrictions. The speed of the connection, what was assumed as most critical factor in the earlier part of this survey is not seen as this as a disadvantage of the rental service.

The last question in the questionnaire asked for additional comments. Due to the fact of the wide range of topics mentioned in the answers a coding does not make much sense at this point of time. All comments are attached to this report and have to be used as important input for the marketing strategy.

## 6 RESULTS

The conducted marketing research survey was sent out via email to around 520 consumers and returned with a high completion rate of 29%. In addition, the questionnaire was placed in a forum of a game portal.

At the very beginning of the questionnaire respondents were segmented into groups of players and non-players to support further investigations in the marketing strategy. Results from the relevant question show that the share of players (51%) and non-players (49%) was well balanced. Not representative was the number of male respondents (78%) compared to female respondents (22%). The age of respondents ranged from 12 years to 55 years and was normally distributed. The average respondent is 31 years old. One effect investigated is that on average, players are younger (approximately 5 years) than non-players.

The time spent on gaming is two hours per week (median) and the range was very large: from minutes up to 50 hours as a maximum per week. An important relationship was found between the age and the hours per week of playing games. The minimum of this correlation trend line was at 38 years, the bigger the age difference to age 38, the more time the average playing respondent spent on playing games.

Important facts to find out in this survey were the technological conditions of the hardware and the Internet connections used at present and at a point of time when the product will be launched. We found out that players are one step ahead of non-players and do actually use ISDN and DSL by 76% now and 80% in the next six months. 35% of all PCs are less than one year old and 70% of the respondents use Windows XP as operating system. The present Internet access option influenced directly the download time which was deemed acceptable for the consumer: For 65% of the respondents a download time of max. ten minutes was acceptable. To reduce and/or achieve this time, an auxiliary programme could be downloaded and installed

once on the PC. But results of the questionnaire show that there is no sufficient acceptance for this additional feature: 82% of all respondents do not wish to download an auxiliary programme.

The financial aspect was one of the most important points and was therefore scrutinized in detail. 38% of all respondents are billed per hour while 34% of the respondents use flatrate (the remainder is billed by data volume). Most used available payment options are bank transfer and direct debit, the preferred option would be bank transfer and credit card. The amount of money spent for games in the last 12 months varies between 50€ (36%) up to 300€ (1%). An interesting moderate linear correlation was found between the time of playing games and the money spent for them: the more time spent, the more money spent.

The considered appropriate amount of money for the rental varied a lot. The average amount if paid per start of the game is around 1.50€, per hour is 1,-€ and per day 3,-€ when a purchase price of 25,-€ is taken as reference. The monthly fee that the respondent would be willing to pay strictly correlated with the length of contract. In general, non-players are willing to pay more than players, the average of all respondents for the monthly fee is 17,-€ if one month contracted, 13,50€ if three months contracted, 11,00€ if six months and 9,00€ per month for a yearly contract. Compared to the money the respondents spent in the last 12 months, 30% of the persons would have spent 80-100% of the purchasing amount of the games for the rental service if the service would be introduced with features according to their preferences.

Important features for the survey participants to rent games were an attractive price and the possibility to choose from a broad choice of computer games. Further important for the marketing strategy is the way how persons inform themselves about computer games. Here are two main ways to be pointed out: at friends and acquaintances and on the Internet are the preferred options to get information about computer games.

The probability check shows that 62 % of the non-players would use the renting service by renting one game at a time with a high probability or probability while 45% of the players would rent the complete package with a high probability/probability or definitively. Nevertheless, 51% of the participants stated that there are still reasons for purchasing computer games: Ownership of the game and the price are the main reasons why consumer would still wish to purchase computer games.

## **7 CONCLUSION**

The objective of this research was to find out which features a portal for renting computer games should have to meet the demand of as many potential customers as possible and whether enough new customers could be attracted to make such a rental service a commercially viable operation.

From the results we conclude that a high percentage of persons who are already playing computer games are willing to accept this service if the key requirements are met. This group of players consists of persons who already bought games and persons who did not. Also a considerable share of persons who do not playing games on PC yet are thinking about using the rental service for one game at a time.

Considering the fees the respondents are willing to pay for such rental service, and taking into consideration that the current purchase prices also have to cover costs for packaging, distribution and retailing of the games, it seems feasible to maintain a viable business with the rental service.

The technical feasibility of the service has to be checked in detail afterwards, but the current and ever-growing availability of broadband Internet connections and sufficient hardware is wide spread so that the technical requirements for online gaming is met by a sufficient percentage of all respondents.

Due to these facts we recommend that EVERPLAY starts building up for the intended web-based computer game rental service.

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Bequeme Miete von zu Hause, unabhängig von Ladenöffnungszeiten und Geschäftsstandorten

1  2  3  4  5  6

Kontrolle über das Spielverhalten meiner Kinder (Jugendschutz, Zeit- und Kostenkontrolle)

1  2  3  4  5  6

Günstiger Preis

1  2  3  4  5  6

Hotline-Unterstützung

1  2  3  4  5  6

Ein Forum, in dem man sich mit anderen Spielern austauschen kann

1  2  3  4  5  6

Die Möglichkeit, Spiele zu bewerten und sich die Bewertung Anderer ansehen zu können

1  2  3  4  5  6

**Folgende Punkte wären mir darüber hinaus wichtig:**

[ ]

**Q. 12**

**Welche Art von Computerspiel würden Sie hauptsächlich mieten wollen? (Bitte maximal drei Kreuze)**

- Actionspiel
- Abenteuerspiel
- Geschicklichkeitsspiel
- Strategiespiel
- Sportspiel
- Simulation
- Rollenspiel
- Lernspiel
- Kinderspiel / Speziell für Kinder geeignetes Spiel

**Q. 13**

**Würden Sie Computerspiele hauptsächlich alleine spielen oder mit/gegen andere Spieler?**

- Allein
- Mit/gegen andere Spieler

**Q. 14**

**Welchen Betrag für die Miete von Computerspielen würden Sie für angemessen halten, wenn die Spiele im Einzelhandel jeweils ca. 25 Euro kosten würden (bitte 1 Angabe pro Mietvariante)?**

Bei Abrechnung pro Start eines Spiels in &euro;:

[ ]

Bei einer Abrechnung pro genutzte Stunde in &euro;:

[ ]

Bei Abrechnung pro Miettag unabhängig von Länge und Häufigkeit der Nutzung in &euro;:

[ ]

**Q. 15**

**Angenommen, Sie könnten das Gesamtangebot nutzen und jedes Spiel beliebig oft und beliebig lange spielen. Welche monatliche Gebühr hielten Sie für angemessen?**





## **A2 Translation of Questionnaire (English)**

### **Scientific Research Survey**

For a scientific study at FOM University of applied Sciences in Essen, Germany, we kindly ask you to fill in the attached short questionnaire. All evaluation of this questionnaire will be anonymous. This survey only serves scientific and non-commercial purposes. Your email address will not be stored or forwarded to a third party. Answering the questionnaire shall take about 5-8 minutes.

Please answer the following questions:

**1. Do you play computer games, for example on your PC, your mobile phone, with a gaming device (Gameboy, X-Box, Playstation e.g.), in a gambling den or on a gambling machine?**

No, never.

Yes, approximately on average per week in hours:

**2. What kind of internet access do you use for your private internet sessions?**

I don't have internet access (pls. continue with question 5)

Analogue dial up modem

ISDN

DSL/broadband

Other:

Don't know

**3. What kind of billing plan do you have for your private internet sessions?**

Billing by the hour

Billing by data volume

By time and data volume unlimited internet access (flatrate)

Don't know

**4. Do you plan to change from your currently used type of internet access upwards to a faster type of internet access within the next 6 months (e.g. change from analogue dial up modem to ISDN, from ISDN to DSL)?**

Yes.

No.

**5. How would you describe your privately used PC?**

**I don't use a PC privately.**

Up to 1 year old

Up to 2 years old

Up to 3 years old

Up to 4 years old

Older than 4 years

**6. Which operating system do you use on your privately used PC?**

Windows XP

Windows 2000

Windows 98

Windows NT

Mac OS X

Linux

Others:

**7. Which payment options do you have at the moment? Please choose from among all your payment options those two which you prefer/would prefer for payments for goods and services on the internet.**

Currently have preferred from those I have

Bank transfer  
Direct debit  
Credit Card  
PayPal  
Firstgate  
Payment by telephone bill  
Payment by SMS  
Other:

I use the following other payment options not listed here:

**8. How do you inform yourself mainly about computer games (check max. three boxes, pls)**

not at all  
specialist stores  
daily newspapers  
general magazines  
computer/ computer game magazines  
on TV  
on the internet  
on the radio  
at friends and acquaintances  
Other

**9. How much money did you spend during the last 12 months for buying computer games for your own private use (excluding those computer games you might have presented as a gift to others and excluding those computer games bundled with other hard- or software)?.**

No money spent  
Up to 50 €  
Up to 100€  
Up to 150 €  
Up to 200 €  
Up to 250€  
Up to 300€  
Up to 350€  
More than 350€, exact amount being:

**10. If you did not buy computer games for your own private use during the last 12 months: why not? (multiple answers possible)**

I don't have a PC  
I don't have money to spend on that.  
Computer games are too expensive.  
I'm interested in computer games, but computer games are not attractive to me.  
My PC is not good/ fast enough for computer games.  
I already own enough computer games.  
I don't use computer games often enough to justify buying games.  
I'm not interested in computer games.  
Other:

**11. Imagine you had the possibility to rent computer games over the internet in a secure and reliable way und could play those games during your rental period. A broad range of games would be at your choice, as is the case for videos at a video-tape library. To get an idea of the quality of this offer, assume that the range of games offered via the internet includes all games that are for sale. You could at all times decide which game(s) to rent and to play.**

**The computer game you would want to play could be played online directly. The gaming experience would be as if the game would be installed to your PC.**

**You could also download the computer game to your PC and then play it without internet connection for the duration of the rental period. You can assume that the time needed for downloading the game will be acceptable to you.**

**What would be of special importance to you with regards to renting computer games? Please rank each item on a scale of 1 for very important to 6 completely unimportant.**

Play with others over the internet

To choose from a broad choice of computer games

To play independently from an internet connection

To be able to play rented games from every PC which has internet access

Always to play the latest version of the game

Convenient rental from my home, independent from physical shops and their opening times

To control the gaming of my children (control of costs, times, and content/age restrictions)

Attractive price

Hotline support

Forum to communicate with other gamers

Option to assess games and to view other gamers' assessments of games

In addition, the following would be of importance to me:

**12. Which kind of computer game would you mainly want to rent ( pls. check max. 3 boxes)?**

Action game

Adventure game

Game of skill

Strategic game

Sports game

Simulation

Role play

Educational game

Children game /Game specially suited for children

**13. Would you play computer games mainly alone or with/against others?**

Alone

With/against others

**14. Which amount would you consider appropriate for the rental of computer games, if buying the games would cost approximately 25 Euro each at retailers. (pls. check one box for each different rental scheme)**

If you had to pay per start of a game, in Euro:

If you had to pay per hour, in Euro:

If you had to pay flat per day, in Euro:

**15. Imagine you could choose from a very broad and huge package of rentable computer games and could play every game offered as often and as long as you wanted. What monthly fee would you consider appropriate for the total package?**

If you signed on for one month, in Euro/month:

If you signed on for three months, in Euro/month:

If you signed on for six months, in Euro/month:

If you signed on for one year, in Euro/month:

**16. Imagine that the described business model of renting computer games on the internet would be realized with all criteria you considered important and at the price you considered appropriate: How probable would it be to have you using this service?**



**Definitive / highly probable/probable/very unlikely/definitively not/not sure/need more information**

That I would rent computer games one-by-one is:

That I would rent the total package of computer games is:

**17. If you chose the answers “definitive” or “highly probable” at least once under question 16: What is your guess, how many hours per week would you use rented computer games on average?**

**18. You confided us the amount you have spent for the purchase of computer games during the past 12 months. How much would you have spent during the same period, if you already had had the rental service for computer games on the internet?**

80-100% of the amount

60-80% of the amount

40-60% of the amount

20-40% of the amount

0-20% of the amount

**19. From your point of view, are there still reasons to buy computer games if you can rent them on the internet?**

No.

Yes, the reasons are:

**20. How many minutes of downloading from the internet would you consider acceptable before your rented computer game would be ready to start?**

Up to 10 minutes

Up to 20 minutes

Up to 30 minutes

Up to 40 minutes

Up to 50 minutes

Up to 60 minutes

More than 60 minutes

**21. Would it be acceptable for you if you needed to download once an auxiliary programme from the internet onto your PC before you could play online no matter which rented computer game immediately without further downloading?**

Yes.

No.

**22. Your gender?**

Female

Male

**23. Your age?**

**24. Your additional remarks about this questionnaire:**

Thank you so much for participating in our scientific survey. If provide us with your email address, we will inform you about the results of our survey. Your email address will only be stored until we send out the results to you; it will not be passed on to third parties.

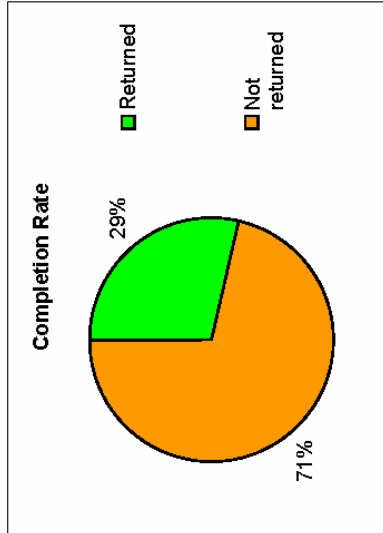
My email address:

**SEND SURVEY**

### A3 Statistical Questionnaire Analysis

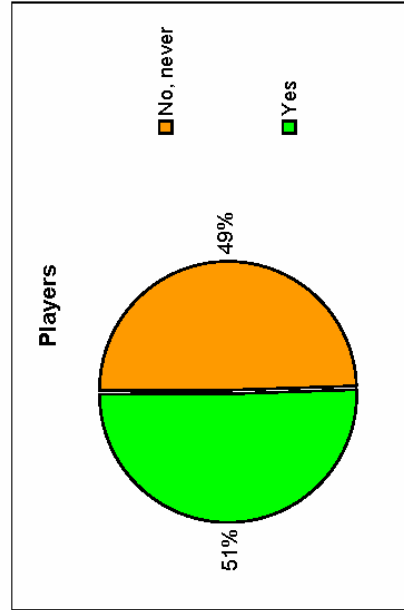
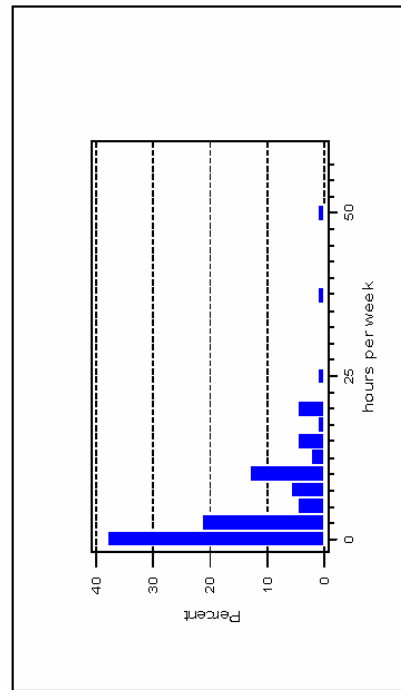
**Completion Rate (Email Distribution)**

Send Out	520
Returned	149
Not returned	371



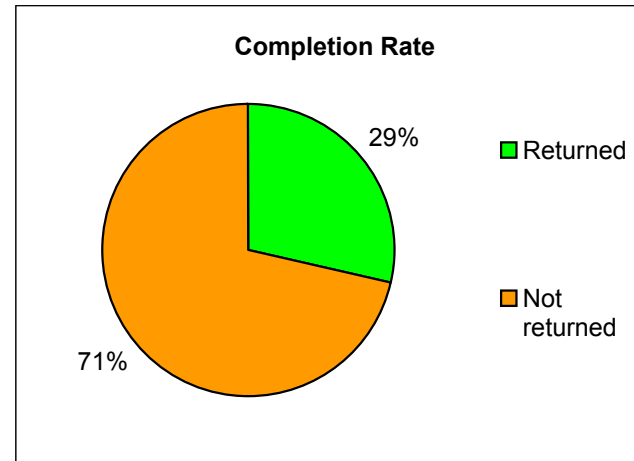
**Q1: Do you play computer games, for example on your PC, your mobile phone, with a gaming device (Gameboy, X-Box, Playstation e.g.) in a gambling den or on a gambling machine?**

