

Mobile Consumer Laboratory

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Academic Partners: Boston University

Industry Partners: Lucent Technologies, Various others to be determined

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Abstract:

As firms consider investing in new, innovative products and services for the next generation wireless environment they face the reality that little is actually known about how this new technology will influence consumer behavior. The Mobile Consumer Lab (MCL) is designed to help address this uncertainty. The objective of MCL is to provide a mechanism for organizations to conduct strategic experiments that lead to a deeper understanding of how mobile-based products and services will affect consumer behavior. The MCL will use a panel of consumers in both the US and Europe as a means to collect both primary usage behavior as well as secondary personal and attitudinal data to evaluate specific product or service concepts. This university based initiative will allow the researchers to carefully manage the privacy issues inherent in any location sensitive offering (i.e., providing a coupon based on both purchase history and location). Further, the MCL will provide an environment in which multiple partners (e.g., operators, product firms, retailers etc.) can effectively collaborate to test how mobile Internet offerings could significantly change the way consumers learn about, acquire and ultimately use a wide range of products and services.