



Joint Analytics and Consulting Knowledge

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Edited on 26th June 2024



# Sound Decisions: Market Analysis and Consumer Sentiments

# Overview

## 1. JACK's Consultancy Overview:

- Premier provider of market research and business intelligence services.

## 1. Client Introduction:

- Shure Incorporated: Leading US-based audio products company.



Joint Analytics and Consulting Knowledge

The Shure logo is shown on a black background. The word "SHURE" is written in large, bold, white capital letters. Below it, the tagline "SOUND EXTRAORDINARY" is written in a smaller, white, sans-serif font.

# Agenda

**The Objective**



**01**

Goal &  
Roadmap

**The words**



**02**

Buyer's review  
comment

**Competitor  
Market Sentiment  
Analysis**



**03**

Part 1 - Brand

**Competitor  
Market Sentiment  
Analysis**



**04**

Part 2 - Product/ User  
Profile

**Conclusions**



**05**

Recommendations

01

# The Objective

Our Goal & Roadmap

# Strategic Market Entry: Launching Shure in Singapore

## 1. Expansion Objective:

- Launch Shure's latest wireless earbuds and headsets in Singapore

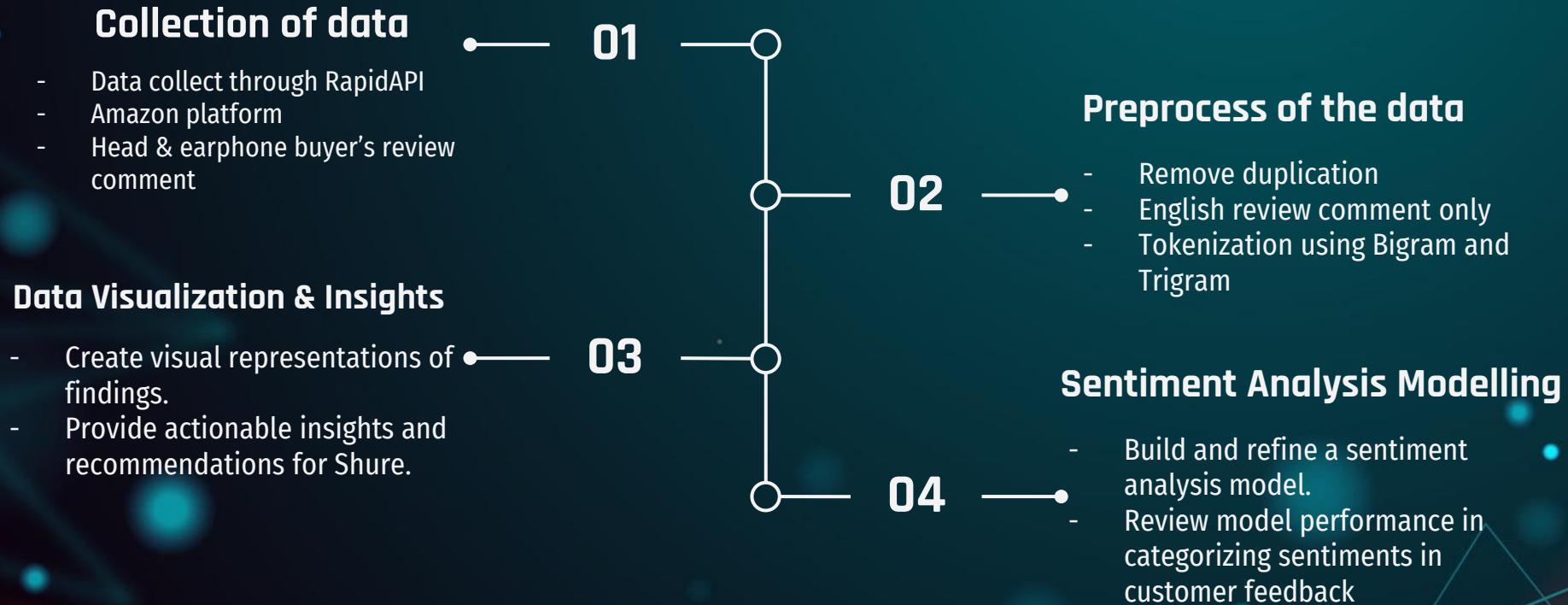
## 1. Market Research Strategy:

- Perform comprehensive market analysis using buyer feedback to gauge sentiment.

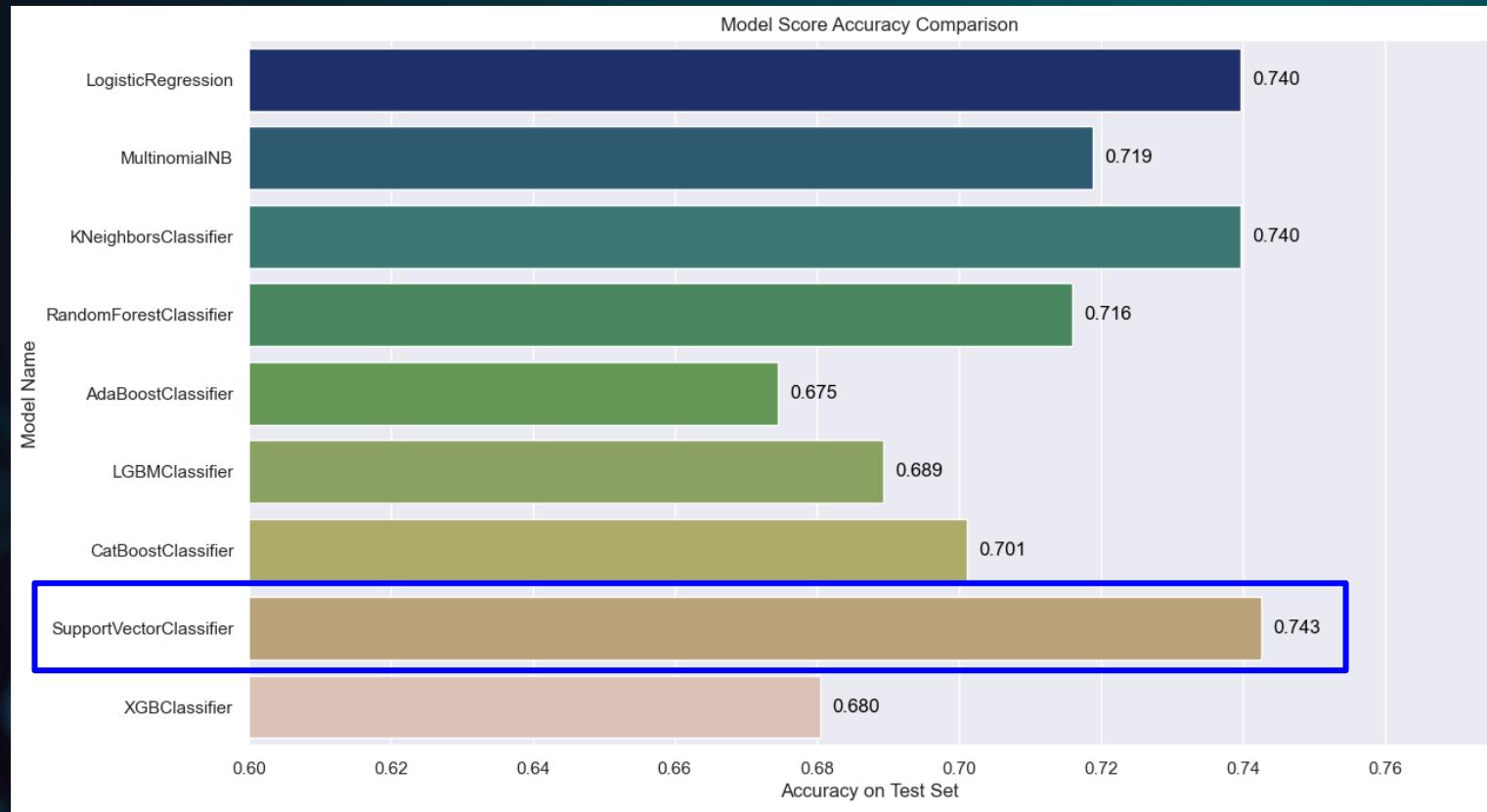
## 1. Strategic Planning:

- Develop and implement a market entry strategy based on insights from consumer sentiment analysis.

