

Establishing the quality of Card Player España - magazine by implementing a cus- tomer survey

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Establishing the quality of Card Player España - magazine by implementing a customer survey

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Card Player España - magazine (hereafter Card Player España) is an industry publication specialised in poker published in Spain.

The objective of the research was to establish the quality of the magazine by conducting a customer survey for its readers and to analyse the results thus providing information on how to improve the magazine if necessary.

There had not been a survey conducted for Card Player España. However, a survey constructed previously by professional analysts for its parent publication - Pokeri - magazine - was used as a basis to the survey released in Card Player España.

The theories studied in this thesis concern quantitative research, survey, marketing, poker, product development, and product licensing.

A quantitative research in the form of a questionnaire containing 29 questions was developed. The results were analyzed using Digium Enterprise - software. Even though the number of responses was fewer than expected clear demographic, psychographic and behavioural stereotypes could be formed.

The perceived quality of Card Player España was established; overall it was seen as very good mainly for its attributes coinciding with the appeal of poker; entertaining and an aid to earning money. One proposes that any future surveys be published in the internet, coinciding with the main reason for the increased popularity of poker; accessibility.

Key words: Quantitative research, Reader survey, Questionnaire, Product licensing, Poker

Mika Tikander

Establishing the quality of Card Player España - magazine by implementing a customer survey

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Card Player España - lehti (jatkossa Card Player España) on pokeriin erikoistunut julkaisu joka ilmestyy espanjassa.

Tutkimuksen tavoitteena oli osoittaa lehden laatu tekemällä asiakastutkimus sen lukijoille, sekä analysoida sen tulokset, ja täten hankkia informaatiota siitä, miten parantaa lehteä tarvittaessa.

Card Player España:lle ei oltu aiemmin tehty tutkimusta, mutta sen pohjana käytettiin kyselyä joka oli aiemmin suunniteltu ammattianalyttikoiden toimesta lehden sisarjulkaisulle; Pokerilehdelle.

Teoriapohja jota tämän opinnäytetyön tekemiseen käytettiin koostui kvantitatiivisen tutkimuksen -, kyselyn -, markkinoinnin -, pokerin -, tuotekehityksen -, sekä tuotteen lisensoinnin teorioista.

Kvantitatiivinen tutkimus 29 kysymystä sisältävän kyselylomakkeen muodossa kehitettiin. Tulokset analysoitiin käyttäen Digium Enterprise - ohjelmaa. Vaikka vastausten määrä jäi odotettua vähäisemmäksi, selkeitä väestörakenteellisia, psykograafisia, ja käyttäytymyksellisiä stereotypioita pystyttiin muodostamaan.

Card Player España:n koettu laatu osoitettiin; yleisesti se koettiin erittäin hyvänä pääosin sen sisältämistä yhteneväisyyksistä pokeriin; yhtäältä viihdyttävä, toisaalta hyödyllinen apuväline rahan ansaitsemiseen. On suositeltavaa, että tulevaisuudessa tehdyt kyselyt julkaistaisiin internetissä, koska se on ollut syynä myös pokerin suosion kasvuun; sen saavutettavuus.

Asiasanat: Kvantitatiivinen tutkimus, Lukijatutkimus, Kysely, Tuotteen lisensointi, Pokeri

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1 Introduction

Card Player España - magazine (hereafter Card Player España) is an industry publication specialised in poker published in Spain by PokerMagazines S.L. which is a licensee for a Finnish company Oy NTS Communications Ltd. publishing Card Player España's parent publication, Pokeri - magazine, in Finland.

1.1 Background

There had not been a customer survey conducted in Spain for Card Player España. However there was a customer survey conducted in Finland for Pokeri - magazine, which is the parent publication for Card Player España, between the end of 2006 and early 2007, approximately a year before the start of this study. That survey, constructed with help from professional analysts and the information given by Sanna Tiihonen-Korppi (Pokeri - magazine) could be used as a foundation to the survey to be released in Card Player España. The survey was altered to suit the Spanish demographic and culture and released with the May issue of Card Player España as a page in the magazine. The replies received were put in electronic form and analysed and visualized with the programme Digium Enterprise.

The research topic was to conduct a customer survey for Card Player España and to analyse the results in order to ultimately improve the contents of the magazine to increase the spread and ultimately profitability of the companies Pokermagazines S.L. and Oy NTS Communications Ltd. respectfully. In other words, the goal of the research was to increase knowledge about publishing in a foreign country and to use this knowledge to better the magazine so that it is more acceptable to the Spanish poker enthusiasts.

1.2 Objective

The objective of this thesis was to establish the quality of Card Player España.

The theories studied in this thesis concern poker, marketing and marketing research, and product licensing. The facts gathered for this thesis concern poker and the companies involved.

Based on the aforementioned theories and facts and knowledge attained from them a survey was conducted for the readers of Card Player España. Consequentially, the results of the survey were presented and analysed respectively.

1.3 The companies involved

There are three companies involved in the making of this thesis, of which two of the latter ones the author has been in personal contact with. These companies are Card Player Ltd., Oy NTS Communications Ltd., and Card Player España.

1.3.1 Card Player Ltd.

Card Player Ltd. is a Las Vegas based company which produces the Card Player - magazine in the United States. The magazine contains information, interviews, news, statistics, and playing tactics and strategies from the world of poker. (Card Player 2009)

1.3.2 Oy NTS Communications Ltd.

Oy NTS Communications Ltd. is a Finnish publishing company that publishes currently, among others magazines, two poker magazines: Poker Magazine, and Pokeri, of which the latter is published with a licence from the above mentioned Card Player - magazine. The first mentioned Poker Magazine is also a licensed product and originally a Swedish publication. The contact person for Oy NTS Communications Ltd. and the employer for this research is Sanna Tiihonen-Korppe who is the Producer and Human Resources executive for the company.

1.3.3 Card Player España S.A.

Card Player España S.A. is consequently a licensed magazine from the Finnish Pokeri - magazine. Card Player España is a new publication having published, at a rate of 6 issues yearly, since fall 2007 in Spain. The main objective of the thesis was to publish a reader survey in the third issue of Card Player España in order to analyse - and ultimately improve - the quality of the magazine to the desired direction implicated by the results of the survey.

2 Knowledge base

The theoretical material collected for this thesis was intended to support the objective of this thesis which is to establish the quality of Card Player España. The theory base enables studying and compiling existing knowledge and thus inferring from it new knowledge. The theories studied enable their concrete implementation.

The theory part begins with a description of the essence of poker. This is explained so that it is somewhat easier for the reader to understand better the thesis as a whole as the game is the reason for the existence of the magazine and therefore this study. The poker theory is

followed by general marketing theories necessary for the establishment of status quo, and to support factors already known before this study. In addition, theory that supports the desired perspective and result is studied: the latter part consists of product licensing, marketing research, and quantitative research theory. Moreover, there are concepts that will be included in the aforementioned, more extensive concepts.

The reasons for the selection of the following theories become clear in the empirical part if the selection of the theory in question cannot otherwise be considered self-explanatory, or obvious.

2.1 Poker

Various decisions, actions, phrases and descriptions necessitate the description of poker in general because it is the fundamental theme of the thesis and essential for the existence of the magazines mentioned.

2.1.1 Poker as a phenomenon

According to the patron of this thesis the popularity of poker has increased during the past years considerably. Its manifestations have also multiplied. Poker is nowadays often played, in addition to “live poker” (i.e. being physically playing in the same space with other people), in the internet. There are numerous internet sites, where one can play poker for free or in exchange for money. Furthermore, the number of poker players has increased during the last few years. Also the phenomenon of poker’s increased presence in popular culture is evident, for example, in movies, televised tournaments, commercialisation, and music videos. (Tiihonen-Korppi, interview 15 February 2008) (Poker Culture 2008)

2.1.2 Poker theory

Poker is a betting game. It “is a family of card games involving betting and individual play, whereby the winner is determined by the ranks and combinations of their cards, some of which remain hidden until the end of the game” (Poker 2009). A player stakes (bets) one’s money for the possibility that one has the best five card poker hand after the dealing of cards. The cards are dealt from the deck of cards randomly. The player decides how far one plays with each deal and how much one stakes on one’s cards. (Pyysing & Erola 2007, 1)(Poker 2009)

The random division of cards may lead one, who does not understand poker, to think that it is a game of lottery (Pyysing & Erola 2007, 1). However, poker is a game that is played with

stakes. Without the stakes poker would indeed be a game of chance based on the random emergence of cards, rather than a game of skill. (Pyysing & Erola 2007, 1)

Skill in poker is the ability to identify favourable situations and to bet on them accordingly. The favourability of the situation is dependent on a number of circumstances, like the size of the pot (refers to the sum of money that players wager during a single hand or game), the likelihood of the improvement of one self's poker hand, the opponents' style of playing, and one's turn to bet. The acquisition and utilisation of an advantage is the essence of poker. (Pyysing & Erola 2007, 1)

In single dealings of cards a player can succeed with luck. Before long, however, luck is equal and everyone will have been as lucky. A good monetary overall result is ensured only by frequent correct decisions (Pyysing & Erola 2007, 1). When one decides well considering the situation in question the cards that emerge on the table are not to be considered good nor bad luck. The best that one can do in poker is bet when the odds ("the ratio between the amounts staked by the parties to a bet, based on the expected probability either way; the balance of probability" (Illustrated Oxford Dictionary 2003, 566)) are favourable. (Pyysing & Erola 2007, 2) (Illustrated Oxford Dictionary 2003, 566)

The odds for any one card or any one hand emerging from the deck of cards can be calculated. There are four suits in a card deck (Spades, Hearts, Diamonds and Clubs) and thirteen ranks (from two to ten, Jack, Queen, King, and Ace; Ace being the highest) (Wikimedia Foundation 2009), hence there are 52 cards in a poker deck. For example, the odds for any one card being on top of the deck are one out of 52 or 1.92%. There are a total of 2,598,960 possible five card hands in poker. Some combinations are rarer, less likely to emerge, than others, therefore they can be ranked in an order of superiority. (List of Poker Hands 2009) (Poker 2009)

2.2 Marketing

Marketing is, according to Kotler & Armstrong (2001, 6), "a social and a managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others". Need is described as a "state of self deprivation", and want, as "the form taken by a human need as shaped by culture and individual personality" (Kotler & Armstrong 2001, 6-7). (Kotler & Armstrong 2001)

Czinkota & Ronkainen describe product as a concept "concerned with all the elements that create a good, a service, or an idea" (2002, 19). Kotler & Armstrong define a product as "anything that can be offered to a market for attention, acquisition, use, or consumption that

might satisfy a want or a need” (2001, 291). To Czinkota & Ronkainen’s definition they add that it can be a physical object, also a person, a place, an organization, or an idea (2001, 291). Czinkota & Ronkainen continue that included in the concept of product are tangible and intangible characteristics; the first being such as the physical product and packaging, the latter, such as branding, referring to the organisation, people, and ideas (2002, 19). “Many products are a combination of a concrete product and the accompanying service” (Czinkota & Ronkainen 2002, 19). “Products intended for, and bought by consumers for personal consumption are called consumer products. In addition, a consumer product with unique characteristics or brand identification is called a speciality product” (Kotler & Armstrong 2001, 295). (Czinkota & Ronkainen 2002) (Kotler & Armstrong 2001)

A service is “any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything (concrete)” (Kotler & Armstrong 2001, 295). (Kotler & Armstrong 2001)

A market is “the set of all actual and potential buyers of a product or service” (Kotler & Armstrong 2001, 12). (Kotler & Armstrong 2001)

According to Czinkota & Ronkainen a marketer needs to specify marketing variables that are most beneficial to a target market. They summarise that “the variables are the elements of the marketing mix, or the four Ps: product, price, place, and promotion” (2002, 19). In addition to the product policy, Czinkota & Ronkainen explain three more marketing variables or policies. “Pricing policy determines the cost of the product to the customer and is the only revenue creating element of the marketing mix” (2002, 19). “Distribution policy concerns the place variable and has two components: channel management and logistics management”; the first being concerned with “the process of installing and operating the organization”, the latter being concerned with “providing product availability at appropriate times and places in the marketing channel” (2002, 19). Communications policy, or promotion, concerns interaction with customers, middlemen, and the public overall. “The communications element consists of advertising, sales promotion, personal selling, and publicity” (2002, 19). (Czinkota & Ronkainen 2002)

2.2.1 Product licensing

Product licensing is a marketing concept where, under a licensing agreement, one company, “the licensor permits another company to use its intellectual property in exchange for compensation designated as a royalty. The recipient is the licensee” (Czinkota & Ronkainen 2002, 293). Czinkota & Ronkainen continue that as a market entry strategy, “licensing may require neither capital investment nor knowledge and marketing strength in foreign markets”. Fur-

thermore, “after initial costs the licensor can benefit from the licensee until the end of the contract period” and the licensee can benefit from a foreign business concept (2002, 292-293). Czinkota & Ronkainen conclude that “licensing offers a foreign entity the opportunity for immediate market entry with a proven concept” (2002, 294). (Czinkota & Ronkainen 2002)

2.3 Marketing research

“In order to serve a market efficiently, one must learn what a customer wants, and why, and how the customer satisfies that need” (Czinkota & Ronkainen 2002, 227). Czinkota & Ronkainen emphasise that “international opportunities require careful exploration”, and that “one must adapt to the international environment, particularly the market in order to be successful” (2002, 11). (Czinkota & Ronkainen 2002)

According to Kotler (2000, 103), “marketing research is the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company”. He continues that the marketing research process goes as follows: firstly one must define the problem and research objectives; develop the research plan; collect the information; analyse the information; and finally present the findings (2000, 105). (Kotler 2000)

Kotler (2000, 106) states that there are two sources of information, or data: primary data and secondary data. He continues that secondary data are data collected for another purpose and already exist. “Primary data are data gathered for a specific purpose or for a specific research project” (Kotler 2000, 106), so “any information collected specifically for the purposes of the present study” (Solomon et al. 1999, 31). In order to gather primary data research must be conducted. For a descriptive research a survey is best (Kotler 2000, 109). Kotler clarifies that surveys are undertaken “to learn about people’s knowledge, beliefs, preferences, and satisfaction, and to measure these magnitudes in the general population” (2000, 109). (Kotler 2000) (Solomon et al. 1999)

2.3.1 Quantitative research

According to Solomon et al., “consumer research can be qualitative or quantitative” (1999, 34). (Solomon et. al. 1999)

“Qualitative research is designed to learn more about the nature of a problem or phenomenon” (Solomon et al. 1999, 34) and its “methods include the use of focus groups, depth interviews, and ethnography” (Solomon et al. 1999, 34). (Solomon et. al. 1999)

According to Solomon et al., “Quantitative research is designed to obtain quantifiable data or to test predictions or hypotheses based on prior knowledge or models of behaviour” (1999, 34). In addition, “Quantitative methods include the use of controlled experiments, surveys, consumer panels and observational techniques” (Solomon et al. 1999, 34). (Solomon et al. 1999)

Czinkota & Ronkainen state that in order to obtain quantitative data, “surveys are appropriate research instruments” (2002, 244). They continue that “international marketing surveys are usually conducted with questionnaires” and that “the questionnaires should contain questions that are clear and easy to comprehend by the respondents. Much caution must be used to question format, content, and wording” (Czinkota & Ronkainen 2002, 245). (Czinkota & Ronkainen 2002)

“A questionnaire consists of a set of questions presented to respondents for their answers. Because of its flexibility, the questionnaire is (by far) the most common instrument used to collect primary data” (Kotler 2000, 110). (Kotler 2000)

“In preparing a questionnaire, the professional marketing researcher carefully chooses the questions and their form, wording, and sequence. The form of the question asked can influence the response. Marketing researchers distinguish between closed-end and open-end questions” (Kotler 2000, 110). Czinkota & Ronkainen (2002) call these questions “structured” and “unstructured”. “Closed-end questions prespecify all the possible answers. Open-end questions allow respondents to answer in their own words. Closed-end questions provide answers that are easier to interpret and tabulate. Open-end questions often reveal more because they do not constrain respondents’ answers” (Kotler 2000, 110). (Kotler 2000) (Czinkota & Ronkainen 2002)

“The questionnaire designer should exercise care in the wording and sequencing of questions. The questionnaire should use simple, direct, unbiased wording and should be pretested with a sample of respondents before it is used. The lead question should attempt to create interest. Difficult or personal questions should be asked toward the end so that respondents do not become defensive early. “Finally, the questions should (flow) in a logical order” (Kotler 2000, 111). (Kotler 2000)

According to Kotler & Armstrong (2001, 152), “in preparing a questionnaire, the marketing researcher must first decide which questions to ask. Each question should be inspected to establish whether it contributes to the research objectives”. “The form of a question can influence the response. The researcher should exercise care in the wording and the order of questions. The questions should be simple, direct, and unbiased in wording. In addition, they

should be arranged in a logical order. The first question should create interest if possible, and difficult or personal questions should be asked last to prevent respondents from becoming defensive” (Kotler & Armstrong 2001, 152) “A closed-end question includes all the possible answers, and a subject makes a choice from the options. Multiple choice questions and scale questions are examples of such” (Kotler & Armstrong 2001, 153). “An open-end question allows a respondent to answer in one’s own words” (Kotler & Armstrong 2001, 153). (Kotler & Armstrong 2001)

Czinkota & Ronkainen (2002, 247) state that “the influence of language and culture is of importance when wording questions”. Culture is, according to Kotler & Armstrong (2001, 172), “the set of basic values, perceptions, wants, and behaviours learned by a member of society from family and other important institutions”. Czinkota & Ronkainen (2002, 247) continue that “the goal is to minimise possible misinterpretations of written word. Both lingual and cultural differences are a sensitive issue in the international marketing research process. Correct translation of the questionnaire is important in order to maintain equivalence of the questions”. (Czinkota & Ronkainen 2002) (Kotler & Armstrong 2001)

“Questions must be kept clear by using simple words, by avoiding ambiguous words or questions, by omitting leading questions, and by asking questions in specific terms, thus avoiding generalisations and estimates” (Czinkota & Ronkainen 2002, 247). Czinkota & Ronkainen 2000)

Kelly (2006, 193) states that “the categories of customer information assembled from questionnaires, application forms, evaluations and promotion responses typically include personal, demographic and lifestyle data”. For example, “age, sex, income, and occupation are some examples of descriptive characteristics of a population, or demographics” (Solomon et. al. 1999, 6). Lifestyle is described by Kotler & Armstrong (2001, 181) as “one’s pattern of living as expressed in one’s activities, interests, and opinions”. Lifestyle also “refers to a pattern of consumption reflecting one’s choices of how one spends time and money” (Solomon et. al. 1999, 401). Information related to lifestyle and personality is also referred by Solomon et al. (1999, 6), as psychographics. (Kelly 2006) (Solomon et. al. 1999) (Kotler & Armstrong 2001)

“Most surveys consist of a questionnaire (Solomon et al. 1999, 31)”. Kotler (2000, 110) presents several examples of closed-end questions that can be utilised when designing a questionnaire. A Dichotomous question is a question with two possible answers, for example, yes, or no. A Multiple choice question is a question with three or more choices for an answer, for example, marital status; a person can be single, married, or divorced. A Likert scale question is a statement with which the respondent shows the amount of agreement, for example: the level of agreement is asked for the statement “Card Player - magazine is good”. Numbers one

to five present the scale of agreement, where one represents “strongly agree”, and five “strongly disagree”, accordingly. Likert scale is the most widely used form of a questionnaire (Solomon et. al. 1999, 31). A semantic differential scale uses two bipolar adjectives on either end of a set of numbers and is used to inquire the opinion by choosing the corresponding number from the scale, for example: Card Player España is well informed - Card Player España is uninformed, with five numbers on the scale (Solomon et. al. 1999, 32). Importance scale is a scale that rates the importance of some attribute. For example something can be rated extremely important or not at all important by choosing the corresponding number from the number scale. A rating scale rates some attribute from poor to excellent, with appropriate amount of numbers on the scale to choose from. Intention-to-buy scale describes the respondent’s intention to buy. For example if the argument was “if Card Player España was written in English, I would...” the opposing statements could be “definitely buy”, represented by one and “definitely not buy”, represented by five. The respondent chooses a number from the scale corresponding one’s opinion. (Kotler 2000, 110) (Solomon et al. 1999)

