



Universität Hamburg

**CHAIR OF  
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### **Survey of the utility of mobile financial services**

Mobile Banking – carrying out bank business with the help of mobile devices, such as mobile phones and PDAs – is gaining increasing relevance for banks in Germany, particularly in respect to customer relations management (CRM). The University of Hamburg is conducting a study to assess which applications and services are cherished by customers and the extent to which customers are willing to pay for them.

Your kind support is essential to find plausible and convincing answers to these questions. We request you to take a few minutes to answer this questionnaire.

Your kind support is deeply appreciated.

**General information:**       male  female

18-20 years    21-30 years    31-40 years    41-50 years    ≥ 51 years

student    salaried employee    govt. employee    top management    self-employed    other

**Monthly net income:**       ≤ € 1000    € 1001 - 2500    € 2501 - 4000    > € 4000

**Do you use Online Banking? \***       yes  no      (\* directly via website of your bank)

**Do you use Home Banking? \*\***       yes  no      (\*\* with the help of a special software, e.g. StarMoney)

**Do you own a mobile phone?**       yes  no

... if yes, how old is your mobile phone?       ≤ 2 years  > 2 years

**Do you own a PDA or a comparable device (e.g. Smartphone)**      yes  no

... if not, are you planning to purchase such a device?       yes  no

**With which bank group(s) do you maintain a bank account?** (multiple choices possible)

<b>Bank group</b>	<b>Account</b>
<b>Big bank</b> (e.g. Commerzbank or Deutsche Bank)	<input type="checkbox"/>
<b>Direct bank</b> (e.g. Advance Bank or comdirect)	<input type="checkbox"/>
<b>Savings bank / "Landesbank"</b>	<input type="checkbox"/>
<b>Cooperative bank</b> (Volksbanken, Raiffeisenbanken)	<input type="checkbox"/>
<b>Other banks</b> (e.g. private banks or automotive banks)	<input type="checkbox"/>
<b>I do not own a bank account!</b>	<input type="checkbox"/>

**Does your bank offer Mobile Banking?**       yes  no  do not know

... If not, would you be interested in such an offer of your bank?       yes  no

**Have you ever utilised mobile financial services?**      yes  no

... If yes, do you still use these services?       no  regularly  rarely

**What are, in your opinion, the advantages of Mobile Banking?** (multiple choices possible)

- ubiquitous (“anywhere, anytime”) conducting of bank business
- fast reaction to market developments (e.g. in case of turbulences in stock market)
- overview over bank account/s (e.g. SMS alerts for large transactions)
- nothing
- other/s (please specify: .....)

**What are, in your opinion, the disadvantages of Mobile Banking?** (multiple choices possible)

- security concerns / risks
- complicated / uncomfortable usage of mobile devices
- too expensive
- nothing
- other/s (please specify: .....)

**What could, in your opinion, make Mobile Banking more attractive?** (multiple choices possible)

- mobile devices with bigger display
- better input devices (e.g. an external keyboard for mobile phones)
- higher speed of data transmission
- cheaper costs of utilisation
- other/s (please specify: .....)

**Which of the following mobile services could you conceive to use?** (multiple choices possible)

- Mobile Accounting
- Mobile Brokerage
- Mobile Financial Information
- None

**Which of the following mediums of Mobile Banking would you prefer to use?** (multiple choices possible)

- SMS
- Internet access via in-built, standard browser (as in Online Banking with PC)
- Client software, installable on the mobile device (as in Home Banking with PC)
- No preference

**Can you conceive to switch to a bank offering mobile financial services:**

- ... in case it offers you better conditions (e.g. cheaper) than your current bank?     yes    no
- ... in case your current bank neither offers nor plans to offer mobile services?     yes    no

Main part:

The table on the next page contains a list of possible services in the field of Mobile Banking. Please evaluate the utility of each service from you personal perspective. (Please proceed for the evaluation to next page; navigating **in each row, from left to right**).

Possible mobile services	Utility/Enthusiasm						Willingness to pay			
	1 = very much willing 6 = not at all						None	Monthly fee (see below)	"Pay per Use" (payment for each transaction)	
(Scale of the perceived utility: 1 = very much willing; 2 = willing; 3 = unsure / rather willing; 4 = unsure / rather unwilling; 5 = unwilling; 6 = not at all)	1	2	3	4	5	6			up to € 0,25	up to € 0,50
<b>a) Mobile Accounting</b>										
Money transfer / remittances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standing orders for bill payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subscribing standard insurance policies (e.g. travel insurance)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access administration (e.g. ordering new PIN/TAN)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Card management (e.g. blocking lost cards)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>b) Mobile Brokerage</b>										
Selling & purchasing financial instruments (e.g. stocks and securities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order book administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access administration (e.g. ordering new PIN/TAN)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>c) Mobile Financial Information</b>										
Balance enquiries and statement requests (all types of accounts)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transaction thresholds (SMS alert for predefined transactions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balance threshold (SMS alert on reaching a predefined level)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stock market thresholds (SMS alerts for stock prices)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enquiry of branch and ATM locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on the completion status of an order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stock market enquiries and reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exchange rate and interest rate enquiries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product information, current offers and conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other/s?</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which monthly fee would you be willing to pay for services that you just selected with this option?

none     below € 3     between € 3 and 5     between € 5 and 10     above € 10

Would you accept advertisements (e.g. via SMS) in order to get free-of-charge mobile services?

yes     no