# From Data Collection to Insightful Visualizations: Our Analytical Process



# Model Evaluation



02

# The Words

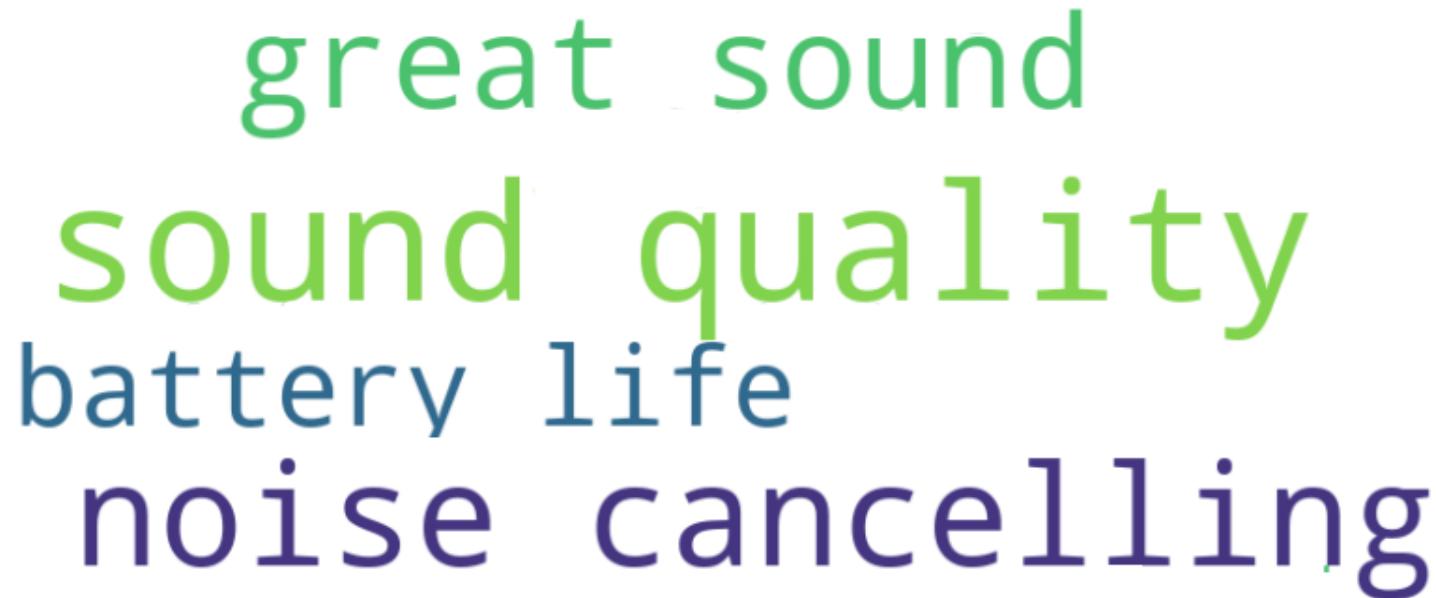
Buyer's review comment

# What are the buyers saying?



# What are the buyers saying?

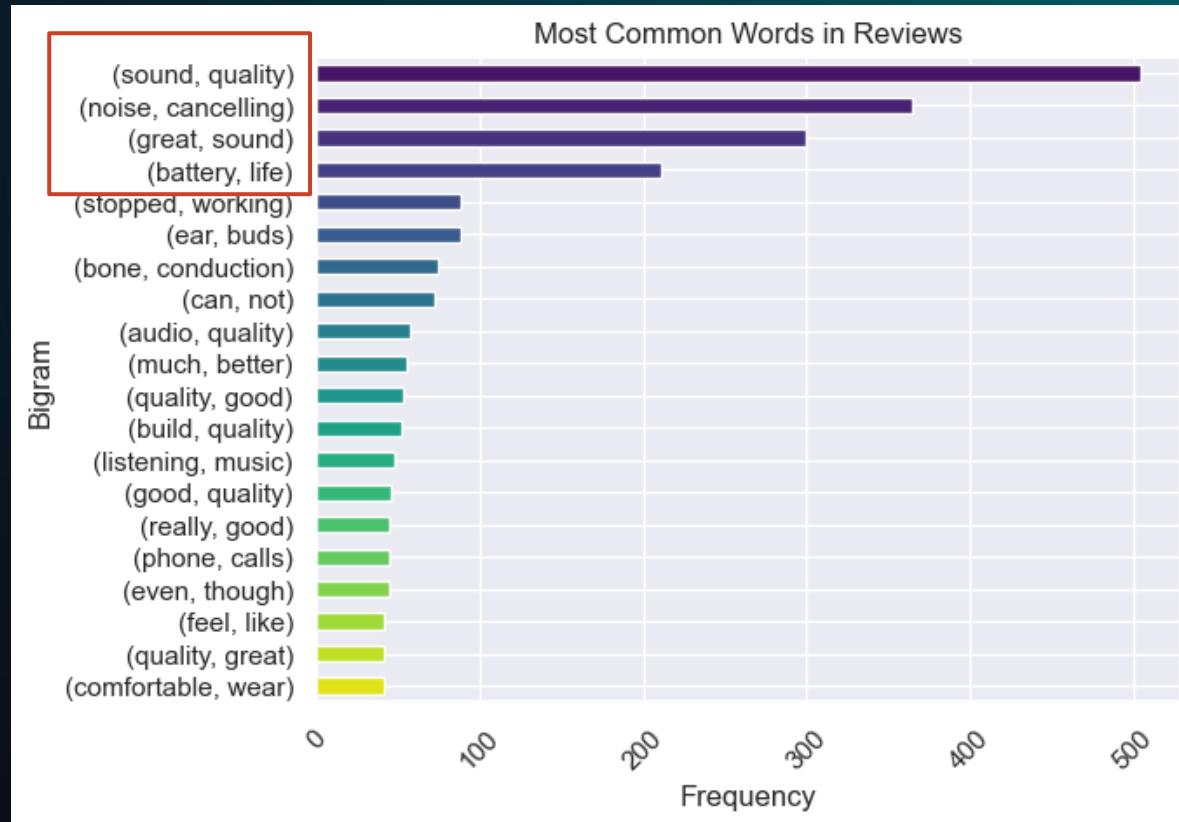
Most Common Bigrams Word Cloud



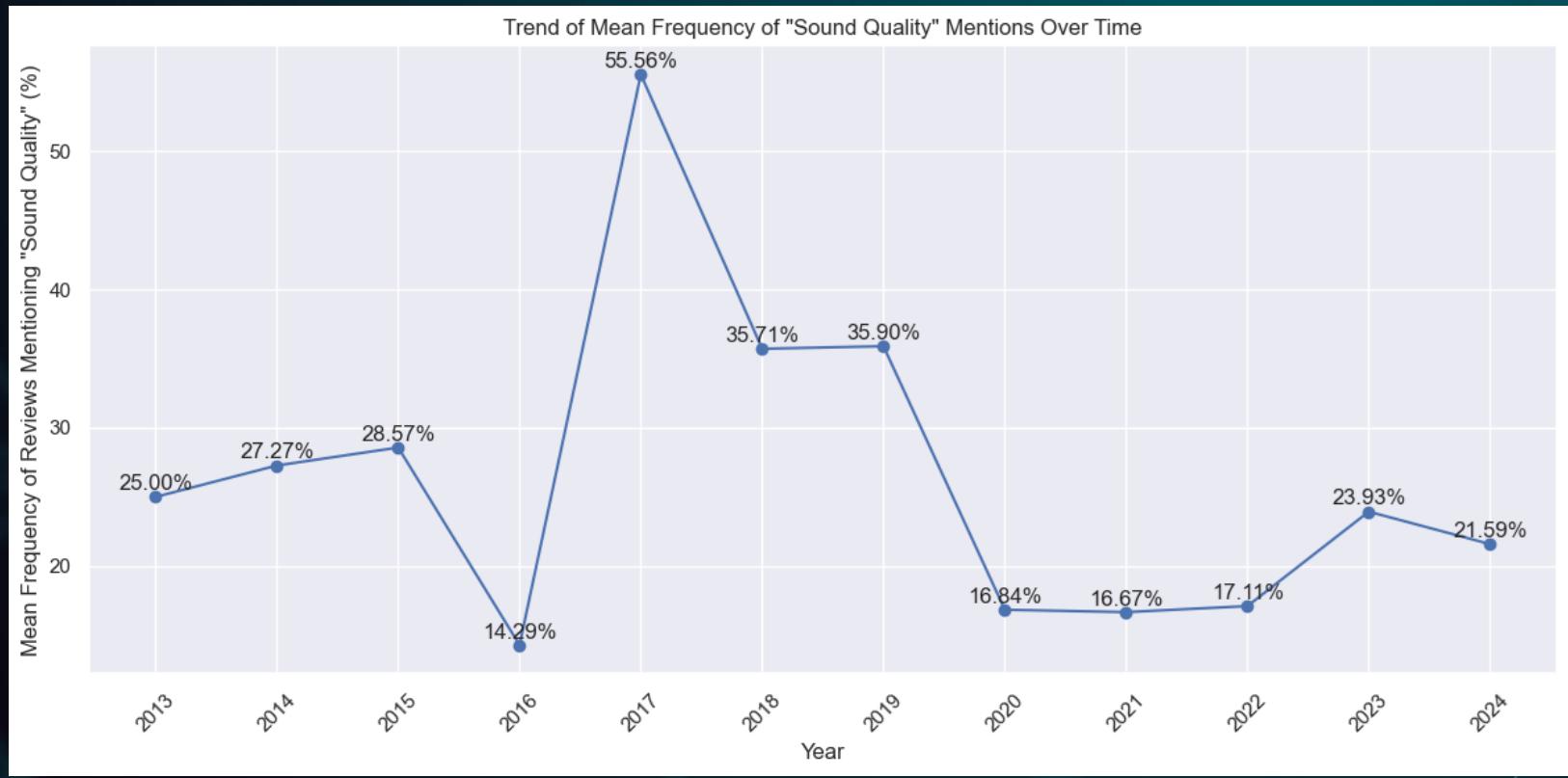
A word cloud visualization titled "Most Common Bigrams Word Cloud". The words are arranged in a descending hierarchy of size, representing their frequency. The colors of the words vary, with "great sound" in green, "sound quality" in light green, "battery life" in blue, and "noise cancelling" in purple.

great sound  
sound quality  
battery life  
noise cancelling

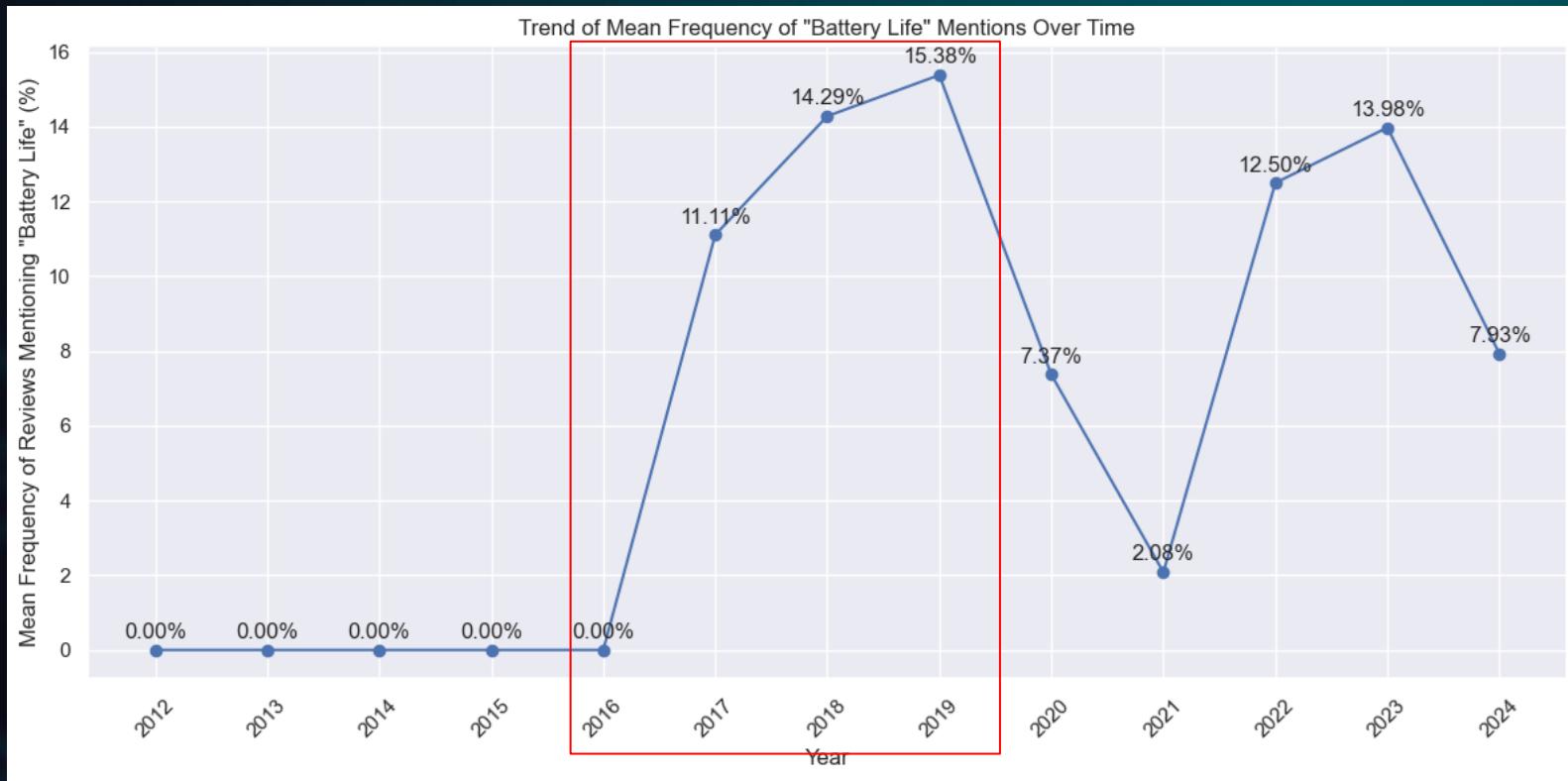
# List of common words in the review



# Mean Freq of 'Sound Quality' mention through the years



# Mean Freq of 'Battery life' mention through the years



# Mean Freq of 'Battery life' mention through the years

PRESS RELEASE  
September 7, 2016

## Apple introduces iPhone 7 & iPhone 7 Plus, the best, most advanced iPhone ever

Including Breakthrough New Camera Systems, the Best Battery Life Ever in an iPhone and Water & Dust Resistance

### Apple introduces iPhone 7 & iPhone 7 Plus, the best, most advanced iPhone ever

Retailers report surge in wireless headphones sales but analysts say Apple has taken a 'misstep' with some critics calling it 'user-hostile' and wasteful



Unwired for sound: a pair of Apple AirPods. Photograph: Stephen Lam/Getty Images

Apple faces a battle to convince consumers to switch to wireless headphones after controversially scrapping the headphone jack on the new iPhone 7, analysts have warned.

Electrical shops are enjoying an increase in wireless headphone sales after Apple's announcement on Wednesday, but the market has been dogged by concerns about the sound quality, price and durability of products.

The removal of the jack means iPhone users must buy wireless headphones or use an adaptor to connect wired headphones to the battery port. The company will sell its own wireless headphones, called AirPods, at \$159 (£119).

Analysts said Apple had failed to make its wireless headphones attractive enough to consumers and many would simply use the adaptor that comes with the iPhone 7 to connect their wired headphones to the battery port.

### Apple faces tough sell after scrapping iPhone 7 headphones jack

Retailers report surge in wireless headphones sales but analysts say Apple has taken a 'misstep' with some critics calling it 'user-hostile' and wasteful



Unwired for sound: a pair of Apple AirPods. Photograph: Stephen Lam/Getty Images

Apple faces a battle to convince consumers to switch to wireless headphones after controversially scrapping the headphone jack on the new iPhone 7, analysts have warned.

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Analysts said Apple had failed to make its wireless headphones attractive enough to consumers and many would simply use the adaptor that comes with the iPhone 7 to connect their wired headphones to the battery port.

## Apple introduces \$159 AirPods, ditches headphone jack

PUBLISHED THU, SEP 8 2016 3:52 AM EDT | UPDATED THU, SEP 8 2016 3:52 AM EDT

Harriet Taylor  
@HARRIETT  
CHARLIEST

SHARE f X in e



VIDEO 0:20  
No headphone jack for iPhone 7

By CNBC

It's official: the iPhone no longer has a headphone jack.

Apple CEO Tim Cook unveiled the company's new iPhone — called the iPhone 7 — and as has been widely predicted, the headphone jack has been replaced with a new speaker. The new iPhone devices have stereo speakers — top and bottom — to deliver twice the volume of the iPhone 6s and what Apple is calling "an immersive audio experience."

"It's the best iPhone that we have ever created," said Cook. "This is iPhone 7. It has a gorgeous new design."

The elimination of a popular, longstanding and essentially universal feature is a bet that wireless communication will be the essential mode of most devices in the future — not just iPhones. Headphones in the new iPhone must now be connected wirelessly or through the device's Lightning port.

### Apple's removal of the headphone jack

The 3.5mm headphone jack can trace its roots back to 19th century switchboard operators. Over a century after its humble, low-tech beginnings, Apple killed it on its primary money-maker: the iPhone.