Ulrich & Eppinger (2004, 319) talked about the limitations of quantitative analysis stating that “quantitative techniques emphasise and rely on that which is measurable. However, many critical factors impacting product development projects are difficult to measure accurately”. They continue arguing that if the assumptions and data of the model are not correct, the value calculated will not be correct and that a different assumption could present considerably different results (Ulrich & Eppinger 2004, 319). They advise that one “should understand the strengths and limitations of the techniques and should be fully aware of how the models work and on what assumptions they are based” (Ulrich & Eppinger 2004, 319). Furthermore, they direct that qualitative analysis can complement some of the intrinsic disadvantages in the quantitative techniques (Ulrich & Eppinger 2004, 319). (Ulrich & Eppinger 2004)

3 Methodologies

3.1 Reliability

In order to reliably establish the quality of Card Player España, one must know how the quality is perceived by those whom it concerns, i.e. the readers of the magazine. Quality, according to Thomas (2006, 2) is “a vector of attributes that relate to the way a product is designed, developed, produced, and accepted by customers” and that “quality is a state of acceptance of how well a product or service is received and used by its customers” (2006, 4). He continues that “quality has a broad interpretation. Therefore attributes such as reliability are required to completely describe product quality. The relative significance of these attributes will vary among different products, marketing conditions and relative competition” (Thomas 2006, 3). The quality of a magazine can concern both the product’s physical, or vis-

ual, quality and its service and how they are perceived. Perception is defined by Kotler & Armstrong (2001, 186) as the process by which people select, organise, and interpret information to form a meaningful view of the world.” Antonides & Van Raaij (1998, 112) add that “perception is an important psychological process and is also significant in the study of consumer behaviour”, and that “the five senses are essential to consumer perception”. The quality of a magazine can be divided into three segments: reliability - in terms of service; aesthetics - the way in which the product is sensed through appearance; and perceived quality - the overall image of the magazine among readers and potential readers (Thomas 2006, 36). In a magazine, the look, i.e. the quality of pictures, layout and font are crucial for perceived quality and aesthetics, for example. Also regarding a magazine, the quality extends to the reliability of its service i.e. the quality of its articles and its story selection. Therefore, in order to establish both of the aforementioned aspects of quality, questions about how these qualities are perceived need to be asked. Antonides & Van Raaij (1998, 118) explain that “involvement is the level of a consumer’s personal relationship with a product or service including perceived importance, value and risk”. Therefore questions about the extent of involvement by the customer need to be presented as well.
(Thomas 2006) (Kotler & Armstrong 2001) (Antonides & Van Raaij 1998)

In addition to questions about quality, one must present questions that clarify the background of the respondent, because by learning about the stereotypical reader conclusions and actions can be made in the future to modify the magazine to better please that stereotype. Kelly defines motives to acquire a product, among which are aesthetic value proposition, which “refers to the aesthetics of the product”; reliability value proposition, which “refers to the reliability of the product”; and product value proposition, which “refers to the desired or expected function of the product” (Kelly 2006, 123). Relating to the lastly mentioned, “expectancy theory”, according to Solomon et al. (1999, 93), “suggests that behaviour is considerably affected by expectations of achieving desirable outcomes, in other words, positive incentives. One chooses a product because it might have positive consequences”. Therefore, questions concerning the habits and behaviour in relation to poker are essential to learn in order to establish to what extent the readers of the magazine include poker and poker-related activities in their lives and whether the customers read the magazine to become better players.
(Kelly 2006) (Solomon et al. 1999)

Due to the nature of poker the questions needed to concern both the readers’ lifestyle in relation to poker but also the magazine and its contents in order to establish a behavioural background of the readers. Solomon et al. (1999, 404) state that “The lifestyle concept is widely used in modern marketing activities” and that “it provides understanding of consumers’ needs and wants, and means to position a service or product in order to allow a person to pursue a desired lifestyle” (Solomon et al. 1999, 404). Knowing about the respondents’ read-

ing behaviour contributes to the reliability of the study and is important in order to be able to ultimately make conclusions, regarding the perceived quality. (Solomon et al. 1999)

The phenomenon of poker and the quality of a poker magazine was investigated when a survey for the readers of *Pokeri-magazine* - the Finnish equivalent to *Card Player España* - was conducted approximately a year before the start of this thesis. Based on research questions were developed to support that aforementioned objective. That questionnaire was developed by marketing professionals who were hired by *Pokeri-magazine*. However, that questionnaire and its results are confidential. The questions developed for this survey share similarities with that survey, containing survey questions that were further developed from the survey conducted for *Pokeri - magazine*, with the difference that the cultural differences had to be considered and modified respectively. The elements of culture, according to Czinkota & Ronkainen (2002, 62), are “language - verbal and nonverbal, religion, values and attitudes, manners and customs, material elements, aesthetics, education, and social institutions”. Usunier (2000, 103) emphasizes that “although consumer behaviour has strong universal components, its cultural variations cannot be ignored”. In addition to the aforementioned, the questionnaire was developed by adding questions that seemed interesting or crucial for the further improvement of *Card Player España*. The responsibility to utilise that information is the client's. (Czinkota & Ronkainen 1999) (Usunier 2000)

3.2 Selected Methods

A quantitative research in the form of a questionnaire for the readers of *Card Player España* was developed in order to be able to gather the right kind of information, i.e. relevant in relation to the objective to the thesis. It contained 29 questions. The questions ranged from dichotomous, multiple choice, Likert scale, importance scale, to rating scale questions (Kotler 2000, 110). In addition, some of the closed-end questions had an open-end option i.e. a text box where the respondent could write a response regarding the question. The questions were divided into three categories: Demographic, Lifestyle or psychographic and behavioural questions (Kelly 2006, 193). “Demographic segmentation groups customers according to variables such as age, gender, family size, income, occupation, education, language, religion, race and nationality” (Kelly 2006, 122); however the four latter variables were not needed in this study. “Psychographic segmentation groups customers according to the different degrees of lifestyle, social, behaviour and personality” (Kelly 2006, 122). (Kotler 2000) (Kelly 2006)

An internet based survey was recommended by the author because “there are advantages in using the Internet to gather information from consumers” (Kelly 2006, 187). Kelly (2006, 188) lists the advantages: “access to elusive segments: the internet is a more effective means of gaining a response from groups that traditionally have been hard to reach, such as teenage,

single, affluent and well-educated segments.”; “speed: the results of internet surveys can immediately be made available for analysis. Survey data can also be readily compared with other online research results.”; “honesty: the anonymity of the internet encourages a more frank and candid response by respondents.”; “location neutrality: the internet is a very effective means of reaching a geographically dispersed group and facilitates feedback from segments that are not practicable to reach using conventional means.” (Kelly 2006)

Despite the recommendation and the availability of utilizable software (see Appendices 1, 2 and 5), the questionnaire was designed as one of the pages of Card Player España (see Appendix 3). Albeit being two pages long, the layout of the questionnaire form was designed so that it could be cut away from the magazine and be posted to Card Player España’s office. It was released in two consecutive issues in the spring of 2008.

The reason for this realisation was that it was easily included in the layout of the magazine but more importantly, that it would be seen by everyone who read, or browsed through, the magazine. The foreseeable problem was the trouble for the reader to respond, cut and then post the response via a mailbox. Therefore an incentive for the respondents was used. It was a poker-related gift that remained a surprise to the respondent.

4 Empirical

A survey containing a questionnaire of 29 questions was conducted. It was released in two consecutive issues of Card Player España in the fall of 2008. The questions were divided into three categories: Demographical, psychographic (Lifestyle) and behavioural (Reader’s world) questions. The questions and the reasons for each question are presented in this chapter. In addition, the results are presented and analysed.

4.1 Questionnaire

In this part first the questions used in the questionnaire are presented, the techniques used to implement the question are presented, the explanation for the significance of each question in general is given, in addition to the reasons for the choice of wording used in the questions. The questionnaire was divided into three sections named “Demographical”, “Lifestyle”, and “Reader’s world”. The questionnaire was designed using Digium Enterprise - software (see Appendices 1 and 2)

4.1.1 Demographical

The questions one to eight were designed to establish the demography of the respondents.

The first question was: “Are you a subscriber or did you buy this issue separately?” There were two choices for answer: “subscriber” and “I bought a separate issue”. The question was asked in order to establish the relation between habitual readers and ones who read the magazine occasionally or for the first time.

The second question was: “Sex”. There were two choices for answer: “female” and “male”. The question was asked in order to establish the divergence of the gender of the respondents. The information can be utilized when making advertising related decisions for the magazine.

The third question was: “Age”. There were seven choices for answer: “under 18 years”, “18-24 years”, “25-34 years”, “35-44 years”, “45-54 years”, “55-64 years”, and “over 64 years”. The age groups were divided to thus with the objective to reveal the age distribution as accurately as possible. Also this information is purposeful when making advertising related decisions for the magazine.

The fourth question was: “Marital status”. There were five choices for answer: “single”, “living together”, “married”, “divorced”, and “widow”. The question was asked in order to establish the marital status and, in addition, to give information to questions relating to the lifestyles of the respondents.

The fifth question was: “Education”. There were seven choices for answer: “Enseñanza básica: Primaria/E.S.O. - Elementary school”, “Educación secundaria: Bachillerato/COU/BUP - High school”, “Educación secundaria: F.P. I/C.F. Grado Medio - Vocational school”, “Educación superior: F.P. II/C.F. Grado Superior - Polytechnic”, “Educación superior: Diplomatura - Lower University Degree”, “Educación superior: Licenciatura - Higher University Degree”, and “Other superior studies”. The question was asked to establish the education level of the readers. The question was given the aforementioned options in the attempt to distinguish the different education levels and to categorize them in a similar fashion to that in Finland - because the information would be interpreted by people familiar with the Finnish educational system.

The sixth question was: “Professional group”. There were seven choices for answer: “pensioner”, “unemployed”, “student”, “employee”, “management”, “entrepreneur”, and “something else, what?”. The question was asked in order to establish to what professional group most of the readers belong, and to support the analysis of lifestyle of the readers.

The seventh question was: “Level of gross income”. There were five choices for answer: “less than 10 000€/year”, “less than 15 000€/year”, “less than 20 000€/year”, “less than 25

000€/year”, and “over 25 000€/year”. The question was asked to establish the income level of the readers and to see if income level affects gaming behaviour. The income level intervals were designed to correspond with the average income level of Spain.

The eighth question was: “Place of residence”. There were five choices for answer: “a city of over 300 000 inhabitants”, “a city of 100 000-300 000 inhabitants”, “a city of less than 100 000 inhabitants”, “other suburbia”, and “countryside”. The question was asked to establish whether place of residence has any link with playing or following poker. As with the question before it, the intervals were designed to correspond with city sizes accordingly.

4.1.2 Lifestyle

The questions nine to twenty-one were designed to illustrate and clarify the respondents’ lifestyle regarding poker.

The ninth question was: “How often do you play poker? (If you chose a, you can skip to question 13.)”. There were six choices for answer: “I do not play”, “once a month”, “a few times a month”, “once a week”, “a few times a week”, and “daily”. The question was designed to establish the respondents’ frequency of playing poker. If one responded “I do not play”, they were allowed to skip the questions related to playing the game.

The tenth question was: “Do you play”. There were three choices for answer: “Texas Hold’em”, “also others, what?”, and “only others, what?”. The options were designed giving more emphasis on one variant of poker - Texas Hold’em - because it is the most common variant of the game in the gambling sense. It is also where most of Card Player España’s emphasis is placed upon.

The eleventh question was: “How long have you actively played poker?” There were four choices for answer: “less than a year”, “1-3 years”, “3-5 years”, and “over 5 years”. The question was designed to help clarify the respondents’ experience level, which is useful information when designing the contents of the magazine.

The twelfth question was: “How much time do you use to play poker at any one time?” There were five choices for answer: “less than 30 minutes”, “0.5-1 hour”, “1-2 hours”, “2-4 hours”, and “over 4 hours”. The question was designed to clarify the intensity with which the respondents play poker at any one time as well as furthermore establishing the experience level.

The thirteenth question was: “How much time do you use for other poker related activities e.g. magazines and literature?” There were four choices for answer: “not at all”, “a little”,

“some time”, and “plenty of time”. The question was designed to reveal the interest in aspects relating to, or associated with poker, further revealing information about the lifestyle of the respondent.

The fourteenth question was: “Do you regularly visit poker related conversation sites?” There were two choices for answer: “yes”, and “no”. The question was designed to help to reveal the depth of interest for the game.

The fifteenth question was: “Where do you play poker?” There were four choices for answer with the possibility to choose more than one option: “in the internet”, “at a casino”, “with friends”, and “somewhere else, where?” The question was designed to see which the preferred place to play poker is.

The sixteenth question was: “Do you play for money?” There were five choices for answer: “always”, “almost always”, “every now and then”, “almost never”, and “never”. The question was designed to reveal information about the gambling nature of poker.

The seventeenth question was: “Do you play”. There were three choices for answer with the possibility to choose more than one option: “to earn money”, “for fun”, and “other reason, what?” The question was designed to help establish the motivation to play poker.

The eighteenth question was “Which of the following magazines do you know?” There were four magazines listed - Card Player España, Card Player Magazine (U.S.A.), Planet Poquer, and Poker Europa - all of which had four choices for answer: “I am a subscriber”, “I have read it”, “I know”, and “I do not know”. The question was designed to benchmark the popularity of the competition.

The nineteenth question was “Do you prefer reading”. There were two choices for answer: “long and comprehensive articles”, and “short and compact articles”. The question was designed to help make decisions about the contents of the magazine in the future.

The twentieth question was: “The international language of poker is English. Do you feel that it is important to be able to read Card Player España is Spanish?” There were two choices for answer: “yes”, and “no”.

The twenty-first question was: “What kind of a Card Player España -reader do you consider yourself?” There were four choices for answer: “I read every issue back to back”, “I read most of every issue”, “I read one or two articles of every issue”, and “I read almost nothing”.

The question was designed to reveal the respondents' current level of interest for the magazine.

4.1.3 Reader's world

The questions belonging to this section concern the perceived quality of Card Player España in its current state.

The twenty-second question was: "Comment on the following arguments and estimate their value to you:" There were seven arguments: "Card Player España is entertaining", "Card Player España is well informed", "Card Player España is stylish", "Card Player España's layout is interesting", "Card Player España's level of writing is high", "Card Player España's photography is of high quality", and "Card Player España's story selection is interesting". All arguments had in front of it a Likert - scale of one to five (1 - Totally agree, 2 - somewhat agree, 3 - do not agree or disagree, 4 - somewhat disagree, 5 - totally disagree). The arguments were designed to give general guide to the areas of content that might need improvement.

The twenty-third question was: "How often do you visit Card Player España's website?" There were six choices for answer: "all the time - it's my home page", "daily", "a few times a week", "a few times a month", "once a month", and "fewer than once a month". The question was designed to establish how often the readers visit the website in order to determine how much importance should be placed on it in the future.

The twenty-fourth question was: "How do you feel about the following arguments about Card Player España?" There were five arguments: "The price of the magazine is appropriate", "The issue release interval is appropriate", "The number of pages is appropriate", "The magazine broadcasts actual news about the world of poker", and "The magazine's internet site serves me as a reader of the magazine by offering additional information about interesting topics". All arguments had in front of it a scale of one to five (1 - totally disagree, 2 - somewhat disagree, 3 - not agree or disagree, 4 - somewhat agree, 5 - totally agree). The arguments were designed to reveal how the readers perceive issues relating to the magazine itself.

The twenty-fifth question was: "Have you learned to play poker better with the help of Card Player España?" There were two choices for answer: "yes", and "no". The question was designed to establish the relation between the magazine being more entertaining or educative.

The twenty-sixth question was: "How often do you read the following items from Card Player España?" There were seven items listed: "player interviews", "other interviews", "strategies and analyses", "tournament reports", "news", "columns", and "other articles". All argu-

ments had in front of it a scale of one to four (1 - never, 2 - randomly, 3 - often, 4 - always). The question was designed to rate the success of the items between each other and to give insight to which items are valued more than others.

The twenty-seventh question was: “How interested would you be in the following new items in Card Player España?” There were six items listed: “Introductions of amateur aficionados”, “Poker-specified product introductions”, “The rankings of Spanish players”, “Information packet on internet gaming (gaming software, different sites, basic strategies etc.)”, “Information on the etiquette of poker (poker language, gaming etiquette etc.)”, and “Entertaining depictions in general of the world of poker, A professional player’s column/blog, whose?”. All arguments had in front of it a scale of one to three (1 - not at all interested, 2 - somewhat interested, 3 - very interested). The question was designed in order to be able to develop the magazine further by adding items that interest the readers.

The twenty-eighth question was: “How good do you consider Card Player España overall?” There were four choices for answer: “excellent”, “good”, “satisfactory”, and “poor”. The statement was designed to finally give the simplest answer possible about the perceived quality of Card Player España.

The twenty-ninth question was: “Would you like to join Card Player España’s reader panel and take part in questionnaires devoted to finding out the hopes and opinions of the readers?” There were choices for answer: “no”, and “yes (write your name and email address here)”. The question was designed with the objective to start a database of contacts in order to send email marketing and relevant information to the customers in the future.

4.2 Results

In this part the results of the survey are presented. The number of responses is stated and percentages for each answer are presented. The results were visualized using Digium Enterprise - software.

A total of 26 people answered the questionnaire.

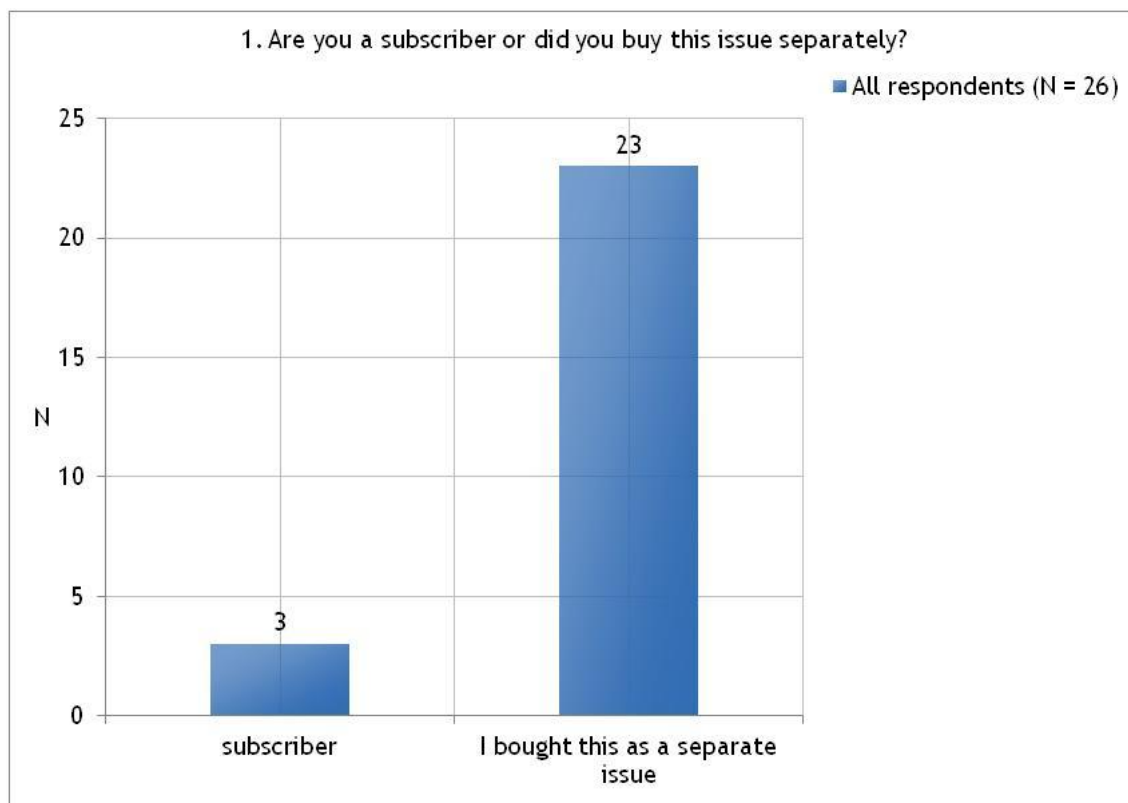


Figure 1: Are you a subscriber or did you buy this issue separately?

