

Usage Frequency

| Usage Frequency |
|----------------------|
| 2-3x a month |
| Rarely |
| Once a week |
| Rarely |
| Rarely |
| Several times a week |
| Once a week |
| Once a week |
| Once a week |
| Rarely |
| 2-3x a month |
| Once a week |
| Rarely |
| Several times a week |
| 2-3x a month |
| Several times a week |
| 2-3x a month |
| Rarely |
| Daily |
| 2-3x a month |

Important Features (Ranking)

| Sound Quality | Battery Life | Design/Looks | Connectivity Options | Durability | Price |
|---------------|--------------|--------------|----------------------|------------|-------|
| 2 | 3 | 6 | 6 | 1 | 5 |
| 6 | 5 | 1 | 6 | 1 | 3 |
| 5 | 1 | 4 | 4 | 4 | 4 |
| 4 | 2 | 2 | 1 | 3 | 6 |
| 1 | 4 | 4 | 6 | 3 | 3 |
| 1 | 1 | 2 | 5 | 1 | 3 |
| 3 | 4 | 6 | 5 | 3 | 1 |
| 3 | 6 | 6 | 2 | 3 | 3 |
| 2 | 2 | 6 | 5 | 1 | 5 |

| | | | | | |
|---|---|---|---|---|---|
| 4 | 2 | 2 | 2 | 3 | 6 |
| 4 | 1 | 4 | 1 | 5 | 3 |
| 6 | 2 | 6 | 4 | 2 | 1 |
| 6 | 5 | 5 | 4 | 2 | 5 |
| 6 | 2 | 2 | 4 | 1 | 2 |
| 3 | 4 | 2 | 5 | 4 | 6 |
| 4 | 4 | 4 | 1 | 1 | 3 |
| 4 | 4 | 2 | 5 | 4 | 1 |
| 1 | 4 | 2 | 5 | 2 | 2 |
| 3 | 5 | 6 | 1 | 1 | 2 |
| 5 | 3 | 4 | 1 | 6 | 4 |

Preferred Brands

| Preferred Brand |
|-----------------|
| Other |
| Sony |
| Bose |
| Beats |
| Other |
| Beats |
| Other |
| Other |
| Sony |
| Other |
| Beats |
| Other |
| Sony |
| Sony |
| Beats |
| JBL |
| JBL |
| Other |
| Bose |
| Other |

Sound Quality Ratings

| Sound Quality Rating |
|----------------------|
| Average |
| Average |
| Excellent |
| Average |
| Good |
| Average |
| Average |
| Excellent |
| Excellent |
| Excellent |
| Good |
| Average |
| Average |
| Excellent |
| Good |
| Good |
| Excellent |
| Excellent |
| Poor |

Purchase Motivation Factors (1-5)

| Recommendations | Online Reviews | Brand Reputation | Price | Specific Features | Advertising |
|-----------------|----------------|------------------|-------|-------------------|-------------|
| 1 | 1 | 4 | 3 | 4 | 5 |
| 4 | 3 | 4 | 4 | 3 | 4 |
| 1 | 2 | 3 | 2 | 1 | 3 |
| 1 | 5 | 4 | 1 | 4 | 1 |
| 2 | 4 | 3 | 4 | 4 | 1 |
| 4 | 2 | 2 | 4 | 3 | 4 |
| 4 | 4 | 3 | 1 | 1 | 3 |

| | | | | | |
|---|---|---|---|---|---|
| 2 | 3 | 3 | 2 | 3 | 3 |
| 3 | 3 | 4 | 1 | 1 | 5 |
| 1 | 1 | 4 | 4 | 5 | 3 |
| 5 | 5 | 1 | 5 | 2 | 3 |
| 1 | 4 | 1 | 5 | 2 | 3 |
| 1 | 2 | 2 | 3 | 2 | 2 |
| 3 | 3 | 1 | 1 | 3 | 5 |
| 1 | 1 | 3 | 1 | 5 | 1 |
| 2 | 1 | 4 | 3 | 1 | 4 |
| 2 | 4 | 1 | 3 | 4 | 1 |
| 4 | 3 | 1 | 3 | 1 | 5 |
| 5 | 5 | 2 | 4 | 4 | 4 |
| 1 | 3 | 2 | 1 | 1 | 5 |

Improvement Suggestions

| Improvement Suggestions |
|-------------------------|
| More bass |
| Waterproofing |
| More bass |
| Better battery life |
| Better battery life |
| Less static |
| Longer durability |
| More bass |
| Bluetooth stability |
| Less static |
| More affordable |
| Better battery life |
| Less static |
| More bass |
| Better battery life |
| Waterproofing |
| Less static |
| Better design |

| |
|---------------------|
| Better battery life |
| More bass |

Intended Use

| Intended Use |
|--------------|
| Movies/TV |
| Music |
| Movies/TV |
| Work Stuff |
| Movies/TV |
| Gaming |
| Work Stuff |
| Movies/TV |
| Work Stuff |
| Movies/TV |
| Gaming |
| Movies/TV |
| Movies/TV |
| Movies/TV |
| Music |
| Music |
| Music |
| Gaming |
| Work Stuff |
| Video Calls |

Future Purchase Intent

| Future Purchase Intent |
|------------------------|
| Likely |
| Likely |
| Neutral |
| Likely |
| Very Likely |

| |
|---------------|
| Very Unlikely |
| Unlikely |
| Likely |
| Very Likely |
| Unlikely |
| Very Unlikely |
| Unlikely |
| Very Likely |
| Unlikely |
| Neutral |
| Unlikely |
| Likely |
| Likely |
| Neutral |
| Very Likely |

Preferred Shopping Channels

| Shopping Channel |
|--------------------|
| Electronics Stores |
| Other |
| Electronics Stores |
| Electronics Stores |
| Online Stores |
| Department Stores |
| Electronics Stores |
| Brand Websites |
| Department Stores |
| Other |
| Online Stores |
| Other |
| Department Stores |
| Department Stores |
| Department Stores |
| Other |

| |
|-------------------|
| Department Stores |
| Other |
| Department Stores |
| Brand Websites |

Price Evaluation Responses

| Price Evaluation |
|-----------------------|
| Fair deal |
| Cheap |
| Reasonable |
| Too expensive |
| Budget-friendly |
| Worth the price |
| Affordable |
| Cheap |
| Worth the price |
| Budget-friendly |
| Fair deal |
| Budget-friendly |
| Overpriced |
| Budget-friendly |
| Overpriced |
| Fair deal |
| High-end but worth it |
| Overpriced |
| Affordable |
| Budget-friendly |