### Watch the Latest from AppleInsider TV

Best NEW Features for iPad in iPadOS 18! HU...   
VIDEO 0:20  
08/22/2023 08:00 AM ET

Beats PIR RETURNS! Ultimate Bluetooth Speaker? Review &...   
VIDEO 0:20  
08/22/2023 08:00 AM ET

Does VisionOS 2 Make Vision Pro WORTH IT?   
VIDEO 0:20  
08/22/2023 08:00 AM ET

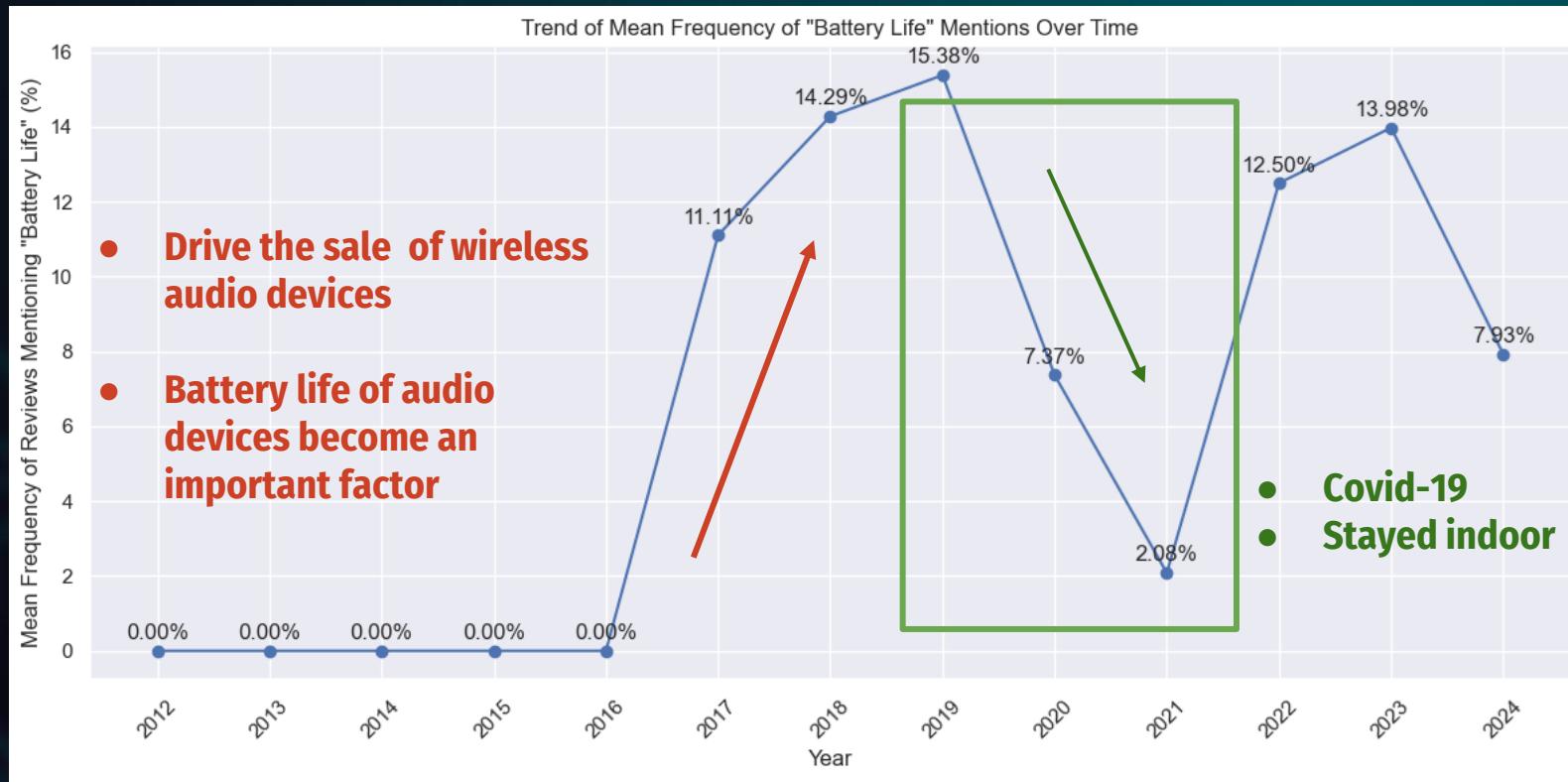
Beats PIR RETURNS! Ultimate Bluetooth Speaker? Review &...   
VIDEO 0:20  
08/22/2023 08:00 AM ET

RCS Revealed: Next-Level Messaging on iPhone & iPad   
VIDEO 0:20  
08/22/2023 08:00 AM ET

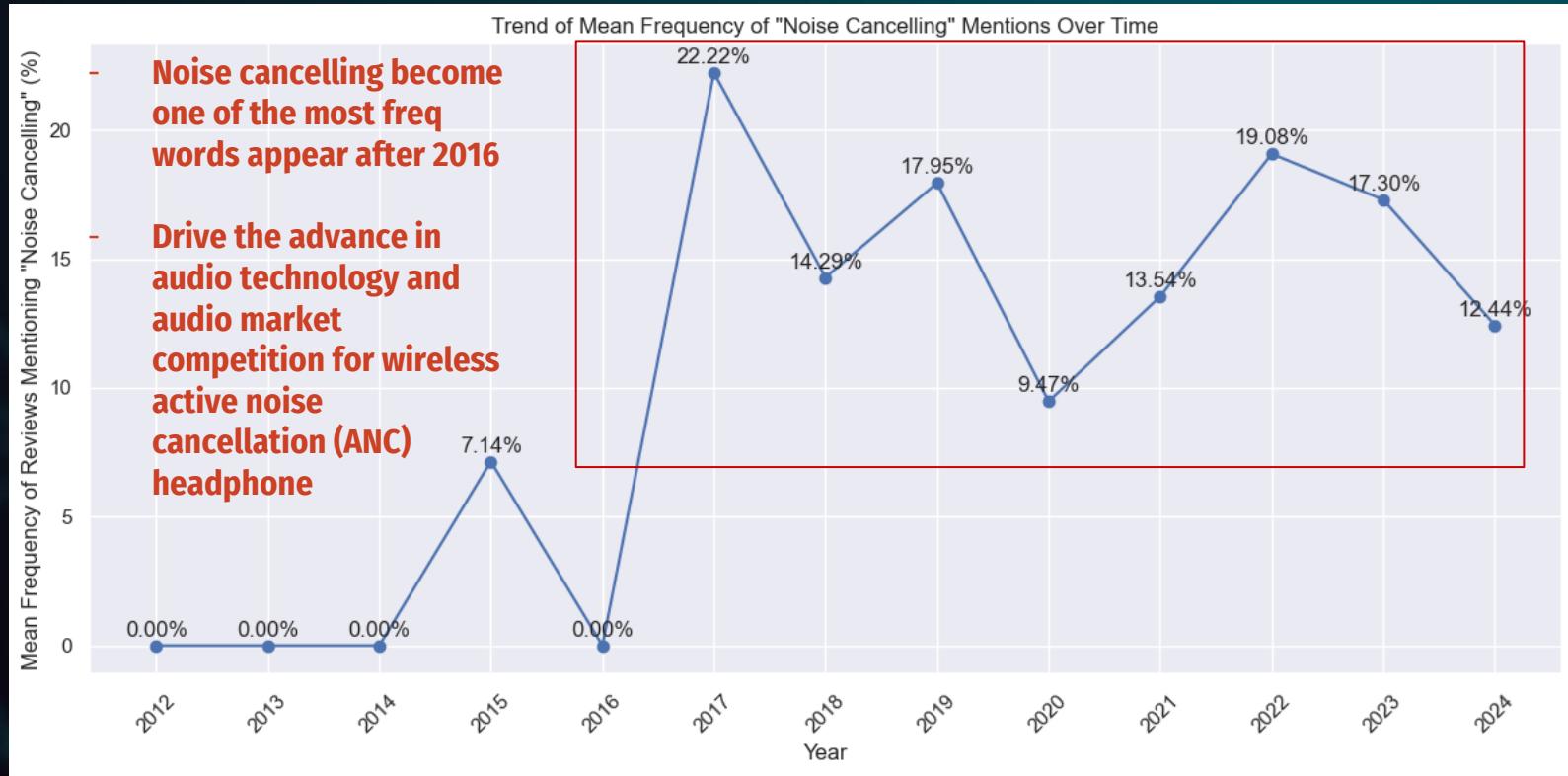
Apple killed the headphone jack on the iPhone in 2016 when it launched the iPhone 7. As is the case with most tech that Apple kills off, the move was initially criticized and mocked by consumers, industry watchers, and other companies.

Since the iPhone 7, subsequent models have also lacked a 3.5mm headphone jack. Initially, Apple shipped adapters in the box so that users could still plug wired headphones or other accessories into their devices. It soon stopped doing that.

# Mean Freq of 'Battery life' mention through the years



# Mean Freq of 'Noise cancelling' mention through the years



# Mean Freq of 'Noise cancelling' mention through the years

2016

**Bose Introduces Wireless QC Noise Cancelling Headphones and Wireless Sport Headphones**

All New QuietComfort® 35 and QuietControl™ 30 Redefine Noise Cancellation



All New QuietComfort® and QuietSport® Pulse  
for Better Workouts

**June 6, 2016** – The headphones that revolutionized an industry are set to do it again – wirelessly. Today, Bose announces the QuietComfort 35 around-ear headphones and the QuietControl 30 in-ear headphones. Both feature the same noise-cancelling technology as the original QuietComfort headphones with an entirely new experience for traveling, commuting, meeting, studying, or relaxing. The QC35 lets you tune out completely with the same remarkable silence of Bose's wired QuietComfort headphones. And the QC30 adds something new – a breakthrough feature that puts noise control in your hands, letting you adjust how much surrounding sound you block out or let in. Against a backdrop of quiet, the new QC35 and QC30 reproduce music with stunning clarity at any volume. The QC35 is available beginning June 6, 2016 for \$349.95; the QC30 will be available beginning September 2016 for \$299.95.



## In: Article semistubs, AirPods. 2019 introductions

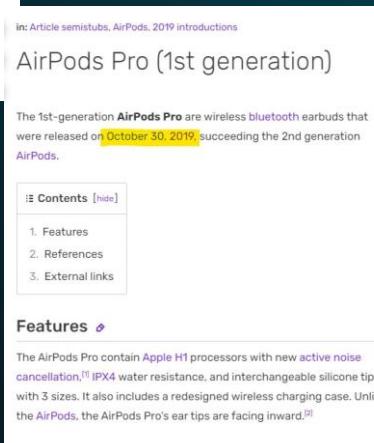
### AirPods Pro (1st generation)

The 1st-generation **AirPods Pro** are wireless bluetooth earbuds that were released on **October 30, 2019**, succeeding the 2nd generation AirPods.

<a href="#">Contents [hide]</a>
1. Features
2. References
3. External links

#### Features

The AirPods Pro contain [Apple H1](#) processors with new **active noise cancellation**,<sup>[1]</sup> IPX4 water resistance, and interchangeable silicone tips with 3 sizes. It also includes a redesigned wireless charging case. Unlike the [AirPods](#), the AirPods Pro's ear tips are facing inward.<sup>[2]</sup>



## Sony WH-1000XM3 review

Sony's best noise-cancelling headphones just got a makeover

★★★★★  By Sudharshu Singh published 29 October 2018





**tech radar**  
RECOMMENDS

(Image: © Future)

# Mobile Tech Influence on Audio Device Trends

- **Influence of Mobile Devices**
  - Mobile technology significantly shapes audio device innovations.
- **Trend Monitoring**
  - Staying updated with mobile tech trends is crucial for predicting audio market dynamics.
- **Strategic Implications**
  - Leveraging insights from mobile tech to guide future developments in audio products.

03

## Competitor Market Sentiment Analysis

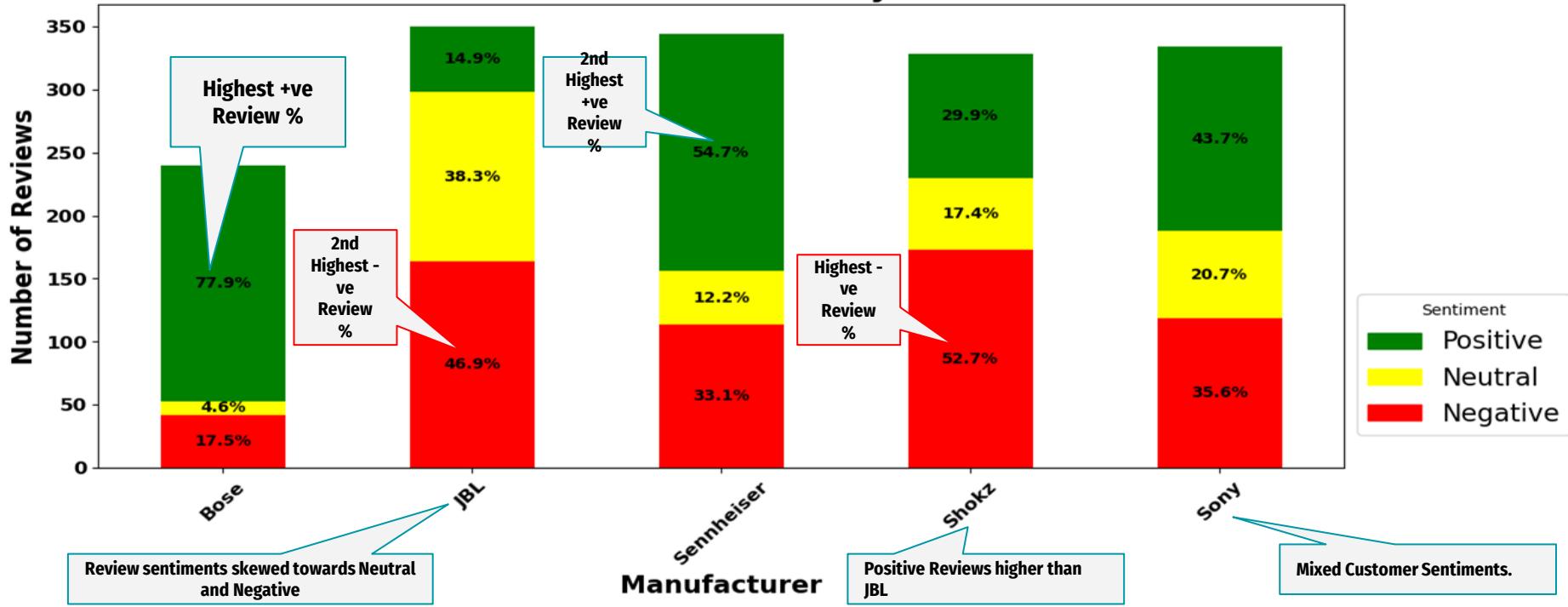
Brand

# Brands Chosen For Analysis

5 Renowned Brands Product Reviews Collected



# Sentiment Distribution By Brands



Top 2 Brands with Highest Positive Reviews : Bose 77.9%, Sennheiser 54.7%

Top 2 Brands with Highest Negative Reviews: Shokz 52.7% , JBL 46.9%

Brand with Mixed Customer Sentiments: Sony. Positive: 43.7%, Negative: 35.6%

# Most Common Words In Reviews Study

Sentiment distribution shows varying levels of customer satisfaction.  
Suggesting each brand has both well-received and poorly received products.

