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## Summary

The purpose of this document is to describe the survey data gathered from 593 people regarding different Bluetooth speakers. The main interest of survey is to assess people's overall awareness of main players on the market, whether respondents own or intend to buy new speaker and which attributes play key role during decision making. 5 item Subjective Knowledge Scale was used for analyzing *consumer's perception of the amount of information they have stored in their memory*. The first part of this documents provides overview of the survey and reports about interesting findings, while the second part tries to create homogenous segments by different using clustering techniques.

## Demographics

Out of 593 participants 44% were female, 53% male and 3% did not provided their gender. 28 nationality were represented in sample. The majority of people 56% were residents of Germany, followed by Turkey - 7%, Belgium – 4%, France – 3%, US - 3%. Others were less than 3%. Most of the people were Students with 56%, followed by Employed - 34%. Self-employed, Unemployed and Retired totaled 10%. The larger part of respondents – 82% were between 18 and 29 years old. The income distribution by occupation was following:

OccupationLabel	<500	501-1000	1001-1500	1501-2000	2001-2500	2501-3000	>=3001	rather not say
Employed	4%	14%	16%	14%	14%	3%	16%	18%
Retired	0%	0%	50%	0%	0%	50%	0%	0%
Self-employed	8%	11%	14%	14%	5%	3%	30%	16%
Student	28%	47%	12%	2%	0%	0%	1%	9%
Unemployed	27%	23%	14%	0%	5%	0%	18%	14%

## Own and intention to buy

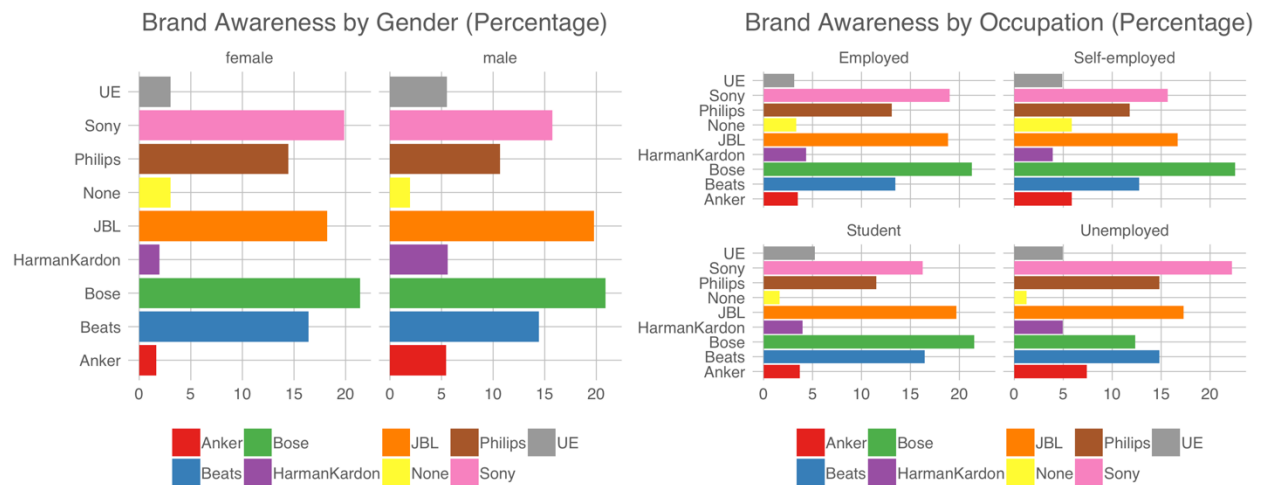
When it comes to owning the speaker, most people 55% did not own speaker, while 45% did. It is interesting to note that this proportion still exists if we spread participants by Occupation. But when it comes to gender, 51% of males own the speakers, while for the females the number is only 39%. It can indicate that interest for the speakers do not differ by age or occupation. We cannot say that Students are more likely to buy them than Employed people. But its clear that males are more interested in owning one than females.

67% of participants are not planning to purchase new speaker, while 33% do. This proportion is maintained within the gender and occupation. Only self-employed people tend to be lower on scale to purchasing new one - 24%. Income wise the lowest proportion goes to the people who earn most. Only 26% plans to buy one.

## Brand Awareness

The most well know brand between participants is Bose. Out of 593 people, 391 know about it.

Close competitors are: JBL – 354 and Sony – 327. Least popular brands are – UE – 84 HarmanKardon – 78 and Anker with 74 votes. There is a difference between proportion for gender as well as occupation.



It is worth noting that for people who are willing to purchase new speakers, Bose is still number one with 138 votes out of 198 with closest to it JBL – 133. Anker, UE and HarmanKardon still remain on the bottom with , 27, 26 and 29 votes.

## Subject Knowledge

The survey contained 5 item Subject Knowledge Scale to determine participants perception regarding the information they think they know about speakers. Using factor analysis, two factors were enough to explain 74% of the variation. Third item – “Among my circle of friends, I’m one of the “experts” on portable Bluetooth speakers “seem to be most different of other items and respondents tend to have twice the lower points for this item, than on average. When it came to gender, Females on average put lower points than men, meaning females do not believe they are experts on Bluetooth speakers. It is important to mention, that people who answered that, they were going to buy product, also tend to give themselves higher scores. It can indicate that, buying Bluetooth speaker is less of impulsive decision and before actual purchase people actually do their research. There is quite difference also by occupation. Self-employed people tend to score themselves highest, followed by students and employed people.

## Relative Importance of Features

Survey provides the data about relative importance of features. People were asked to assign 100% of weights to the four features: Battery, Price, Sound and Weight. Taking overall average: The sound is most important feature – 36%, followed by price – 29%, battery – 23% and weight – 12%. This pattern continues within the more relevant group, people with intention to buy a new product, especially in two largest groups employed and students. For employed females Battery life is more important than price. The graph below provides full detailed information.

## Relative Importance of Features

By Occupational Status, Gender and Intention to buy new product

