Special Work Performance 3

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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 indent 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*. And, 5 item modified PII was used for measuring the strength of a respondents interest in this product class. 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**