Final Report - Amazon Prime Music

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Keensight Research

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Executive Summary

This report analyzes key consumer and product information for Amazon Prime Music. Over the last several weeks, our team analyzed Amazon Prime Music and all it has to offer. We conducted secondary and primary research, both qualitative and quantitative, to get a better picture of how consumers view Amazon Prime Music, as well as how the service compares to its competitors, such as Spotify and Apple Music.

The key purpose of this report is to examine how consumers interact with Amazon Prime Music to make recommendations on how Amazon Prime Music can effectively communicate their service to target consumers. Overarching objectives included…

- Understand how people perceive Amazon Prime Music in comparison to other music streaming services
- Learn about the most favored features of music streaming services according to consumers
- Reveal commonalities people share in regard to their music streaming habits

In our first report about secondary research, we conducted detailed industry, competitor, consumer, brand, and product analyses revolving around Amazon Prime Music. We also identified college students aged 18-24 as our target market and the subsegment of this group with access to Amazon Prime as our secondary target market. Our methodology involved investigating many trusted sources, such as Statista and AdSpender reports to gather information. We concluded that Amazon itself is one of the biggest e-commerce companies in the world, but Amazon Prime Music is a lesser used music streaming service because it lacks relevant communication of a clear competitive advantage.

Our second report focused on acquiring in-depth, personalized data about music streaming usage habits, preferences, and experiences with Amazon Prime Music. To do so, we conducted two

focus groups consisting of college students aged 18 to 24. The procedure involved using a moderator guide to welcome our participants and ask them questions about their experience with and attitudes on music streaming services. Our findings demonstrated a clear dominance between two industry leaders, Apple Music and Spotify, and that social features, such as music sharing abilities, were important to our sample of college students. We also found low awareness of Amazon Prime Music among our focus group participants.

This led us to our quantitative data collection. For this part of the report, we conducted an online survey with consumers from our primary and secondary target markets using Qualtrics. We choose an online survey, as opposed to another type of survey, because of the low cost and quick data collection capabilities. Results showed our sample considered a large music library, hands-free listening, and ad free characteristics valuable within music streaming services, and we discovered much higher brand usage among Spotify and Apple Music than Amazon Prime Music.

In conclusion, it is recommended that Amazon Prime Music revitalize their communications strategy to make their service more relatable to college students heavily invested in music. They can do this by promoting a social atmosphere among users while demonstrating smartphone listening. They should also showcase a unique brand image and competitive edge: a hands-free listening experience with no ads and intelligent technology.

Project 1: Secondary Research

Industry Analysis

The music streaming industry is in a growth stage, and it is expected to show 7.8% revenue growth in 2020 (Statista 2019). Streaming has taken over many other forms of listening, and in 2019, streaming accounted for 80% of the music industry (Alexander 2019). Revenues come from a combination of paid subscriptions and ads, and the largest revenues come from the United States. 2019 growth trends include a 21% increase in active users and a 32% increase in paid subscriptions (Kumar Kumar, Guha, & Burns 2019). The current market leaders are Spotify (36% global market share) and Apple Music (18% market share). Other key players include Amazon Music, YouTube Music, and Deezer, among others (Musically 2019).

The industry has periodically faced legal issues with music licensing. However, brands have largely found ways to work within copyright laws. Big data, machine learning, and behavioral targeting technologies have also played a role in the industry, helping boost potential advertising revenues. These environmental factors, coupled with evidence that people are streaming music more than ever before, create a promising outlook for the industry.

Brand Analysis

Amazon Prime Music offers consumers over 2 million songs and more than a thousand playlists and stations. It's ad-free, easy to use, streams to multiple devices, and allows unlimited song skips. In January 2020, Amazon announced they reached 55 million subscribers worldwide. The fiscal earnings of the Amazon parent brand topped $2.3 billion in the fourth quarter of 2019 (Clement 2020). According to the US Brand Relevance Index, Amazon is one of the most relevant brands to consumers (Davis 2016).

Accessibility and Pricing

Consumers can access Amazon Prime Music through the Prime Music app on their mobile devices, on a computer, or on an Alexa, Amazon's smart speaker. On the app, users can create playlists, download songs to play offline, and listen to public playlists or stations curated by Amazon (Hall 2020). Prime Music positions itself as a benefit of having an Amazon Prime membership, as Amazon Prime Music is included in the cost of Amazon Prime, which is $119 per year. Amazon Music Unlimited is an extra $7.99/month or $79/year, and it offers subscribers more music, "tens of millions" of songs, alongside other features. Non-Prime members pay $9.99/month for Unlimited (Amazon 2020).