All Responses	min	average	max	median
No, never	0.002	6.04	50	2.0
Yes	85	87		



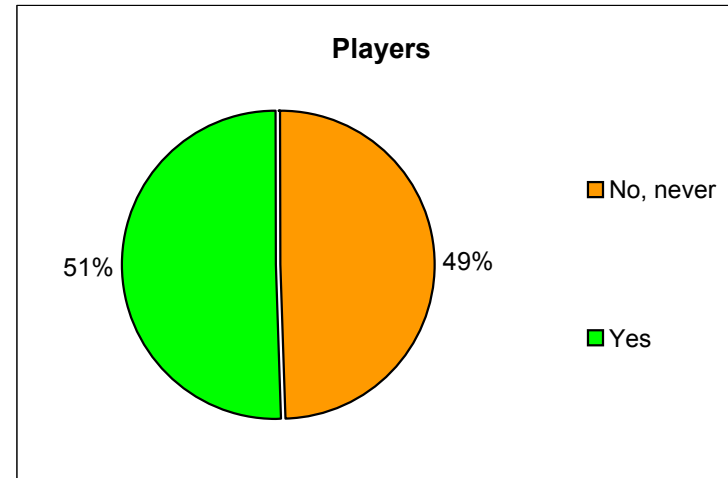
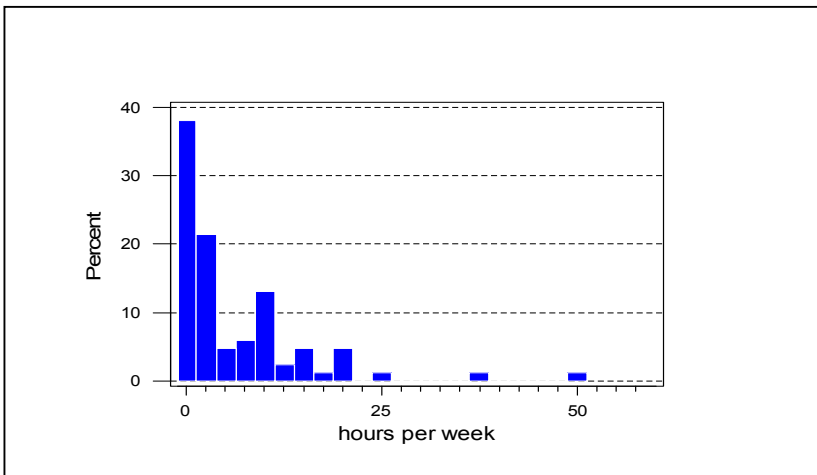
**Completion Rate (Email Distribution)**

Send Out	520
Returned	149
Not returned	371



**Q1: Do you play computer games, for example on your PC, your mobile phone, with a gaming device (Gameboy, X-Box, Playstation e.g.) in a gambling den or on a gambling machine?**

All Responses		min	average	max	median	(approximately on average per week in hours)
No, never	85	hours	0.002	6.04	50	2.0
Yes	87					



**Q2-What kind of internet access do you use for your private internet sessions?**

	Non-Player	Player	All Responses	
I don't have internet access		3	3	6
Analogue dial up modem		20	12	32
ISDN		13	9	22
DSL/broadband		44	56	100
Other:		4	5	9
Don't know		0	1	1
<b>Total</b>		<b>84</b>	<b>86</b>	<b>170</b>

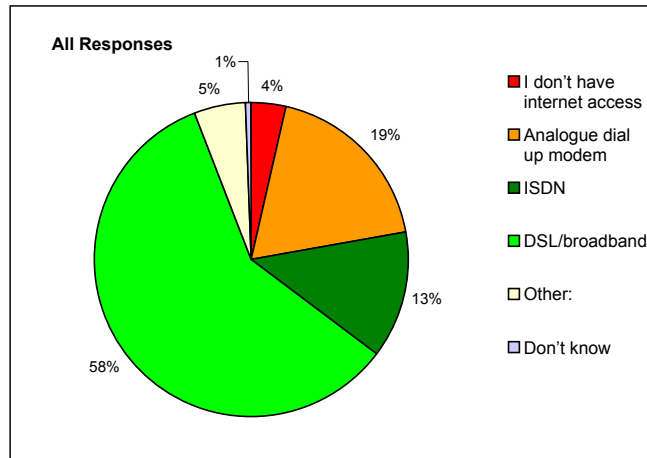
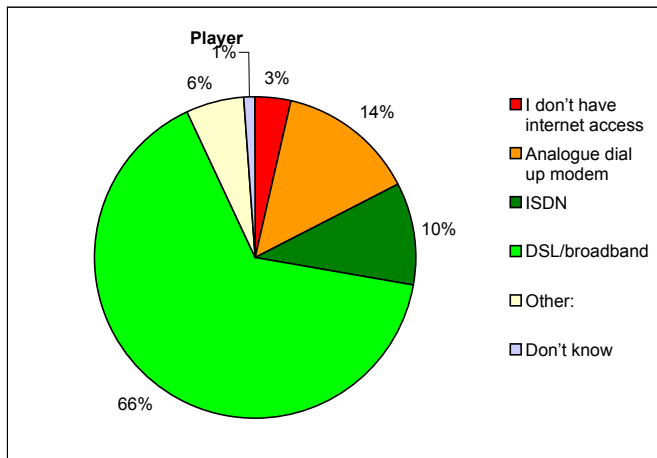
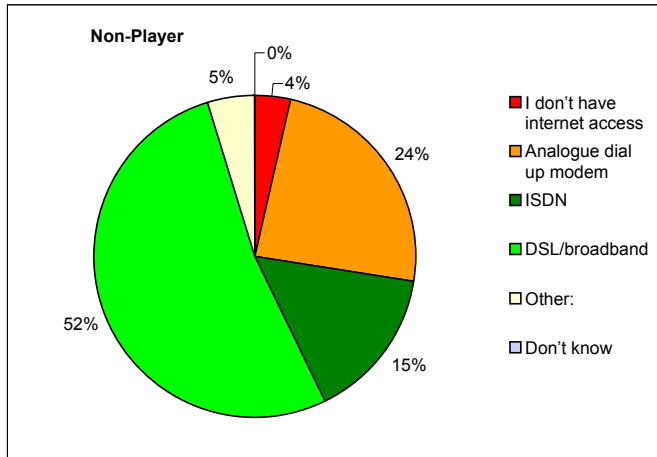
**COMMENTS**

**Non-Player**

ISDN wegen opalnetz (Ostberlin)  
 Kabelmodem vom Kabelnetzbetreiber (Ish)  
 UMTS  
 Wohnheimnetz

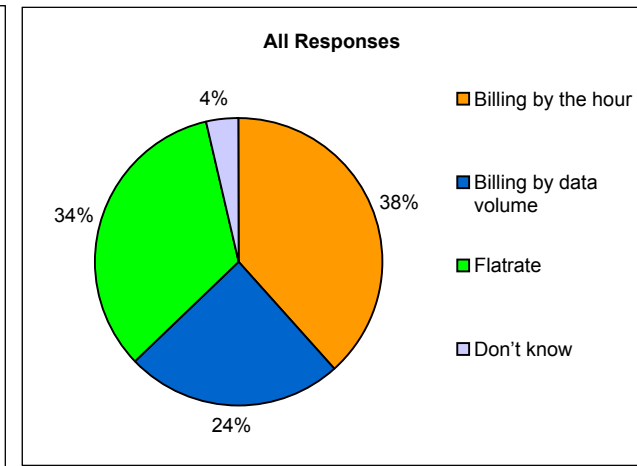
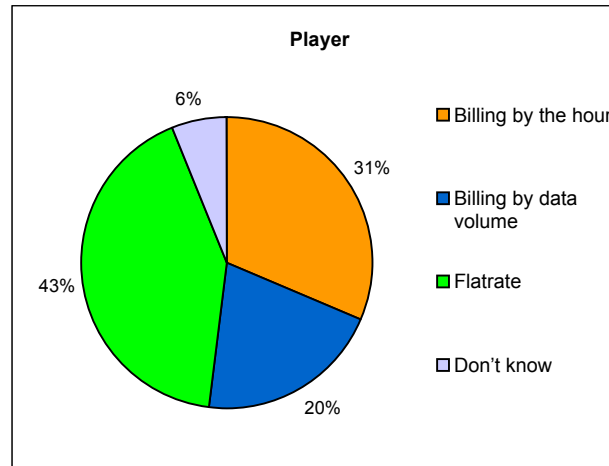
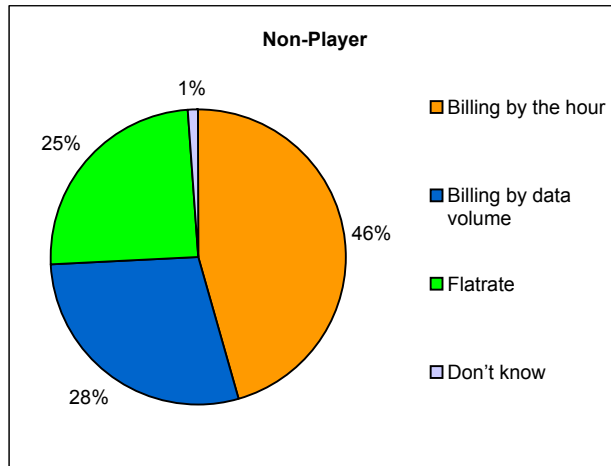
**Player**

Cablecom(CH)  
 kabel - 192kbit/s (soon)  
 Uni Standleitung  
 flatrate über uni  
 W-LAN



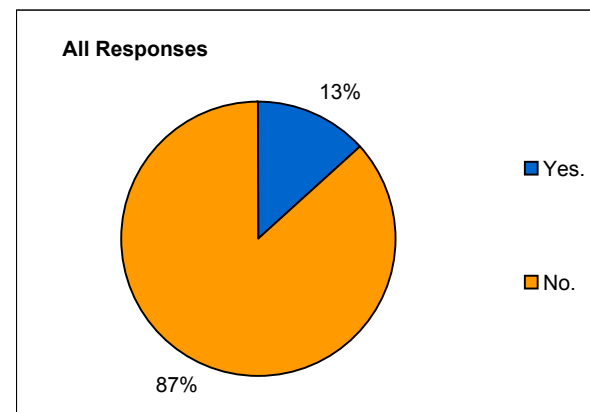
**Q3-What kind of billing plan do you have for your private internet sessions?**

	Non-Player	Player	All Responses
Billing by the hour	37	26	63
Billing by data volume	23	17	40
Flatrate	20	35	55
Don't know	1	5	6
<b>Total</b>	<b>81</b>	<b>83</b>	<b>164</b>



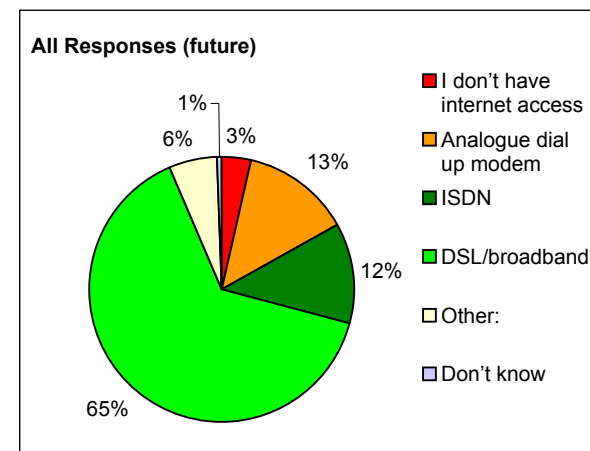
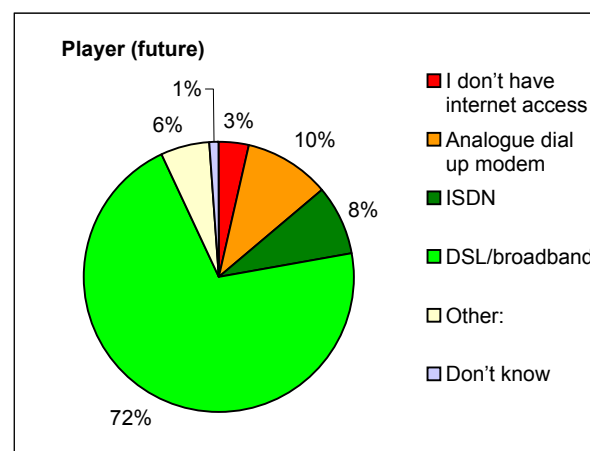
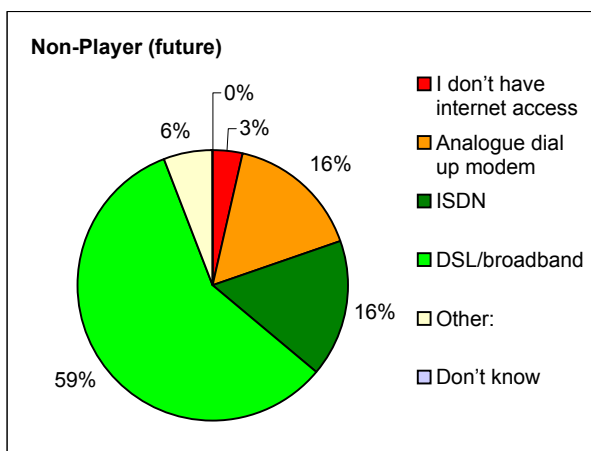
**Q4-Do you plan to change from your currently used type of internet access upwards to a faster type of internet access within the next 6 months**

	Non-Player	Player	All Responses
Yes.	13	9	22
No.	68	75	143
<b>Total</b>	<b>81</b>	<b>84</b>	<b>165</b>



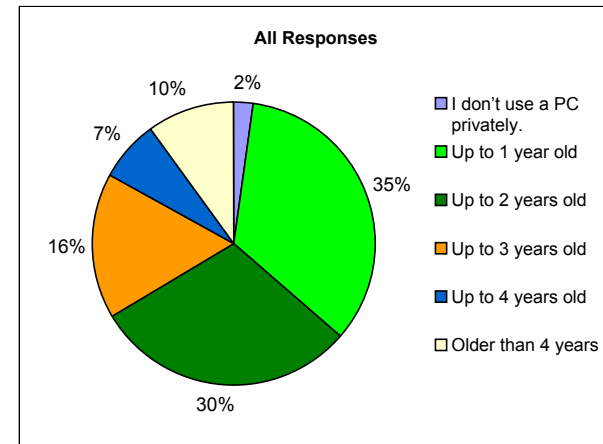
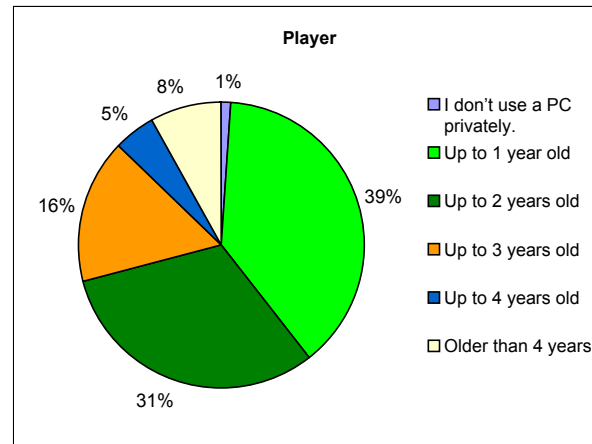
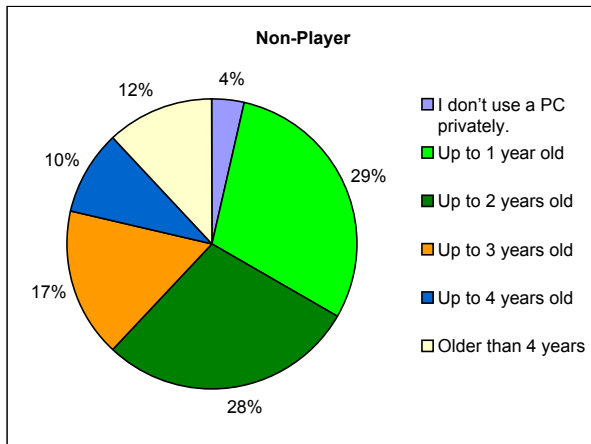
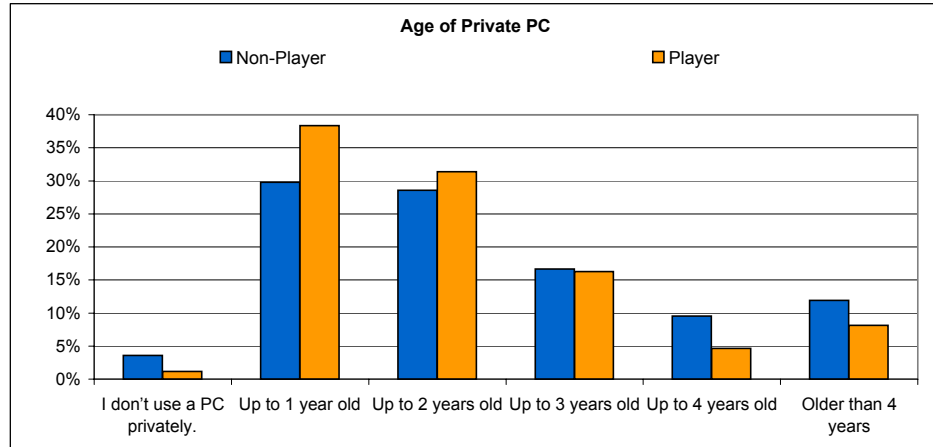
**SCENARIO: How is the distribution in 6 months?**