To the first question (Figure 1) there were 26 replies: three (11.54%) people replied “subscriber” and 23 (88.46%) people replied “I bought a separate issue”.

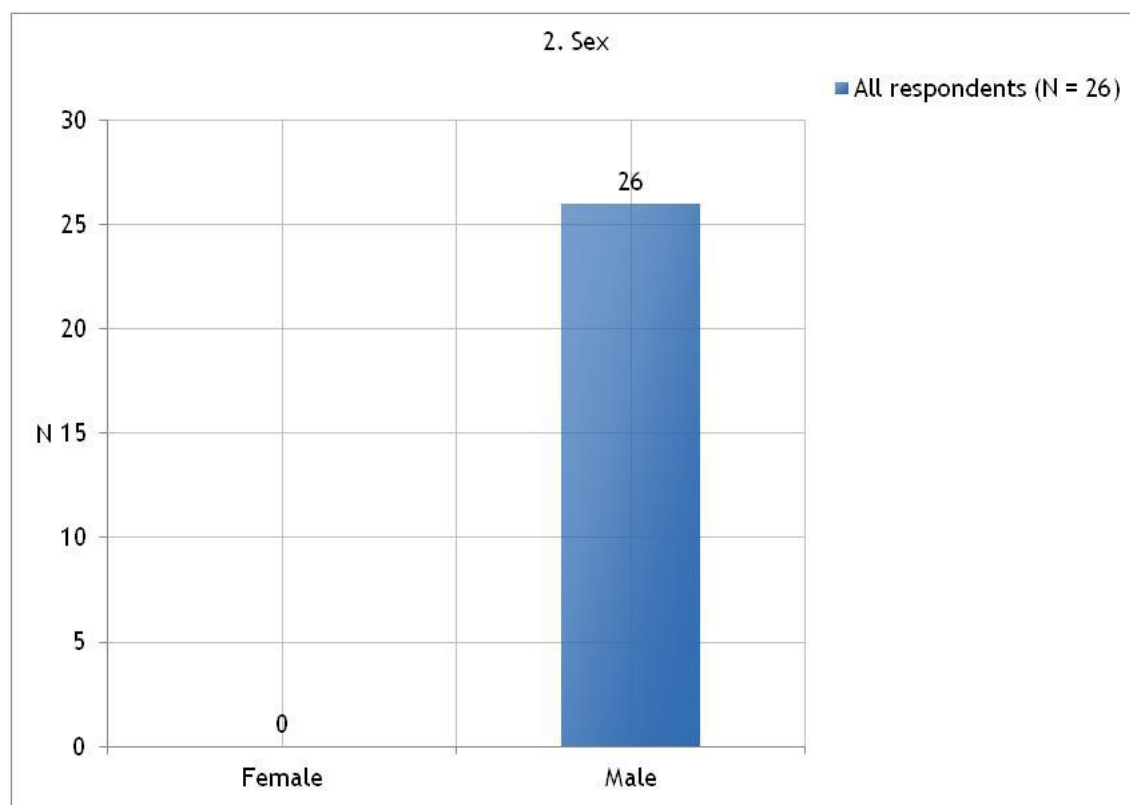


Figure 2: Sex

To the second question (Figure 2) there were 26 replies: all (100%) of the respondents were male.

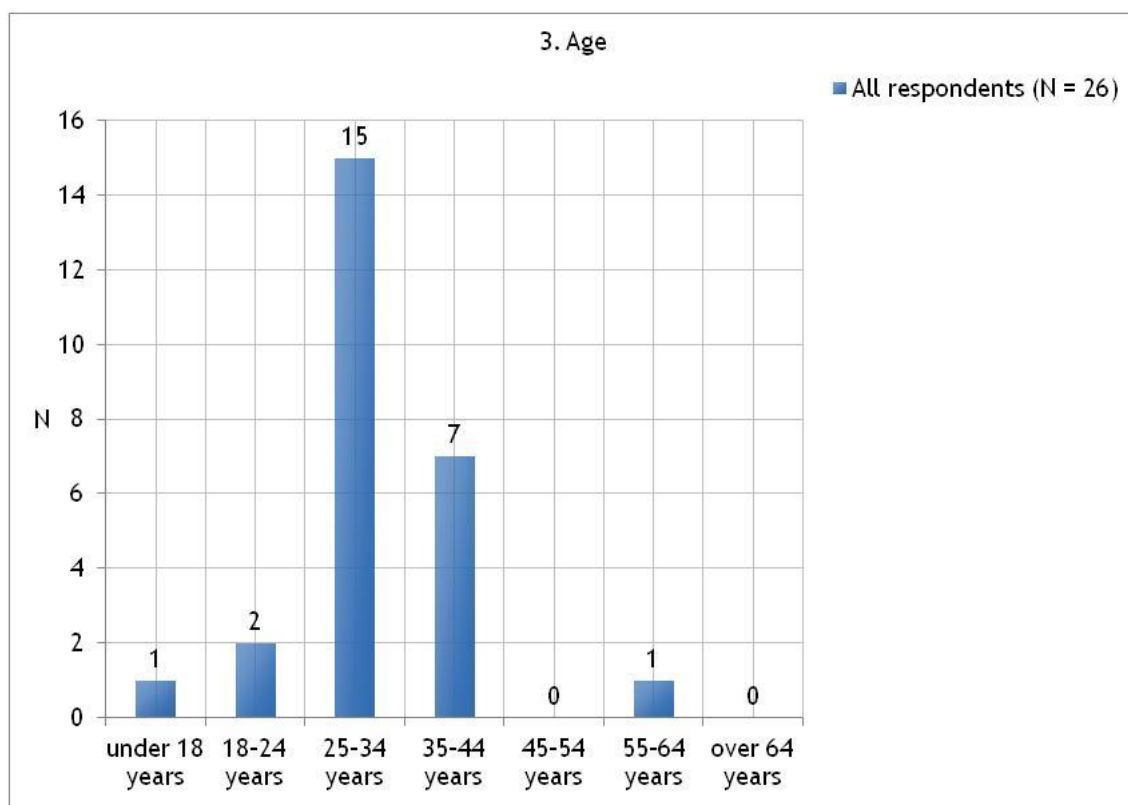


Figure 3: Age

To the third question (Figure 3) there were 26 replies: one (3.85%) “Under 18 years”, two (7.69%) “18-24 years”, 15 (57.69%) “25-34 years”, 7 (26.92%) “35-44 years”, nought (0%) “45-54 years”, one (3.85%) “55-64 years”, and nought (0%) “Over 64 years”.

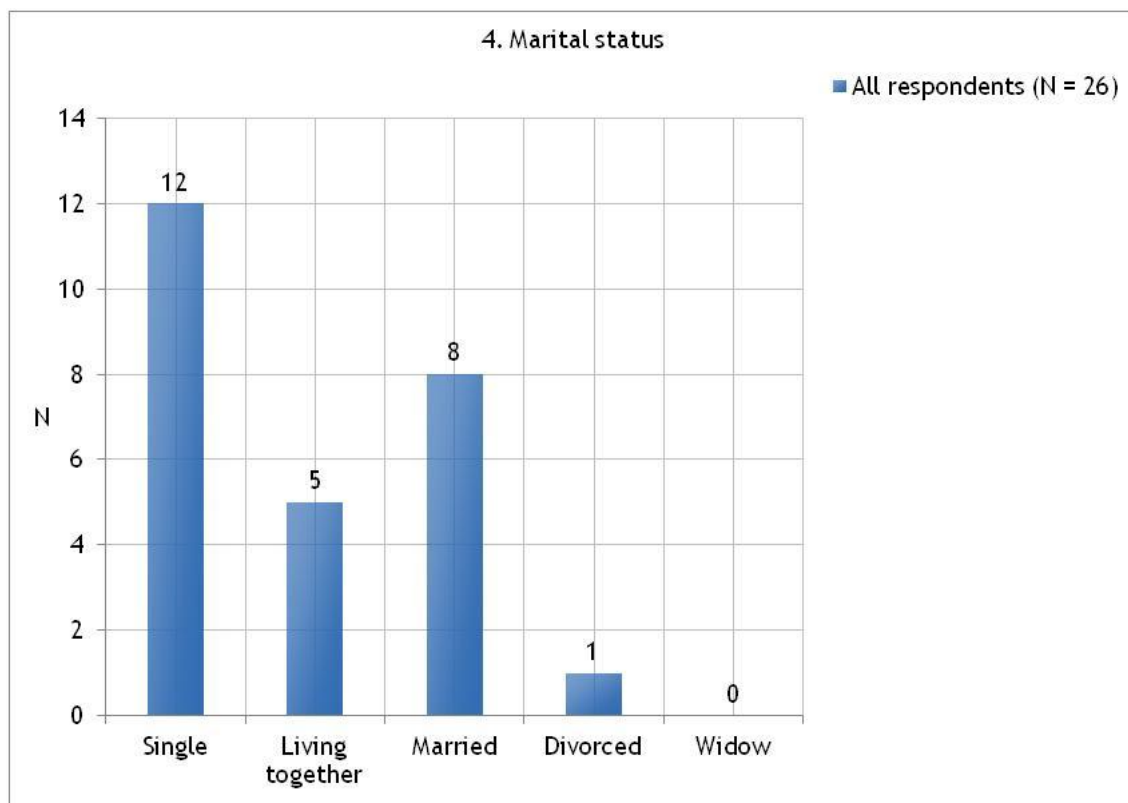


Figure 4: Marital Status

To question number four (Figure 4) there were 26 replies: 12 (46.15%) “Single”, five (19.23%) “Living together”, eight (30.77%) “Married”, one (3.85%) “Divorced”, and nought (0%) “Widow”.

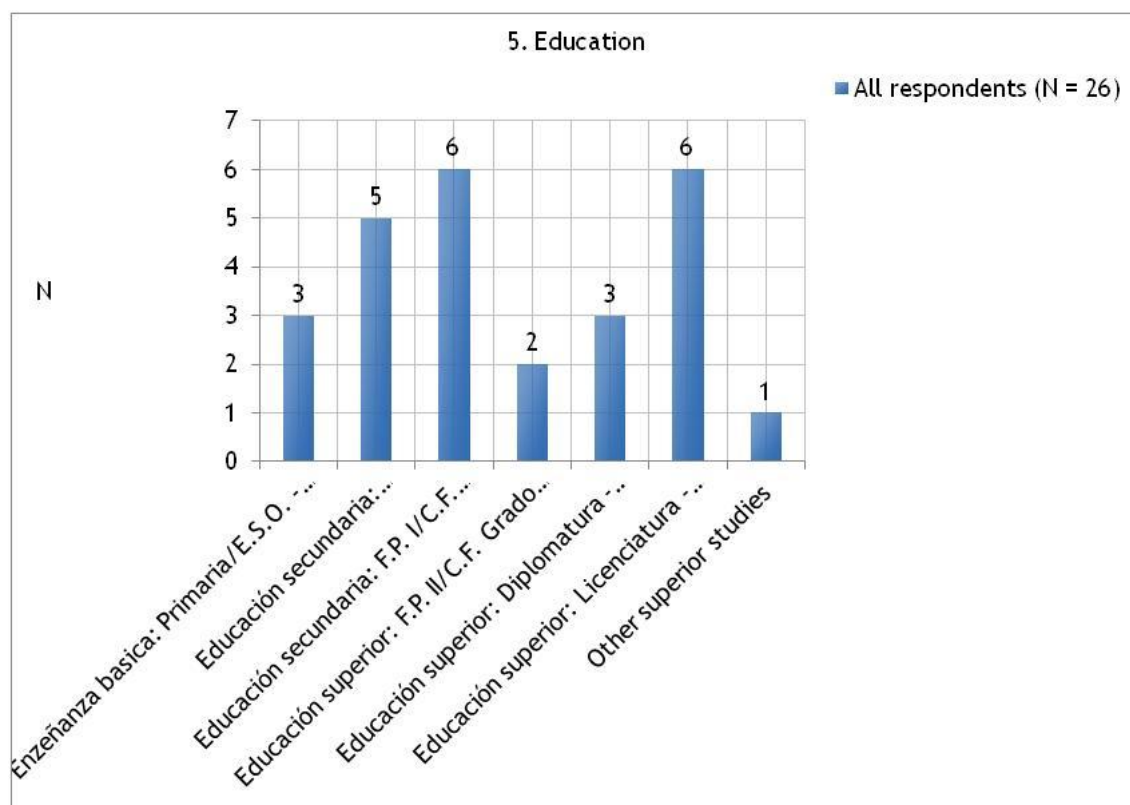


Figure 5: Education

To the fifth question (Figure 5) there were 26 replies: three (11.54%) “Enseñanza básica: Primaria/E.S.O. - Elementary school”, five (19.23%) “Educación secundaria: Bachillerato/COU/BUP - High school”, six (23.08%) “Educación secundaria: F.P. I/C.F. Grado Medio - Vocational school”, two (7.69%) “Educación superior: F.P. II/C.F. Grado Superior - Polytechnic”, three (11.54%) “Educación superior: Diplomatura - Lower University Degree”, six (23.08%) “Educación superior: Licenciatura - Higher University Degree”, and one (3.85%) “Other superior studies”.

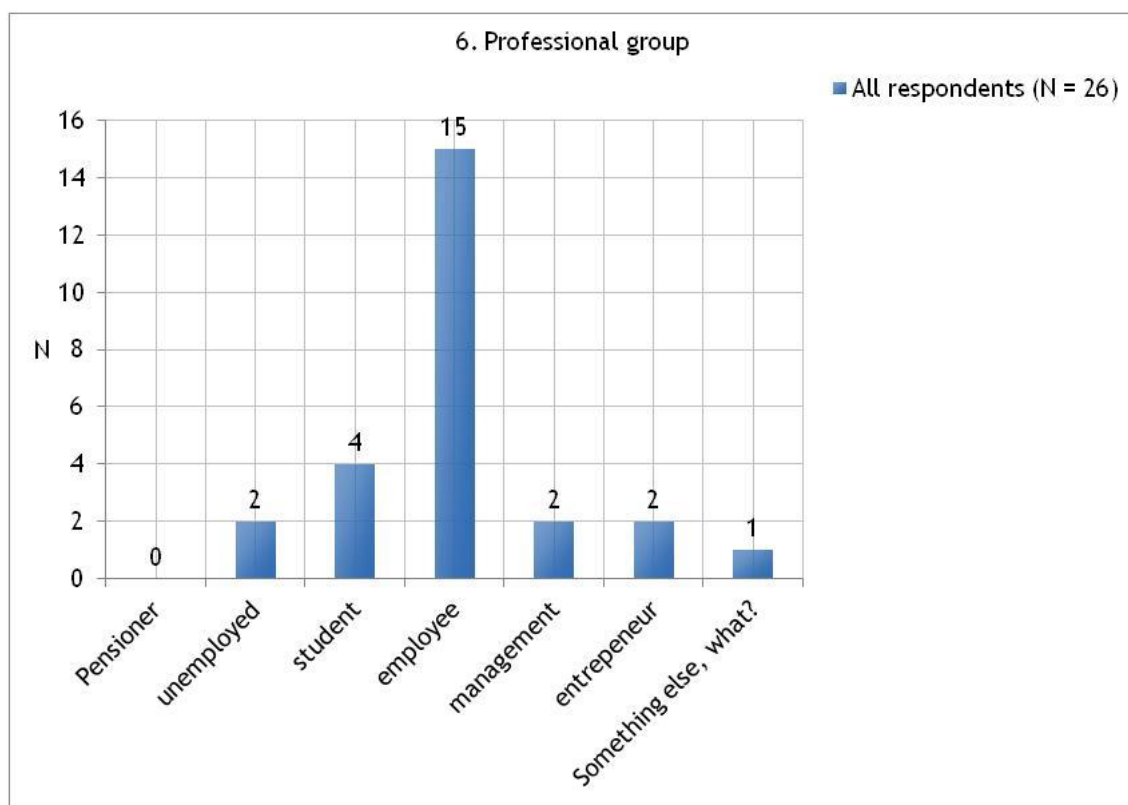


Figure 6: Professional group

To the sixth question (Figure 6) there were 26 replies: nought (0%) “Pensioner”, two (7.69%) “Unemployed”, four (15.38%) “Student”, 15 (57.69%) “Employee”, two (7.69%) “Management”, two (7.69%) “Entrepreneur” and one (3.85%) “Something else, what?”, which was not defined by the respondent.

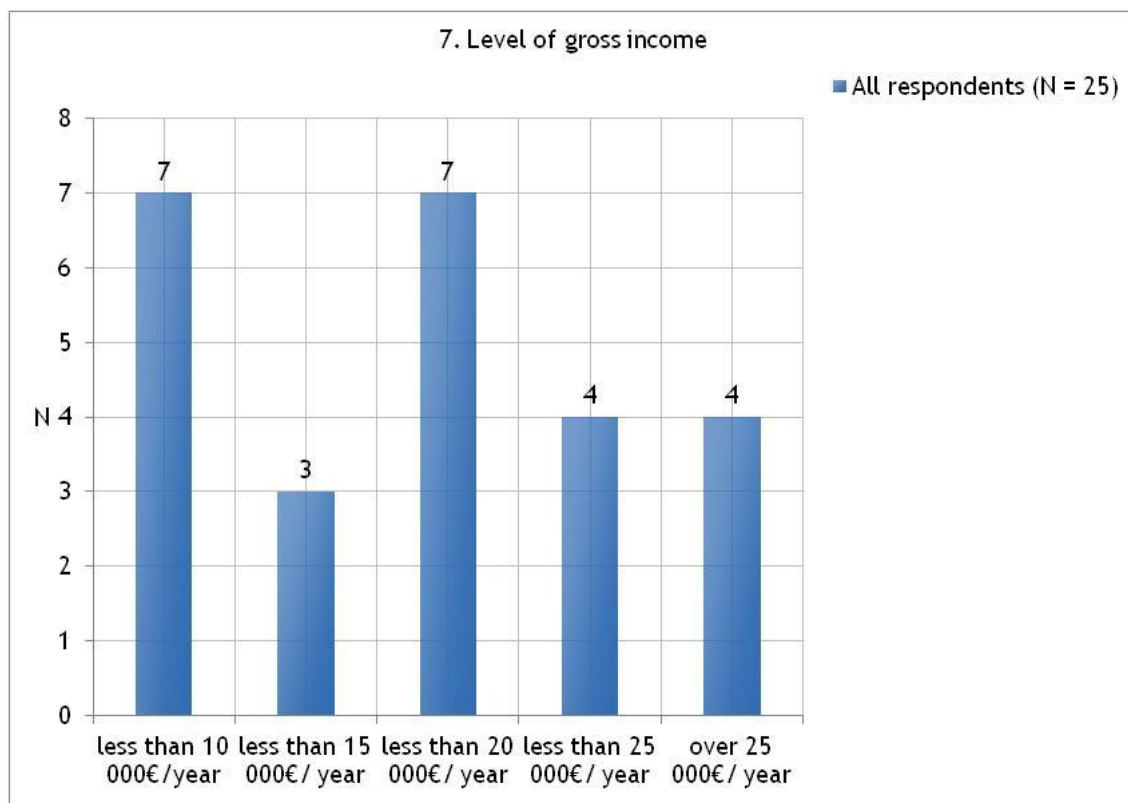


Figure 7: Level of gross income

To the seventh question (Figure 7) there were 25 replies: seven (28%) “Less than 10 000€/year”, three (12%) “Less than 15 000€/year”, seven (28%) “Less than 20 000€/year”, four (16%) “Less than 25 000€/year”, and four (16%) “Over 25 000€/year”.

