Yen Hsieh Hsu COMM 316 June 5, 2020

Brand, Product/Service: Apple, Apple Music

Quantitative

Research Questions

- 1. Do college students find that there is a significant difference between the services provided by Apple Music and other streaming services (Spotify, etc.)?
- 2. Will the pricing of Apple Music affect college students' decision from purchasing the service?

Survey Questions

1. Are you currently a college student?

- 1. Yes
- 2. No

2. Which streaming services do you currently use?

- 1. Apple Music
- 2. Spotify
- 3. Both
- 4. I do not use streaming services (you may end the survey here.)
- 5. Other: _____

3. Which streaming service do you prefer the most?

- 1. Apple Music (skip to question #9)
- 2. Spotify
- 3. Other: _____

Non-Apple Music Services

4. How much are you paying for the current streaming subscription per month?

5.On a scale of 1-7 with 1=Strongly disagree and 7=Strongly agree, is the pricing reflective of the quality of the service?

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

6.On a scale of 1-7 with 1=Very dissatisfied and 7=Very satisfied, what is your overall satisfaction with the music selection of your current streaming service? Very dissatisfied 1 2 3 4 5 6 7 Very satisfied

7.On a scale of 1-7 with 1=Very dissatisfied and 7=Very satisfied, what is your overall satisfaction with the quality of your current streaming service? Very dissatisfied 1 2 3 4 5 6 7 Very satisfied 8.On a scale of 1-7 with 1=Very dissatisfied and 7=Very satisfied, what is your overall satisfaction with your current streaming service? Very dissatisfied 1 2 3 4 5 6 7 Very satisfied Apple Music Services 9.On a scale of 1-7 with 1=Not expensive and 7=Very expensive, how would you describe the subscription price (\$9.99 per month) of Apple Music? (skip if you are not using this plan) Not Expensive 1 2 3 4 5 6 7 Very expensive 10.On a scale of 1-7 with 1=Not expensive and 7=Very expensive, how would you describe the subscription price for students (\$4.99 per month) of Apple Music? (skip if you are not using this plan) Not Expensive 1 2 3 4 5 6 7 Very expensive 11.On a scale of 1-7 with 1=Strongly disagree and 7=Strongly agree, is the pricing reflective of the quality of the service? Strongly disagree 1 2 3 4 5 6 7 Strongly agree 12.On a scale of 1-7 with 1=Very dissatisfied and 7=Very satisfied, what is your overall satisfaction with the music selection of Apple Music? Very dissatisfied 1 2 3 4 5 6 7 Very satisfied 13.On a scale of 1-7 with 1=Very dissatisfied and 7=Very satisfied, what is your overall satisfaction with the podcast selection of Apple Music? Very dissatisfied 1 2 3 4 5 6 Very satisfied 7 14.Is the interface of Apple Music easy to use? 1. Yes 2. No 15.On a scale of 1-7 with 1=Strongly disagree and 7=Strongly agree, compared to other alternatives, is Apple Music easier to use? Strongly disagree 5 6 7 Strongly agree 1 2 3 4 16.On a scale of 1-7 with 1=Very dissatisfied and 7=Very satisfied, what is your overall satisfaction with the quality of Apple Music? Very dissatisfied 1 2 3 4 5 6 7 Very satisfied 17.On a scale of 1-7 with 1=Very dissatisfied and 7=Very satisfied, what is your overall satisfaction with Apple Music? Very dissatisfied 2 Very satisfied 1 3 4 5 6 7

Procedure

For the second research question a t-test can be performed since it compares two sample means, but for the first research question ANOVA would be the most suitable procedure. ANOVA is used because when talking about differences in services of Apple Music and Spotify there will be several variables to be considered and using the t-test will be more time consuming and complicated when testing many variables.

Qualitative

Research Question

How do college students describe their experience using Apple Music?

Procedure

Best procedure for the interview would most likely be using a focus group in their natural conditions. For example, since we are talking about the college students' experience with Apple Music, it is possible for the interview to be conducted on a college campus where it is a natural environment for college students to be in.