	Non-Player	Willing to Change	Non-Player (future)	Player	Willing to Change	Player (future)	All Responses (future)
I don't have internet access	3	0	3	3	0	3	6
Analogue dial up modem	20	6	14	12	3	9	23
ISDN	13	5	14	9	5	7	21
DSL/broadband	44	1	50	56	1	61	111
Other:	4	1	5	5	0	5	10
Don't know	0	0	0	1	0	1	1
<b>Total</b>	<b>84</b>	<b>13</b>	<b>86</b>	<b>86</b>	<b>9</b>	<b>86</b>	<b>172</b>



**Q5-How would you describe your privately used PC?**

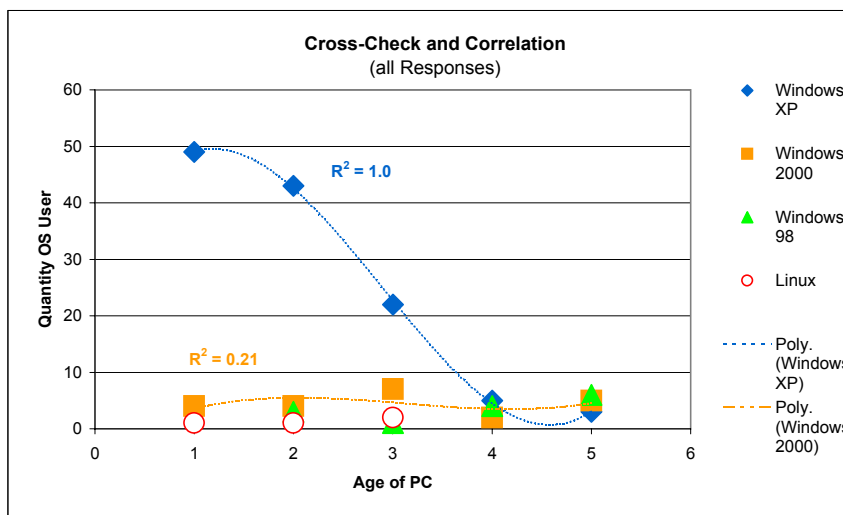
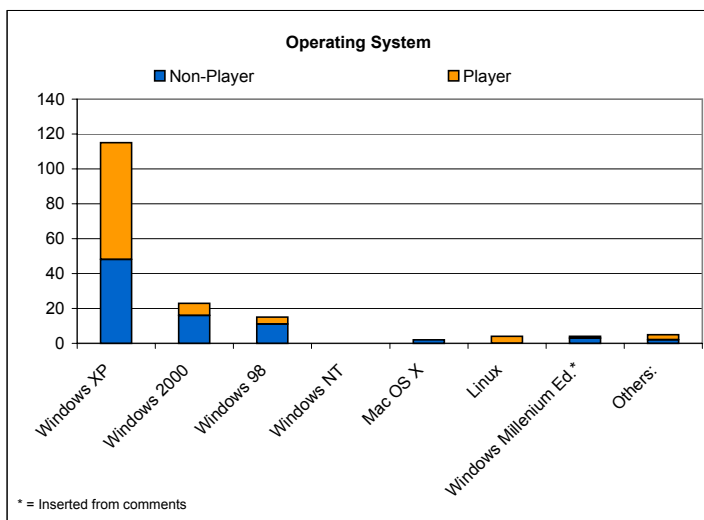
	Non-Player	Player	All Responses	
I don't use a PC privately.		3	1	4
Up to 1 year old		25	33	58
Up to 2 years old		24	27	51
Up to 3 years old		14	14	28
Up to 4 years old		8	4	12
Older than 4 years		10	7	17
<b>Total</b>		<b>84</b>	<b>86</b>	<b>170</b>
<b>AVERAGE</b>		<b>2.3</b>	<b>2.1</b>	<b>2.2</b>



Q6-Which operating system do you use on your privately used PC?

	CROSS-CHECK (OS vs. Age)																	
	Non-Player	Player	All Responses	Non-Player age of PC					Player age of PC					All Responses age of PC				
				1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Windows XP	48	67	115	18	22	6	2	2	31	21	16	3	1	49	43	22	5	3
Windows 2000	16	7	23	3	2	6	2	2	1	2	1		3	4	4	7	2	5
Windows 98	11	4	15		1	1	4	5		2			1		3	1	4	6
Windows NT	0	0	0															0
Mac OS X	2	0	2	1				1						1				1
Linux	0	4	4						1	1	2			1	1	2		
Windows Millenium Ed.*	3	1	4	1		1				2			1	1	2	1		1
Others:	2	3	5															
<b>Total</b>	<b>82</b>	<b>86</b>	<b>168</b>															

\* = Inserted because of comments



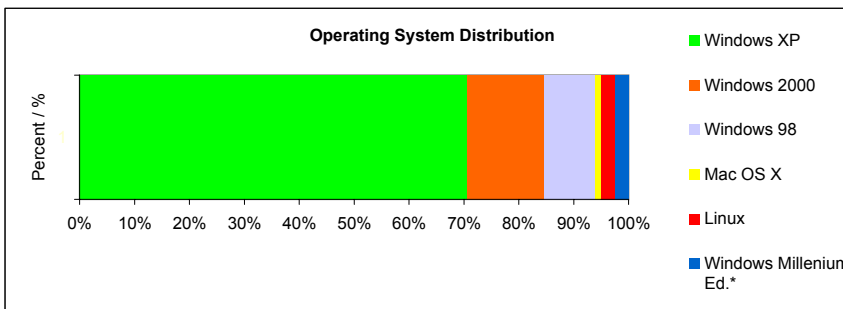
**COMMENTS**

**Non-Player**

Linux und XP  
ME  
BeOS  
Windows ME  
Windows 2000 Windows 98

**Player**

Windows Me  
Windows 95  
windows me  
Windows 95





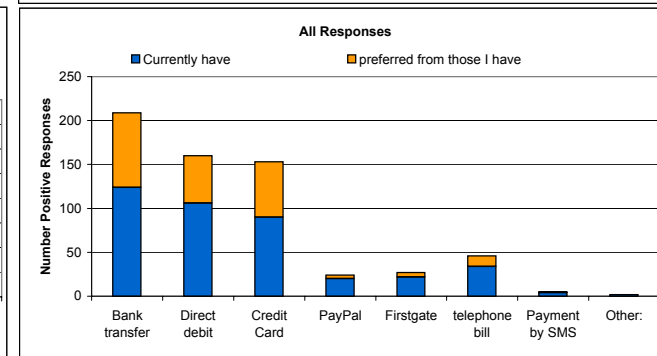
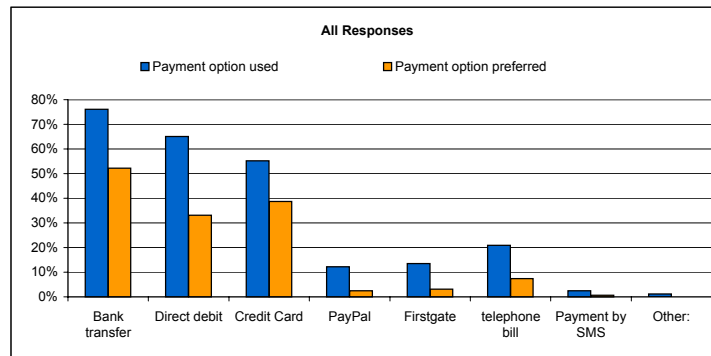
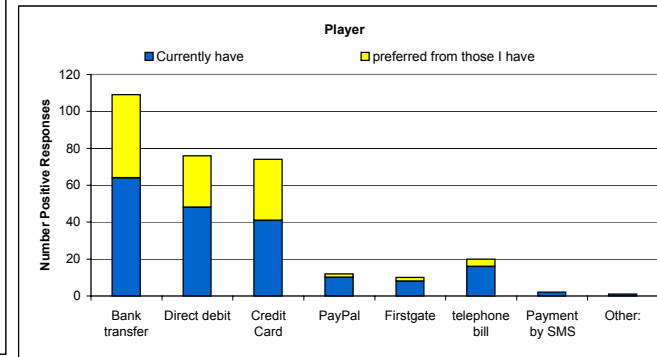
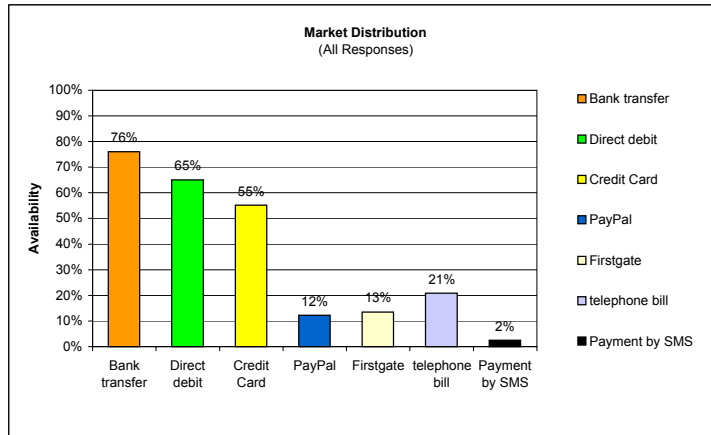
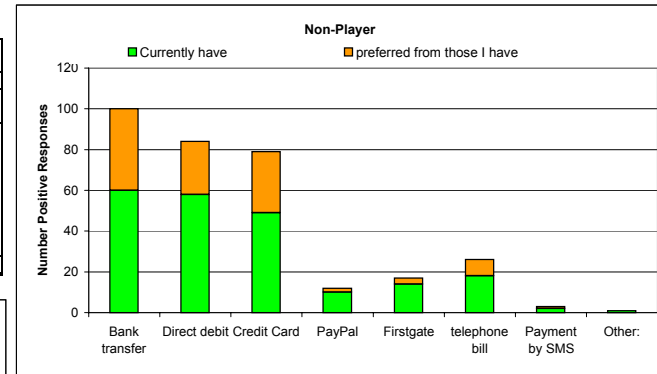
**Q7-Which payment options do you have at the moment?**

	Non-Player		Player		All Responses		Percent used (ref: 163 pos. Resp.)	Percent prefer (ref: 163 pos. Resp.)
	Currently have	preferred from those I have	Currently have	preferred from those I have	Currently have	preferred from those I have	All Responses	All Responses
					Payment option used		Payment option preferred	
Bank transfer	60	40	64	45	124	85	76%	52%
Direct debit	58	26	48	28	106	54	65%	33%
Credit Card	49	30	41	33	90	63	55%	39%
PayPal	10	2	10	2	20	4	12%	2%
Firstgate	14	3	8	2	22	5	13%	3%
telephone bill	18	8	16	4	34	12	21%	7%
Payment by SMS	2	1	2	0	4	1	2%	1%
Other:	1	0	1	0	2	0	1%	0%
<b>Total</b>	<b>212</b>	<b>110</b>	<b>190</b>	<b>114</b>	<b>402</b>	<b>224</b>		

**COMMENTS**

**Non-Player**  
micromoney  
Nachnahme

**Player**  
Nachnahme  
webcent



**Q8-How do you inform yourself mainly about computer games?**

	Non-Player	Player	All Responses	
not at all		80	22	102
specialist stores	0	0	6	6
daily newspapers	0	0	3	3
general magazines	2	1	3	3
computer/ computer game magazines	2	23	25	25
on TV	0	0	8	8
on the internet	3	39	42	42
on the radio	0	0	0	0
at friends and acquaintances	2	41	43	43
Other	2	2	4	4
<b>Total</b>	<b>91</b>	<b>145</b>		<b>236</b>

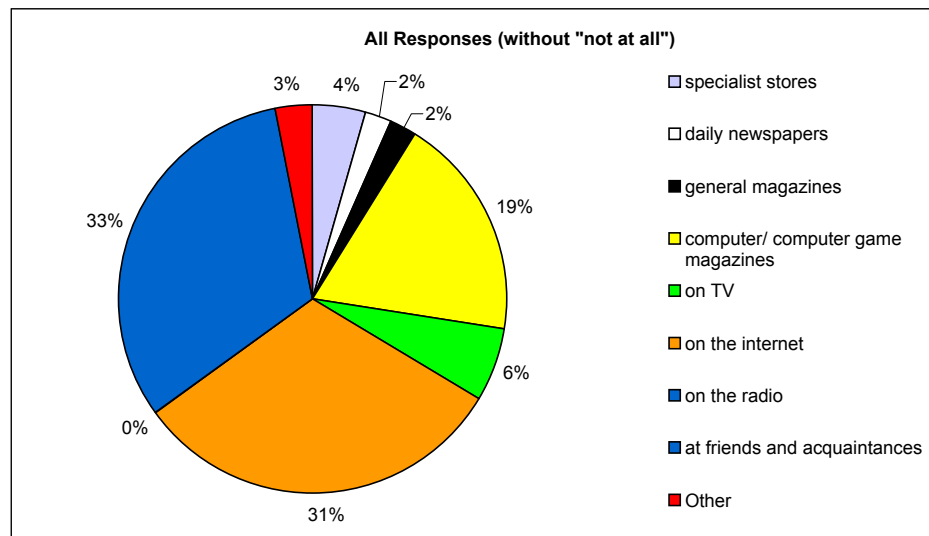
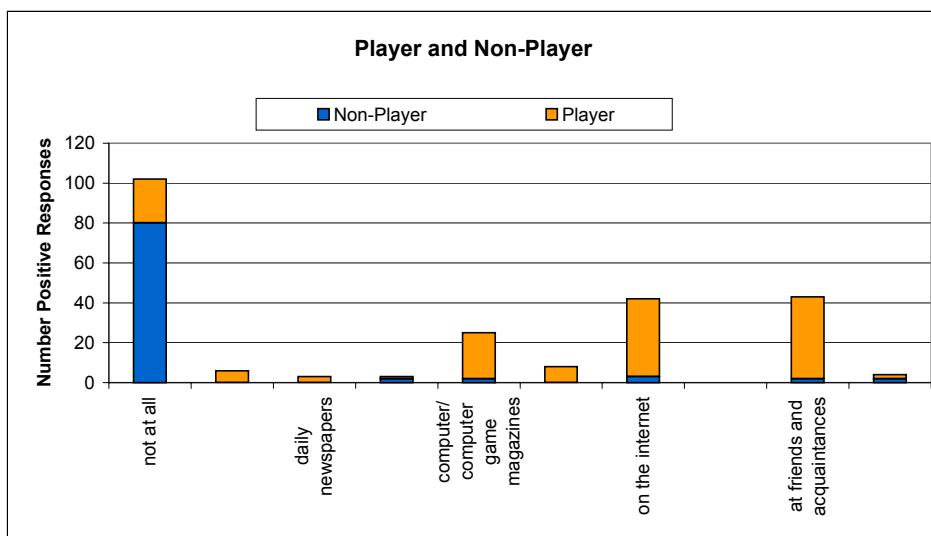
**COMMENTS**