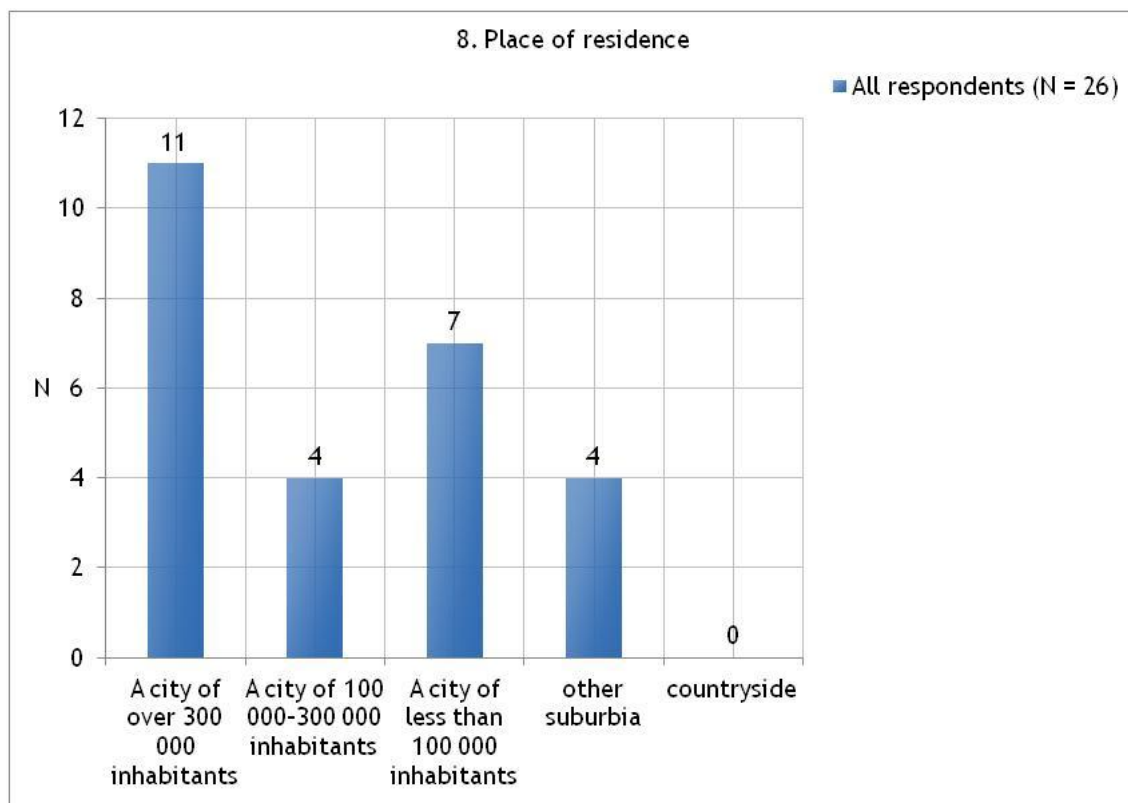


Figure 8: Place of residence

To the eighth question (Figure 8) there were 26 replies: 11 (42.31%) “A city of over 300 000 inhabitants”, four (15.38%) “A city of 100 000-300 000 inhabitants”, seven (26.92%) “A city of less than 100 000 inhabitants”, four (15.38%) “Other suburbia”, and nought (0%) “Country-side”.

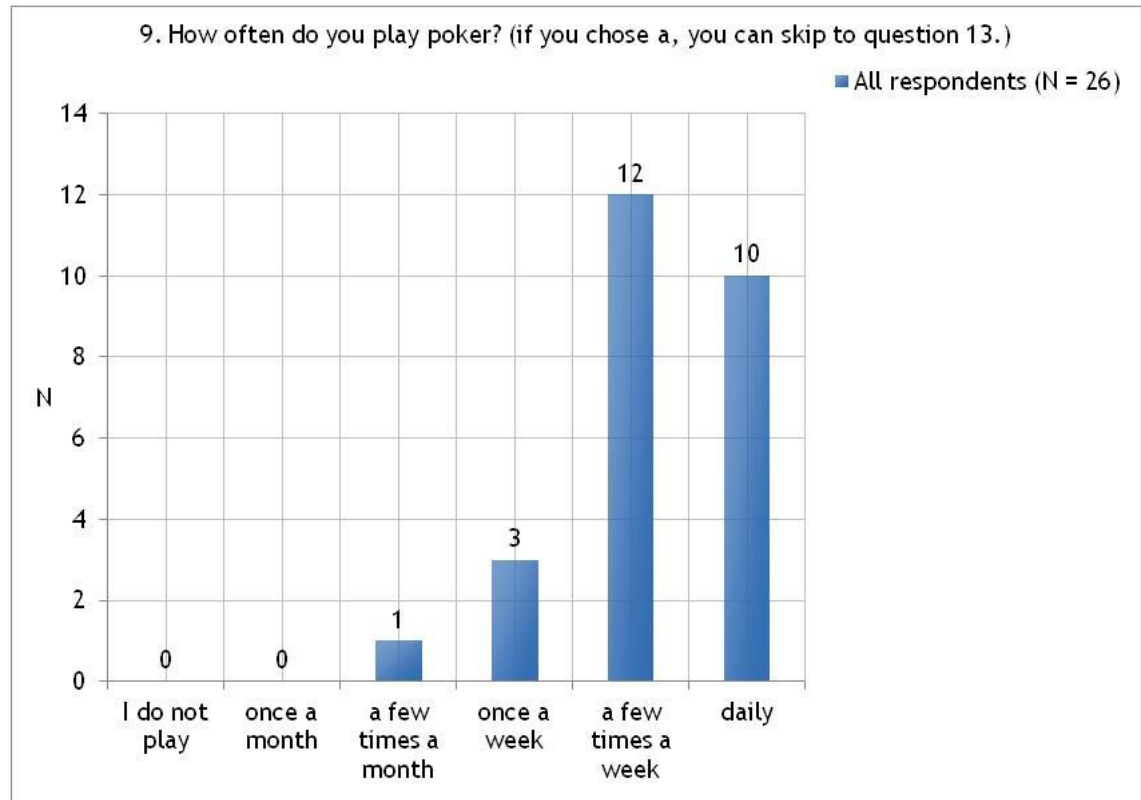


Figure 9: How often do you play poker? (If you chose a, you can skip to question 13.)

To the ninth question (Figure 9) there were 26 replies: nought (0%) “I do not play”, nought (0%) “Once a month”, one (3.85%) “A few times a month”, three (11.54%) “Once a week”, 12 (46.15%) “A few times a week”, and ten (38.46%) “Daily”.

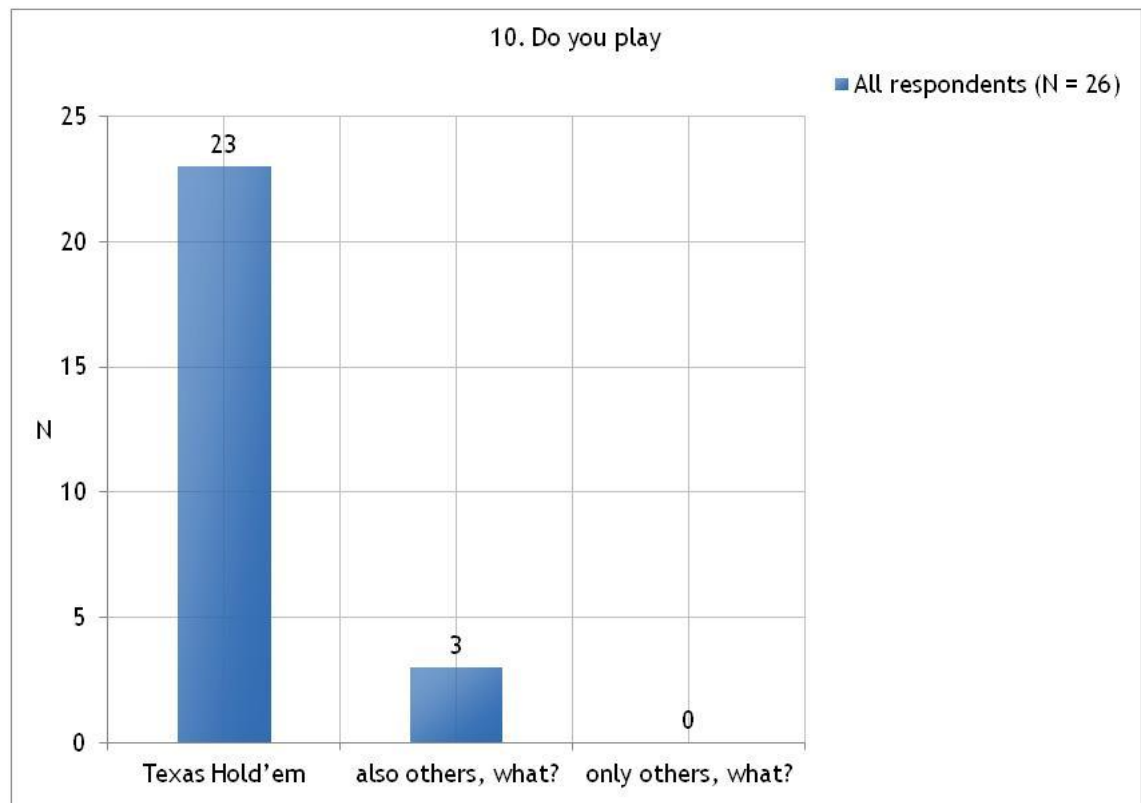


Figure 10: Do you play

To the tenth question (Figure 10) there were 26 replies: 23 (88.46%) “Texas Hold'em”, three (11.54%) “Also others, what?”, and nought (0%) “Only others, what?”. The other versions of poker that the respondents mentioned were Omaha, and Five Card.

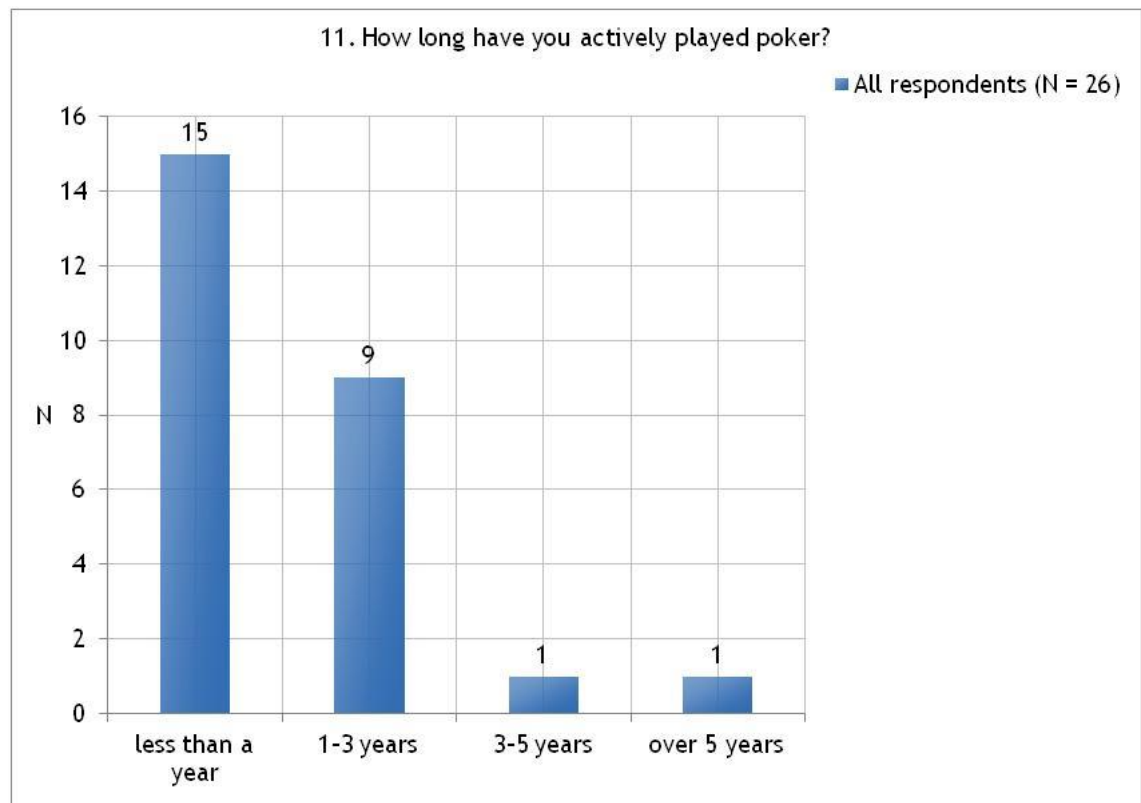


Figure 11: How long have you actively played poker?

To the eleventh question (Figure 11) there were 26 replies: 15 (57.69%) “Less than a year”, nine (34.62%) “1-3 years”, one (3.85%) “3-5 years”, and one (3.85%) “Over 5 years”.

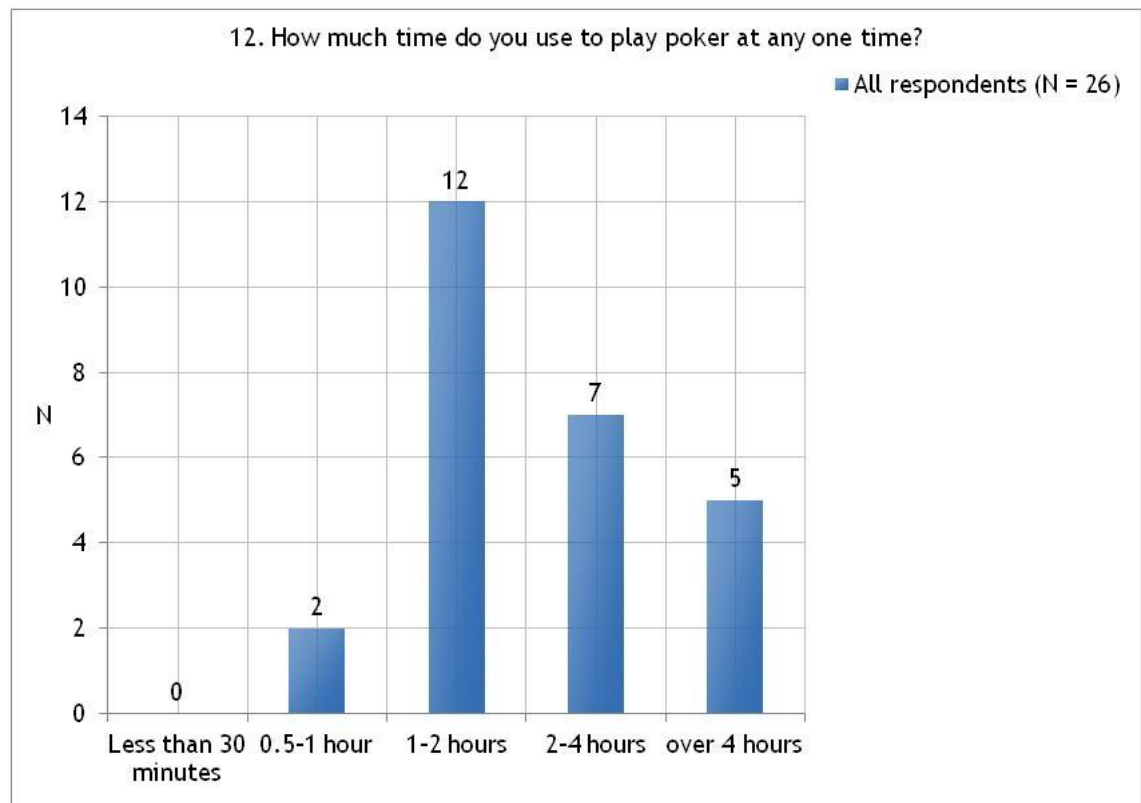


Figure 12: How much time do you use to play poker at any one time?

To the twelfth (Figure 12) question there were 26 answers: nought (0%) “Less than 30 minutes”, two (7.69%) “0.5-1 hour”, 12 (46.15%) “1-2 hours”, seven (26.92%) “2-4 hours”, and five (19.23%) “Over 4 hours”.

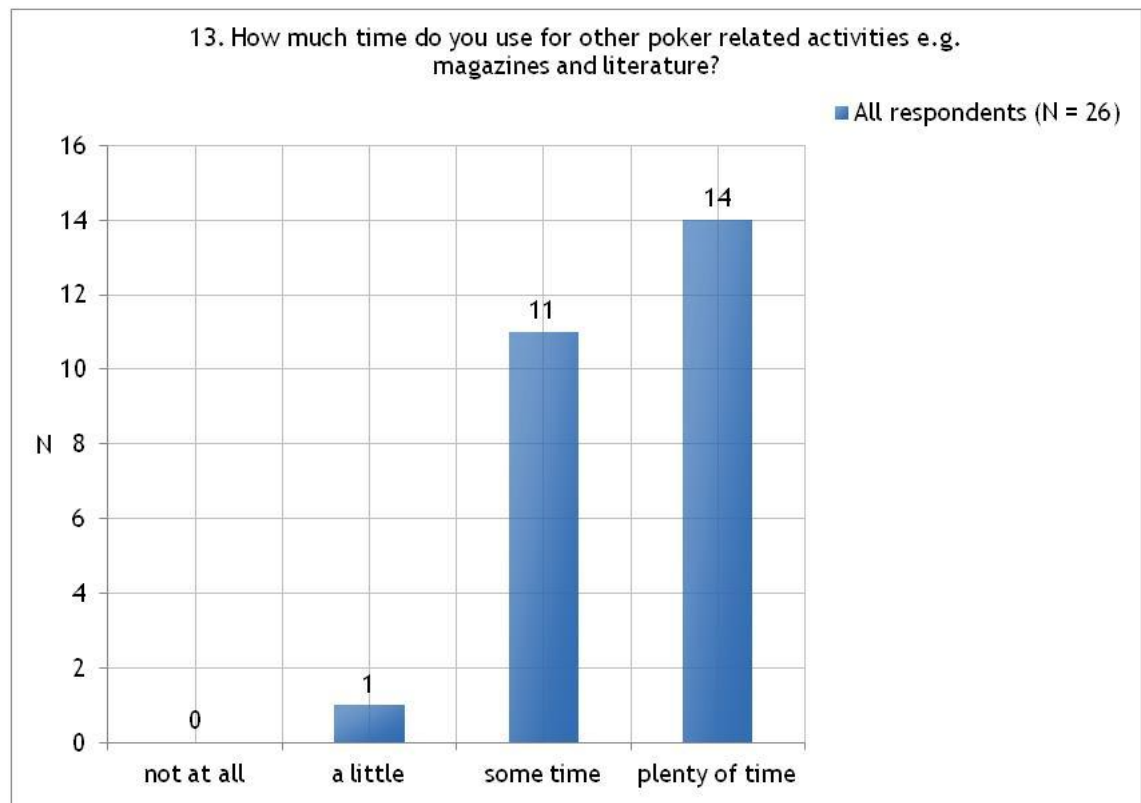


Figure 13: How much time do you use for other poker related activities e.g. magazines and literature?

To the thirteenth (Figure 13) question there were 26 answers: nought (0%) “Not at all”, one (3.85%) “A little”, 11 (42.31%) “Some time”, and 14 (53.85%) “Plenty of time”.

