

Media Management and the hyperlocal sphere

Acceptance of local based services – measuring possibilities and chances for regional media enterprises

This contribution will focus on 'acceptance' – with that, it will reflect the chances for (regional based) media businesses to deal with increasing pressure arising from markets. Especially enterprises with content-driven business models will possibly be forced to integrate location based services (LBS) to increase the value of communication measured by their recipients. Concerning media management one could state an ongoing trend leading to detailed geo-tagged hyperlocalization (for both sides of two sided markets). LBS here are understood as applications generating value through localization (Schnabel 2009, p. 243; Spiekermann 2004, p. 12; Eble 2012, p. 286; Samsioe/Samsioe 2002, p. 423; Masters 2014, p. 1; Authors 2015; cf. Heinemann 2011, 2012, 2014).

Nevertheless, the question whether users will see hyperlocalization in news and advertising as added value still remains. What could be seen already are

- an increasing acceptance for mobile media usage (to use Germany as a blueprint: cf. Goldhammer et al. 2014, p. 29, 33; G+J Media Research Services 2014)

- and comparably broad LBS usage (cf. Lopez 2013, pp. 5).

Recipient's search for local information of high relevance (cf. BDZV 2014, pp. 22) is a service still dedicated to regional media (cf. Hasebrink and Schmidt 2012, pp.28; ZMG 2013). Despite global actors already integrated „local thinking“ in their business models (cf. Bach 2015a; Hell 2015, pp. 87), the authors still see chances for regional enterprises (cf. *Authors* 2015).

Given that background, the contribution will measure the acceptance of location based services regarding current and potential groups of users in one of two already selected European model regions. Acceptance here is defined as a multidimensional concept (Reichwald 1978; Lucke 1995) with cognitive, normative and conative components (Kollmann 2013) and can be seen as a key

indicator for success on markets (Wilhelm 2012): if stakeholders – especially customers – are not *accepting* media innovations, they would not use or buy them.

A great amount of research on the drivers of behavioral intention could be found, whether focusing on technology, or in general. One of the most prominent models is the Unified Theory of Acceptance and Use of Technology (UTAUT). It was developed in 2003, based on several other models explaining general behavior and intention, motivation and acceptance of technology (Venkatesh et al. 2003, p. 428-436). UTAUT integrates the most significant elements to explain the behavioral intention towards the use of technology and the actual use. The decision for the model can be justified by its probation in various studies (Williams et al. 2015) and its applicability for technology use in a private setting. Furthermore, it allows issue specific extensions (cf. Yu 2012 and others).

UTAUT suggests three main constructs as direct determinants of intention to use: 'performance expectancy', 'effort expectancy', and 'social influence' (Venkatesh et al. 2003). It also contains 'facilitation conditions', such as technical equipment (ibid.). In 2012 the model was extended by the factors 'hedonistic motivation', 'price value' and 'habit' (Venkatesh et al. 2012). For working on the topic of LBS, the model was modified by adding 'data and privacy protection' as another determinant (Yu 2012), and by excluding the factors 'price value' and 'habit' due to causal logically content related considerations.

As research method, a quantitative online survey was chosen. Each UTAUT-factor is measured by multiple items, which were adapted from extent literature to secure validity. In the quota sample 'level of education' and 'age' were defined as quota features and those polled, were recruited both from urban and rural areas. The quotation will help creating higher variance in the regressand, and achieving feature specific representativeness for the model region. The aimed sample size accounts for n = 400. The data collection will be completed by mid-December. For the data analysis, firstly the regressors will be tested towards internal reliability and unidimensionality. The research model will be tested by multiple regression analysis to estimate the influence of the explanatory variables

described above on the behavioral intention and actual use of LBS, thereby taking confounding variables into account as well.

Finally, theoretical and practical implications for media management will be deduced from the examined research model: The empirical results will be discussed with regard on chances for value creation through (hyper)localization for regional publishing companies and media entrepreneurs. The interpretation of the outcomes will show, which factors will help to increase the acceptance and use of location based services and which factors would not. This result will be important for to develop new location based media products and also for to predict the spread of innovative media offerings. Furthermore, chances for local and regional (e-)commerce, which could use LBS as a new platform of personalized and localized advertising – and therefore constitute an important part of the LBS business model – will be estimated.

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