Positioning and Promotions

Amazon Prime Music is positioned as an accessible and convenient streaming service. Examples of this include "hands-free listening" with Amazon Alexa and "listening offline with unlimited skips." The brand personality is vibrant, stimulating, and functional. They maintain a casual and approachable tone to please many different consumer segments. The branding matches Amazon's core values, logos, and fonts, but key differences separate Amazon Prime Music from other product line extensions. Brand styles revolve around wavy graphics, shadows on illustrations, and dotted backgrounds. This creates a dynamic personality for Amazon Prime Music, as right blues reflect the lively qualities of music and movement in the graphics reinforces the physical motion of musical vibrations.

"A Voice is All You Need" was one of their largest ad campaigns from 2019. It ran across several media channels, including online and out-of-home billboards. The campaign featured many popular artists from many musical genres, including The Beatles. Their most recent ad campaign is "Song for That." This campaign has aired mostly through Youtube videos. It features famous

celebrities like Halsey, Liam Payne, and Katy Perry. In these 2-minute videos, these artists get asked to name songs that they recall during certain experiences, like what they listen to before performing. Although advertising expenditure data was not readily available for Amazon Prime Music, they seem to have a smaller advertising presence compared to top competitors.

Competitive Analysis

Direct Competitors for Amazon Prime Music:

Spotify is one of the top players for music streaming platforms. With its grasp on data science, Spotify is able to create incredibly personalized playlists for its users, allowing the brand to create a special bond with each customer. Spotify understands their younger audience and places themselves in the same mindset with their personalized, playlist-centered positioning strategy and hip branding. They use a freemium pricing strategy, and they offer Spotify Premium at $9.99 per month or $4.99 per month for students. The Spotify app can be downloaded on any mobile device or computer; it can also be accessed via the internet. Their most popular and successful advertising campaigns include their yearly "Wrapped" campaigns. The brand recognizes interesting patterns throughout the year and creates simplistic ads and customized user displays (Swant 2019). From October 2018 to October 2019, Spotify spent a total of $18,677,000 on advertising (Kantar Media 2020).

Apple Music is a prevalent player in the music streaming service with 49.5 million monthly users (Statista 2018). Apple Music's competitive advantage includes convenience, as Apple products, such as iPhones and iPads, have the Music app pre-downloaded. However, Apple Music focuses on its universality, as the established, overarching nature of the Apple brand empowers any subsequent products the brand may create, such as its music streaming service. The popularity of Apple devices creates accessibility to the platform. Similar to Spotify, a subscription currently costs

$9.99 per month and $4.99 for students. However, a free, ad-sponsored plan does not exist for Apple Music. The service can be found on the Music app or iTunes app on all Apple devices and can be downloaded to any computer regardless of the operating system.

Indirect Competitors of Amazon Prime Music:

Sirius XM Radio is the frontrunner for premium, traditional radio. Offered as an option on most, if not all, current models of cars, Sirius XM has found its way into the lives of many consumers. Stations on Sirius XM may not be a direct product of the company; however, the individual stations cater to the tastes and preferences of different consumers. Stations vary from all different genres of music to religion and news. In the year of 2018, Sirius XM Radio spent a total of $17,041,500 (Kantar Media 2020) on advertising expenditures.

Audible may not specialize in streaming music; however, it may fulfill the same entertainment need Amazon Prime Music fulfills for many consumers. Audible focuses on audiobooks rather than music. Ironically, Audible is a part of the Amazon family of brands. Despite being owned by the same parent company, the two brands compete for audiences who enjoy listening to audio in their daily routines. From November 2018 to November 2019, Audible spent $70,619,700 (AdSpender 2020) on advertising expenditures.

Consumer Analysis

The primary target market for Amazon Prime Music is 18-24-year-old college students (Lee 2019). An Edison Research survey found college students are the leading demographics for music streaming users. In addition, the largest consumer segment for Amazon Prime membership is people in their early 20's (Craft 2019). As far as geographic segmentation goes, Amazon Prime Music users mainly come from developed nations with mostly western cultures and access to new technologies. The U.S. and the U.K. make up the two largest geographic areas (Dudovskiy). One

challenge for this demographic target is strong competition, as 18-24-year-olds are 67% more likely to use Spotify than the average consumer, but they are 45% less likely to use Amazon Prime Music (MRI 2018).

With regards to income, 46% of this segment report an annual household income of over $100,000, making Amazon Prime Music quite affordable (MRI 2018). College students value customization and prefer to listen to their favorite music anywhere, anytime, and in a playlist of their choosing. Whether they are walking to class, doing homework, or working out, college students prefer accessibility and simple usage for their music streaming services (Lee 2019). When making a purchase decision, this group considers price, convenience, strong word-of-mouth, and how beneficial the service will be for usage in their lives (Animalz, 2018).