**Non-Player**

Wenn, dann zufällig über Freunde und Bekannte  
Interne Spielpräsentationen in meiner Firma (Nintendo :o)

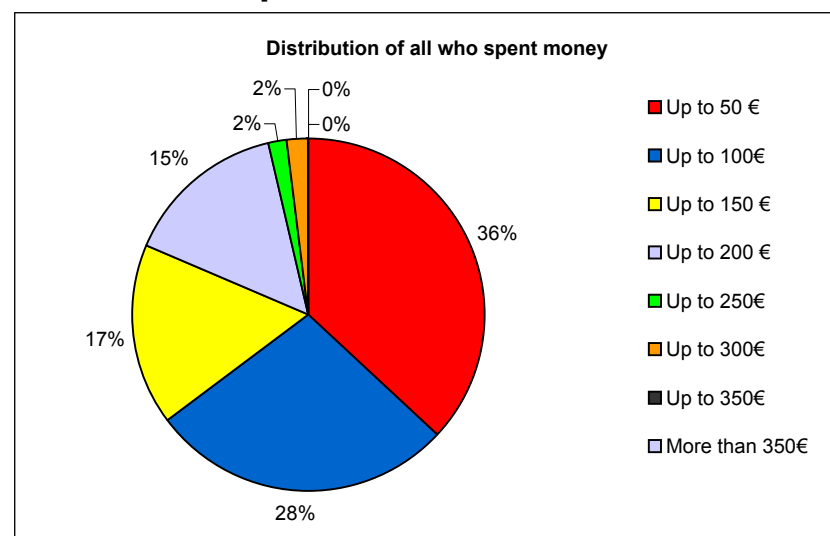
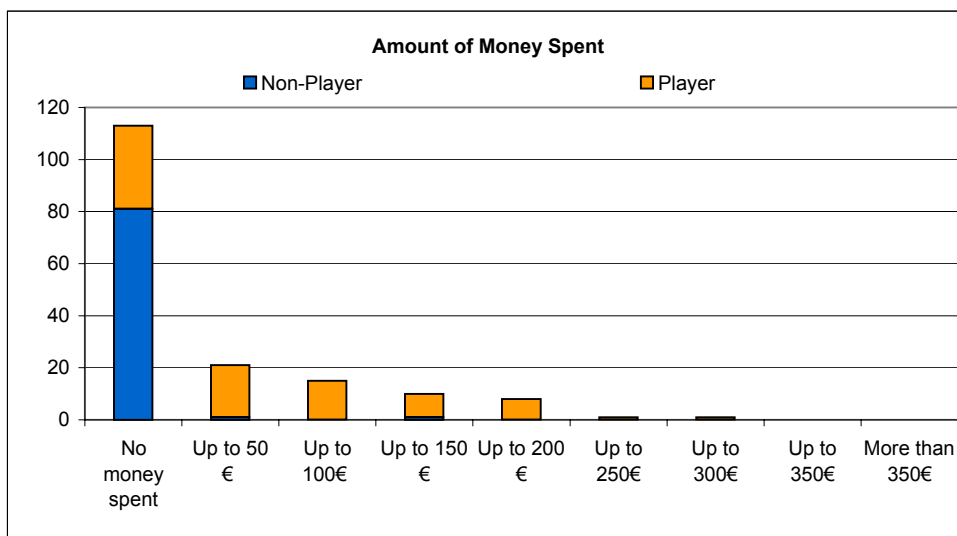
**Player**

Videothek  
MSN



**Q9-How much money did you spend during the last 12 months**

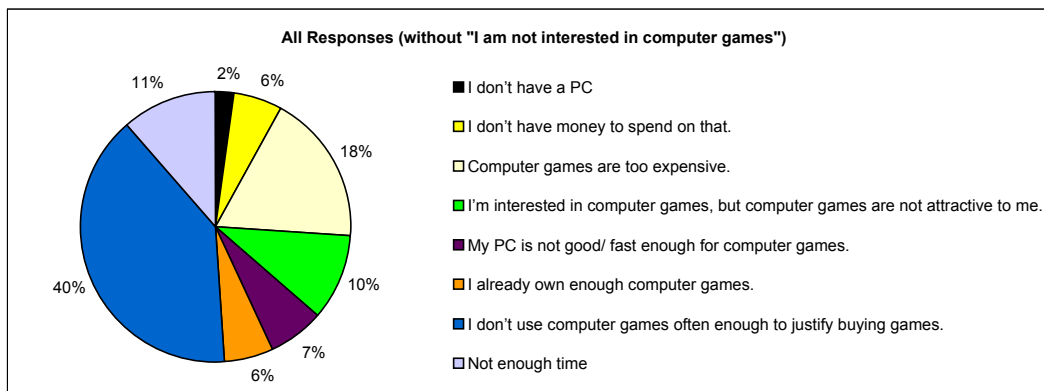
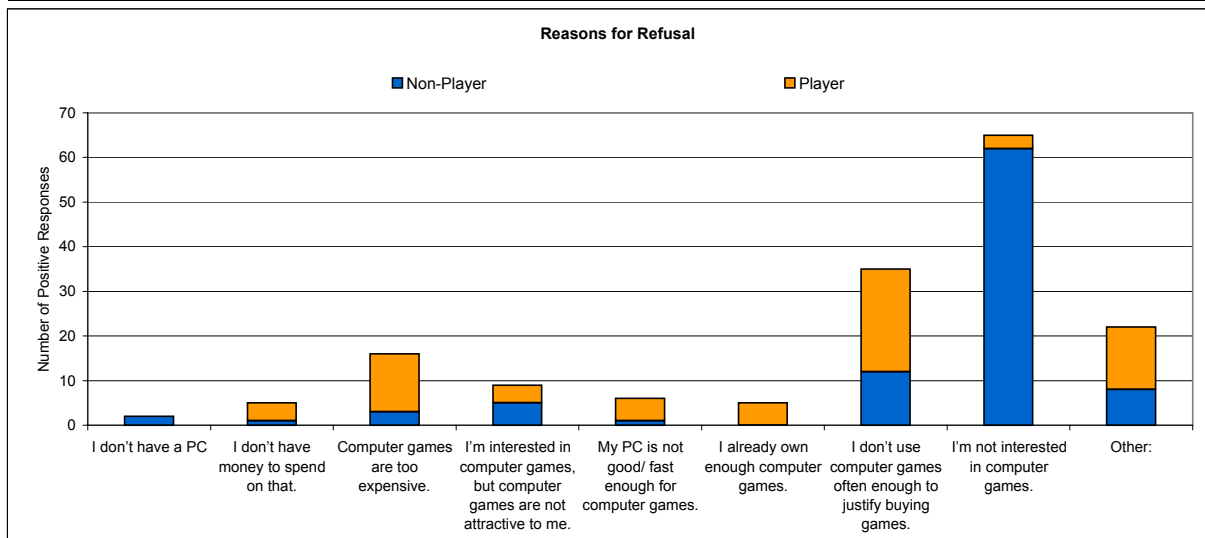
	Non-Player	Player	All Responses	
No money spent	81	32	113	
Up to 50 €	1	20	21	
Up to 100€	0	15	15	
Up to 150 €	1	9	10	
Up to 200 €	0	8	8	
Up to 250€	0	1	1	
Up to 300€	0	1	1	
Up to 350€	0	0	0	
More than 350€	0	0	0	
<b>Total</b>	<b>83</b>	<b>86</b>	<b>169</b>	



**Q10-If you did not buy computer games for your own private use during the last 12 months: why not?**

	Non-Player	Player	All Responses
I don't have a PC	2	0	2
I don't have money to spend on that.	1	4	5
Computer games are too expensive.	3	13	16
I'm interested in computer games, but computer games are not attractive to me.	5	4	9
My PC is not good/ fast enough for computer games.	1	5	6
I already own enough computer games.	0	5	5
I don't use computer games often enough to justify buying games.	12	23	35
I'm not interested in computer games.	62	3	65
Other:	8	14	22
<b>Total</b>	<b>91</b>	<b>67</b>	<b>158</b>

Not enough time	5	5	10
-----------------	---	---	----



**Comments to "Other":**

**Non-Player**

keine Zeit für Spiele;  
 Es fehlt einfach an Zeit;  
 Ich habe zuwenig Zeit zum Spielen;  
 MBA läßt dafür keine Zeit übrig;  
 Wenn dann, nur für die Kids;  
 unsicher, da evtl. Dateien überschrieben werden;  
 Ich habe keine Zeit für Computerspiele;  
 allerdings haben meine Kids wohl sämtliche gängigen Computerspiele  
 installiert auf denen sie weltweit mit Partnern online spielen;

**Player**

Ich bin Redakteur und erhalte kostenfreie Rezensionsexemplare;  
 Mir ist die Zeit zu schade für Computerspiele;  
 habe welche gekauft;  
 Ich habe keine Zeit für Computerspiele;  
 spiele online;  
 meine freizeit ist zu kostbar so sowas;  
 Nutze nur die Windows Spiele;  
 Leihe mir spiele in der Stadtbibliothek aus;  
 Was mich interessiert, habe ich auf dem PC bzw. finde ich im Netz;  
 alles nur geklaut;  
 dienstlichen Computer;  
 keine Zeit;  
 Mir ist die Zeit zu schade für Computerspiele;

11-What would be of special importance to you with regards to renting computer games?

Average of responses	1 = very important ... 6 = completely unimportant		
	Non-Player	Player	All Responses
Play with others over the internet	2.1	2.7	2.4
To chose from a broad choice of computer games	1.6	1.9	1.8
To play independently from an internet connection	1.6	2.3	2.0
To be able to play rented games from every PC which has internet access	2.3	2.9	2.6
Always to play the latest version of the game	2.2	2.2	2.2
Convenient rental from my home, independent from physical shops and their opening	1.7	2.1	1.9
To control the gaming of my children	1.9	3.0	2.5
Attractive price	1.6	1.6	1.6
Hotline support	2.2	3.5	2.8
Forum to communicate with other gamers	2.5	3.2	2.9
Option to assess games and to view other gamers' assessments of games	2.4	2.9	2.6
<b>Total</b>			

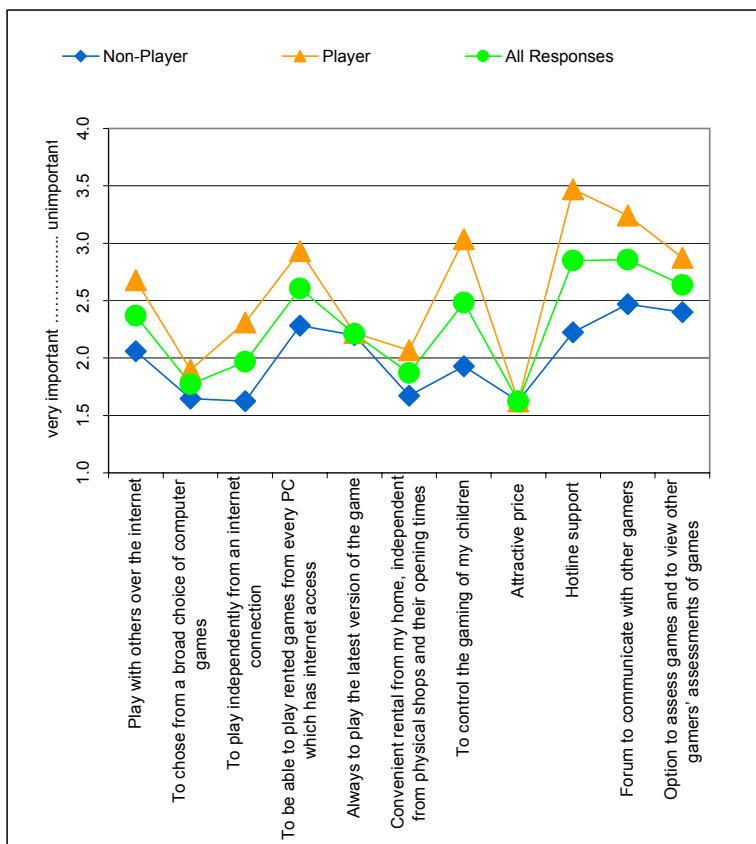
**Comments to "The following would be of importance to me":**

**Non-Player**

Da Computerspiele mich nicht interessieren: nichts!  
 Cheat-Kontrolle - Gute Beschreibung von Spielen mit Screenshots oder kurzen Filmen - Sichere Abrechnung der Mietzeit - Buddytools - Updates, Patches, neue Funktionen/Optionen;  
 kein Interesse;  
 Das Spiel sollte interessant sein und man sollte schnell und einfach "hineinfinden". Es dürfte prinzipiell nicht zuviel Zeit in Anspruch nehmen;  
 Mich interessieren Computerspiele nicht  
 Ranglisten  
 Die Bewertung sollte Tips und Tricks enthalten können oder als gesonderten Punkt aufführen  
 Absolut kein Interesse an Computerspielen!!  
 Kulanz bei Nicht-Funktionieren;

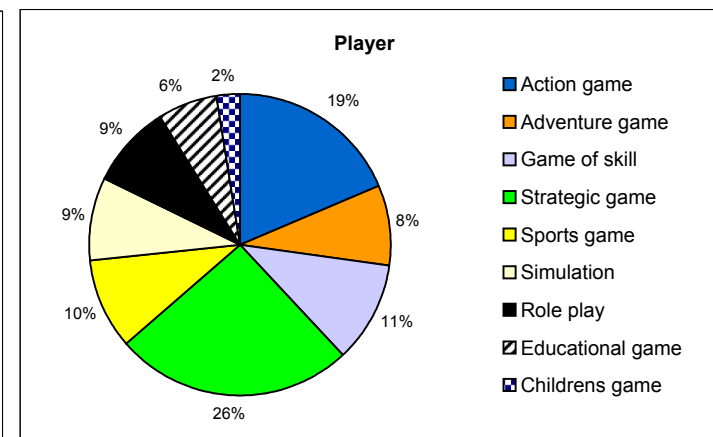
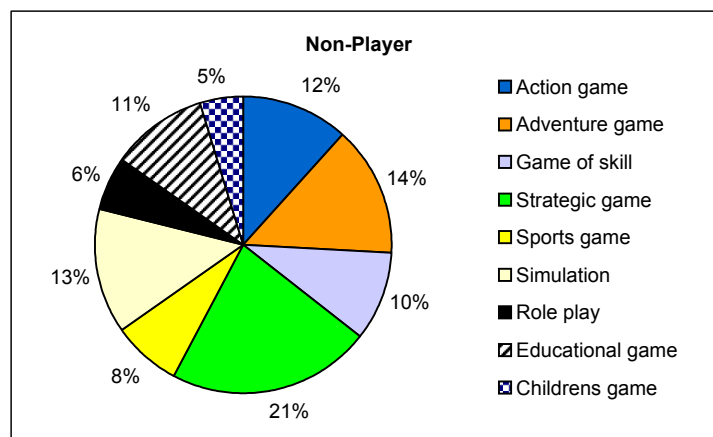
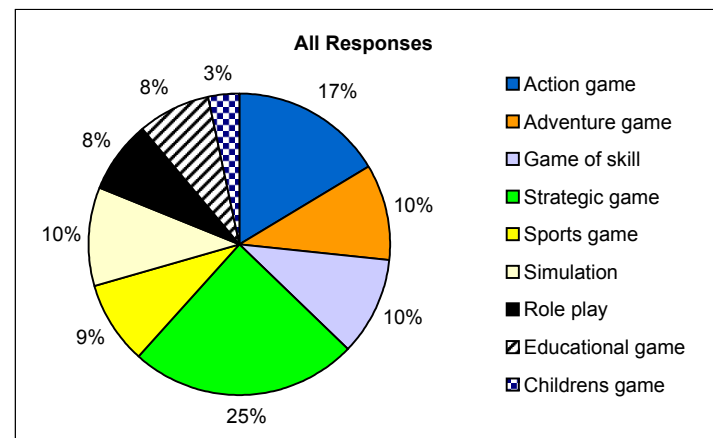
**Player**

dass sie von cedega unterstützt werden, aber das ist hier wohl eher weniger relevant ;-)