## Highest Positive Reviews

- Bose 77.9%,
- Sennheiser 54.7%

**Positive  
Sentiment  
Reviews  
Analysis**

## Highest Negative Reviews

- Shokz 52.7% ,
- JBL 46.9%

**Negative  
Sentiment  
Reviews  
Analysis**

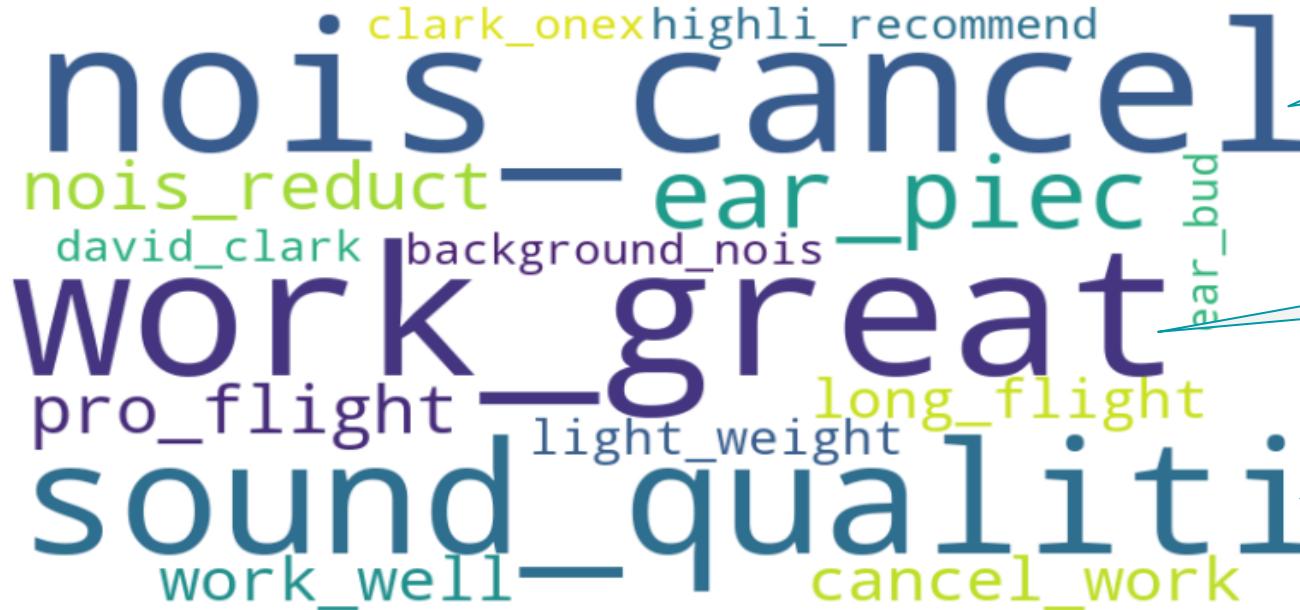
## Mixed Sentiments

- Sony: Positive: 43.7%, Negative: 35.6%

# Word Cloud Of Positive Reviews - Bose

## Highest Positive Reviews % Brand

Combined Positive Bigrams Word Cloud for Top 2 Positive Bose ASINs



Noise Cancellation

Work Great

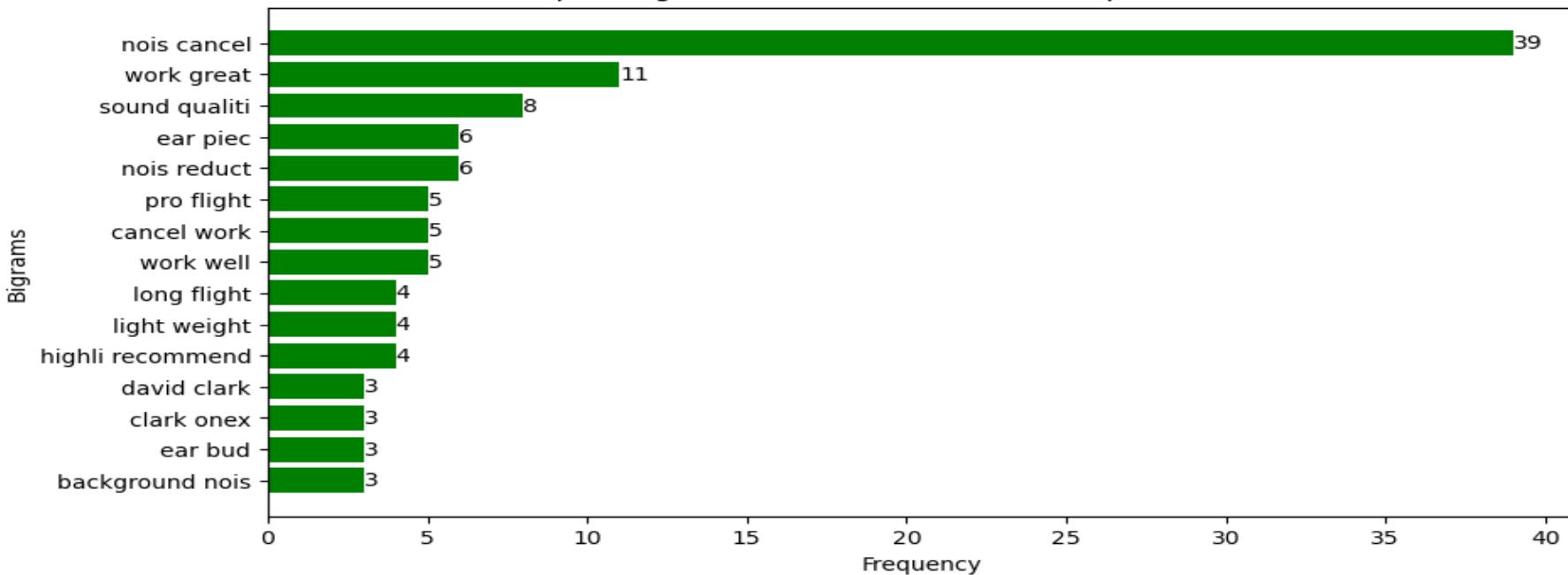
Sound Quality

- Most prominent Words (bigrams) :  
"work\_great", "sound\_quality" , "noise\_cancellation"

# Top 15 Bigrams From Bose Positive Reviews

## Highest Positive Reviews % Brand

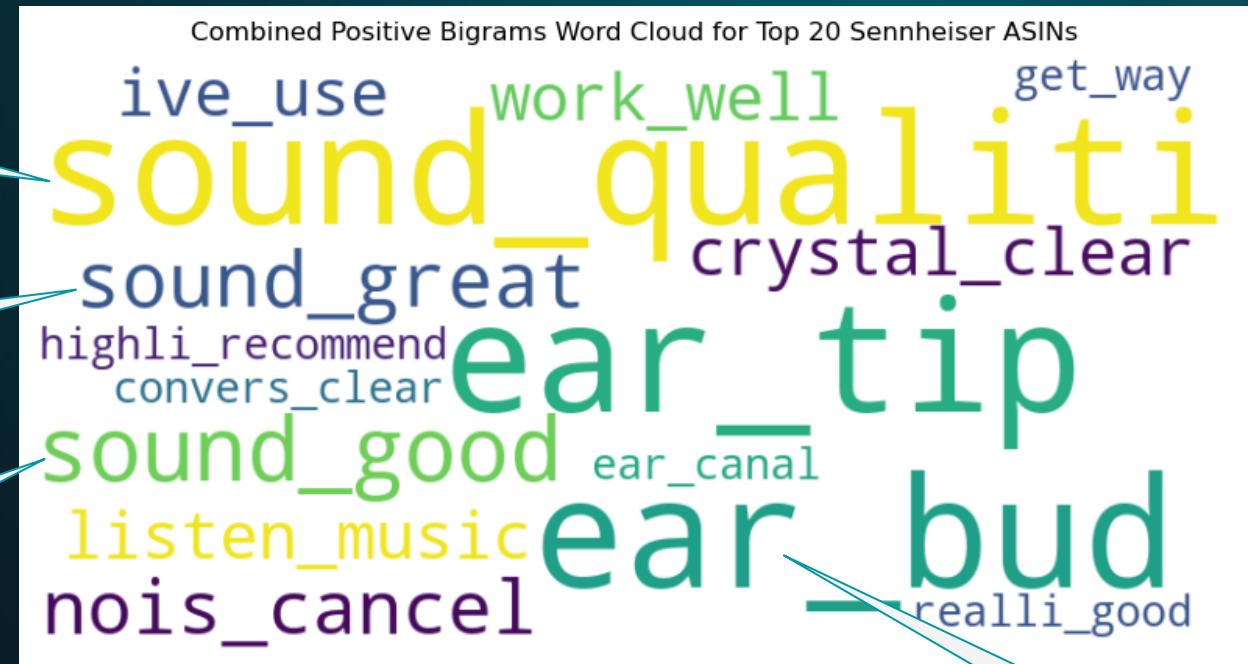
Top 15 Bigrams in Positive Reviews for Top 2 Bose ASINs



- Most frequent bigram: “Noise cancellation”. Significantly higher than others.
- Standout feature in Bose products

# Word Cloud Of Positive Reviews - Sennheiser

## 2nd Highest Positive Reviews % Brand

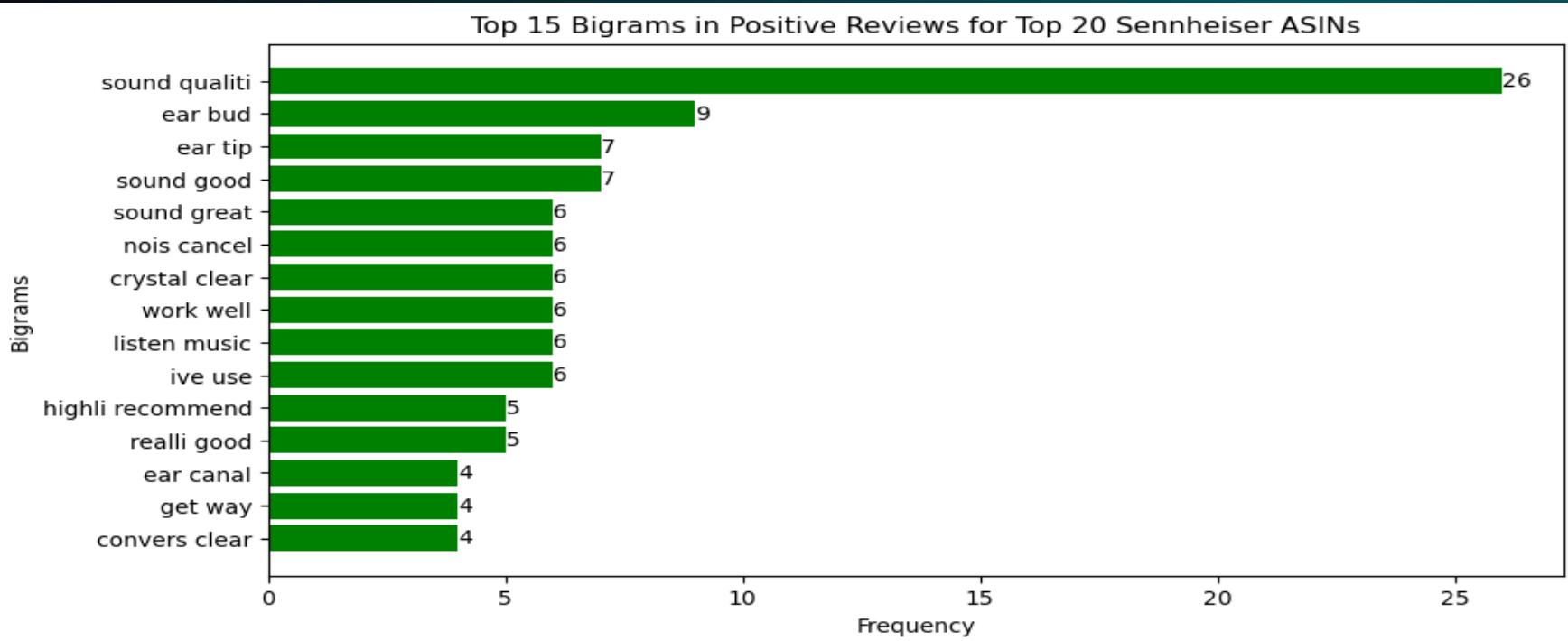


- Most prominent Words (bigrams) :  
"sound\_good", "sound\_qualiti", and "sound\_great", "ear\_tip", "ear\_bud"