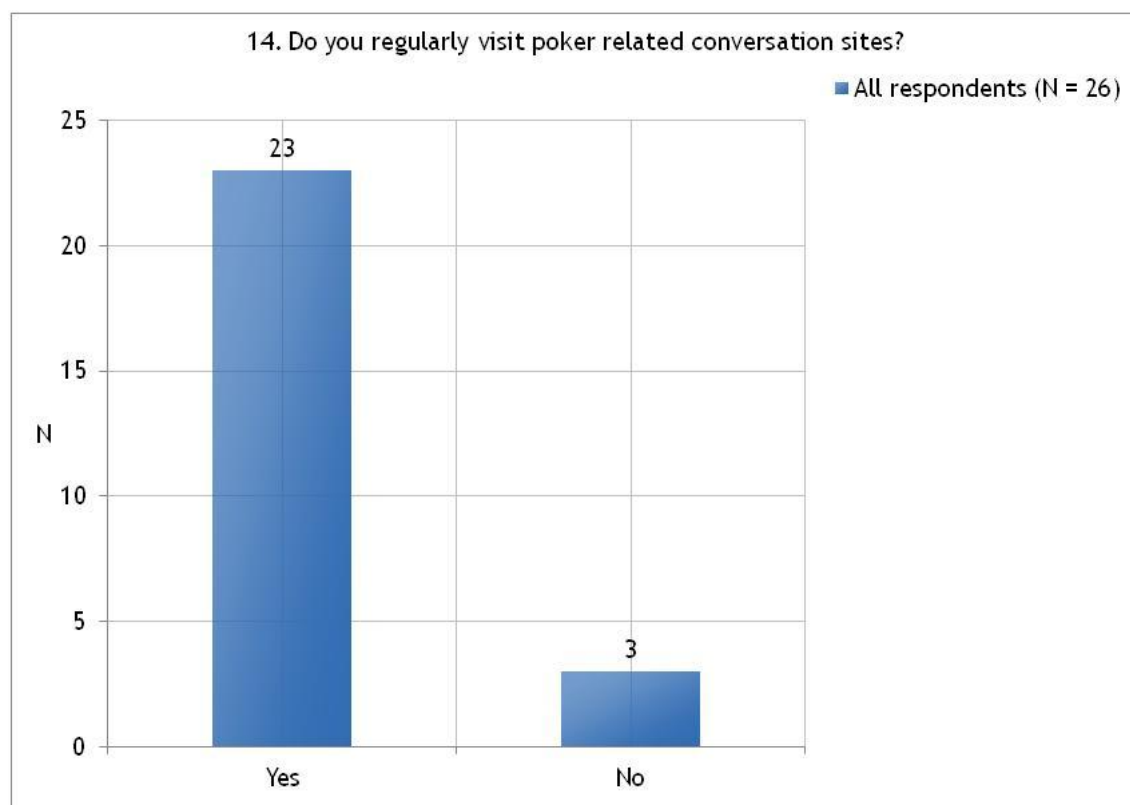


Figure 14: Do you regularly visit poker related conversation sites?

To the fourteenth question (Figure 14) there were 26 answers: 23 (88.46%) replied “yes”, and three (11.54%) “No”.

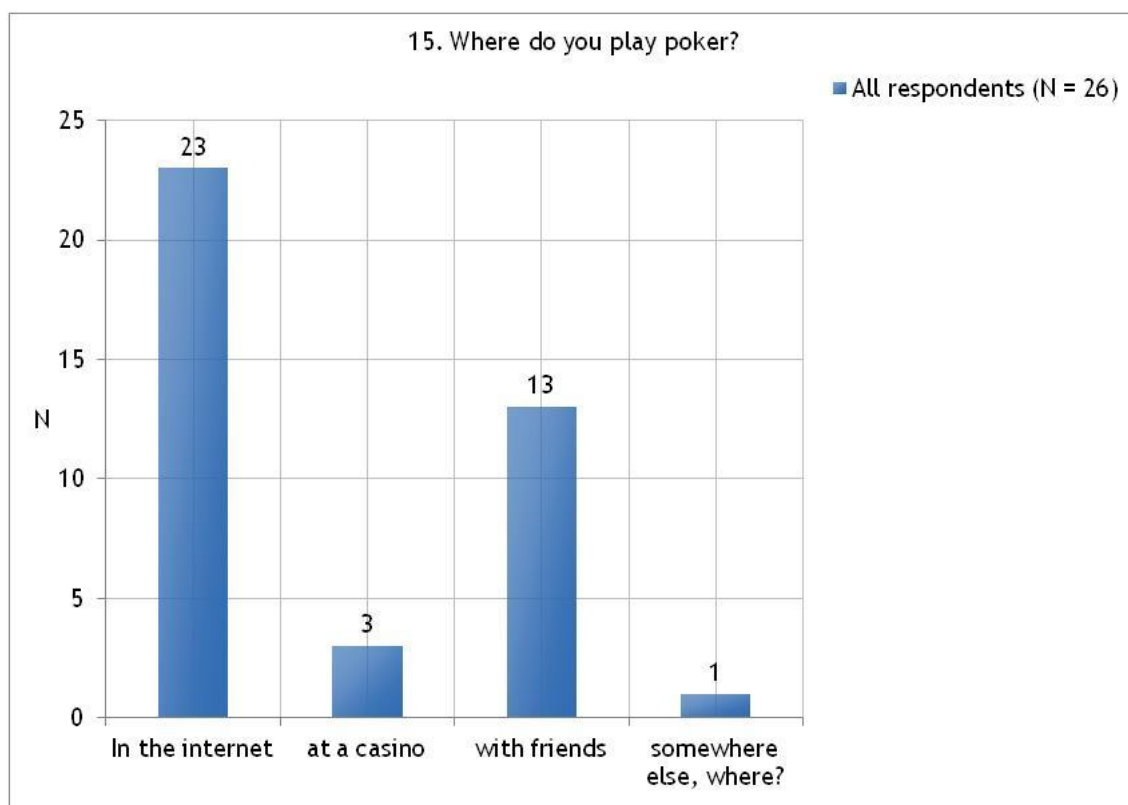


Figure 15: Where do you play poker?

To the fifteenth question (Figure 15) where there was the possibility to choose more than one option 23 (88.46%) people replied “in the internet”, three (11.54%) “At a casino”, half (50%) “With friends”, and one (3.85%) “Somewhere else, where?”; that place was “small tournaments”.

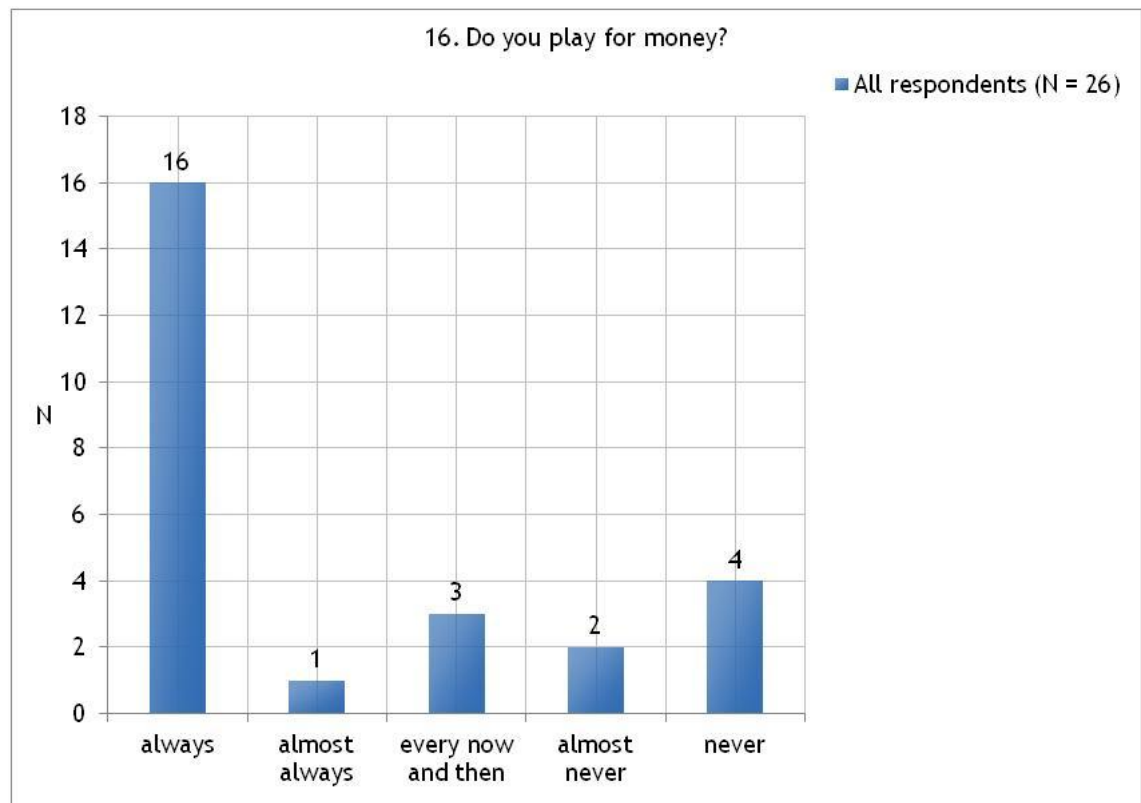


Figure 16: Do you play for money?

To the sixteenth question (Figure 16) there were 26 answers: 16 (61.54%) “Always”, one (3.85%) “Almost always”, three (11.54%) “Every now and then”, two (7.69%) “Almost never”, and four (15.38%) “Never”.

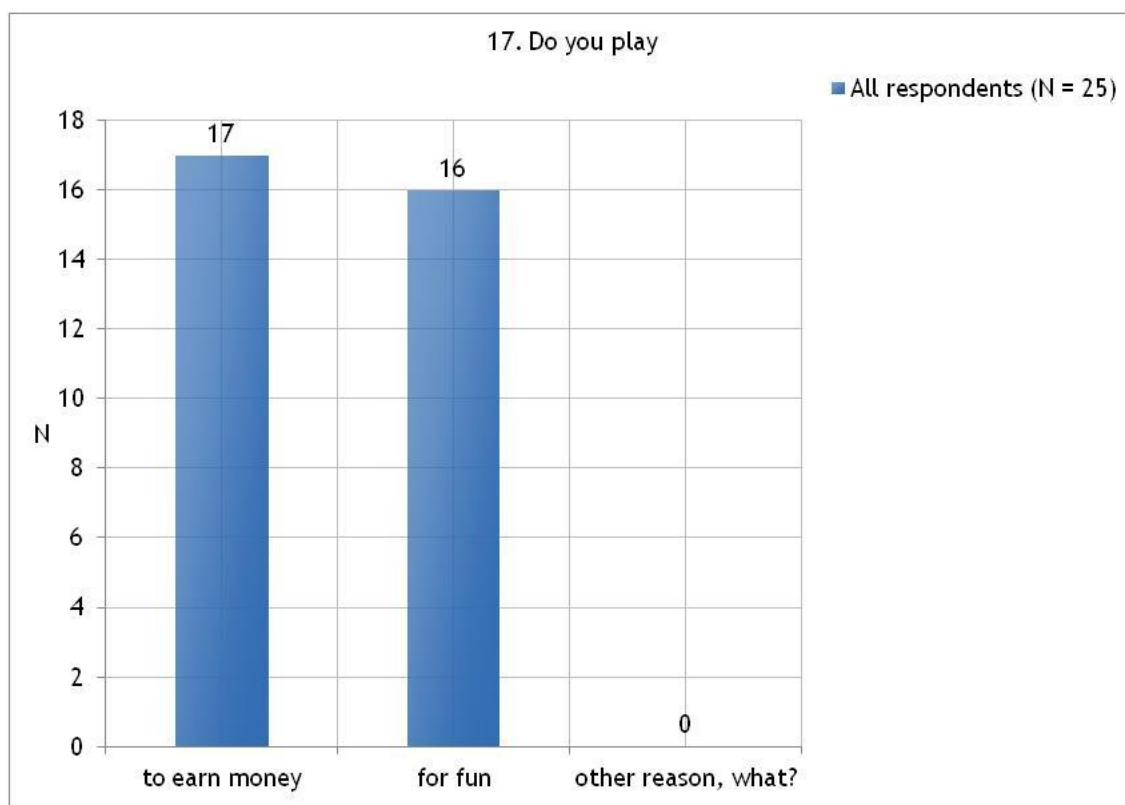


Figure 17: Do you play

To the seventeenth question (Figure 17) with the possibility to choose more than one option 17 (68%) replied “to earn money”, 16 (64%) “For fun”, and nought (0%) “Other reason, what?”

To the eighteenth question All 26 respondents marked their knowledge about all four magazines. For Card Player España three (11.54%) “I am a subscriber”, 20 (76.92%) “I have read it”, one (3.85%) “I know”, and two (7.69%) “I do not know”.

For Card Player Magazine (U.S.A.) one (3.85%) “I am a subscriber”, six (23.08%) “I have read it”, three (11.54%) “I know”, and 16 (61.54%) “I do not know”.

For Planet Poquer three (11.54%) “I am a subscriber”, 13 (50%) “I have read it”, two (7.69%) “I know”, eight (30.77%) and “I do not know”.

For Poker Europa one (3.85%) “I am a subscriber”, three (11.54%) “I have read it”, two (7.69%) “I know”, and 20 (76.92%) “I do not know”.

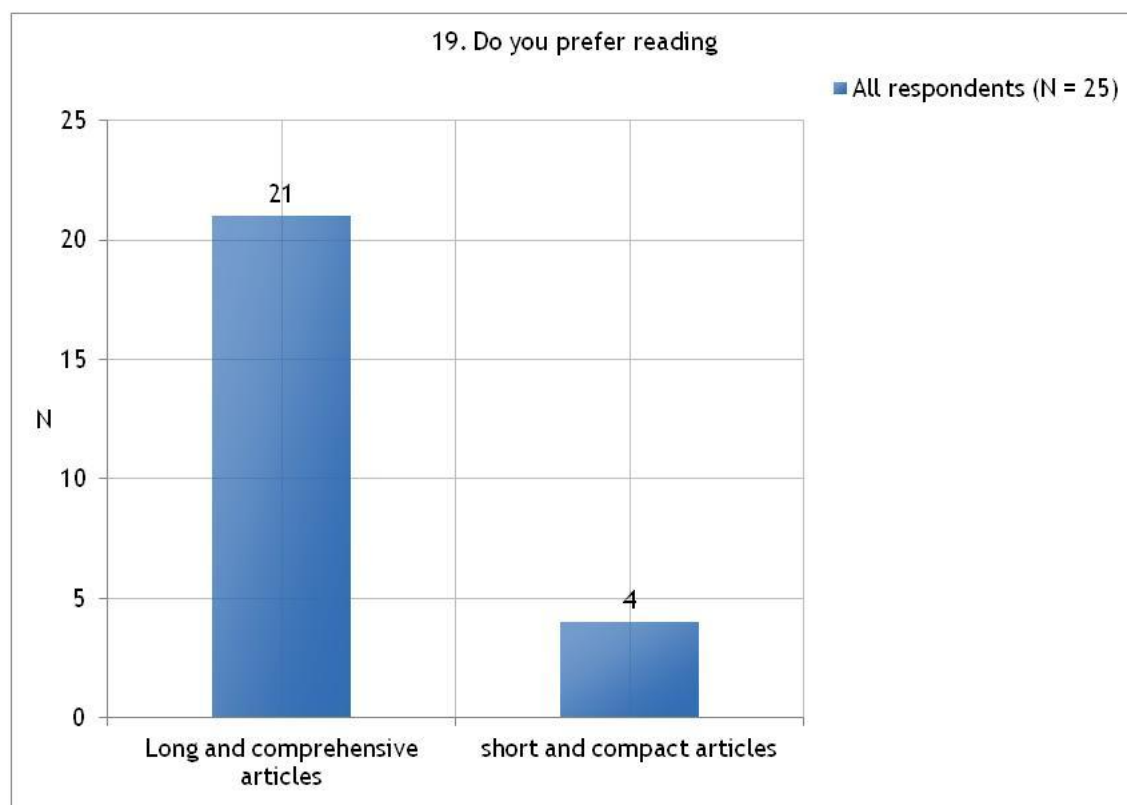


Figure 18: Do you prefer reading

To the nineteenth question (Figure 18) there were 25 answers: 21 (84%) “Long and comprehensive articles”, and four (16%) “Short and compact articles”.

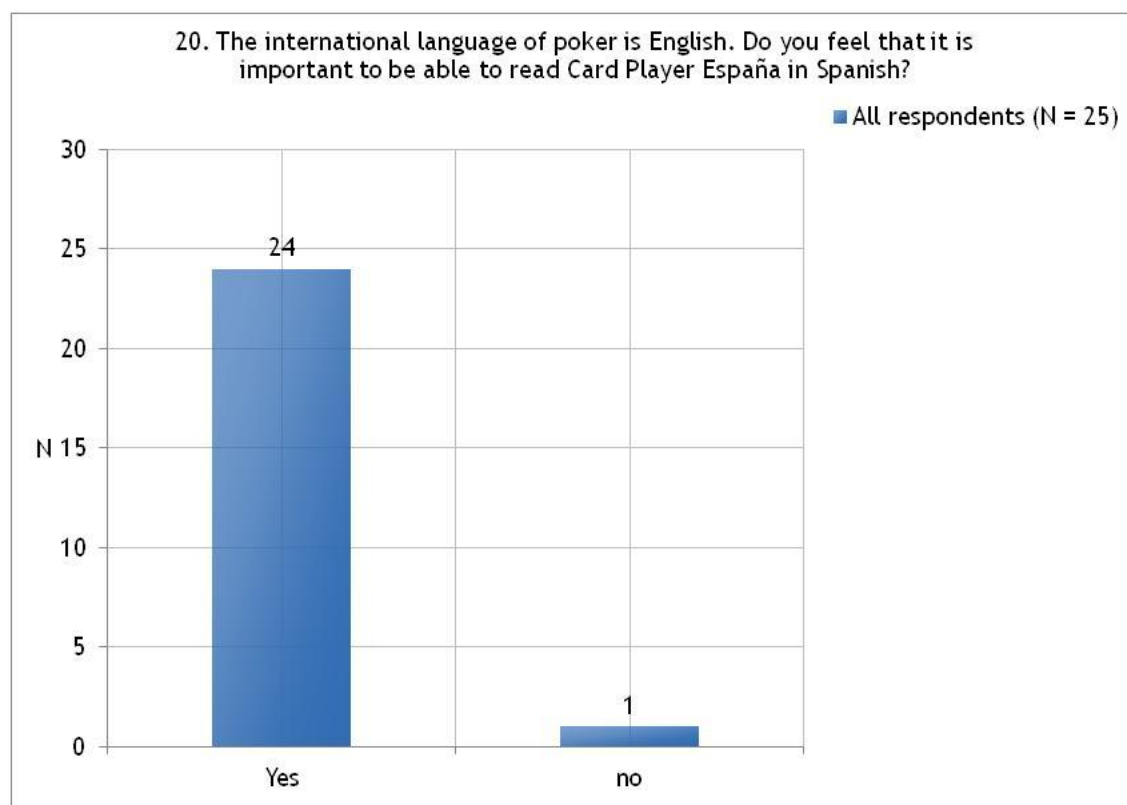


Figure 19: The international language of poker is English. Do you feel that it is important to be able to read Card Player España in Spanish?

To the twentieth question (Figure 19) there were 25 answers: 24 (96%) “Yes”, and one (4%) “No”.

