

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
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