# Top 15 Bigrams From Sennheiser Positive Reviews

## 2nd Highest Positive Reviews % Brand

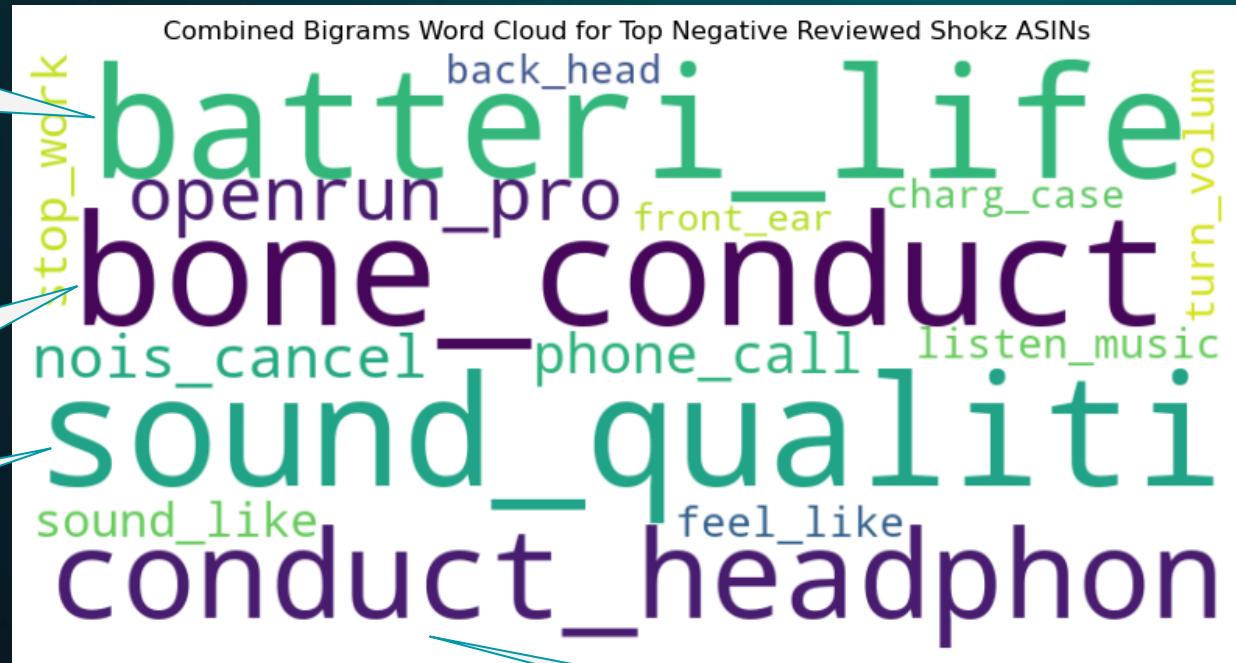
Top 15 Bigrams in Positive Reviews for Top 20 Sennheiser ASINs



- Most frequent bigram: “Sound Quality”. Significantly higher than others.
- Standout feature in Sennheiser products.

# Word Cloud Of Negative Reviews - Shokz

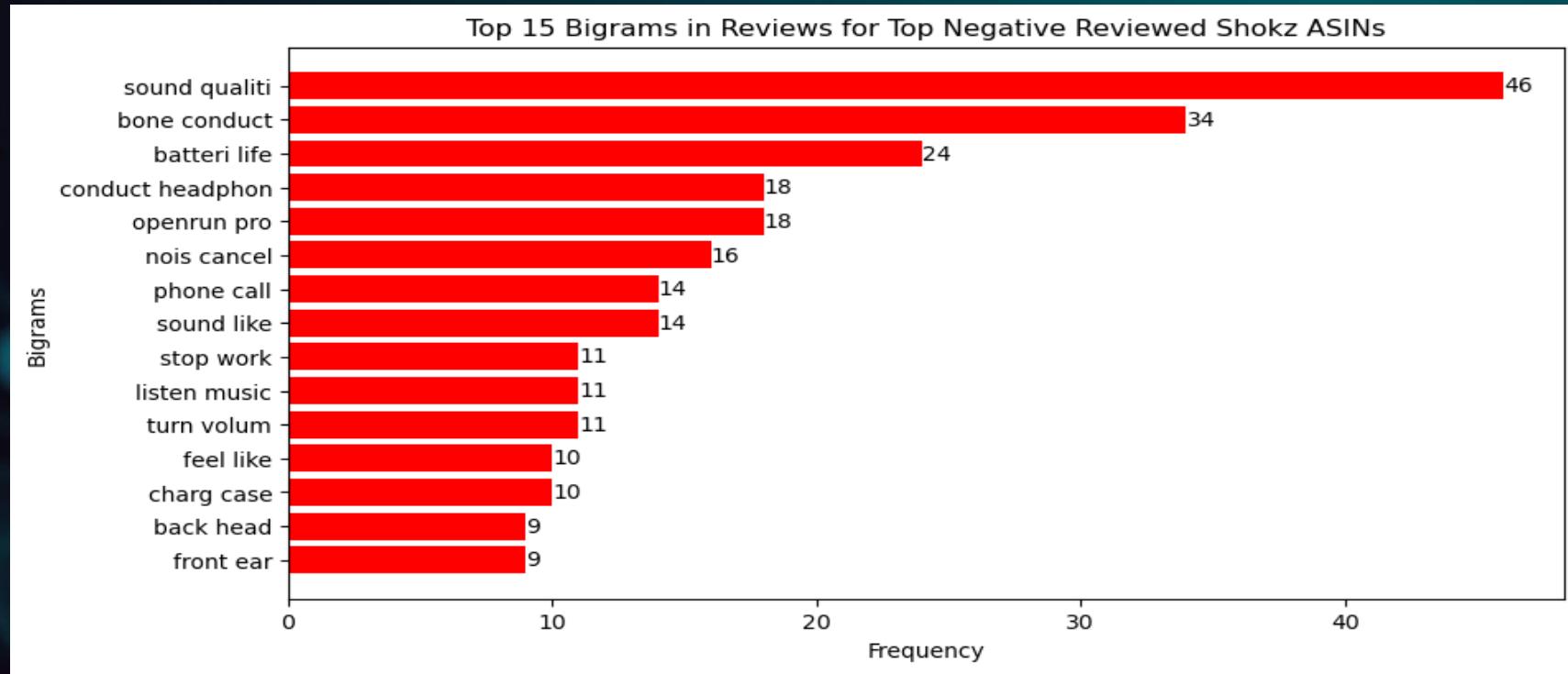
## Highest Negative Reviews % Brand



- Most prominent Words (bigrams) :  
"sound\_qualiti", "bone\_conduct" and "batteri\_life"

# Top 15 Bigrams From Shokz Negative Reviews

## Highest Negative Reviews % Brand



- Most frequent bigram: Sound Quality, Bone Conduct and Battery Life.
- Reaffirms the Top 3 negative aspects of Shokz Products.

# Word Cloud Of Negative Reviews - JBL

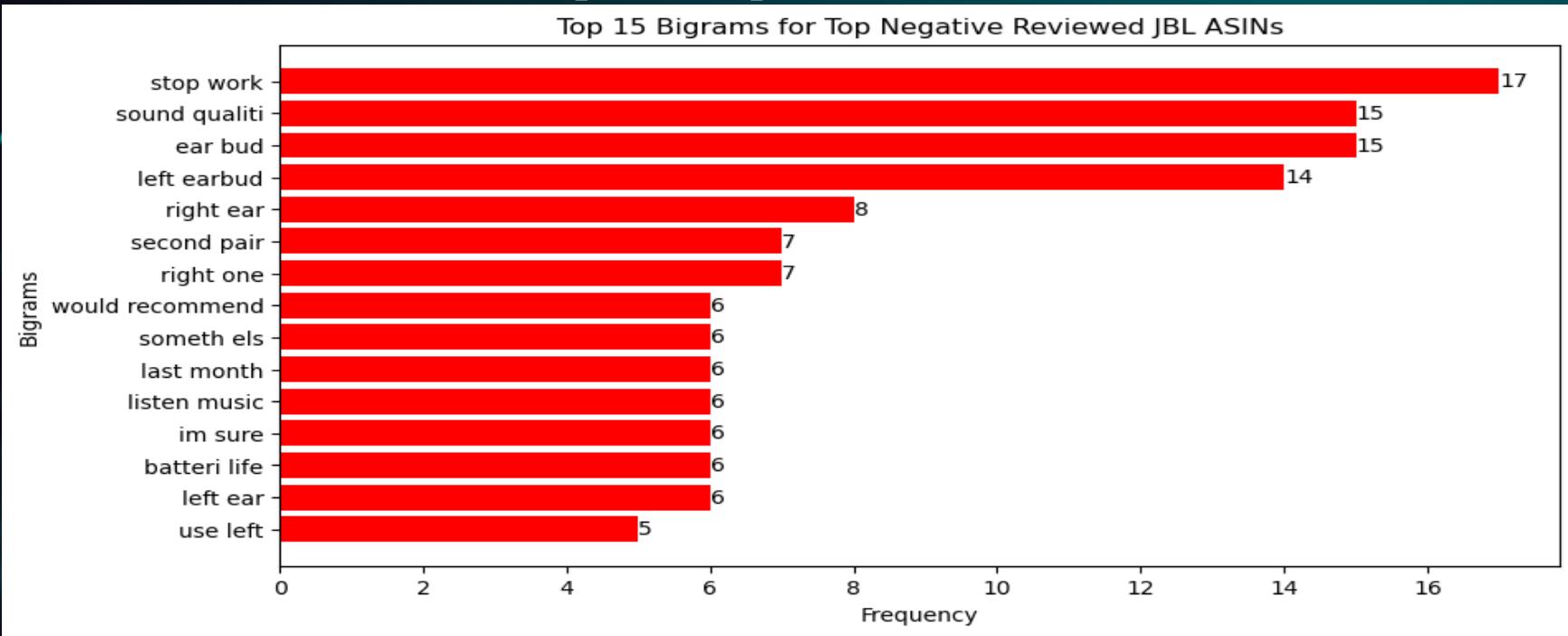
## 2nd Highest Negative Reviews % Brand



- Most prominent Words (bigrams) :  
“Ear Bud”, “Sound Quality”, “Stop Work”

# Top 15 Bigrams From JBL Negative Reviews

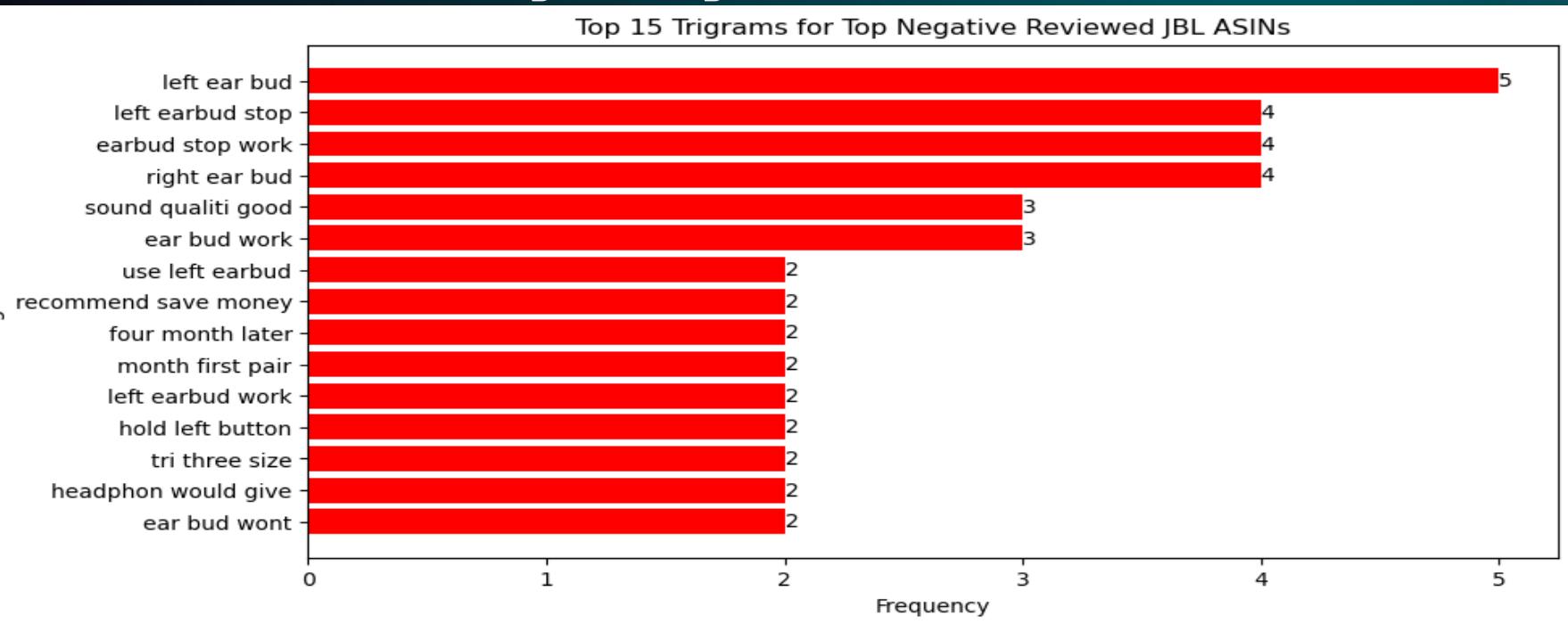
## 2nd Highest Negative Reviews % Brand



- Most frequent bigram: "Stop Work" & "Sound Quality", "Ear Bud", "Left Earbud".
- Further confirm Trigrams.