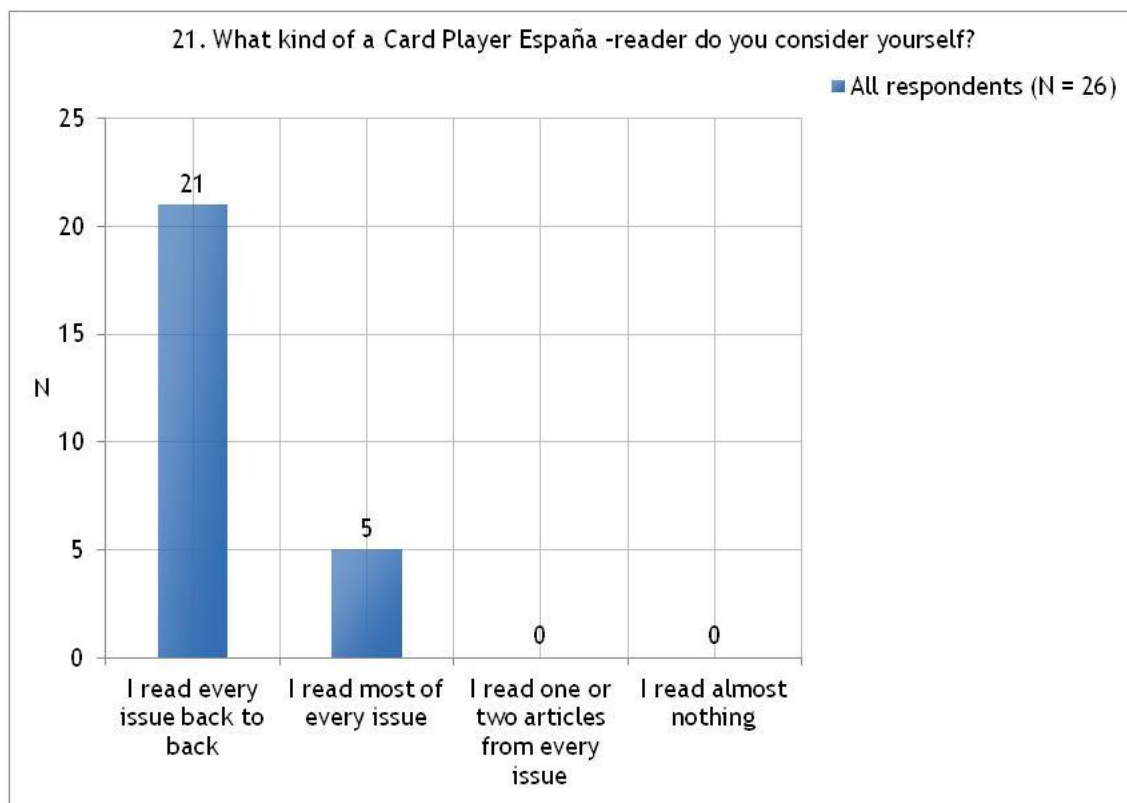


Figure 20: What kind of a Card Player España -reader do you consider yourself?

To the twenty-first question (Figure 20) there were 26 answers: 21 (80.77%) “I read every issue back to back”, five (19.23%) “I read most of every issue”, nought (0%) “I read one or two articles of every issue”, and nought (0%) “I read almost nothing”.

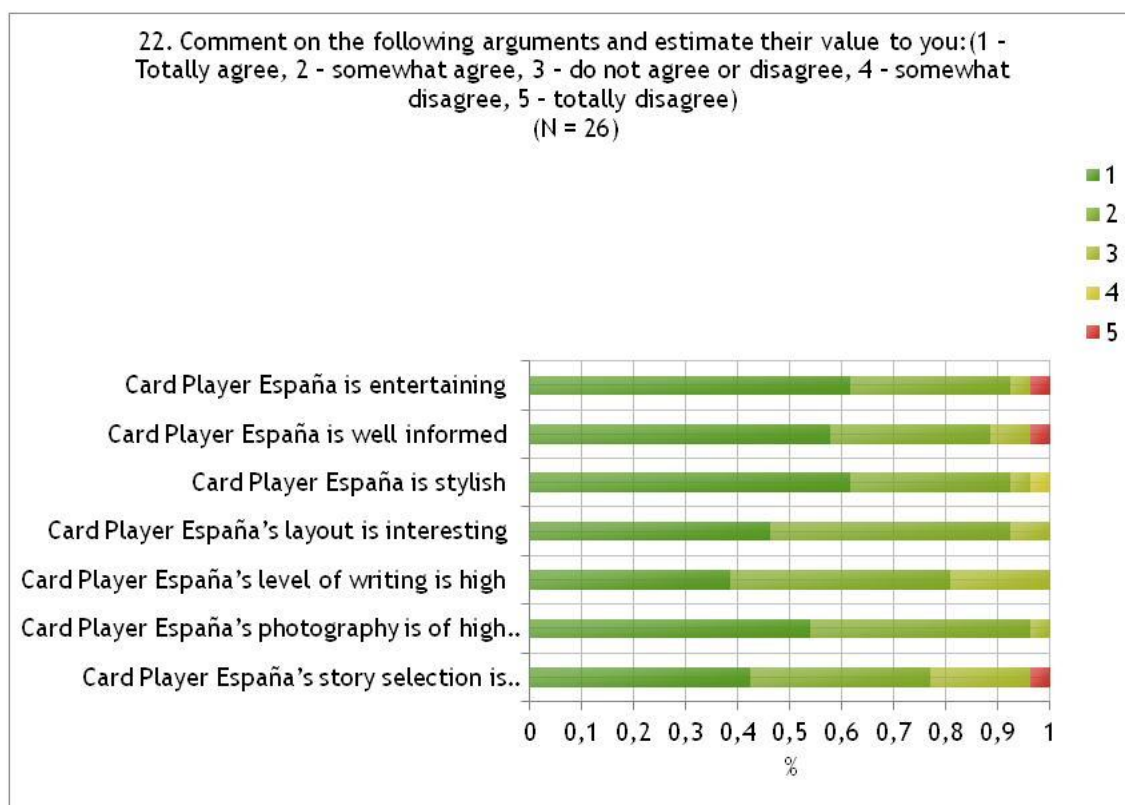


Figure 21: Comment on the following arguments and estimate their value to you:

To the twenty-second question (Figure 21) there was a Likert - scale of one to five (1 - Totally agree, 2 - somewhat agree, 3 - do not agree or disagree, 4 - somewhat disagree, 5 - totally disagree) utilized to evaluate the statements. The average for the argument "Card Player España is entertaining" was 1.54. The average for the argument "Card Player España is well informed" was 1.62. The average for the argument "Card Player España is stylish" was 1.50. The average for the argument "Card Player España's layout is interesting" was 1.62. The average for the argument "Card Player España's level of writing is high" was 1.81. The average for the argument "Card Player España's photography is of high quality" was 1.50. The average for the argument "Card Player España's story selection is interesting" was 1.88.

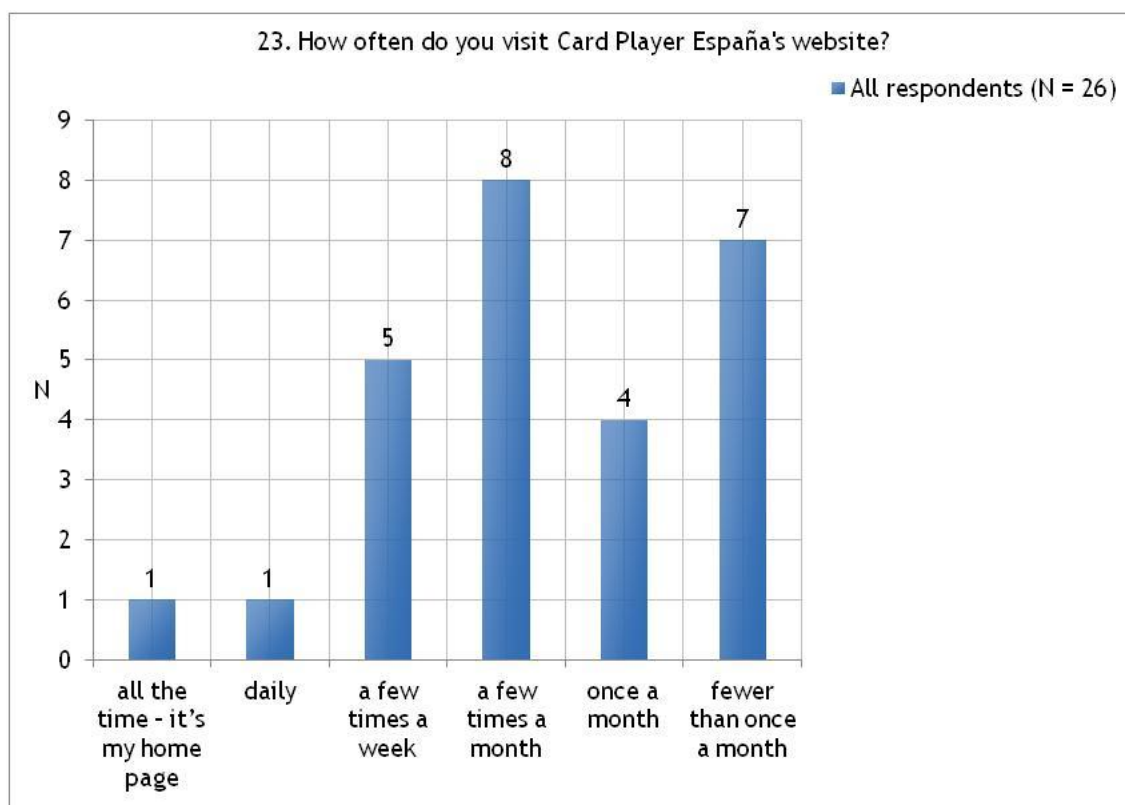


Figure 22: How often do you visit Card Player España's website?

To the twenty-third question (Figure 22) there were 26 answers: one (3.85%) all the time - it's my home page", one (3.85%) "Daily", five (19.23%) "A few times a week", eight (30.77%) "A few times a month", four (15.38%) "Once a month", and seven (26.92%) "Fewer than once a month".

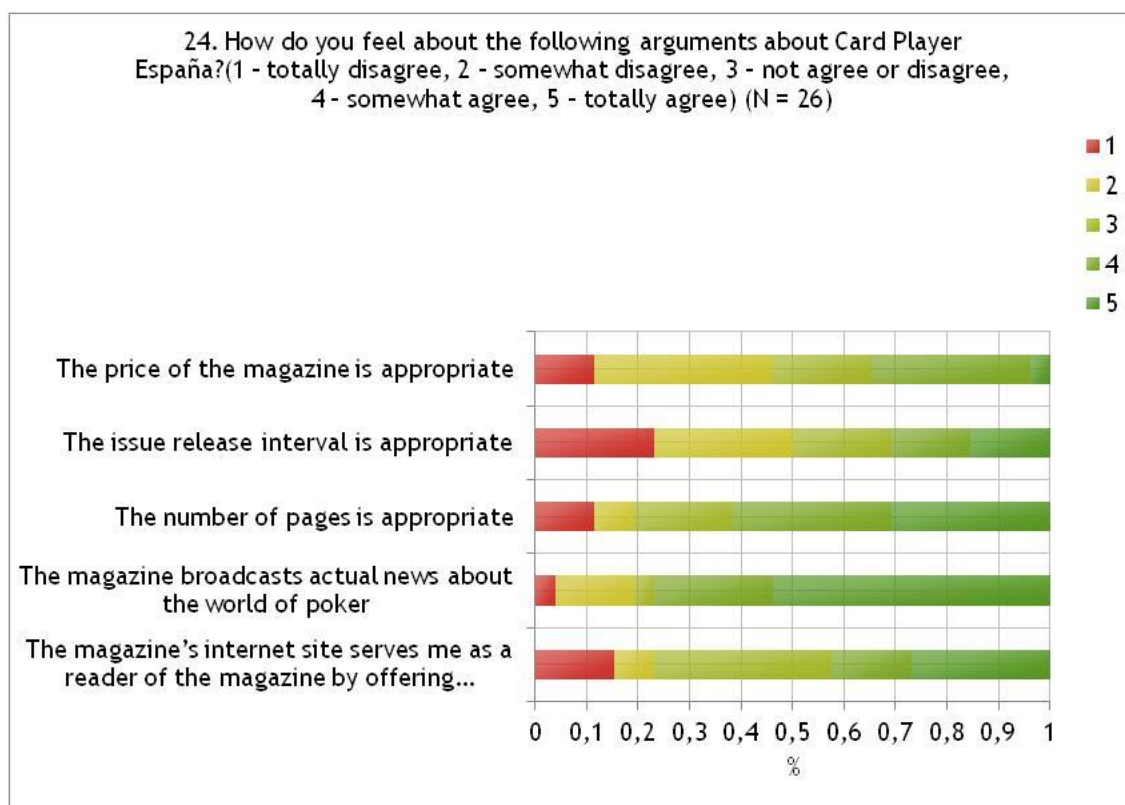


Figure 23: How do you feel about the following arguments about Card Player España?

To the twenty fourth question (Figure 23) here was a Likert - scale of one to five (1 - totally disagree, 2 - somewhat disagree, 3 - not agree or disagree, 4 - somewhat agree, 5 - totally agree) utilized to evaluate the statements. The average for the argument “The price of the magazine is appropriate” was 2.81. The average for the argument “The issue release interval is appropriate” was 2.73. The average for the argument “The number of pages is appropriate” was 3.62. The average for the argument “The magazine broadcasts actual news about the world of poker” was 4.08. The average for the argument “The magazine’s internet site serves me as a reader of the magazine by offering additional information about interesting topics” was 3.31.

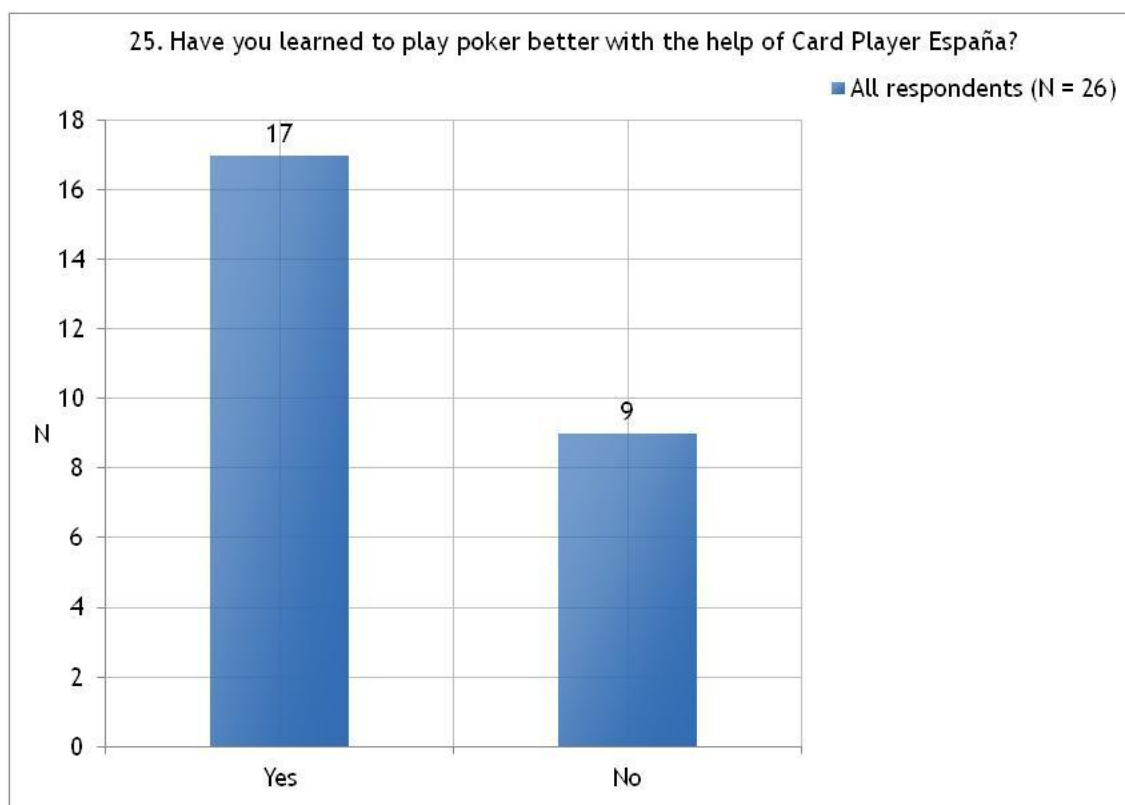


Figure 24: Have you learned to play poker better with the help of Card Player España?

To the twenty-fifth question (Figure 24) there were 26 answers: 17 (65.38%) “Yes”, and nine (34.62%) “No”.

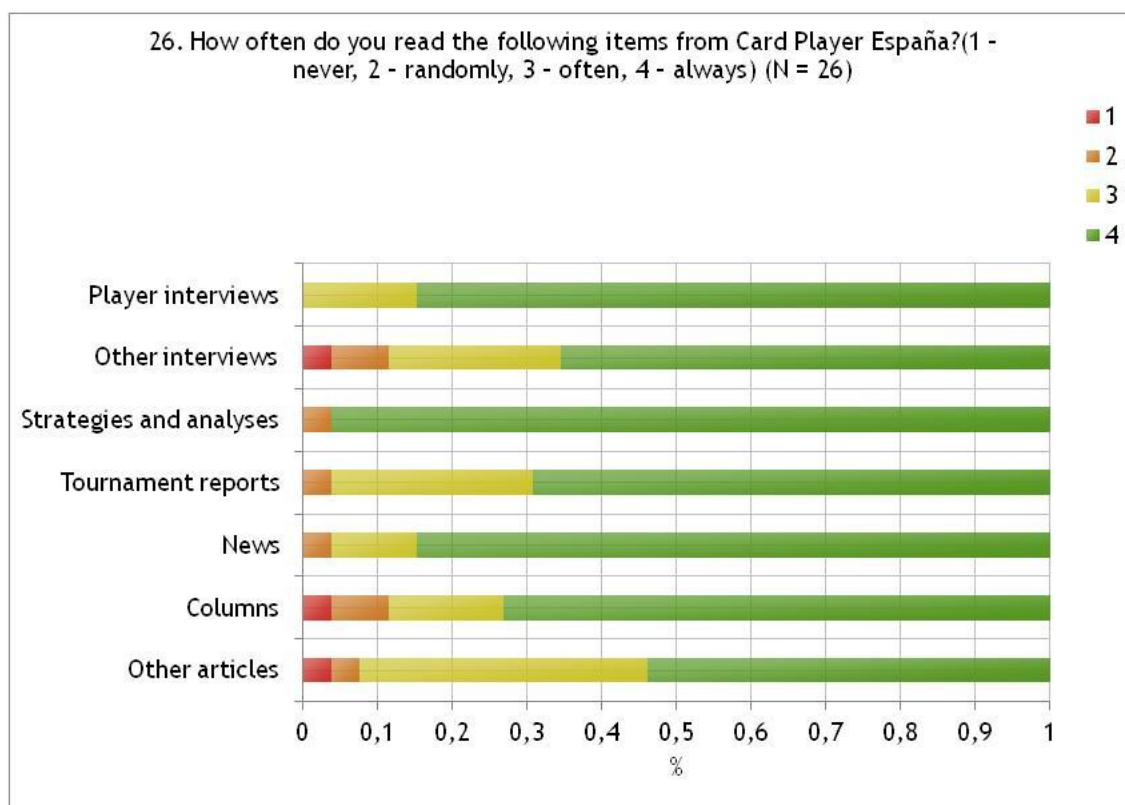


Figure 25: How often do you read the following items from Card Player España?

To the twenty-sixth question (Figure 25) there was a scale of one to four (1 - never, 2 - randomly, 3 - often, 4 - always) utilized to evaluate the items. The average for the item “player interviews” was 3.85. The average for the item “other interviews” was 3.50. The average for the item “strategies and analyses” was 3.92. The average for the item “tournament reports” was 3.65. The average for the item “news” was 3.81. The average for the item “columns” was 3.58. The average for the item “other articles” was 3.42.