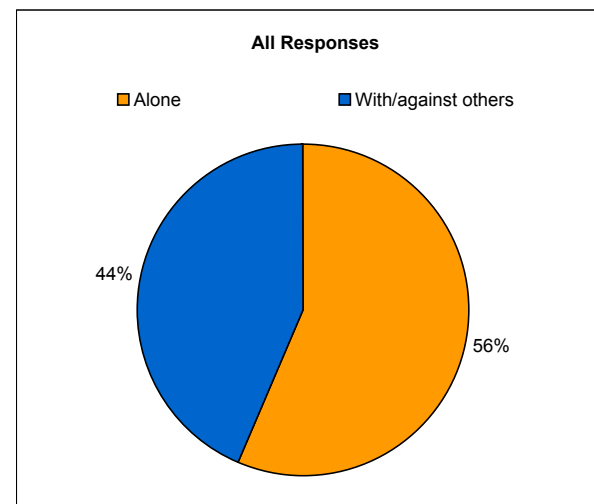
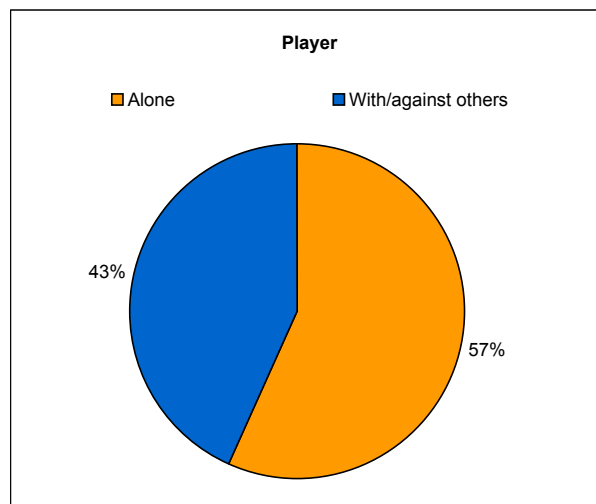
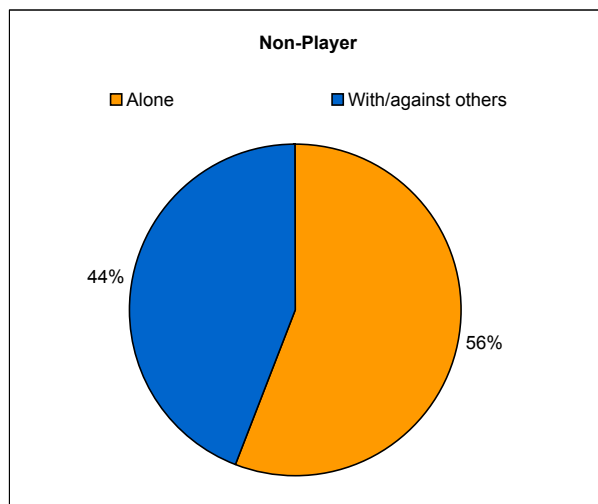
**Q12-Which kind of computer game would you mainly want to rent**

	Non-Player	Player	All Responses	
Action game		12	38	50
Adventure game		15	17	32
Game of skill		10	22	32
Strategic game		23	52	75
Sports game		8	20	28
Simulation		14	18	32
Role play		6	18	24
Educational game		11	13	24
Childrens game		5	5	10
<b>Total</b>	<b>104</b>	<b>203</b>	<b>307</b>	



Q13-Would you play computer games mainly alone or with/against others?

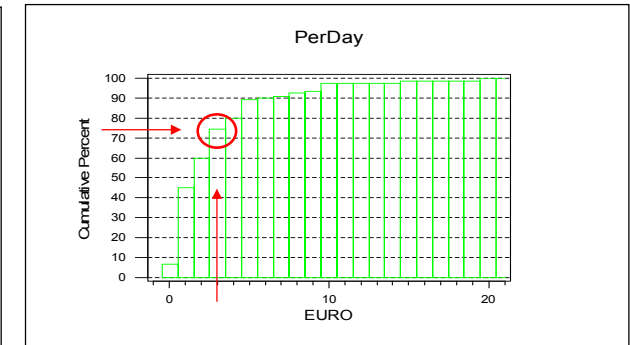
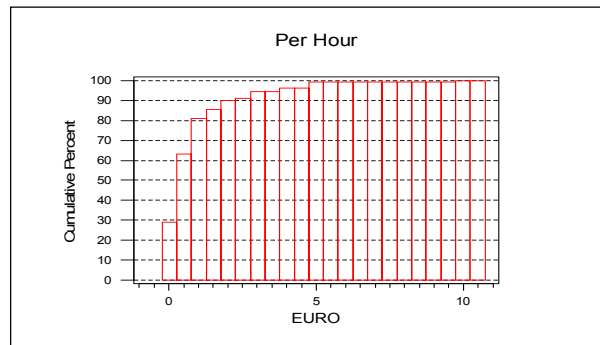
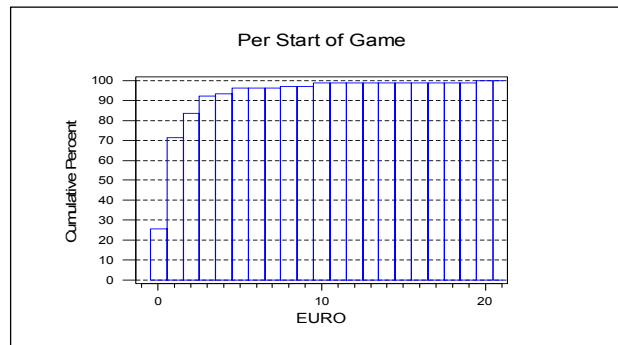
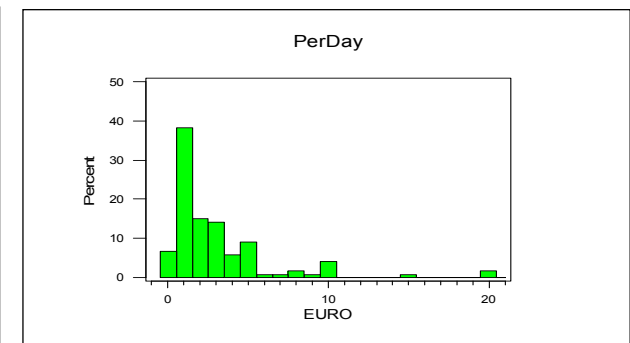
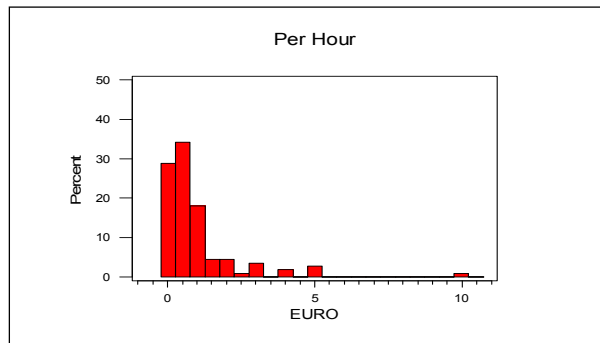
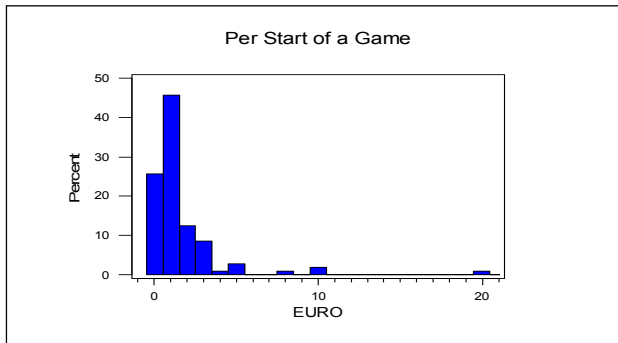
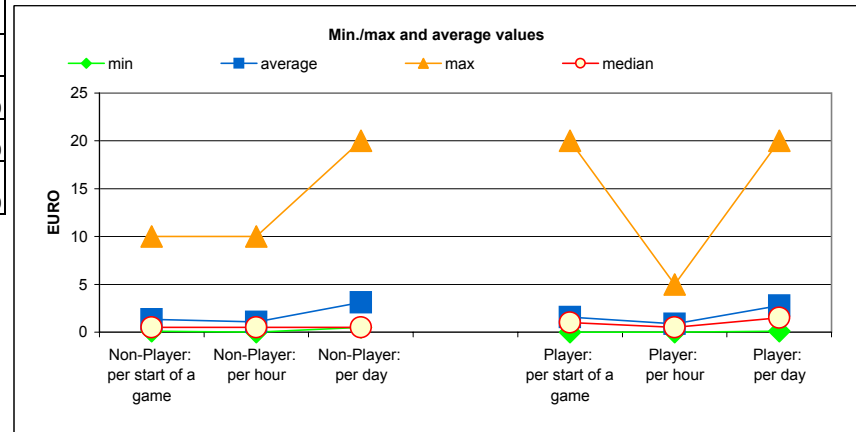
	Non-Player	Player	All Responses
Alone	24	47	71
With/against others	19	36	55
<b>Total</b>	<b>43</b>	<b>83</b>	<b>126</b>



Q14-Which amount would you consider appropriate for the rental of computer games

	min	average	max	median	AVERAGE		
					min	average	max
<b>Non-Player</b>							
Non-Player: per start of a game	0.10	1.35	10.00	0.50	0.06	1.47	15.00
Non-Player: per hour	0.01	1.08	10.00	0.50	0.01	0.97	7.50
Non-Player: per day	0.50	3.12	20.00	0.50	0.30	2.95	20.00

<b>Player</b>	min	average	max	median
Player: per start of a game	0.01	1.58	20.00	1.00
Player: per hour	0.00	0.86	5.00	0.50
Player: per day	0.10	2.79	20.00	1.50

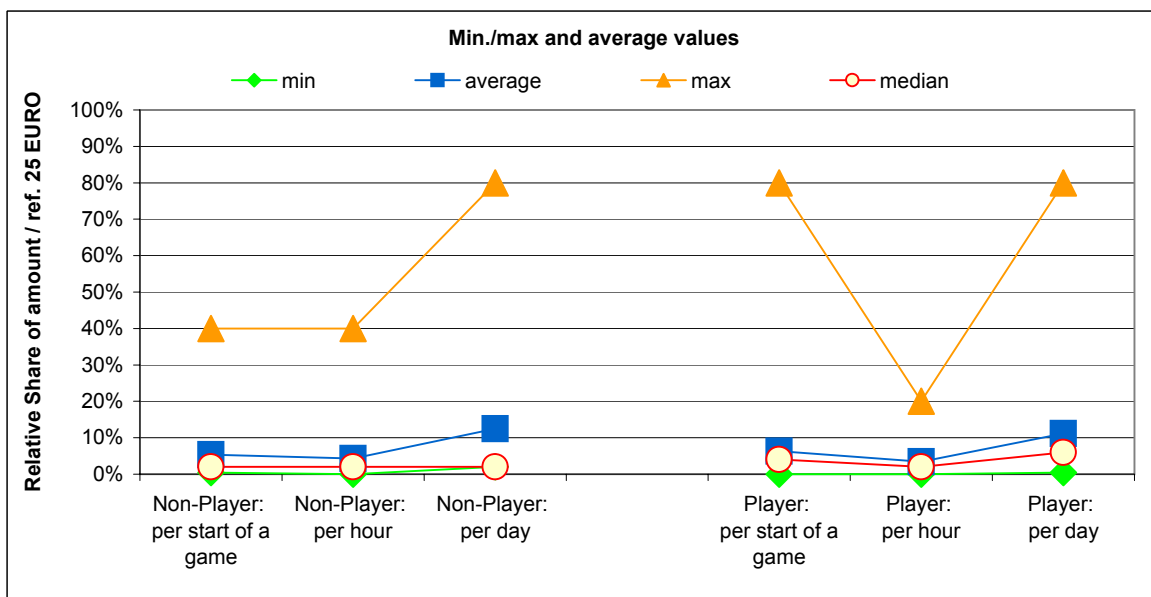




**Q14 (standardized) -Which amount would you consider appropriate for the rental of computer games**

	absolute values				standardized values ref. 25,-EURO			
	min	average	max	median	min	average	max	median
<b>Non-Player</b>								
Non-Player: per start of a game	0.10	1.35	10.00	0.50	0.40%	5.40%	40.00%	2.00%
Non-Player: per hour	0.01	1.08	10.00	0.50	0.04%	4.34%	40.00%	2.00%
Non-Player: per day	0.50	3.12	20.00	0.50	2.00%	12.48%	80.00%	2.00%

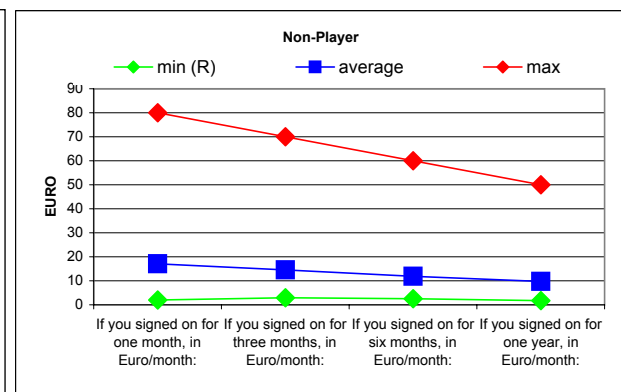
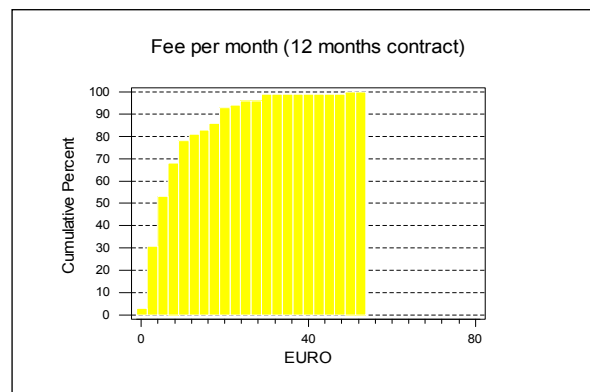
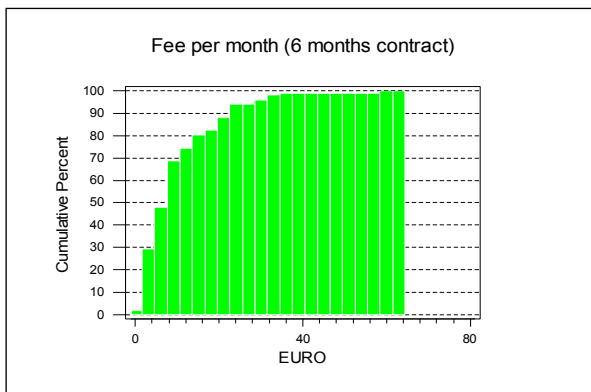
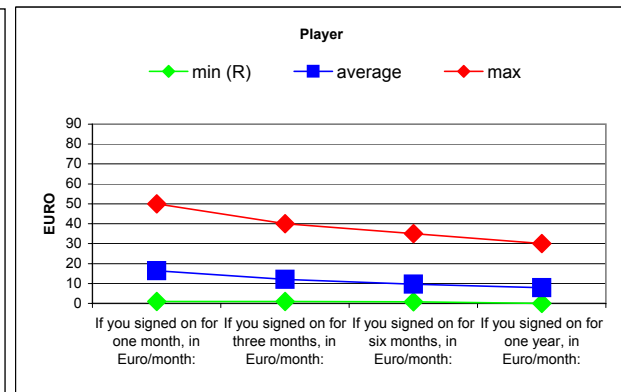
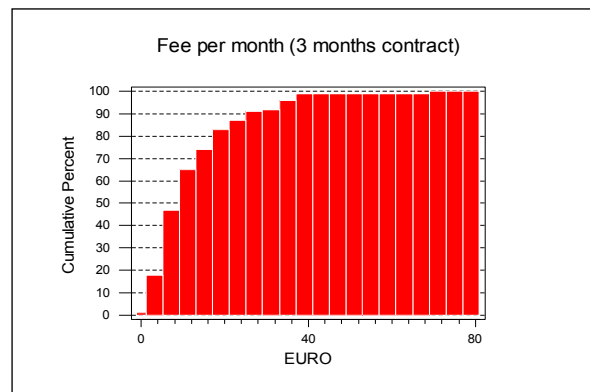
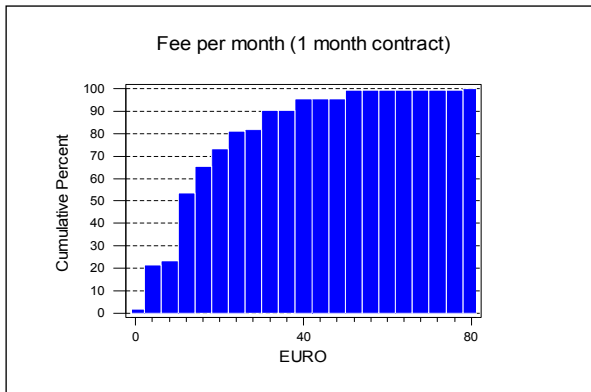
	absolute values				standardized values ref. 25,-EURO			
	min	average	max	median	min	average	max	median
<b>Player</b>								
Player: per start of a game	0.01	1.58	20.00	1.00	0.04%	6.32%	80.00%	4.00%
Player: per hour	0.00	0.86	5.00	0.50	0.00%	3.43%	20.00%	2.00%
Player: per day	0.10	2.79	20.00	1.50	0.40%	11.14%	80.00%	6.00%