# Top 15 Bigrams From JBL Negative Reviews

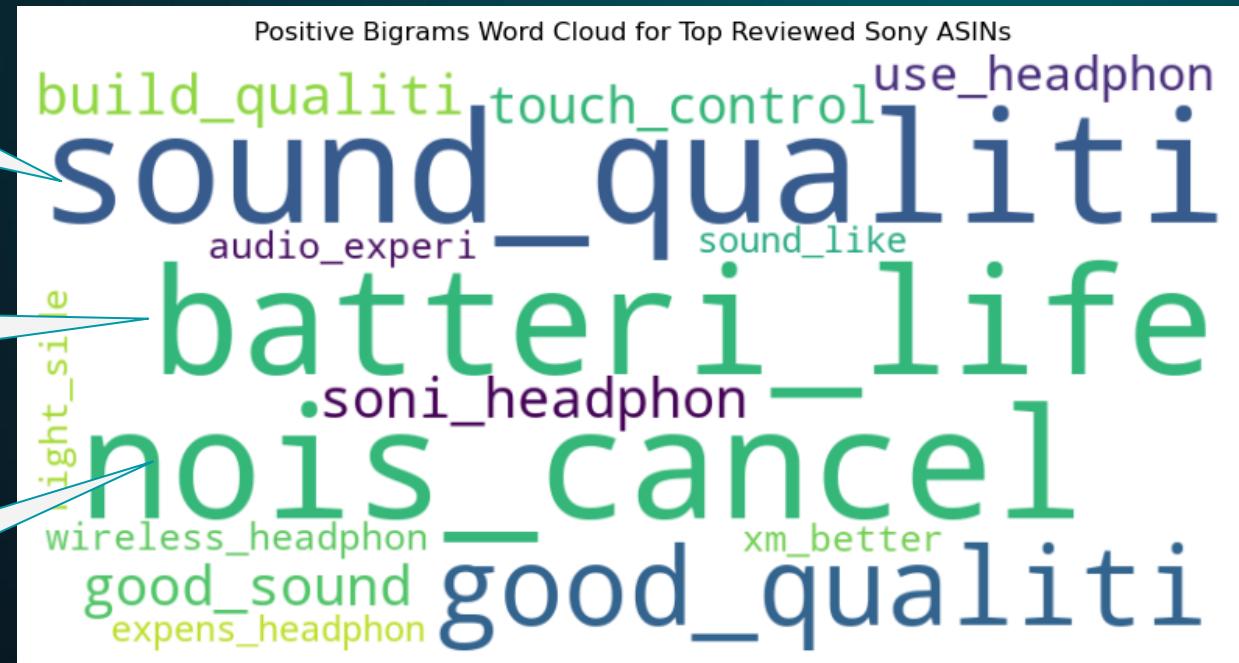
## 2nd Highest Negative Reviews % Brand



- Most frequent bigram: "Left Earbud Stop", "Right Ear Bud" , “Earbud Stop Work”
- Earbuds Stop working is the main negative issue of JBL Products.

# Word Cloud Of Sony Positive Reviews

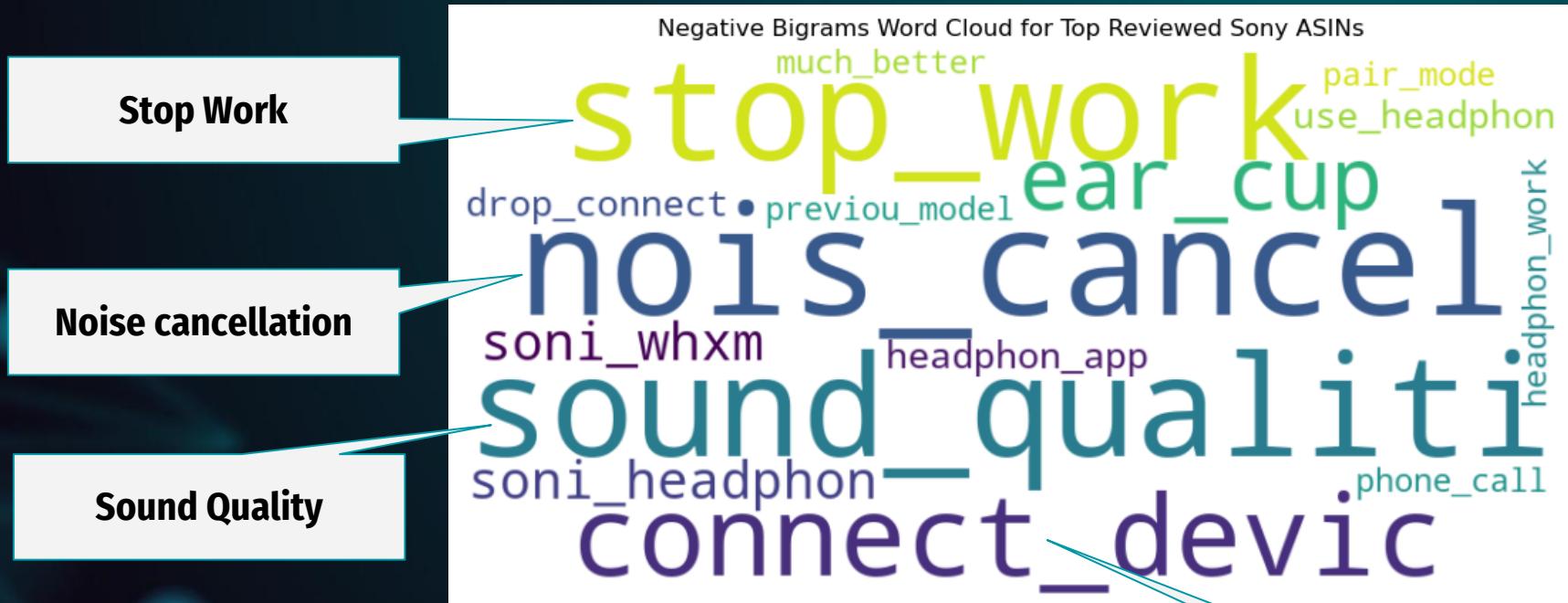
Mixed Customer Sentiments: Sony. Positive: 43.7%, Negative: 35.6%



- Most prominent Words (bigrams) :  
“Sound Quality”, “Battery Life” & “Noise Cancellation”

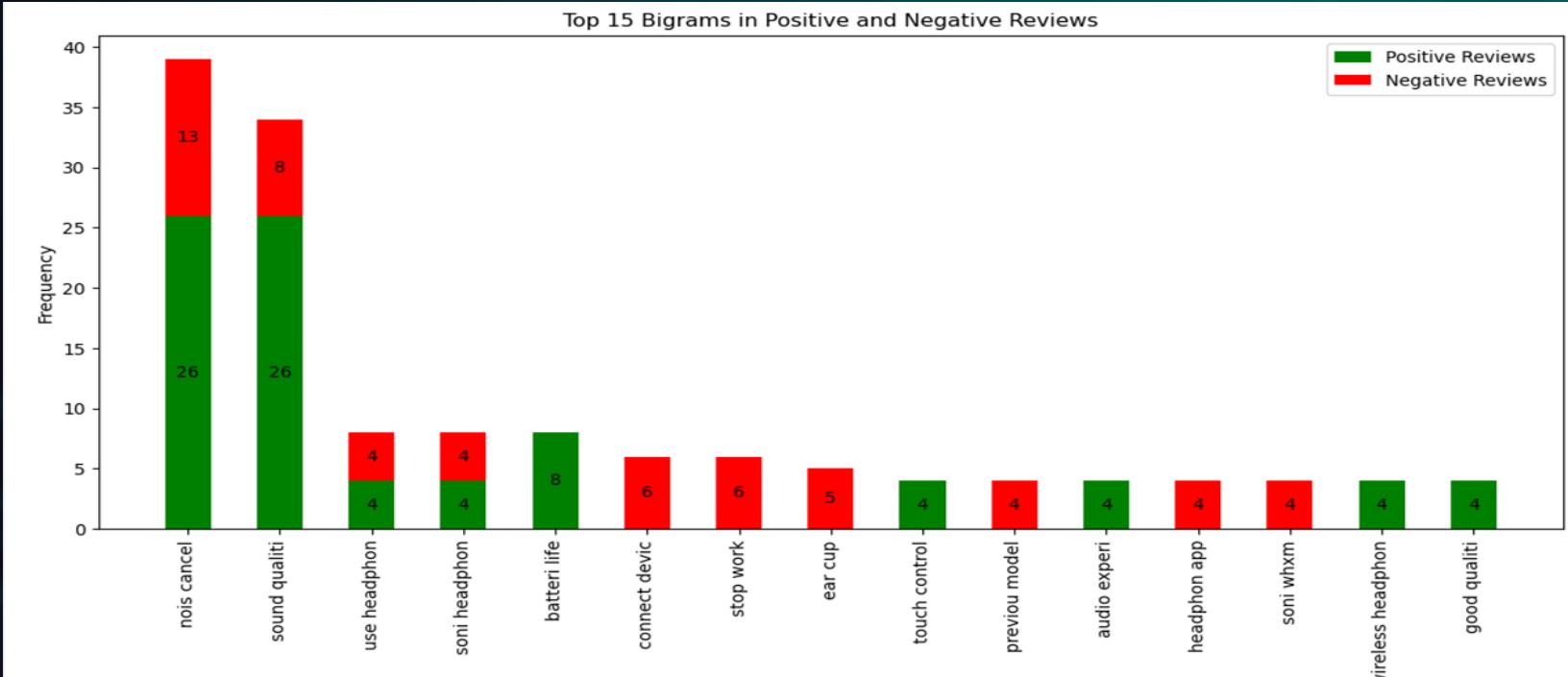
# Word Cloud Of Sony Negative Reviews

Mixed Customer Sentiments: Sony. Positive: 43.7%, Negative: 35.6%



- Most prominent Words (bigrams) :  
“Stop Work”, “Sound Quality”, “Noise Cancellation” & “Connect Device”

# Top 15 Bigrams From Sony Reviews



- Both positive and negative reviews: "Noise Cancellation", "Sound Quality",
- Unique Positive: "Battery Life"; Unique Negative: "Connect Device", "Stop Work", "Ear Cup"
- Sony's strengths: Noise Cancellation, Battery life, Sound quality
- Sony's highlighted issues: Connectivity, Functionality, Comfort.

# Summary Overview of Competitor Market Sentiment Analysis by Brand

Brand	Strengths	Weaknesses
Bose	High customer satisfaction (77.9%), noise cancellation, great performance, sound quality	Relatively Few negative aspects (17.5%)
JBL	Relatively Few positive aspects (14.6%)	High dissatisfaction (47.0%), Functionality issues (earbuds ceasing to work), poor sound quality
Sennheiser	54.8% positive reviews. Good sound quality, clear conversations, effective noise cancellation	Significant dissatisfaction (33.0%), despite 54.8% positive reviews
Shokz	Positive reviews higher than JBL (29.7%)	More than half reviews are negative (52.9%), sound quality, battery performance issues, discomfort with bone conduction technology
Sony	Mixed sentiments (43.7% positive, 35.6% negative), sound quality, battery life, noise cancellation	Connectivity issues, Functionality problems, comfort issues with ear cups