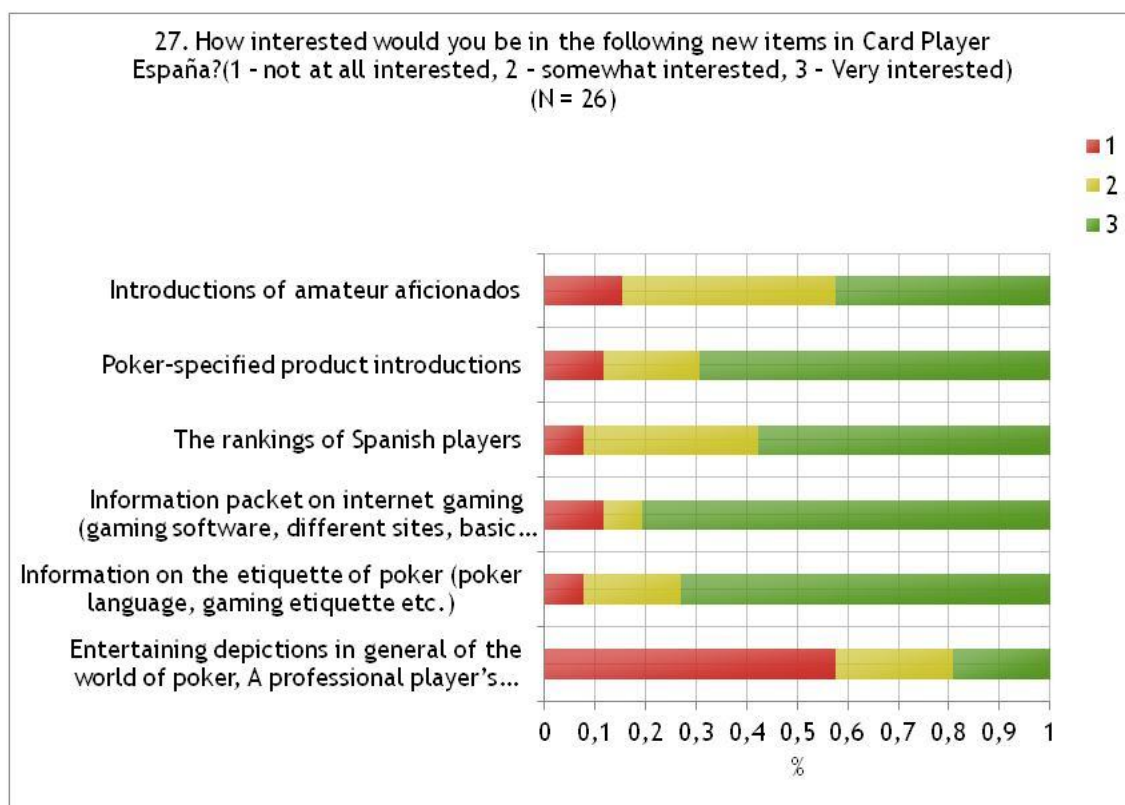


Figure 26: How interested would you be in the following new items in Card Player España?

For the twenty-seventh question (Figure 26) there was a scale of one to three (1 - not at all interested, 2 - somewhat interested, 3 - very interested) utilized to evaluate the items. The average for the item “Introductions of amateur aficionados” was 2.27. The average for the item “Poker-specified product introductions” was 2.58. The average for the item “The rankings of Spanish players” was 2.50. The average for the item “Information packet on internet gaming (gaming software, different sites, basic strategies etc.)” was 2.69. The average for the item “Information on the etiquette of poker (poker language, gaming etiquette etc.)” was 2.65. The average for the item “Entertaining depictions in general of the world of poker, A professional player’s column/blog, whose?” was 1.62.

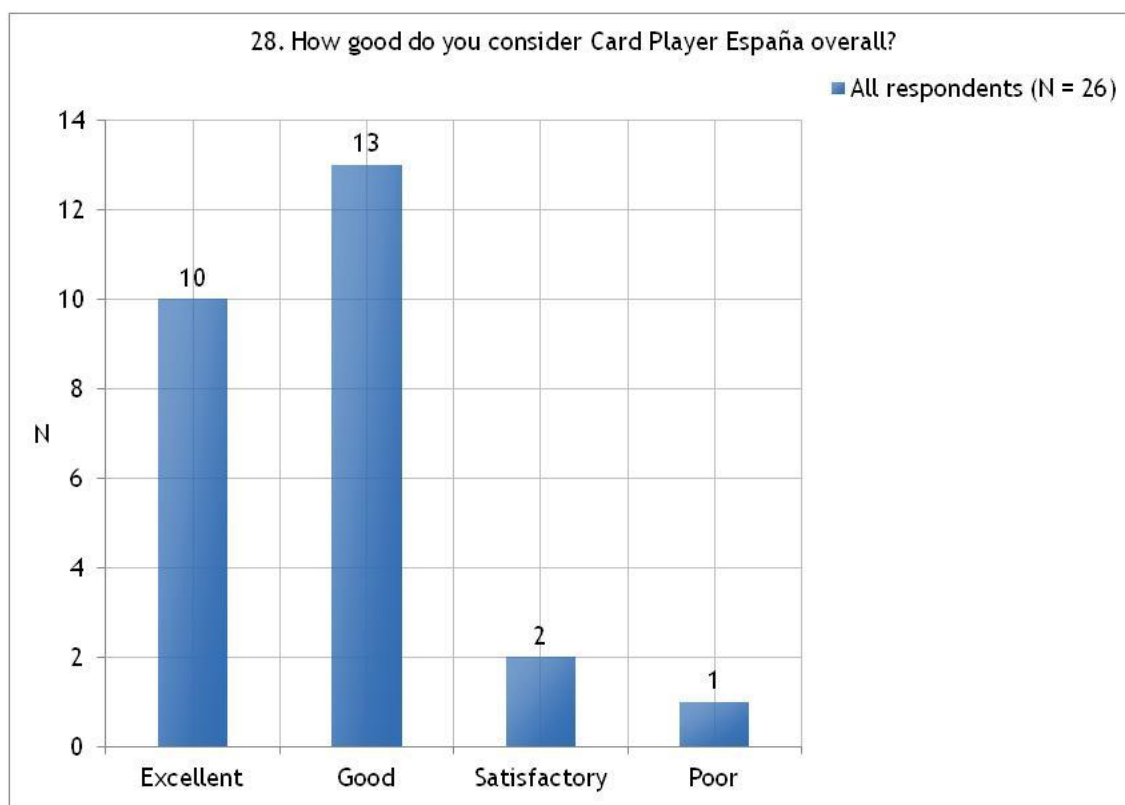


Figure 27: How good do you consider Card Player España overall?

To the twenty-eighth question (Figure 27) there were 26 answers: ten (38.46%) “Excellent”, 13 (50%) “Good”, two (7.69%) “Satisfactory”, and one (3.85%) “Poor”.

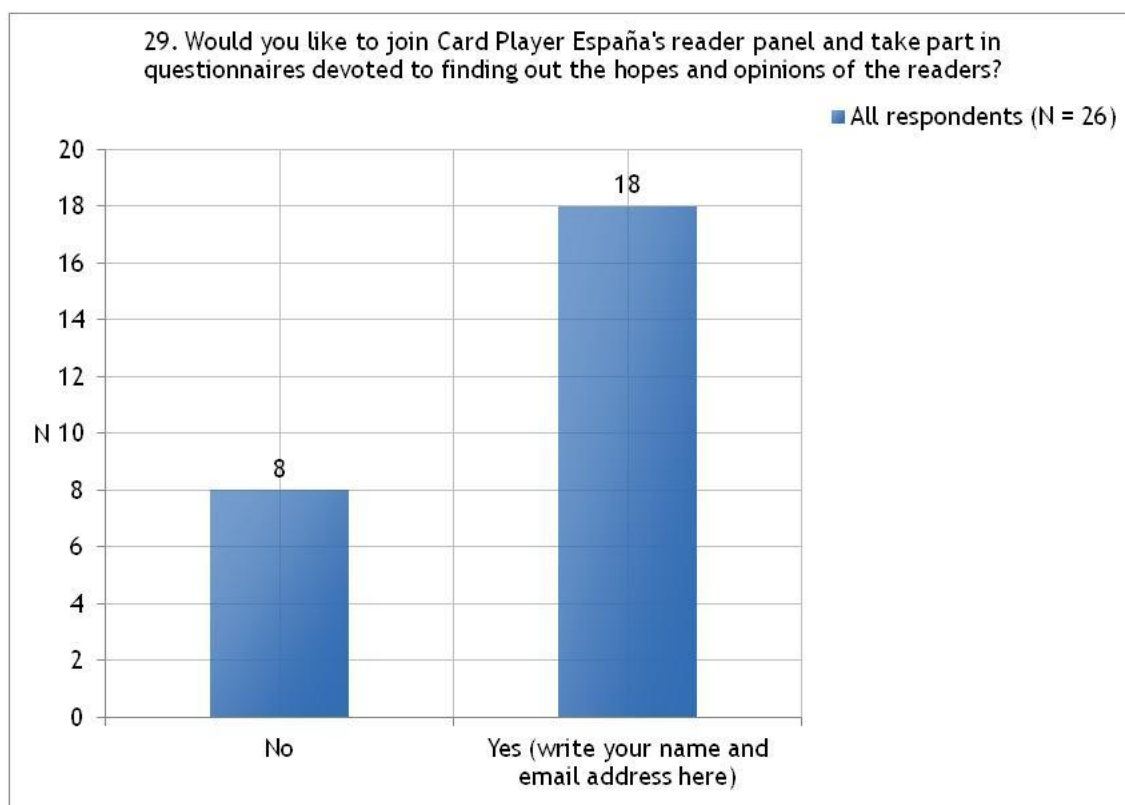


Figure 28: Would you like to join Card Player España's reader panel and take part in questionnaires devoted to finding out the hopes and opinions of the readers?

To the twenty-ninth question (Figure 28) there were 26 answers: eight (30.77%) “No” , and 18 (69.23%) “Yes (write your name and email address here)”.

4.3 Analysis

In this part the results of the questionnaire are analysed and conclusions are drawn. The connections between answers are examined and stereotypes are formed. The results were analysed with Digium Enterprise - software (see Appendices 1 and 2).

88,46% of the respondents had bought a separate issue indicating that they had had an interest in the magazine but had not yet been convinced enough in order to become subscribers.

As all of the respondents of the questionnaire were male it is reasonable to state that there is a high probability that a vast majority of all of the readers of Card Player España are male. This also corresponds with the author's subjective view that poker in general is a highly male dominated pastime and profession. The aforementioned is an important indicator when making marketing and advertising related decisions both for promoting the magazine itself and for third parties making decisions about publishing within the magazine.

The distribution of age was concentrated within the two age groups between 25 and 44 years where 22 (84.61%) of the respondents were placed. Being able to state the average age of the customers relatively accurately also helps when making the aforementioned marketing and advertising related decisions.

Marital status revealed no real emphasis in any category. The scarcity of widowers and divorcees corresponds with the distribution of age of the respondents. Education did not reveal an emphasis either in any one category either. In fact if anything can be concluded is that education does not seem to have any effect in the interest for poker.

More than half of the respondents stated that they have an “employee” status. However, anything significant cannot be concluded from the statistic. Level of gross income was not emphasized in any way. It seems that income does not have any relevance with the interest of playing poker.

Close to a half of the respondents stated that they live in a city of more than 300,000 people of which there are about a dozen in Spain. No one of the respondents lived on the countryside. 84.61% lived in a city.

84.61% of the respondents stated that they play poker at least a few times a week; more than a third play daily. All but one played weekly. Two conclusions can be made from the data; either only keen poker players replied to the questionnaire or all of the readers of Card Player España are keen poker players.

All of the respondents play Texas Hold'em which is the most popular version of poker in television tournaments and internet platforms. It is also where Card Player España's emphasis is on and clearly that is the correct emphasis.

A vast majority, 92.31% of the respondents, have played poker a relatively short period of time; maximum three years. As a majority, 57.69%, had only played for less than a year one can argue that the popularity of poker had been increasing during those past few years.

92.30% of the respondents play at least one hour at any one time; a half of that group plays at least two hours at any one time. A fifth of the respondents play more than four hours at any one time. As a vast majority plays at least a few times a week and at least one hour at a time it can be concluded that a vast majority of the respondents use at least two to three hours a week to play Texas Hold'em.

All but one of the respondents stated that they spend at least some time and more than half of them plenty of time with poker related activities. That would suggest that there exists a reasonable market for a poker magazine in Spain.

As 88.46% of the respondents claimed that they do regularly visit poker related conversation sites it is a clear indication that there exists a want for additional knowledge about poker. One could infer that the type of knowledge available on these types of sites is related to gaming strategies and techniques and that it is being exchanged between aficionados.

Of the three options readily available internet was the most popular with 88.46% of the respondents using it as a gaming platform. As half of the respondents stated that they play with friends and 11.54% play at a casino one can assume that even though poker is a social sport the success of internet gaming is explained with its accessibility; one can play online without physically having to meet with a desired number of people.

A little under a fourth of the respondents never or almost never play for money. However, the rest play at least every now and then and a considerable majority always plays for money. One can argue that the fascination of poker is connected to its gambling origins.

With the possibility to choose more than one option, money was the most popular motivation to play poker. However, almost equally popular was to play for fun. It seems that playing poker has both external (money) and internal (fun) motivators. The success of poker can probably be explained with both of these motivators coexisting within the activity. The respondents did not mention other reasons or motivation to play poker.

In comparison with the three rival magazines available in Spain for Card Player España, Planet Poquer - magazine was the runner-up with the same amount of subscribers. However, Card Player España had more responses from people who had read it: 20 versus 13. The two other magazines, Card Player Magazine (U.S.A.) and Poker Europa did not fare as well in comparison; they were considerably less known. Unexpectedly two people claimed they did not know Card Player España even though they were taking part in responding to the questionnaire of the magazine in question. One can assume that they responded meaning they did not know the magazine before the issue in question.

As a considerable majority prefers reading long and comprehensive articles one can assume that the reason for reading the articles at all is to get as much in-depth information from the articles as possible and that that is where the authors should concentrate on with their future articles.

As all but one of the respondents stated “yes” it seems crucial for the magazine’s success that it be written in Spanish.

With a clear majority reading every issue “back to back”, and the rest reading most of every issue, one can assume it is because of the niche-nature of the product - being a highly specialized magazine focused on a single theme.

Without there being radical differences between the average values for the arguments, the magazine was viewed mainly as entertaining, stylish, and having high quality photographs. Card Player España’s level of storytelling and -selection scored the lowest average.

As roughly a fourth of the readers visit the website reasonably often, around a half every now and then, and the rest fairly rarely, is an indicator that the website is seen and can be utilized to provide complementary information to the readers of the magazine.

More than anything Card Player España was seen as a magazine that provides actual news from the world of poker. The worst average score was given to the arguments about the release interval and the price. It seems that one should consider publishing the magazine monthly instead of six times a year and with a lower price (which was €5).

Roughly two thirds perceive themselves a better poker player because of Card Player España. Similarly, as two thirds play poker for money, the magazine can be seen as an investment in addition to entertainment. Thus metaphorically, Card Player España represents the appeal of poker; opportunity to earn money and entertainment.

Player interviews, strategies and analyses, and news were the most favoured articles on average. “Other interviews” and “other articles” were the least favoured on average.

Poker specified product introductions, information packets on internet gaming, and information on the etiquette of poker received the most interest for which a vast majority claimed they would be very interested in. Entertaining depictions of the world of poker from professional players in form of a column or a blog was seen as not at all interesting by the majority.

As a majority evaluated the overall quality to be between “excellent” and “good” the result can be seen as very good. Therefore one can also state that between the respondents the perceived quality of Card Player España is seen as very good.

More than two thirds of the respondents were willing to give their email address for the reader panel which indicates that there exists an actual support to improve the magazine.

Even though the number of responses was fewer than expected clear demographical, psychographic and behavioural stereotypes can be formed.

Based on the results of the questionnaire, a stereotypical reader of Card Player España is a male who bought a separate issue, is between 25-44 years old, and lives in a city. He plays Texas Hold'em poker at least a few times a week and he has been doing so not more than three years. He uses one to four hours to play at any one time. In addition, he uses plenty of time for other poker related activities such as magazines and regularly visits poker related conversation sites. He plays poker mainly in the internet, but also with friends. He plays poker for money. Furthermore, he plays to earn money but equally for fun; he does not have any other motivations to play. When reading Card Player España it is a requirement for him to be able to read it in Spanish. He prefers reading long and comprehensive articles, however, he reads every issue "back-to-back". He visits the Card Player España website approximately a few times a month. Although he feels that the magazine release interval is not appropriate, he feels that the magazine broadcasts actual news about the world of poker. He has learned to play poker better with the help of the magazine. He would like to see more strategies and analysis, information on internet gaming, and information on the etiquette of poker in the items of the magazine but overall he feels that Card Player España is a very good magazine. He is even willing to take part in future questionnaires in order to improve the magazine.

The perceived quality of Card Player España was established; overall it was seen as very good mainly for its attributes coinciding with the appeal of poker; entertaining and an opportunity to earn money.

5 Conclusions

The objective of the thesis was to establish the quality of the magazine. Even though the number of responses was fewer (26) than expected clear demographic, psychographic and behavioural stereotypes can be formed. The results of the thesis can be used as a guide for improving the magazine if deemed necessary. The information about the demographics support marketing related decisions for both the magazine and those interested in doing publicity in the magazine. The psychographics data together with the behavioural data support decisions relating to the contents of the magazine, for example, deciding the length of the stories, or regarding the level of experience and knowledge of the readers. In addition, the behavioural data helps in making decisions about the future direction of the magazine, for example, which items to leave out of future publications and which to include, or moreover, which items need more emphasis than before.

Based on the answers and the information analysed from the questionnaire, one can argue that the appeal of poker is explained with the fact that it is viewed as equally fun (an internal motivator) than an opportunity to earn money (an external motivator), and that it is more popular nowadays than ever because of the facility that is provided by the internet gaming platforms - even though it is a social sport.

The perceived quality of Card Player España was established; overall it was seen as very good mainly for its attributes coinciding with the appeal of poker; entertaining and an opportunity to earn money.

The increased success of poker is highly related to internet gaming, the information available among which also Card Player España is, conversation sites and the social nature of the internet. The easier accessibility and facility i.e. the lack of need for a physical venue reflects directly to the frequency to play poker, and the time used to play it as playing is no longer so dependent on the schedules of gaming partners.

Although not the theme of the thesis, during the thesis process the author had a chance to study the differences between gathering information of the questionnaires by post and gathering information online. The responses for the actual survey were received by post as the actual survey form was one double sided page of the magazine. Then using the Digium Enterprise - software (see Appendix 2) online one entered the results in the programme in order to be able to analyse the results more easily. The software also has a possibility to design an online questionnaire (see Appendix 5), for which a hyperlink could be created on the Card Player España website (see Appendix 4) or sent to any email address. Following that hyperlink the respondent could answer the questionnaire online and then submit it electronically instead of physically having to post it. One can assume that this facility would increase the number of responses submitted. This would also eliminate the need to manually enter the results to the programme which would considerably save time if there were many responses. Therefore one proposes that any future surveys be published in the internet, thus coinciding with the main reason for the increased popularity of poker; accessibility.

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Appendices

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- Appendix 4: Card Player España website
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Appendix 1: Digium Enterprise website mainpage - www.digium.fi

The screenshot shows the Digium Enterprise website mainpage. At the top, there is a navigation bar with the Digium logo and links for language selection (SUOMEKSI, ENGLISH, PÅ SVENSKA, PÅ DANSK, AUF DEUTSCH) and a CUSTOMER LOGIN button. Below the navigation bar is a large empty box. The main content area is divided into several sections. On the left, there is a section titled 'What our CUSTOMERS SAY' featuring a testimonial from Itella. Below this is a section for 'DIGIUM WEB-TV' and a 'DIGIUM NEWSLETTER' subscription button. The central section is titled 'Digium - Productive Enterprise Feedback Management' and describes the service as a leading provider of software services for feedback management and data collection. It includes a video player showing a person sitting on a bench. To the right of the video is a 'NEWS' section with two articles about product development and Earth Hour participation. Below the video is a section titled 'Do you know what people important to your company think right now?' which lists three methods: Web survey, SMS survey, and Panel. At the bottom right, there is a section for 'Free trial, sign up for TEST LOGINS' with a 'Sign up for test logins' button. The footer contains contact information for visiting and mailing address, phone and e-mail, customer support, and invoicing.

DIGIUM SUOMEKSI | ENGLISH | PÅ SVENSKA | PÅ DANSK | AUF DEUTSCH CUSTOMER LOGIN

Home page | Products | Solutions | Services | Customers | Company | Contact information

Digium - Productive Enterprise Feedback Management

Digium is a leading provider of software services for feedback management and data collection, helping companies to measure stakeholder opinions and manage feedback. Digium's software service is used on the Internet and mobile networks via a browser or mobile phone. The service provides tools for the continuous collection of information, analyzing information, and reacting to changes — whether the target group consists of customers, employees, or partners.