**Q15-What monthly fee would you consider appropriate for the total package?**

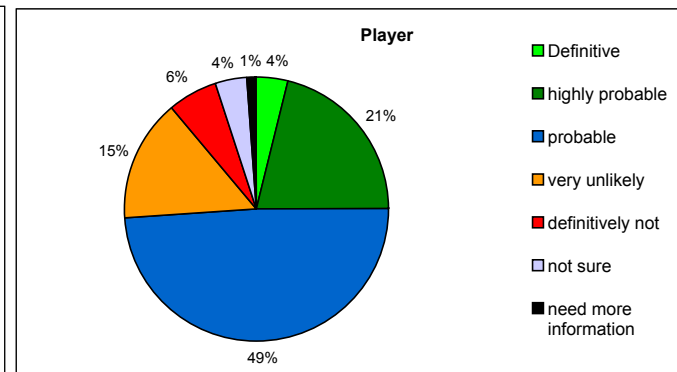
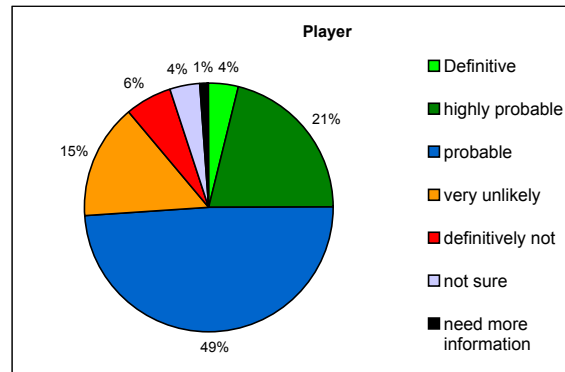
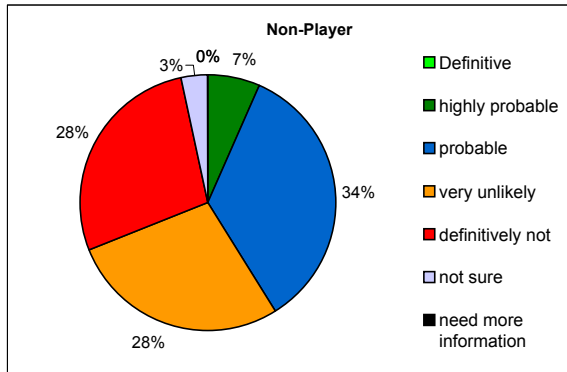
Non-Player	min (R)	average	max
If you signed on for one month, in Euro/month:	2.0	17.1	80.0
If you signed on for three months, in Euro/month:	3.0	14.5	70.0
If you signed on for six months, in Euro/month:	2.5	11.9	60.0
If you signed on for one year, in Euro/month:	1.7	9.7	50.0
Player			
If you signed on for one month, in Euro/month:	1.0	16.5	50.0
If you signed on for three months, in Euro/month:	0.9	12.0	40.0
If you signed on for six months, in Euro/month:	0.8	9.7	35.0
If you signed on for one year, in Euro/month:	0.0	7.9	30.0

AVERAGE		
min (R)	average	max
1.5	16.8	65.0
2.0	13.3	55.0
1.7	10.8	47.5
0.8	8.8	40.0

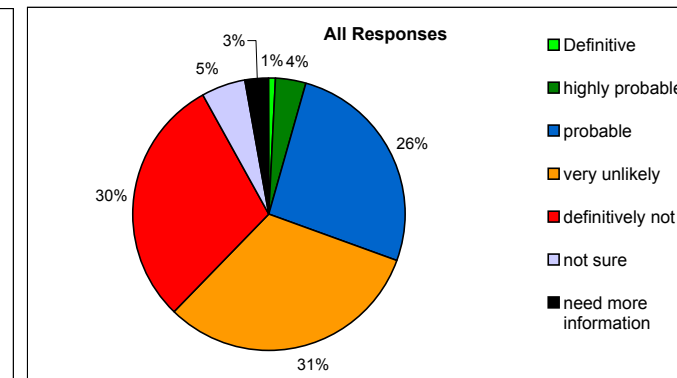
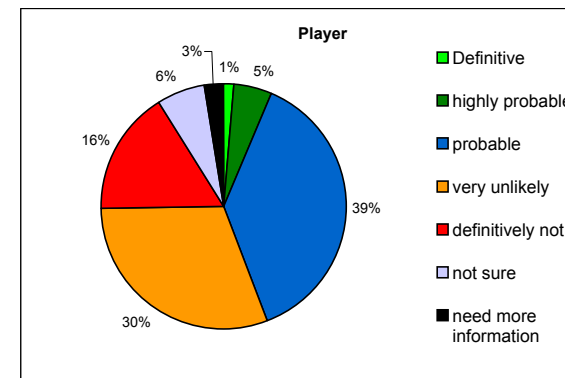
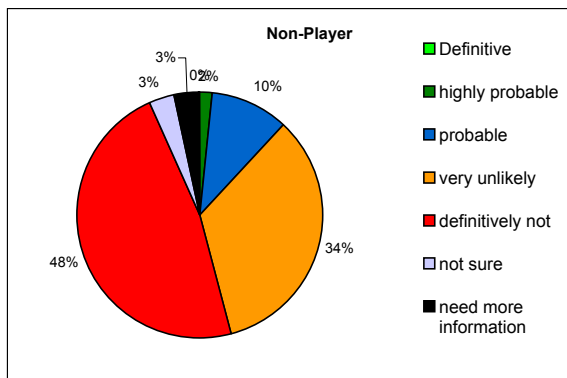


**Q16-How probable would it be to have you using this service?**

That I would rent computer games one-by-one is	Non-Player	Player	All Responses
Definitive	0	3	3
highly probable	4	17	21
probable	21	39	60
very unlikely	17	12	29
definitively not	17	5	22
not sure	2	3	5
need more information	0	1	1
<b>Total</b>	<b>61</b>	<b>80</b>	<b>141</b>

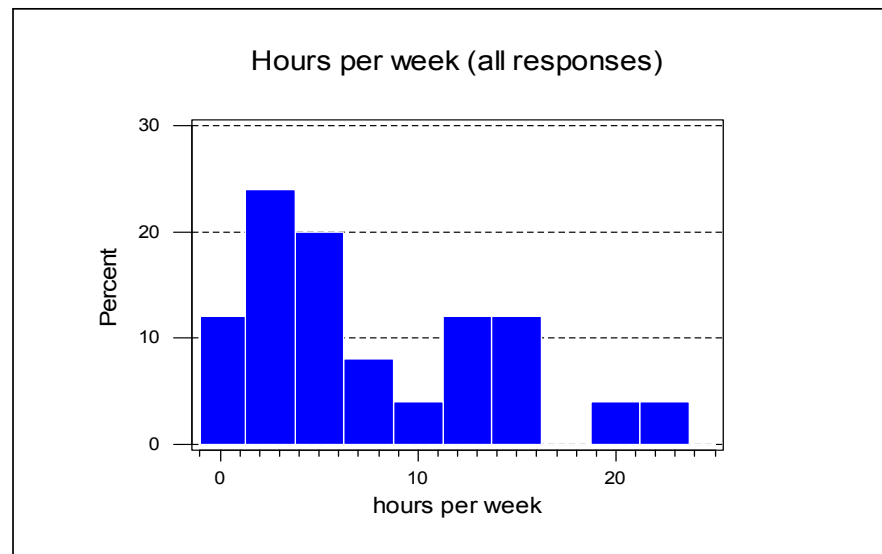
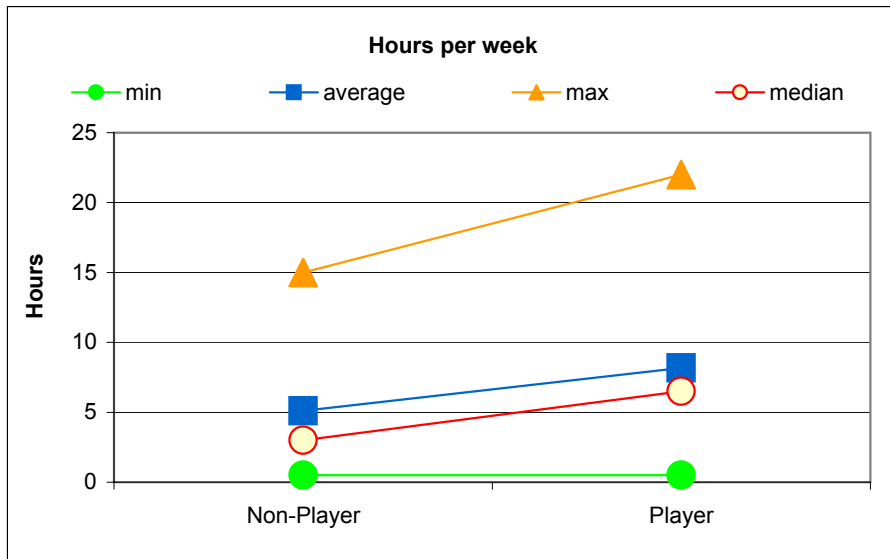


That I would rent the total package of computer games is:	Non-Player	Player	All Responses
Definitive	0	1	1
highly probable	1	4	5
probable	6	30	36
very unlikely	20	24	44
definitively not	28	13	41
not sure	2	5	7
need more information	2	2	4
<b>Total</b>	<b>59</b>	<b>79</b>	<b>138</b>



Q17-how many hours per week would you use rented computer games on average?

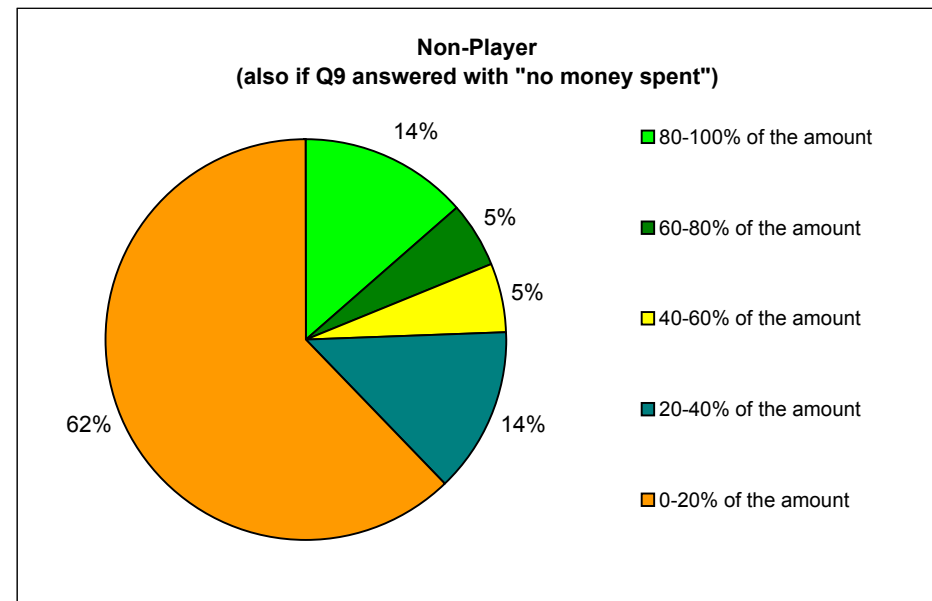
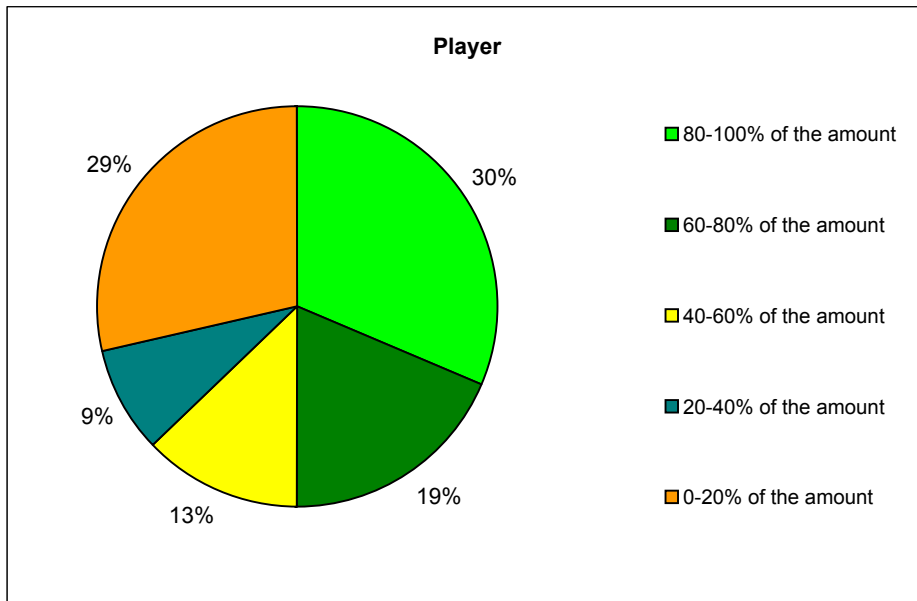
	min	average	max	median
Non-Player	0.5	5.10	15	3.00
Player	0.5	8.18	22	6.50



**Q18-How much would you have spent during the same period**

Only responses considered if Q9 answered with "money spent" with "money spent"

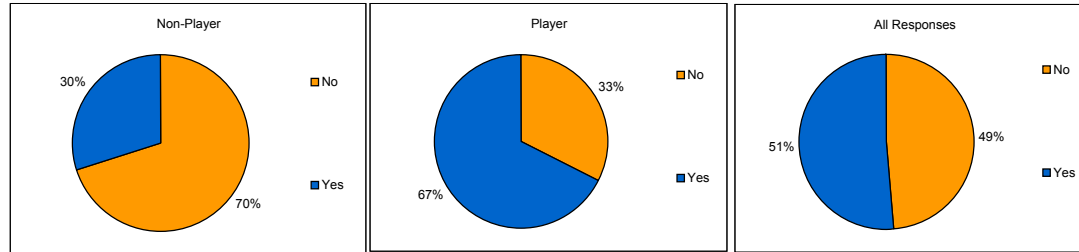
	Non-Player	Player	All Responses	
80-100% of the amount	FALSE		22	22
60-80% of the amount	FALSE		13	13
40-60% of the amount	FALSE		9	9
20-40% of the amount	FALSE		6	6
0-20% of the amount	FALSE		20	20
<b>Total</b>		0	70	70



<b>CROSS-CHECK (all responses)</b>	Non-Player	Player	All Responses	
80-100% of the amount		5	22	27
60-80% of the amount		2	13	15
40-60% of the amount		2	9	11
20-40% of the amount		5	6	11
0-20% of the amount	23		20	43
<b>Total</b>		37	70	107

Q19-Are there still reasons to buy computer games if you can rent them on the internet?

