

Focus Group Answer Form

Please do not complete any question until moderator directs you to do so.

1. What is the brand of the headphones that you are most frequently using?

Why you chose this brand? _____

2. (a) What are the features that your are most satisfied with this pair of headphones?

Most satisfied with: _____

- (b) What are the features that you don't like about this pair of headphones?

I don't like/ I'm not satisfied with: _____

3. Please rank the following characteristics of handphones in the order of their importance to you

(In the space provided, write 1,2,3,4,5,6. 1 = the most important and 6 = the least important)

Share the most important and the least important features and explain why

___ Function

___ Price

___ Appearance design

___ Brand image

___ Reputation

___ OTHERS, Please specify: _____

4. Can you recall one certain pair of headphones (name the brand) whose appearance design impressed you a lot (in a good way)? Why do you think it was appealing?

5. If you were going to buy a new pair of headphones, would you choose that brand/pair of headphones you mentioned in the last question? Why or why not?