# Summary of Positive & Negative Aspects End Users Highlighted

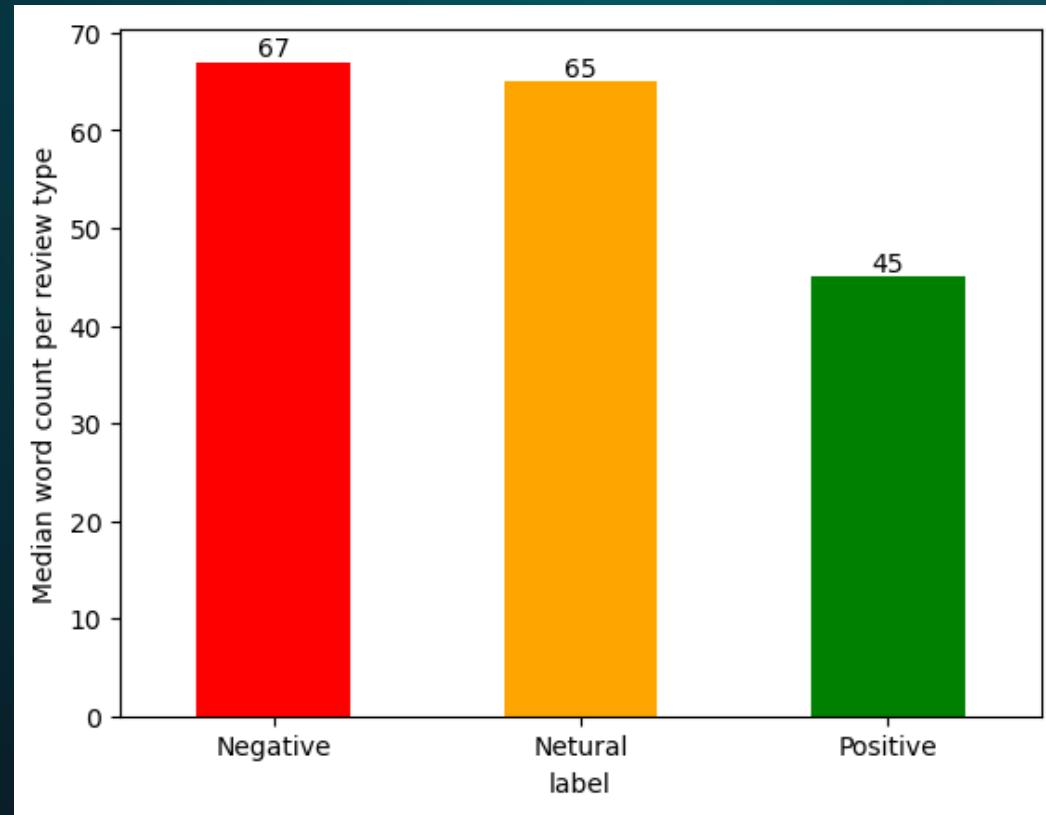
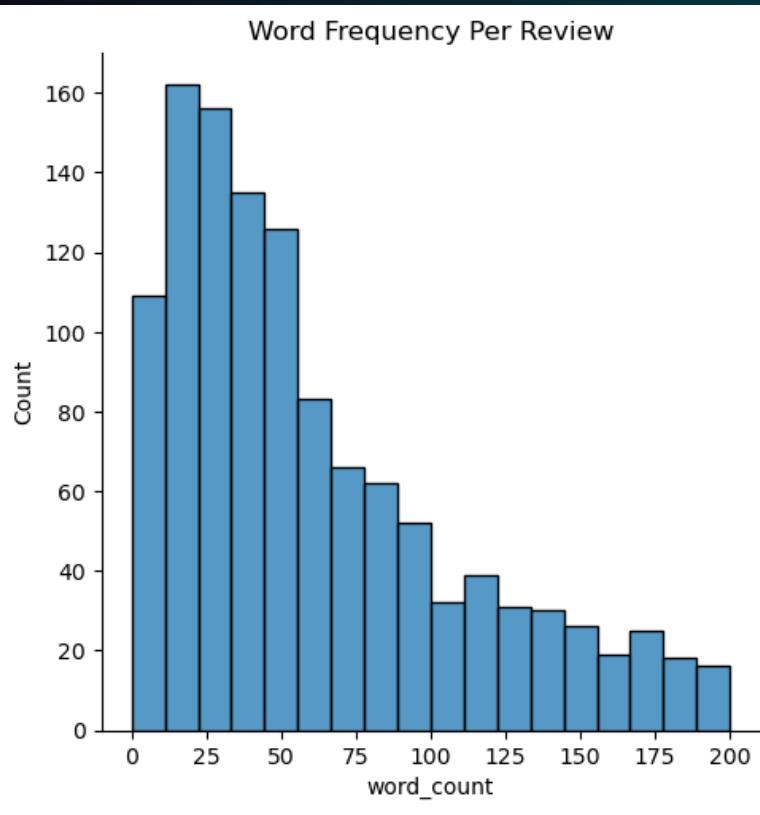
Positive Aspects	Negative Aspects
Noise Cancellation	Connectivity Issues
Sound Quality	Functionality Problems
Battery Life	Comfort Issues
Build Quality	Battery Performance
	Product Cease to Function