What our CUSTOMERS SAY

Itella benefits from Digium's Enterprise in project monitoring. From the perspective of the project organization, the systematic accumulation of project feedback and centralized archiving facilitate the development of operations and the detection of various trends. [Read more](#)

itella

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DIGIUM NEWSLETTER
Subscribe Digium news

Digium ENTERPRISE

Do you know what people important to your company think right now?

With Digium Enterprise, you can easily find out their opinions. You get up-to-date information and can react immediately. You can collect information via the following means:

- Web survey
- SMS survey
- Panel

NEWS

- Digium has moved to continuous product development.
Since the last Digium Enterprise software release in August 2008, Digium has t...
05.03.2009
- Digium will participate in the Earth Hour event.
Digium will take part in the global Earth Hour event on March 28, by switching...
04.03.2009

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Appendix 2: Digium Enterprise survey management main menu

DIGIUM Digium Enterprise

Main menu Logout Help and Support

Surveys

- Front page
- New survey
- Search for Surveys
- Työryhmä #1 (13) default folder
- Shared surveys
- Example surveys
- Recycle bin (2)

Survey management
Card Player España

[Back to folder view](#)

Survey information

Survey name: Card Player España [Close survey](#)

Comments: No comments [comment](#) [Use this survey as a template for new survey](#)

Status: In progress [E-mail alerts](#)

Anonymous: Yes [Add a quick link to this survey](#)

Folder: Työryhmä #1 [Delete survey](#)
[Change folder](#)

Respond to survey

[E-mail invitation management](#) Survey can be linked to homepage, the open link to the survey is:
<http://digium.fi/answer/?sid=331443&chk=87FEVGYW>

[Form for telephone interview](#) If you want to use a SSL secured connection, the open link to the survey is:
<https://digium.fi/answer/?sid=331443&chk=87FEVGYW>

[Enter paper form](#)

[Print paper version of form](#)

[Respond via open link](#)

[Enter test response](#)

[Respondents login names and passwords](#)

[Quota management](#)

Results

[View results](#) Total respondents: 26

[Export results to Excel](#) Respondents from e-mail invitations: 0 / 0 (0%)

E-mail Lists

Personal Settings

Appendix 3: Card Player España - magazine questionnaire

Cortar por aquí

ENCUESTA

Card Player ^{ESPAÑA}

LA AUTORIDAD EN POKER

Proximamente cumpliremos un año en España y, haciendo exámen de conciencia, hemos pensado que nadie mejor que nuestros lectores para ayudarnos a mejorar y así ofrecerlos los contenidos que más os llamen la atención. Es por eso que os pedimos vuestra colaboración, a través de este cuestionario, para averiguar lo que más y lo que menos os gusta de Card Player España.

Además, si nos envías este cuestionario relleno, nosotros te haremos llegar un estupendo regalo como agradecimiento a tu colaboración. La encuesta es totalmente anónima y no haremos públicos los datos de quienes colaboren aunque, eso sí, necesitaremos un nombre y dirección a la que hacer llegar tu premio.

Recorta la página por la marca de puntos señalada y envíanosla a:

Card Player España
Apartado 1013, 29640 Fuengirola (Málaga)

¡Gracias por tu colaboración!

Cortar por aquí

<p>1-¿Eres suscriptor/a o compraste este número por separado?</p> <p><input type="checkbox"/> Suscriptor/a</p> <p><input checked="" type="checkbox"/> Compré el número por separado</p> <p>2- Sexo:</p> <p><input type="checkbox"/> Mujer</p> <p><input checked="" type="checkbox"/> Hombre</p> <p>3- Edad:</p> <p><input type="checkbox"/> Menor de 18 años</p> <p><input type="checkbox"/> 18-24 años</p> <p><input checked="" type="checkbox"/> 25-34 años</p> <p><input type="checkbox"/> 35-44 años</p> <p><input type="checkbox"/> 45-54 años</p> <p><input type="checkbox"/> 55-64 años</p> <p><input type="checkbox"/> Más de 64 años</p> <p>4- Estado civil:</p> <p><input checked="" type="checkbox"/> Soltero/a</p> <p><input type="checkbox"/> Conviviendo en pareja</p> <p><input type="checkbox"/> Casado/a</p> <p><input type="checkbox"/> Divorciado/a</p> <p><input type="checkbox"/> Viudo/a</p> <p>5- Estudios:</p> <p><input type="checkbox"/> Sin titulación</p> <p><input type="checkbox"/> EGB/Primaria</p> <p><input type="checkbox"/> FP I</p> <p><input type="checkbox"/> ESO/BUP</p> <p><input type="checkbox"/> CF Grado Medio</p> <p><input type="checkbox"/> Bachillerato/COU</p> <p><input type="checkbox"/> FP II</p> <p><input type="checkbox"/> CF Grado Superior</p> <p><input type="checkbox"/> Diplomatura</p> <p><input checked="" type="checkbox"/> Licenciatura</p> <p><input type="checkbox"/> Otros estudios superiores</p> <p>6- Ocupación:</p> <p><input type="checkbox"/> Pensionista</p> <p><input type="checkbox"/> Desempleado/a</p> <p><input checked="" type="checkbox"/> Estudiante</p> <p><input type="checkbox"/> Empleado</p> <p><input type="checkbox"/> Autónomo</p> <p><input type="checkbox"/> Empresario</p> <p><input type="checkbox"/> Otro: _____</p>	<p>7- Ingresos brutos anuales:</p> <p><input type="checkbox"/> Menos de 10.000€</p> <p><input type="checkbox"/> Menos de 15.000€</p> <p><input type="checkbox"/> Menos de 20.000€</p> <p><input checked="" type="checkbox"/> Menos de 25.000€</p> <p><input type="checkbox"/> Más de 25.000€</p> <p>8- Lugar de residencia:</p> <p><input checked="" type="checkbox"/> Localidad de más de 300.000 habitantes</p> <p><input type="checkbox"/> Localidad entre 100.000 y 300.000 habitantes</p> <p><input type="checkbox"/> Localidad con menos de 100.000 habitantes</p> <p><input type="checkbox"/> Localidades periféricas</p> <p><input type="checkbox"/> Campo abierto</p> <p>9- ¿Con qué frecuencia juegas al póquer?</p> <p><input type="checkbox"/> No juego</p> <p><input type="checkbox"/> Una vez al mes</p> <p><input checked="" type="checkbox"/> Varias veces al mes</p> <p><input type="checkbox"/> Una vez a la semana</p> <p><input type="checkbox"/> Varias veces a la semana</p> <p><input type="checkbox"/> A diario</p> <p>10- Juegas...</p> <p><input checked="" type="checkbox"/> Texas hold'em</p> <p><input type="checkbox"/> Otros también, ¿cuáles? _____</p> <p><input type="checkbox"/> Sólo otros, ¿cuáles? _____</p> <p>11- ¿Cuánto llevas jugando de forma activa?</p> <p><input checked="" type="checkbox"/> Menos de un año</p> <p><input type="checkbox"/> 1-3 años</p> <p><input type="checkbox"/> 3-5 años</p> <p><input type="checkbox"/> Más de 5 años</p> <p>12- ¿Cuánto tiempo empleas en jugar al póquer cada vez?</p> <p><input type="checkbox"/> Menos de 30 minutos</p> <p><input type="checkbox"/> Entre 1/2 y 1 hora</p> <p><input checked="" type="checkbox"/> 1-2 horas</p> <p><input type="checkbox"/> 2-4 horas</p> <p><input type="checkbox"/> Más de 4 horas</p> <p>13- ¿Cuánto tiempo dedicas a otras cosas relacionadas con el póquer como leer revistas o libros?</p> <p><input type="checkbox"/> Nada</p> <p><input type="checkbox"/> Muy poco</p> <p><input type="checkbox"/> De vez en cuando</p> <p><input checked="" type="checkbox"/> Mucho tiempo</p>
---	--

Cortar por aquí

WWW.CARDPLAYER.COM.ES

75

14- ¿Visitas páginas de internet relacionadas con el póquer con regularidad?

- ☒ Sí
☐ No

15- ¿Dónde juegas al póquer?

- ☐ En internet
☐ En un casino
☒ Con los amigos
☐ Otros _____

16- ¿Juegas con dinero?

- ☐ Siempre
☐ Casi siempre
☐ De vez en cuando
☐ Casi nunca
☒ Nunca

17- Juegas...

- ☐ Para ganar dinero
☒ Por diversión
☐ Otro motivo: _____

18- ¿Cuáles de las siguientes revistas conoces?

- ☒ Card Player España
☐ 1) No la conocía
☐ 2) La conocía
☒ 3) La suelo leer
☐ 4) Soy suscriptor
- ☒ Card Player U.S.A.
☐ 1) No la conozco
☒ 2) La conozco
☐ 3) La suelo leer
☐ 4) Soy suscriptor
- ☒ Planet Póquer
☐ 1) No la conozco
☒ 2) La conozco
☐ 3) La suelo leer
☐ 4) Soy suscriptor
- ☒ Poker Europa
☐ 1) No la conozco
☒ 2) La conozco
☐ 3) La suelo leer
☐ 4) Soy suscriptor

19- Prefieres leer...

- ☒ Artículos largos y bien desarrollados
☐ Artículos cortos y concisos

20- El idioma internacional del póquer es el inglés. ¿Crees que es importante tener la posibilidad de leer Card Player España en español?

- ☒ Sí
☐ No

21- ¿Qué tipo de lector de Card Player España eres?

- ☒ Leo todos los contenidos
☐ Leo casi todos los contenidos
☐ Leo uno o dos artículos de cada número
☐ No leo casi nada

22- Valora las siguientes afirmaciones estimando la importancia que tienen para ti utilizando estos valores: 1 = Estoy totalmente de acuerdo; 2 = Parcialmente de acuerdo; 3 = No acuerdo ni en desacuerdo; 4 = En desacuerdo total o parcialmente.

- Card Player España es entretenida: 1 ☒ 2 ☐ 3 ☐ 4 ☐
Card Player España aporta buena información: 1 ☒ 2 ☐ 3 ☐ 4 ☐
Card Player España tiene una buena estética: 1 ☒ 2 ☐ 3 ☐ 4 ☐
El formato de C.P. España es interesante: 1 ☒ 2 ☐ 3 ☐ 4 ☐
El nivel de escritura de C.P. España es alto: 1 ☒ 2 ☐ 3 ☐ 4 ☐
Las fotografías de C.P. España son de alta calidad: 1 ☒ 2 ☐ 3 ☐ 4 ☐
La selección de historias y artículos de Card Player España es interesante: 1 ☐ 2 ☒ 3 ☐ 4 ☐

22- ¿Con qué frecuencia visitas la web de Card Player España?

- ☐ Continuamente, es mi página de inicio
☐ A diario
☐ Algunas veces a la semana
☐ Algunas veces al mes
☒ Una vez al mes
☐ Menos de una vez al mes

23- ¿Qué piensas de las siguientes afirmaciones sobre Card Player España? Utiliza los siguientes valores: 1 = Totalmente en desacuerdo; 2 = En desacuerdo parcialmente; 3 = Ni de acuerdo ni en desacuerdo; 4 = De acuerdo parcialmente; 5 = Totalmente de acuerdo.

- El precio de la revista es el apropiado: 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐
La frecuencia de publicación es apropiada: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
El número de páginas es apropiado: 1 ☒ 2 ☐ 3 ☐ 4 ☐ 5 ☐
La revista publica noticias actuales del mundo del póquer: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☒
La página web de la revista me sirve, como lector de la revista, para obtener información adicional: 1 ☒ 2 ☐ 3 ☐ 4 ☐ 5 ☐

24- ¿Has aprendido a jugar mejor al póquer con la ayuda de Card Player España?

- ☐ Sí
☒ No

25- ¿Con qué frecuencia lees las siguientes secciones de Card Player España? (4 = Siempre; 3 = A menudo; 2 = Casi nunca; 1 = Nunca).

- Entrevistas a jugadores: 1 ☐ 2 ☐ 3 ☐ 4 ☒
Otras entrevistas: 1 ☐ 2 ☐ 3 ☒ 4 ☐
Estrategia y análisis: 1 ☐ 2 ☐ 3 ☐ 4 ☒
Crónicas de torneos: 1 ☐ 2 ☐ 3 ☒ 4 ☐
Noticias: 1 ☐ 2 ☐ 3 ☐ 4 ☒
Columnas: 1 ☐ 2 ☐ 3 ☐ 4 ☒
Otras: 1 ☐ 2 ☐ 3 ☒ 4 ☐

26- ¿Cómo calificarías tu interés por las siguientes nuevas secciones en Card Player España? (3 = Muy interesado; 2 = Interesado en algún sentido; 1 = No estoy interesado)

- Presentaciones de jugadores aficionados: 1 ☐ 2 ☐ 3 ☒
Análisis de productos específicos de póquer: 1 ☐ 2 ☐ 3 ☒
Ranking de jugadores españoles: 1 ☐ 2 ☒ 3 ☐
Sección de información sobre juego en internet (programas de juego, diferentes webs, etc...): 1 ☐ 2 ☐ 3 ☒
Información sobre comportamiento en el póquer (lenguaje, etiqueta, etc...): 1 ☐ 2 ☐ 3 ☒
Información interesante sobre el mundo del póquer en general
Columna/blog de algún profesional en particular; ¿Cuál?

PROS INTERNACIONALES

27- ¿Cómo calificarías la calidad de Card Player en general?

- ☐ Excelente
☒ Buena
☐ Satisfactoria
☐ Pobre

28- ¿Te gustaría formar parte del archivo de lectores de Card Player España y tomar parte en cuestionarios para mejorar el grado de satisfacción de nuestros lectores?

- ☒ Sí (escribe tu nombre y dirección de correo electrónico)
RAFAEL CUETO GONZÁLEZ (RCGBCN@HOTMAIL.COM)
☐ No

¡Gracias por tu participación!

No olvides enviarnos tu nombre y la dirección en la que te gustaría recibir tu obsequio.

RAFAEL CUETO GONZÁLEZ
AV/JOSEP TARRADELLAS, 52, 2ªA
08225 (TERRASSA) - BARCELONA

Appendix 4: Card Player España website

[Regístrate para recibir la newsletter](#)

DE BIENVENIDA

[FORUM](#)
[BLOG](#)
[NEWS](#)
[LA REVISTA](#)
[POKER ONLINE](#)
[JUGADORES](#)
[TORNEOS](#)
[CARDPLAYER TV Y MULTIMEDIA](#)

Un alemán gana 841 400 en Deauville.

Moritz Kranich se llevo para casa ayer el PokerStar.com European Poker Tour de Deauville por delante de 644 contrincantes.

[ATRÁS](#)
[PAUSA](#)
[SIGUIENTE](#)

ÚLTIMAS NOTICIAS

18/02/2009 | [European Poker Tour Copenhagen día 1A](#)

17/02/2009 | [European Poker Tour llega a Copenhagen hoy](#)

24/01/2009 | [Un alemán gana 841 400 en Deauville](#)

24/01/2009 | [European Poker Tour Deauville Day 1A News](#)

24/01/2009 | [El European Poker Tour vuelve a Francia despues de dos años de](#)

22/01/2009 | [Latin American Poker Tour - Vlna Del Mar empieza mañana](#)

OTRAS NOTICIAS SOBRE EL POKER

BLOG

750.000\$ POT ON HIGH STAKES POKER

LAPT Costa Rica

POKER DOG

RECIBE GRATIS 7.70\$

POKERROOM ACONSEJADOS

#	ROOM	BONUS	MATCH	RAKE BACK	DÉTAIL
1	Full Tilt	\$ 600	100%	27%	...
2	Caesars CardClub				...
3	Facce da Poker	€ 1000	200%	20-60%	...
4	Expekt	100%	\$ 600	no	...

100% DEPOSIT BONUS UP TO \$600

JUGADORES DEL AÑO

1	Thibault Pierre Luc	Pt 800
2	Paz Raul	Pt 384
3	Albaket Jorge	Pt 0
4	Alcaraz Aniol	Pt 0
5	Angeloni Max	Pt 0
6	Arcos German	Pt 0
7	Aspey Tristanon Alvaro	Pt 0
8	Baez Juan	Pt 0
9	Ballesteros Alvaro	Pt 0
10	Barril Fidel	Pt 0

VER CLASIFICACIÓN COMPLETA

en primer plano desde España

Rusevich Ruslano
Pt 0

JUGADORES DEL AÑO (POT)

1	Nazarli Poornya	Pt 3.000
2	Ainsworth Jude	Pt 2.840
3	Cimpan Cornel	Pt 2.730
4	Gregg Anthony	Pt 2.500
5	Timoshenko Yevgeniy	Pt 2.448
6	De Koning Pieter	Pt 2.400
7	Björnberg Constant	Pt 2.400
8	Brucher Steve	Pt 2.340
9	Scott Stewart	Pt 2.336
10	Moore Chris	Pt 2.110

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Timoshenko
Pt 1.618

TORNEOS EN VIVO ESP WORLD

2008 Grand Prix de Paris
01/05/2008 aux 18/05/2008
Aviation Club, Paris [Résultats](#)

2008 Paris Open
08/02/2008 aux 17/02/2008
Aviation Club, Paris [Résultats](#)

JUGADOR MAS VISTO

1	Mortensen Carlos	71
2	Alcaraz Aniol	65
3	Perez Diego	64
4	Dominguez Javier	63
5	Maceiras Juan	56
6	Berruazo Valentin	53
7	Thibault Pierre Luc	53
8	Paz Raul	51
9	Espinar Jose Miguel	50
10	Maceiras Maria	50

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Maceiras Juan
56

EN ESTE ÚLTIMO NÚMERO DE CARDPLAYER

Carlos Mortensen, nuestro campeón mundial

CardPlayer España ya en los kioscos a un costo de 5 euro.

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Appendix 5: Sample of the questionnaire designed with Digium Enterprise

Card Player España

Third part: Contents and quality; questions relating to the overall quality of the magazine

22. Comment on the following arguments and estimate their value to you:

(1 - Totally agree, 2 - somewhat agree, 3 - do not agree or disagree, 4 - somewhat disagree, 5 - totally disagree)

	1	2	3	4	5
Card Player España is entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Card Player España is well informed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Card Player España is stylish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Card Player España's layout is interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Card Player España's level of writing is high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Card Player España's photography is of high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Card Player España's story selection is interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. How often do you visit Card Player España's website?

☐ a. all the time – it's my home page

☐ b. daily

☐ c. a few times a week

☐ d. a few times a month

☐ e. once a month

☐ f. fewer than once a month

24. How do you feel about the following arguments about Card Player España?

(1 - totally disagree, 2 - somewhat disagree, 3 - not agree or disagree, 4 - somewhat agree, 5 - totally agree)

	1	2	3	4	5
The price of the magazine is appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The issue release interval is appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The number of pages is appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The magazine broadcasts actual news about the world of poker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The magazine's internet site serves me as a reader of the magazine by offering additional information about interesting topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Have you learned to play poker better with the help of Card Player España?

- ☐ a. yes
☐ b. no

26. How often do you read the following items from Card Player España?

(1 - never, 2 - randomly, 3 - often, 4 - always)

	1	2	3	4
Player interviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other interviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategies and analyses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tournament reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Columns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. How interested would you be in the following new items in Card Player España?

(1 - not at all interested, 2 - somewhat interested, 3 - Very interested)

	1	2	3
Introductions of amateur aficionados	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poker-specified product introductions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The rankings of Spanish players	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information packet on internet gaming (gaming software, different sites, basic strategies etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on the etiquette of poker (poker language, gaming etiquette etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertaining depictions in general of the world of poker, A professional player's column/blog, whose?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. How good do you consider Card Player España overall?

- ☐ Excellent
☐ Good
☐ Satisfactory
☐ Poor

29. Would you like to join Card Player España's reader panel and take part in questionnaires devoted to finding out the hopes and opinions of the readers?

- ☐ No
☐ Yes (write your name and email address here)

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99 %