	Non-Player	Player	All Responses
No	42	26	68
Yes	18	54	72
<b>Total</b>	<b>60</b>	<b>80</b>	<b>140</b>

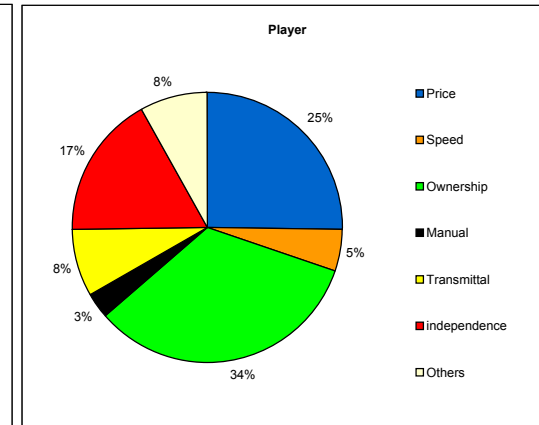
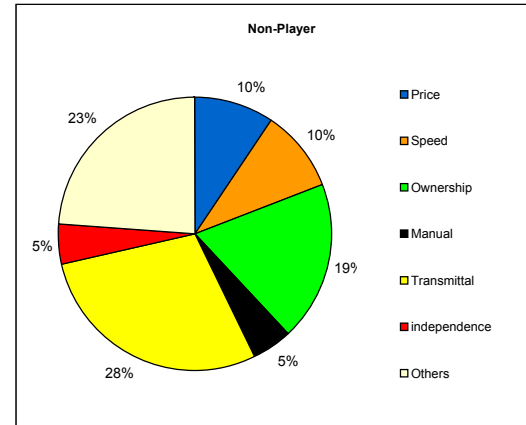
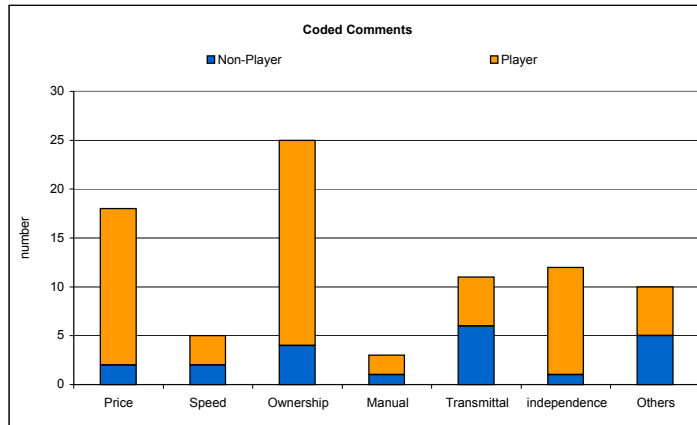


All comments are listed on sheet Q19 (C)

For better processing, comments were coded in 7 groups:

- 1.) price
- 2.) Speed
- 3.) Ownership and collection
- 4.) Manual in printed format
- 5.) Transmittal of the game after a certain period (commercial or non-commercial)
- 6.) Independence of internet connection and provider
- 7.) Other comments

	Price	Speed	Ownership	Manual	Transmittal	independence	Others
<b>Non-Player</b>	2	2	4	1	6	1	5
<b>Player</b>	16	3	21	2	5	11	5
<b>Total</b>	18	5	25	3	11	12	10



Q19-Are there still reasons to buy computer games if you can rent them on the internet?

Comments:

Categories

	Price	Speed	Ownership	Manual	Transmitt	independe	Others
<b>Non-Player</b>							
Für Vielspieler, sonst evtl. zu teuer.	1					1	
Weitergabe an andere						1	
gedrucktes Handbuch/Anleitung des Spiels; Möglichkeit der Weitergabe/Weiterverkauf				1		1	
weil man die gekauften Spiele weiterverleihen kann und viele Personen ein einziges gekauftes Spiel nutzen können.						1	
zu langsamer Internetzugang, lange Zeiten zum Herunterladen			1				
Besitzdenken, Verleihmöglichkeit an Freunde (nicht kommerziell)			1			1	
Lokale Netzwerkparties mit Freunden, d.h. in einem geschlossenen Nutzerkreis.							1
DonkeyKonga kann man nicht am PC spielen							1
bei ständiger Nutzung; "Kult-Spiel", dass man selbst besitzen muss			1				
Ladezeiten, Flexi, Unabhängigkeit		1					1
weil man dann etwas eigenes hat, ich kaufe mir ja auch bestimmte dvds anstatt sie zu mieten, sie stehen im regal, ich kann sie angucken und ich weiß, ich muss sie nicht wieder hergeben			1				
privater Austausch						1	
Spielbarkeit ist zeitlich unbegrenzt ohne weitere Kosten	1						
weil man gekaufte Computerspiele beliebig oft und lange spielen kann und zudem Freunden ausleihen kann. So wären die Kosten für alle gringer als wenn einzelne Personen jeweils ein- und dasselbe Spiel separat mieten.	1					1	
Ich habe noch nie Software gemietet							1
um sie einfach selbst zu haben			1				
Ich hätte so oder so kein Interesse an Computerspielen							1
Ich hasse Computerspiele							1
<b>Sub-total</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>6</b>	<b>1</b>	<b>5</b>

**Q19-Are there still reasons to buy computer games if you can rent them on the internet?**

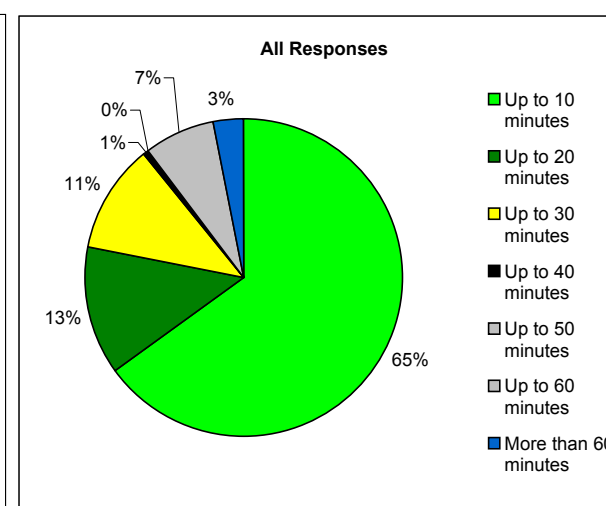
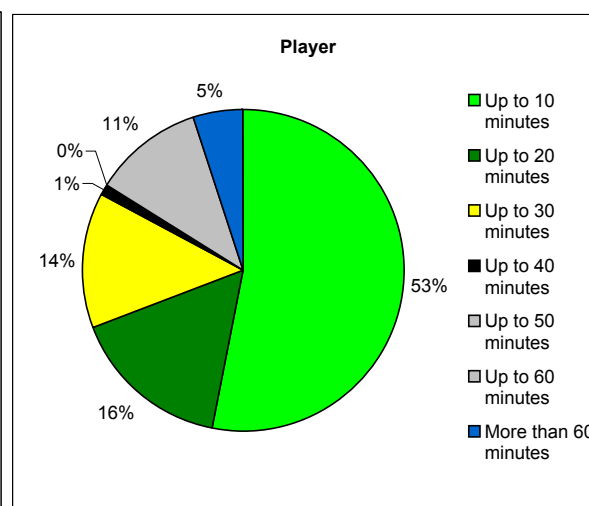
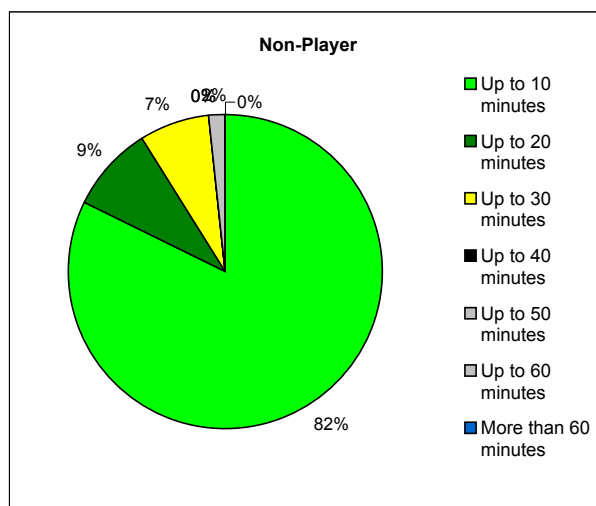
**Player**

Evergreens sollte man schon besitzen. Auf Dauer wäre die Nutzung zu teuer. Die meisten Spiele sind jedoch nur über wenige Monate aktuell deswegen lohnt sich ein Kauf nicht. Da ist die Miete eine gute Alternative.	1		1					
Man bezahlt einmal einen festen Preis und dann nichts wieder.	1		1					
eigener Besitz.			1					
weil ich über die spiele verfügen will und mit ihnen machen kann was ich will.			1					
lieblingsspiele			1					
Besitz des Originals			1					
nach einer zeit rentiert es sich die spiele zu kaufen	1							
Unabhängigkeit vom Zwischennetz, kommerzielle Selbstbestätigung, Kostenvorteil bei längerfristiger Nutzung.	1					1		
Besonders gute Spiele (Schlacht um Mittelmeer,...) zum Verschenken					1			
macht spaß							1	
besitzt man diese Computerspiele dann sozusagen "für immer und ewig". Wenn man die Spiele hingegen nur Mietet, dann verursacht das über einen längeren Zeitraum hinweg einfach zu hohe Kosten.	1		1					
Jedoch ist die "Mietvariante" sehr gut, wenn man sich über Computerspiele informieren will bevor man sie kauft. Ein kleiner Vorteil des Kaufens ist, dass man die gekauften Spiele auch verschenken kann...					1			
Man hat es für immer und muss nur einmal einen Betrag bezahlen. Online-Gebühren mal ganz außer Acht gelassen!	1							
spielen über unberechneten zeitraum			1					
Unabhängigkeit von Irgendwelchen Diensten...						1		
die spieleindustrie geht sonst den bach runter							1	
es auf die dauer letztendlich doch teurer ist als sich die spiee selbst zu kaufen	1							
unbegrenzt spielen							1	
weil ich dann unbegrenzt, wann immer ich will dieses Spiel erneut spielen kann. Speziell bei Lernspielen oder auch bei Kinderspielen, sind diese kurzfristig aktuell, dann oft eine Weile uninteressant und dann auf einmal wieder hoch spannend. Wie bei guten Brettspielen - sie werden über Jahre immer wieder gespielt, aber nicht täglich.			1					
Schnelligkeit			1					
Es ist einfach netter, wenn man das Spiel auch zu Hause hat. Man geht ja auch nicht nur in die Bücherei und leiht sich Bücher aus, einige hat man gern selbst.			1					
Sicherheit, Ladezeiten, Vertragsbindung	1					1	1	
Mietdauer beschränkt. Produkt somit nur für limitierte Zeit verfügbar. Sinnvoll wäre günstige Miete, um Spiel kennenzulernen. Bei Kauf Anrechnung des Mietpreises.	1						1	
Besitz und Sammelleidenschaft					1			
wenn mir das spiel so gut gefällt, dass ich es kaufe - will ich es im Schrank stehen haben (mit Verpackung u.s.w)					1			
Ich spiele ein Spiel jetzt seid mindestens 3 Jahren. Das habe ich mir einmal gekauft, weitere Kosten (außer Strom und Internetzugang) folgten nicht. Für ein solches Spiel lohnt sich die Mietvariante nicht, da die Folgekosten die den Kaufpreis übersteigen	1							
häufige Reisetätigkeit ohne schnelle Internet Verbindung			1					
Unabhängigkeit und Möglichkeit, das Computerspiel nach dem "Durchspielen" wieder verkaufen zu können.						1		
gute Spiele, die man immer wieder spielen möchte, sind dann billiger	1							
downloaden kosten gar nichts :))	1							
Besser Spielzeit verteilen koennen							1	
Besitz der Hardware ohne zeitl. Beschränkung - Mietspiele nur online spielbar, nicht im LAN - Neuinstallation der Mietspiele nur mit Internetverbindung möglich			1					
Mit gekauften Spielen kann man anstellen was man möchte. Ohne das einer weiss wann man was nutzt.						1		
1x kosten und dann gehört es einem. -> ist auf lange zeit gesehn billiger	1							
Widerverkauf, Verfügbarkeit auch nach Jahren			1			1		
Analoger Anschluss blockiert Leitung			1					
man kann es auch noch in 2 Jahren spielen, bzw. wann man will							1	
Manche Spiel spielt man immer wieder und somit rechnet sich ein Kaufpreis. Desweiteren gibt es momentan schon vergleichbare Angebote in Videotheken das Preisniveau ist allerdings so hoch, dass es sich nur zum testen der Spiele lohnt. Im Gegensatz zu einer DVD die man nur für einige Tage ausleiht spielt man an manchen Computerspielen oder Wochen oder Monate hier macht ein Vermietversion kaum Sinn.	1							
das Spiel gehört dann mir und läuft nicht irgendwann ab.			1					
ggf. ein Preisunterschied	1							
Für Sammler (zB auch wegen Zusatzmaterial, Anleitung etc.) -Man fühlt sich nicht abhängig von der Mietfirma, sondern besitzt das Spiel selber und kann frei entscheiden, wann man es spielt -Man muss seine Spielzeit nicht den Kosten anpassen, sondern	1						1	
Stabiler Lauf. Man könnte Sequenzen abspeichern, von denen aus man wieder starten kann (auch 1 Jahr später bspw.)							1	
ist wie bei CD's, die besten Spiele muss man als Original haben!!			1					
Unsicherheit bei der Verfügbarkeit, etc.							1	
was ich habe, das habe ich; würde für Cspiele keinen langfristigen Vertrag abschließen wollen, da lohnt es sich eher sich ein wirklich gutes Spiel zu kaufen, als es immer mal wieder für einen Monat zu mieten.			1					
Mieten ist aber eine gute Möglichkeit ein Spiel mal für ein paar Tage auszuprobieren.								
Reine Solo Spiele - "Klassiker" die irgendwann aus dem Angebot fallen würden			1					
Sammliertrieb			1					
ja, wenn ich sehr viel spielen würde und ein Lieblingsspiel hätte			1					
zur Wahrung des Datenschutzes/Privatsphäre							1	
belieb lange Nutzung			1					
Ich kann das eine Spiel, das mich interessiert - z.B. Schach - beliebig oft spuielen ohne jeweils online gehen zu müssen.							1	
*--- Anleitung zum Spiel					1			
Das Spiel gehört (komplett) mir und liegt in Form einer DVD / CD vor. Hinzu kommt eine Anleitung und die Verpackung.			1		1			
weil ich dann unbegrenzt, wann immer ich will dieses Spiel erneut spielen kann. Speziell bei Lernspielen oder auch bei Kinderspielen, sind diese kurzfristig aktuell, dann oft eine Weile uninteressant und dann auf einmal wieder hoch spannend. Wie bei guten Brettspielen - sie werden über Jahre immer wieder gespielt, aber nicht täglich.							1	
	sub-total	16	3	21	2	5	11	5
	TOTAL	18	5	25	3	11	12	10



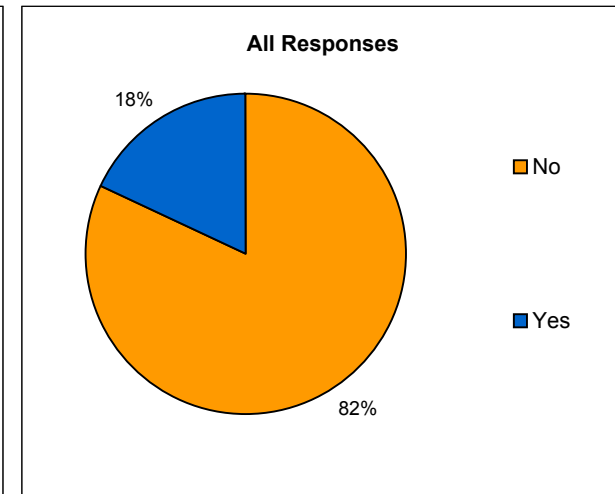
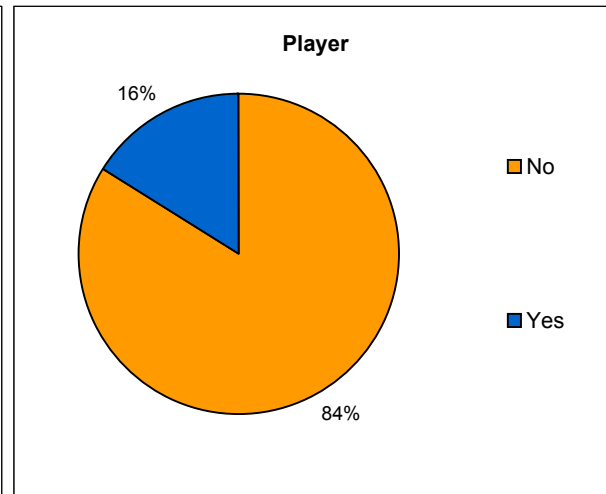
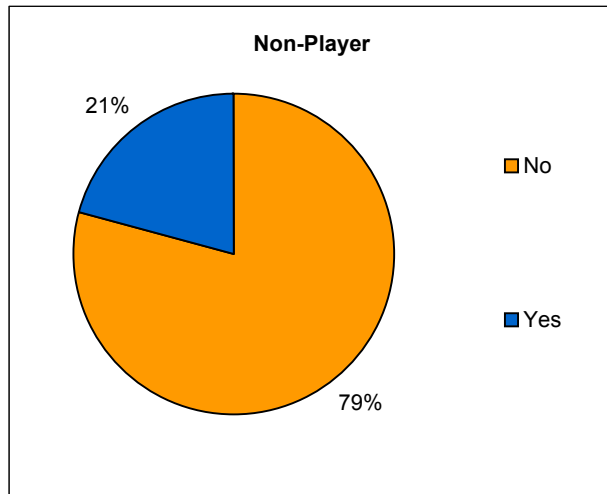
**Q20-How many minutes of downloading from the internet would you consider acceptable**

