

1. What type of headphones are you using right now?
- ☐ Wireless, in ear [CONTINUE. GROUP A]
 - ☐ Wireless, on/over ear [CONTINUE. GROUP B]
 - ☐ Wired, in ear [CONTINUE. GROUP A]
 - ☐ Wired, on/over ear [CONTINUE. GROUP B]
 - ☐ Don't know/ Refuse to answer [Terminate]

2. Which brand of headphones are you using right now?

- ☐ BOSE
- ☐ BEATS BY DRE
- ☐ APPLE
- ☐ SENNHEISER
- ☐ SKULLCANDY
- ☐ JVC
- ☐ SONY
- ☐ PHILIPS
- ☐ OTHER
- ☐ DK/ REFUSE [TERMINATE]

[MUST HAVE 2 USE BOSE AND 2 USE BEATS IN EACH GROUP]

3. What is the primary reason that drives you buy this brand of headphones?

- ☐ Function [CONTINUE]
- ☐ Price [TERMINATE]
- ☐ Appearance design [CONTINUE]
- ☐ Brand image [CONTINUE]
- ☐ Reputation [CONTINUE]
- ☐ OTHERS, Specify: _____ [CONTINUE]