04

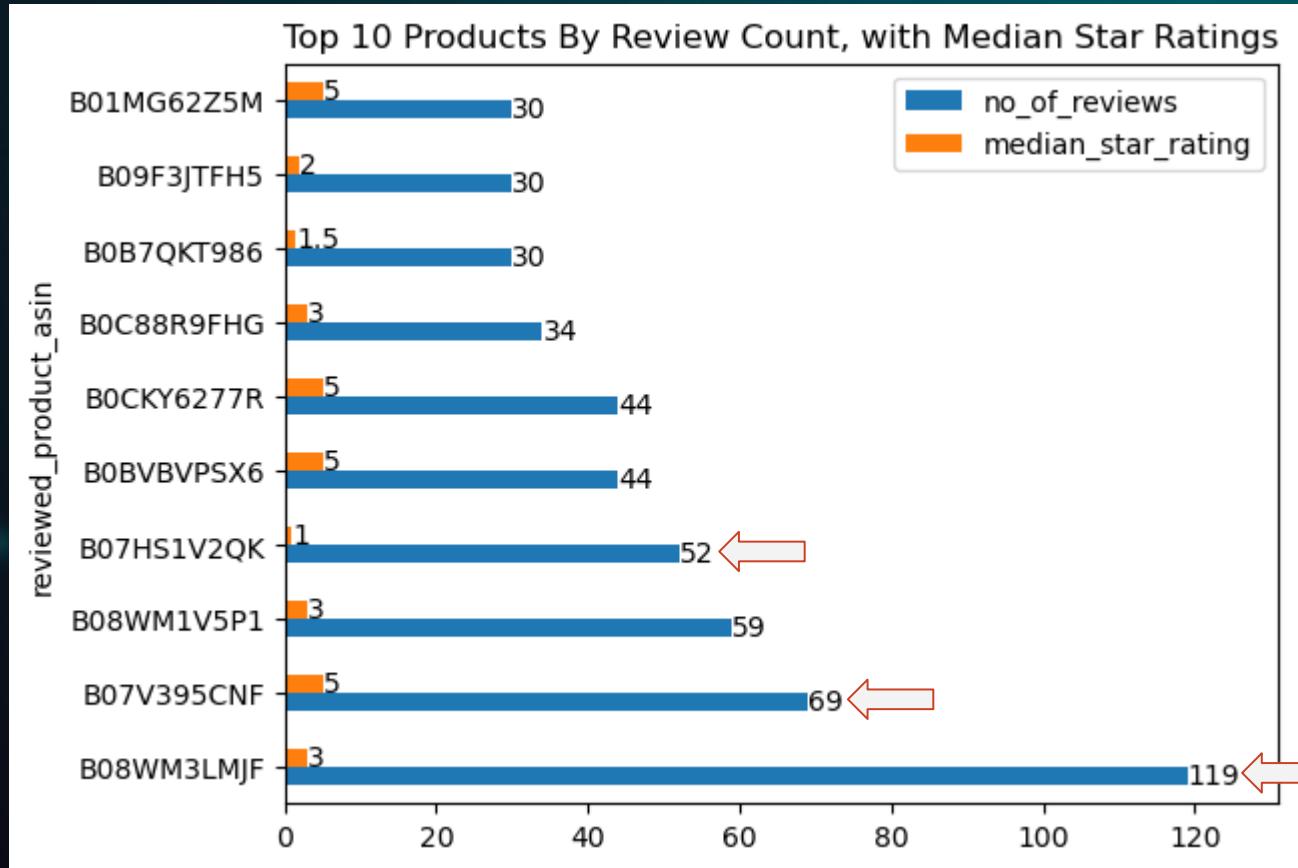
## Competitor Market Sentiment Analysis

Product

# General Review Insights

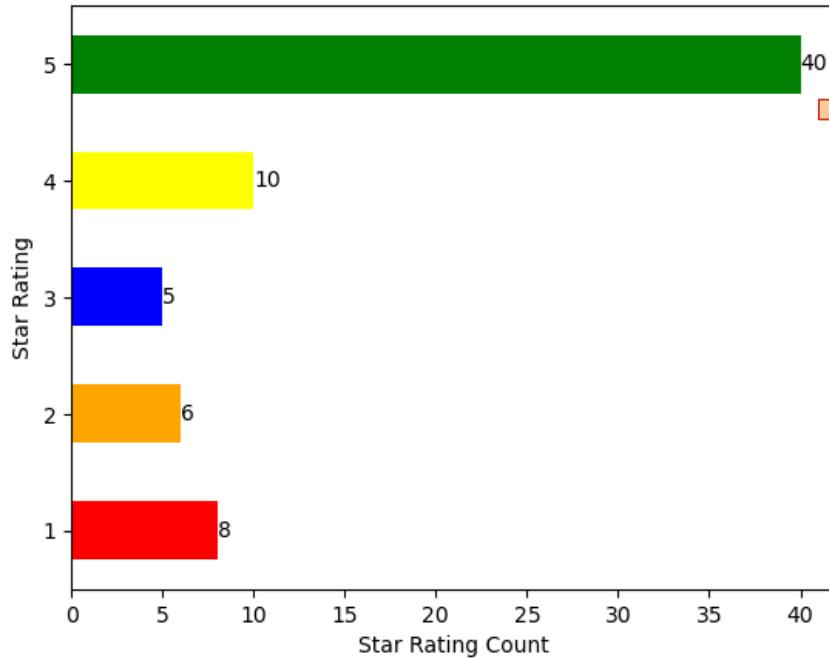


# Top 10 Products by review count

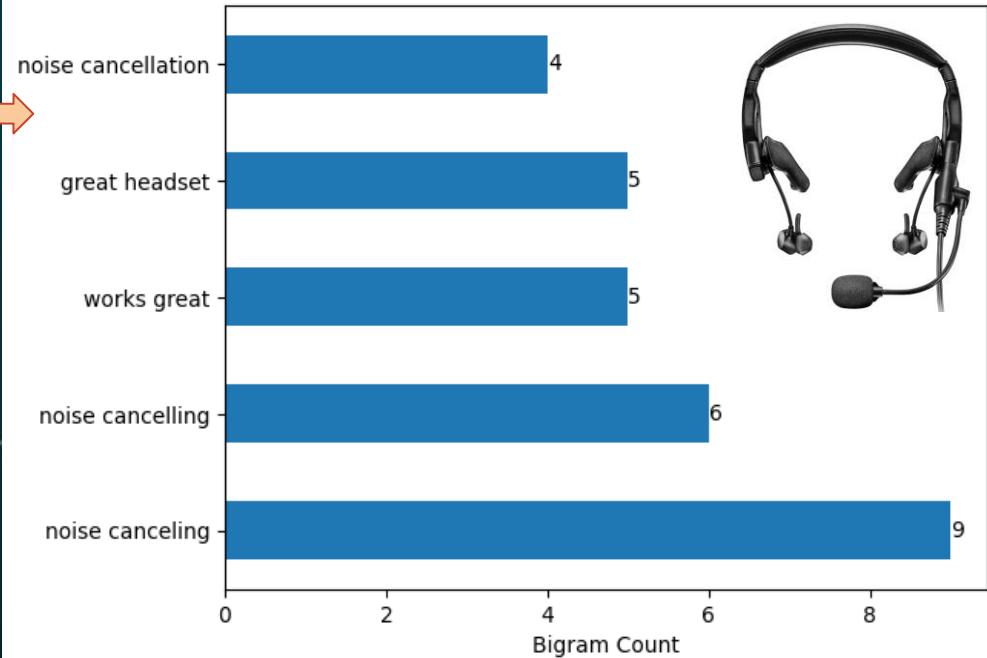


# Bose Proflight Series 2 (5 star reviews)

Product: B07V395CNF, Total Reviews: 69

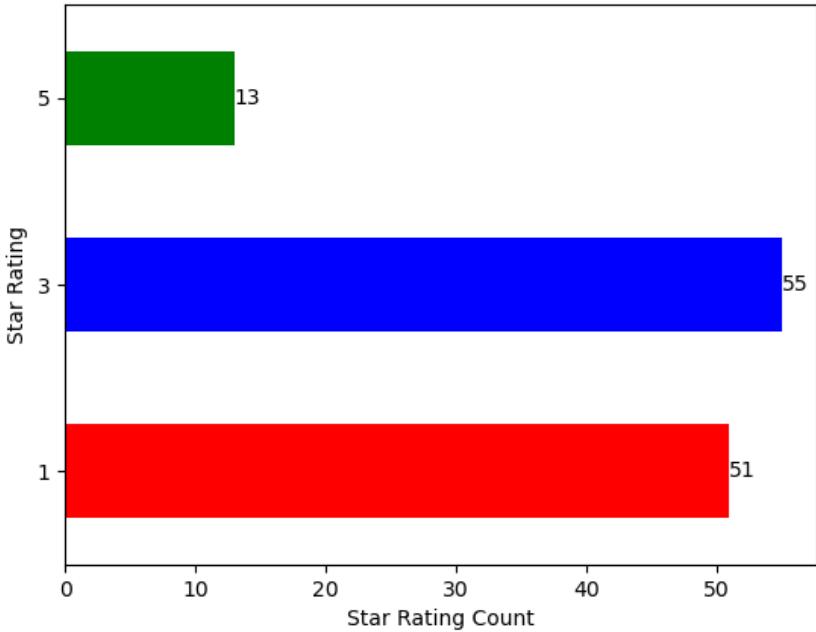


B07V395CNF, 5 stars reviews, Top 5 Bigrams

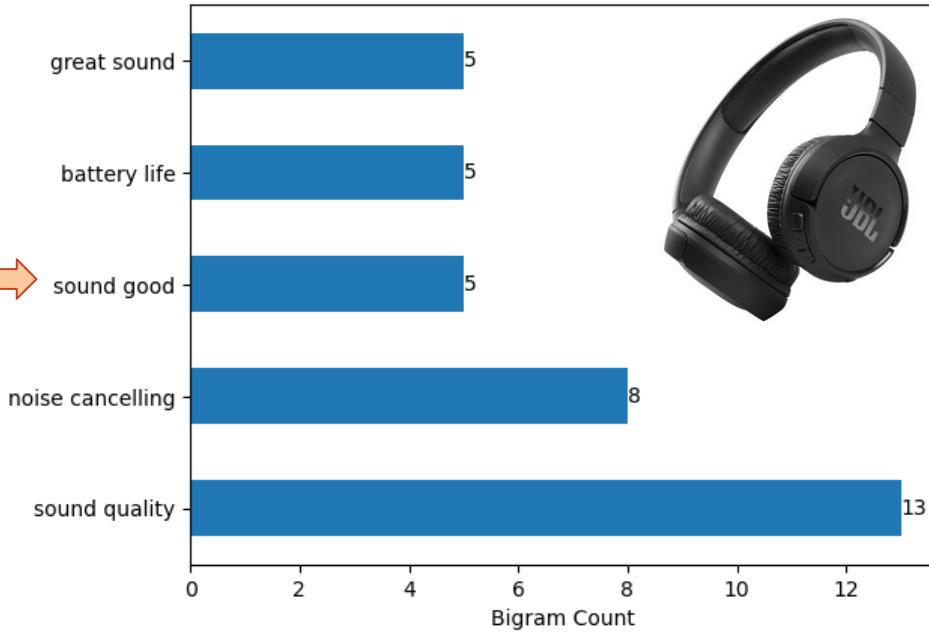


# JBL Tune 510BT (3 star reviews)

Product: B08WM3LMJF, Total Reviews: 119

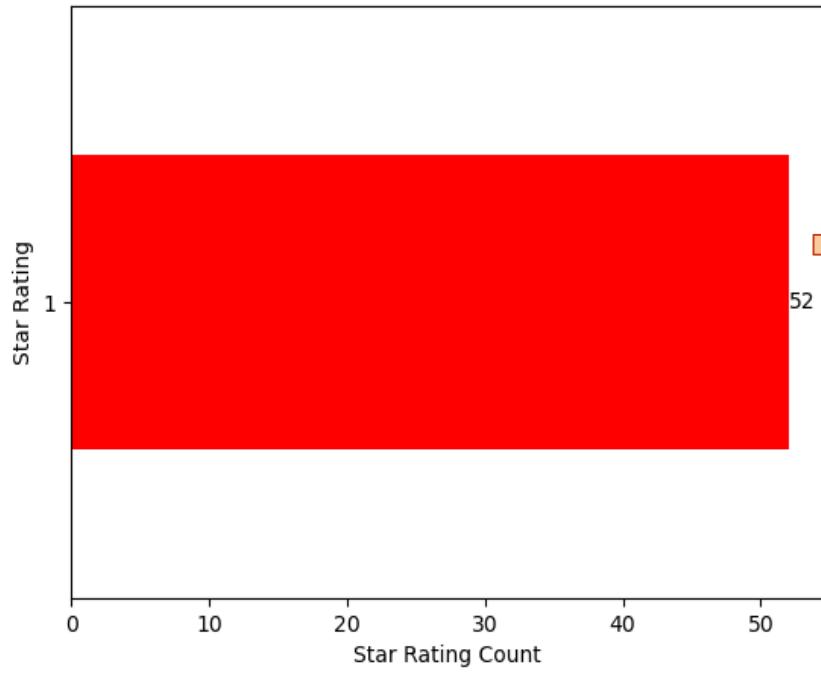


B08WM3LMJF, 3 stars reviews, Top 5 Bigrams

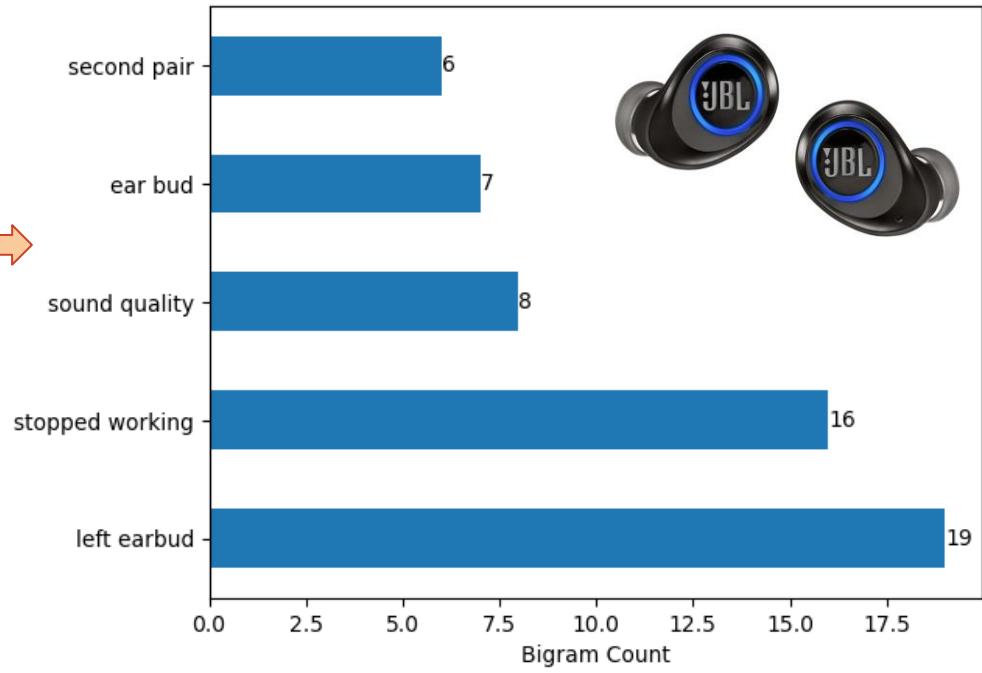


# JBL Free X (1 star reviews)

Product: B07HS1V2QK, Total Reviews: 52



B07HS1V2QK, 1 stars reviews, Top 5 Bigrams





...to clarity

## ASPECTS

### SOUND QUALITY

'sound', 'audio', 'bass',  
'noise', 'quality'

01

### PRODUCT CONCERNS

'issue', 'problem', 'broke',  
'fail', 'defect'

03

### PURCHASING XP

'purchase', 'buy', 'order',  
'warranty', 'service'

05



02

### COMFORT & FIT

'fit', 'comfort', 'wear', 'ear',  
'head'

04

### BATTERY LIFE

'battery', 'life', 'charge',  
'performance'

# Audiophile



JIA

*...Mine are used for listening to all different genres of music, learning Korean, watching movies, etc, and there has never been any issues with hearing everything crystal-clear. The deep base is definitely one of my favourite additions....*

## Purchase Experience

Product Issues



Battery and Performance



Comfort and Fit



Sound Quality



*...These slightly hover over your ear to pump volume into them however I did find them white irritating with any seven movements or the slight vibration I would receive from them which felt like I had a bug crawling around on my ear. They wouldn't stay snug...*

# Lifestyle user



ALEX

Battery lasts ages. Great for running as they stay in your ears. Waterproof too as I got caught in the rain when running and they still work. Nice and cheap.

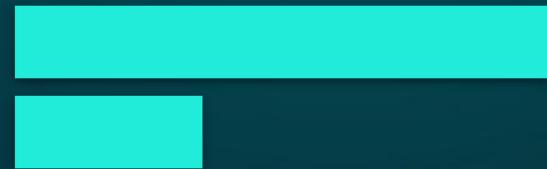
## Purchase Experience

## Product Issues

## Battery and Performance

## Comfort and Fit

## Sound Quality



...The trouble is...it does not charge even if done overnight. This product was probably been stored unsold for a long time that the battery has deteriorated. Now I know why it was on "sale"

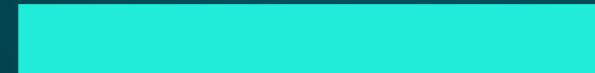
# Tech Enthusiast



**CARL**

...I really like how friendly the buttons are to the user. I can easily feel and hit the correct buttons.  
Be sure to down the Bose app software to customize your equalizer...

Purchase Experience



Product Issues



Battery and Performance



Comfort and Fit



Sound Quality



*you can only return this for a month after purchase, and my pair just stopped working in the middle of a webinar... i contacted the company and they never replied.... i wouldn't buy these again, that's for sure, they are expensive and a waste of money.*

# Professional



**KYLIE**

*It makes putting tracks down so much better. Easy to put on. Still lets you be aware of your surroundings. A little painful on the ear if worn for long periods but just moving them a little occasionally prevents and pain.*

**Purchase Experience**

**Product Issues**

**Battery and Performance**

**Comfort and Fit**

**Sound Quality**

*One ear piece has stopped working within a year. Hardly used the product once a month and was not comfortable to use as well. Application had tons of bugs and very hard to switch between multiple devices. Truly disappointed with the product*

05

# Conclusions

Recommendations & Next Steps

## Recommendations

- Focus on Aspects / features already highlighted in User reviews
- Consider long term supply chain partners in the region in ecommerce / retail etc.

## Next Steps

- We'll obtain more review data from local e-commerce partners such as Lazada, Shopee etc.
- Conduct in-person surveys through online ads and at offline activations
- Provide Shure with a GTM plan for the next 6 months

# GO TO MARKET

## LAUNCH PHASES



**SG**

Primary launch market,  
premium positioning



**ID**

Phase 2 focusing on gaming  
markets



**MY**



**TH**, **VN**



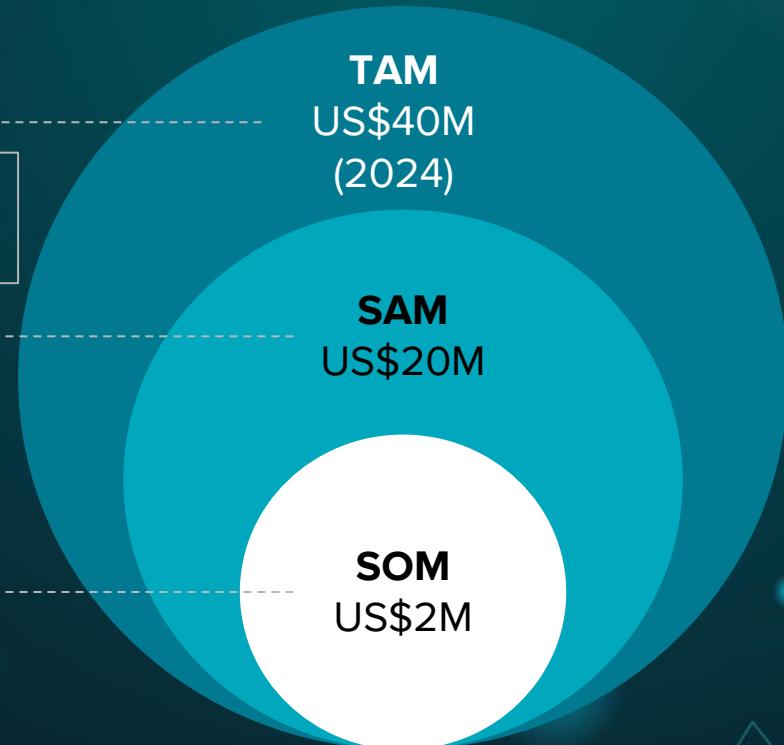
Extend launch to rest of SEA

# MARKET SIZING

Personal Audio revenue in Singapore  
*(Statista 2024)*

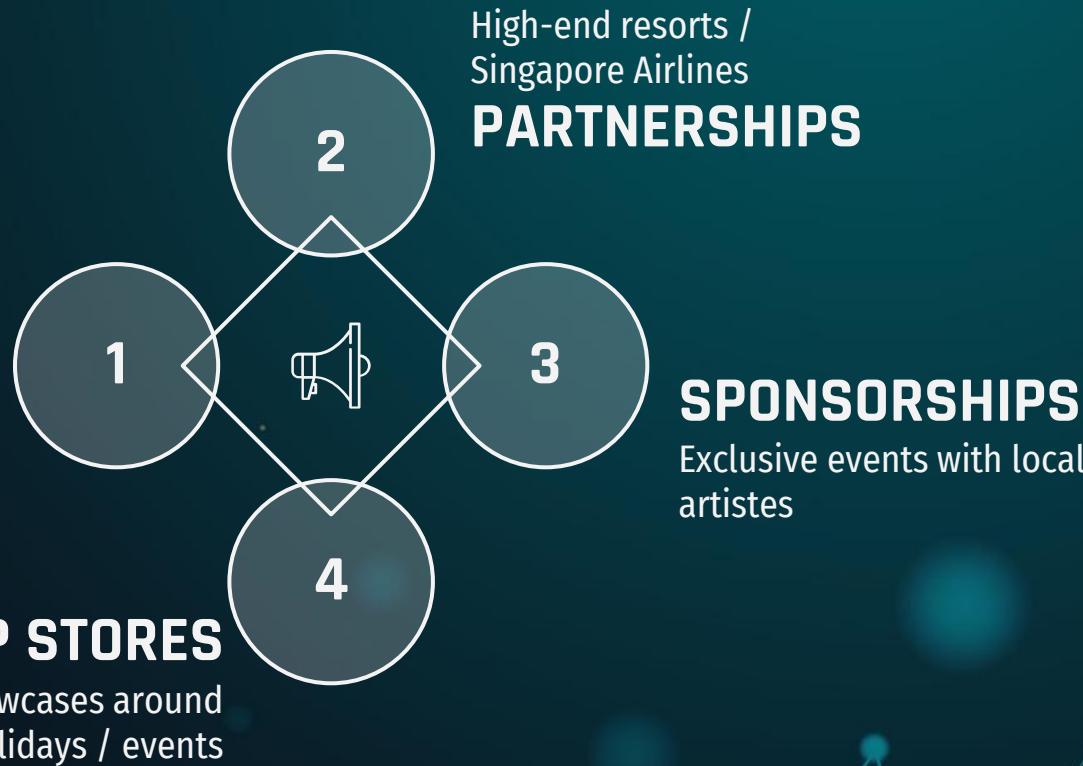
Premium Personal Audio market  
(50% of TAM)

10% Market share projections in first year  
of launch



# GTM (contd)

## NEXT 6 MONTHS



# Thank you



# Question & answer



# Appendix