	Non-Player	Player	All Responses	
Up to 10 minutes	46	43	89	
Up to 20 minutes	5	13	18	
Up to 30 minutes	4	11	15	
Up to 40 minutes	0	1	1	
Up to 50 minutes	0	0	0	
Up to 60 minutes	1	9	10	
More than 60 minutes	0	4	4	
<b>Total</b>	<b>56</b>	<b>81</b>	<b>137</b>	



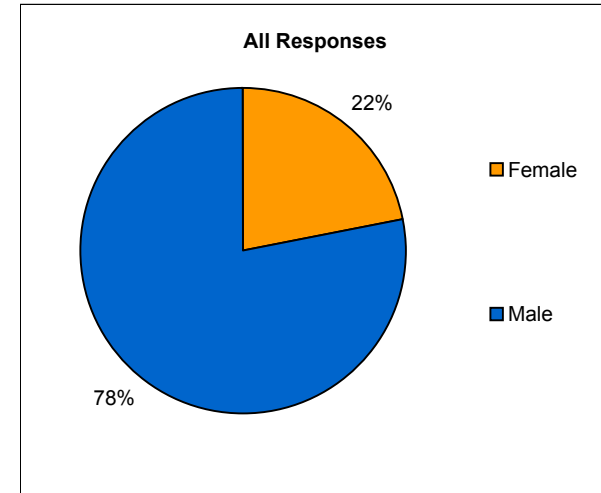
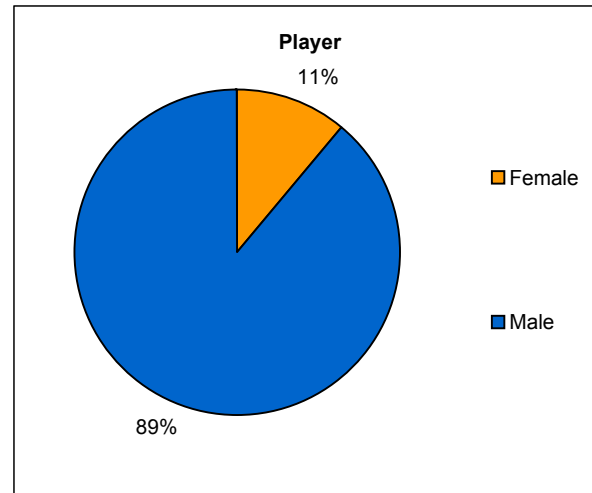
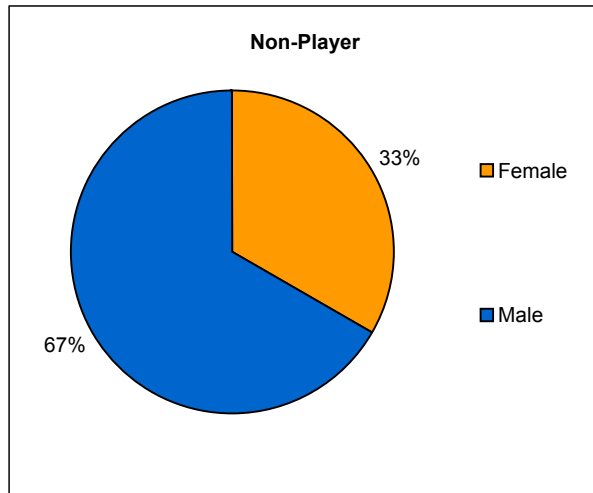
**Q21-Would it be acceptable for you if you needed to download once an auxiliary programme**

	<b>Non-Player</b>	<b>Player</b>	<b>All Responses</b>
No	49	68	117
Yes	13	13	26
<b>Total</b>	<b>62</b>	<b>81</b>	<b>143</b>



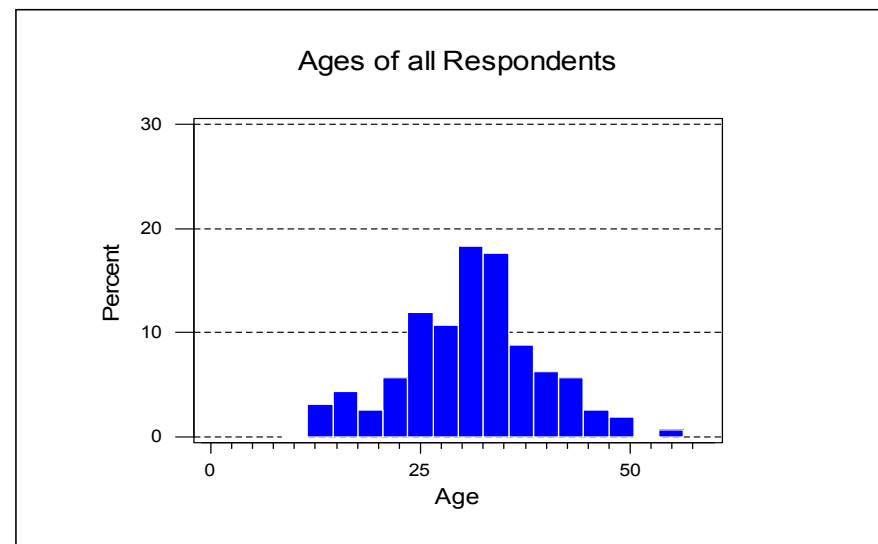
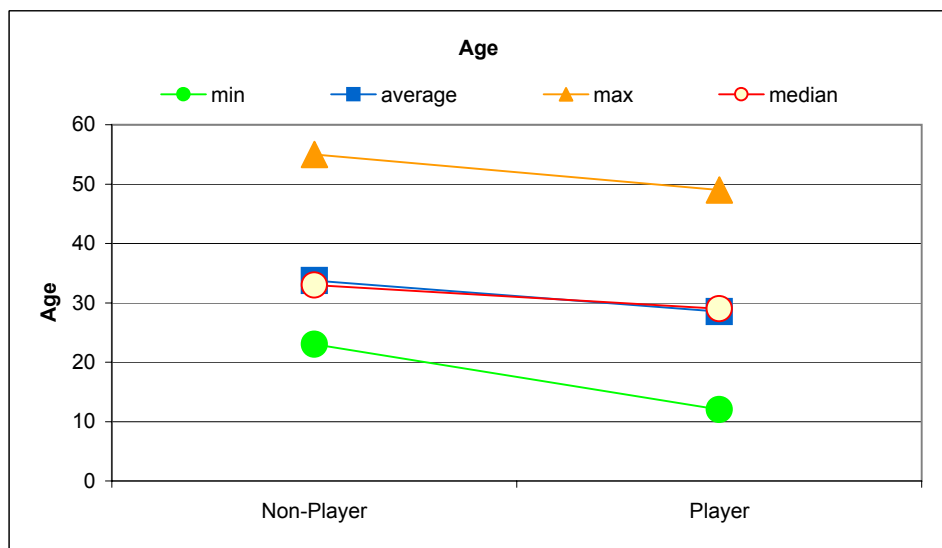
22. Your gender?

	Non-Player	Player	All Responses
Female	26	9	35
Male	52	73	125
<b>Total</b>	<b>78</b>	<b>82</b>	<b>160</b>



23. Your age?

	min	average	max	median
Non-Player	23	33.8	55	33
Player	12	28.5	49	29
All Responses	12	31.2	55	31



#### 24. Your additional remarks about this questionnaire:

##### Non-Player

---

Bei Nein sollten nicht relevante Fragen ausgeblendet werden

Es dauert lange die Fragen zu lesen. Wer gar nicht spielt müsste informiert werden, welche Fragen übersprungen werden sollen. Die Antworten der Skalierungsfragen sind zu zahlreich und unklar.

Ich habe eigentlich überhaupt kein Interesse an Computerspielen, deshalb habe ich auch keine Angaben zu den Preisgestaltungen gemacht.

Vom Umfang der Fragen gerade noch akzeptabel. Didaktischer Aufbau ist gut. Viel Erfolg!

Für jemanden der kein Interesse an Computerspielen hat, gab es teilweise keine passenden Antworten.

Fragebogen geht davon aus, daß man Computerspiele betreibt.

Ist wohl nur für Computerspieler interessant. ;-)

Ist ein interessantes Thema und ein interessanter Gedanke. Viel Erfolg!

Die prozentuale Mehrausgabe bringt nichts, wenn ich bislang nichts für Computerspiele ausgegeben habe. Ich würde aber eventuell neugierig werden und das mal ausprobieren.

...soll das eine "wissenschaftlichen Studie" sein?

Wenn überhaupt sollten die Spiele sofort verfügbar sein, und nicht erst lange zum download o.ä. brauchen.

erste frage: es gibt auch angaben, die zwischen den beiden Antwortmöglichkeiten liegen, z.B. 1x im monat oder alle 3 monate frage fünf: wie alt ist ihr privat genutzter pc? frage 13 zu schwer für leute die nicht spielen

, man weiß z.B. nicht dass es nötig ist ein spiel neu zu beginnen, ist bei den spielen ja auch sehr unterschiedlich frage 15 zu detailliert, hier spielen marktwirtschaftliche kenntnisse eine rolle, da sollte die

frage anders gestellt sein frage 18 berücksichtigt nicht, dass man bei der frage auf die sie sich bezieht, auch 0 angekreuzt haben könnte

Ausgefüllt nur weil wir uns kennen. Grüße vom RMRC

Frage 18 ist zu kompliziert ausgedrückt Ansonsten gut

gut strukturiert; viel Erfolg!

automatisches Überspringen von Fragen, gemäß Logik der vorherigen Beantwortung Nicht erst Datenschutz innerhalb des Fragebogens erwähnen, sondern gar nicht erst den Link an alle FOM Studenten sichtbar

vershicken. Nicht gerade vorbildlich.

Zum Ausfüllen des Fragebogens wird sehr großes Vorstellungsvermögen und extrem hohe Konzentration vom Teilnehmer verlangt (bedingt vor allem durch das stellen-Sie-sich-vor-Thema). Unter anderem auch

bedingt durch die teilweise sehr langen, komplexen Sätze. Gefahr, dass Fragebogen falsch ausgefüllt wird, ist sehr hoch, da die Verzweigungsfragen nicht automatisch erscheinen (programmbedingt),

sondern der Teilnehmer sich selbst dorthinhangeln muss.

Den Großteil habe ich nicht ausgefüllt, da ich noch nie Computerspiele gespielt habe und sie mich auch nicht interessieren. Ein Angebot über das Internet, diese zu mieten, wäre für mich daher völlig uninteressant.

Da kein Interesse an Computerspielen kann ich keine Auskunft auf hypothetische Fragen geben.

Da ich frage 10 mit "Uninteresse" bekundet habe, machen die folgenden Fragen nicht wirklich Sinn.

Fragen 11 bis 15 nicht beantwortet, da ich null Interesse an Computerspielen habe.

Hättest du die Frage an meine Kids gestellt, wäre ein völlig anderes Ergebnis herausgekommen. Mein Sohn spielt z.B. täglich ca. 6 Stunden oder mehr sämtliche gängigen Spiele. Ich jedoch nutze meine Zeit für

sinnvollere Beschäftigungen.

leider kann ich einige Fragen nicht beantworten, da ich eigentlich noch nie Computerspiele gespielt habe und mir auch die Zeit dazu fehlt.

liebe freunde, der fragebogen ist hinsichtlich der abgrenzung der zielgruppe unvorteilhaft!! wenn ihr auf nicht pc spieler trifft, hätte sich das program beenden müssen oder aber ihr hättet in den jew. spezifischen fragen

immer ne tür für nicht pc spieler offen lassen können. mfg aus berlin!!

Das Aufüllen dauerte länger als 8 minuten (zumindest für einen Franzose)!

#### 24. Your additional remarks about this questionnaire:

##### Player

---

Interessante Idee.

Gut:)

Freue mich auf das ergebnis

cool

Eine gute Idee (und sicherlich geschäftsfähig)!

Sehr sachlich

Zu den Preisvorstellungen kann ich leider nichts sagen, da ich mich noch nie damit beschäftigt habe, was solche Spiele kosten bzw. kosten sollten.

Schön gemacht, gut strukturiert, die Geschäftsidee ist grundsätzlich nicht schlecht (auch wenn ich sie mit meinem persönlichen Nutzerprofil eher weniger in Anspruch nehmen würde)

bei Frage 9 (und die die sich auf Frage 9 beziehen, kriegt man kein eindeutiges Ergebnis, da oft spiele verschenkt werden. Ich hab z.B. dieses Jahr kein Geld für mich ausgegeben, hab aber 2 Spiele im Wert von ca. 90 € bekommen und ein im Wert von ca. 45

sehr gut

Kosten- und Zeitfragen sind schwer abschätzbar

Die Erfahrungen u. a. mit Half Life 2 (Steam) zeigen, dass bereits eine zwangsweise Verbindung mit dem Internet zu einem absoluten Chaos insb. in der zeitlichen Nähe des Releases führt und eine für viele nicht akzeptable Zumutung für den User darstellt. I. ü. kann m. E. in absehbarer Zeit nicht realistisch davon ausgegangen werden, dass ein Download der immer umfangreicher werdenden Software (bei Unterhaltungssoftware ist die installierte Größe z. T. weit über 4 GB) problemlos selbst in 60 min. möglich ist. Die Frage des Mietens von Spielen wurde in den entsprechenden Communities zudem sowohl unter dem technischen Aspekt als auch unter dem Akzeptanzgesichtspunkt eingehend diskutiert. Ich hatte den Eindruck, dass die Mehrheit der regelmäßigen Spieler dem eher ablehnend gegenüber stehen. Letztlich ist die Frage der Akzeptanz jedoch über den finanziellen Vorteil der Spieler zu lösen, vorausgesetzt, dass eine zuverlässige, technische Lösung der Probleme gefunden werden kann, was jedoch m. E., wie eingangs bereits erwähnt, zur Zeit nicht zu erwarten ist, da bereits geringfügige Zeiten der Nichtverfügbarkeit nach meiner Einschätzung dazu führen würden, dass ein beträchtlicher Teil der potentiellen Kunden die Möglichkeit der Miete nicht annimmt. I. ü. gibt es immer noch nach meiner Einschätzung viele Spieler, die gerne auch die entsprechenden Verpackungen und Handbücher besitzen und eine erneute Installation der Software (z. B. bei einem immer häufiger vorkommenden System- oder Hardwarewechsel) unabhängig von einer Verbindung zum Internet durchführen wollen.

zu lang

5-8 Minuten Beantwortungszeit halte ich für unrealistisch, wenn man sich ernsthaft Gedanken über die Preismodelle machen soll :)

In Frage 1 fehlt die Antwort 'Ja, manchmal', ich spiele selten, aber dann viele Stunden lang, eine durchschnittliche stundenzahl pro Woche lässt sich so schwer schätzen.

Alle wichtigen Punkte sind abgefragt.

Ich habe länger als 8 Minuten gebraucht ;-)

Zu 20) Kürzere Ladezeit wünschenswert, ansonsten besteht dauerhaft ein Nachteil bezüglich gekaufter Software.

Der ganze Fragebogen hört sich nicht nach einer wissenschaftlichen Studie an, sondern eher für eine Marktforschung eines Spielevertriebs! Bitte nicht noch Mal so eine "getarnte" Umfrage zusenden. Danke!

\* Die einzelnen Geschäftsmodelle sollten besser und klarer dargestellt werden.

Zu den Preisvorstellungen kann ich leider nichts sagen, da ich mich noch nie damit beschäftigt habe, was solche Spiele kosten bzw. kosten sollten.