Analyzing data from a spring 2018 Simmon's Insights report provided further evidence that the segment is a strong target, as college students tend to be technologically savvy and spend considerable time on their smartphones and social media. They are 75% more likely than average to be part of the mobile generation, whose mobile devices are an integral part of their everyday life. With this, they spend an average of over 18 hours per week on mobile devices. They access social media through their smartphones most often, and nearly 65% of students in the segment visit social media platforms three or more times per day. They spend the second most amount of time on computers, access the Internet at school most often, and are less concerned about consumer privacy than their older counterparts (MRI 2018).

We identified a subsegment of the same demographic to make up our secondary target market: college students aged 18-24 who have access to Amazon Prime. We chose this because Amazon Prime Music is free for Amazon Prime Members.

SWOT

Strengths

- Strengths associated with the parent brand: Amazon
  - o High brand awareness
  - o Large international presence, creating the potential for Amazon Prime Music to tap into overseas markets
  - o Access to the intellectual property associated with Amazon, as well as data associated with Prime members
- Over 100 million people have access to an Amazon Prime membership (Green 2019), and members have access to Amazon Prime Music for no additional cost, creating a very large base of easy-to-reach potential listeners.

Weaknesses

- Minimal recent share of voice.
- Lack of a clear competitive advantage over leading competitors.
- The differences between Amazon Prime Music and Amazon Unlimited are not readily explained, and advantages of upgrading are rarely communicated.

Opportunities

- The music streaming industry is large and growing.
- Machine learning and big data allow streaming services to create customized experiences for listeners.
- The majority of consumers aged 18-24 consider mobile technology to be an integral part of their life.

Threats

- Strong industry leaders create fierce competition for market share. Spotify and Apple music hold 36% and 18% of the music streaming industry respectively.
- The market is saturated with several music streaming options.
- Other forms of listening (such as podcasts or audio books) can shrink demand for streaming music.

Research Problem Statement

Amazon Prime Music lacks relevant communication of a clear competitive advantage, and

this is a core problem for the brand. In order to advertise benefits relevant to consumers in an

effective manner and ultimately take down market leaders, Amazon Prime Music must carefully

examine what sets their streaming service apart from competitors in consumers minds. However,

details regarding how people use the streaming service, and what they value most about it are not

available through secondary sources. Thus, primary research is needed to help Amazon Prime Music

develop a clear competitive advantage and communicate it to potential listeners. In doing this, we

will need to gather information about usage habits across streaming platforms and devices, along

with features consumers value most.

Proposed Research Questions for Qualitative Research

What are users' music streaming habits like?

What do users like and dislike about the music streaming services they use?

What features of music streaming services do consumers value most?

Project 2: Qualitative Research

Introduction

This qualitative research report investigates the emotions and behaviors our target market for Amazon Prime Music associates with music streaming services. We held a research study, including one traditional focus group and one mini focus group, to better understand people's attitudes and preferences toward music streaming services, brand associations, and what features of music streaming services evoke various thoughts and emotions.

Prior to this study, we conducted a secondary research study that aimed to understand Amazon Prime Music as a whole. We learned about Amazon Prime Music's financial and user statistics compared to their competitors and analyzed their current marketing and positioning strategies. We investigated key identifying features and unique selling propositions to see how Amazon Prime differentiates themselves from competitors and how they attract potential users. The project unveiled key information about the industry, brand, consumers, and competitors, and we compiled a SWOT analysis, which prompted primary research.

Conducting this primary research study was necessary to have adequate supporting data about what brand strategies do and do not work for Amazon Prime Music, as well as what features could be improved for the service. Primary research also provides essential information about what strategies have been effective for competitors. Key words, emotions, and descriptions of consumers' perceptions of music streaming services found in this qualitative study can serve as a foundation for Amazon Prime Music to build upon as they develop advertising strategies to market their services. This information ultimately inspires advertisers in creating more effective brand positioning for Amazon Prime Music and makes them more competitive in their industry.

Objectives

The purpose of this qualitative research study is to obtain a deeper understanding of our target market's attitudes, preferences, and behaviors revolving around music streaming services, particularly Amazon Prime Music. We will be interviewing college students between the ages of 18-24 about their usage habits and brand perceptions about some of the most popular music streaming platforms. Our research has four primary objectives…

- Understand how people perceive Amazon Prime Music in comparison to other music streaming services
- Learn about the most favored features of music streaming
- Identify general preferences and attitudes revolving around music streaming services
- Reveal commonalities people share regarding their music streaming habits

Methodology

Procedure

Our Keensight Research team conducted two separate focus groups. The first group included 5 participants from our primary target market, college students aged 18-24, while the second group included 5 participants from our secondary target market, college students aged 18-24 *who have access to Amazon Prime*. Although we were expecting 7 participants for our first group, we unfortunately had two no-shows, technically making both mini-focus groups. Our focus groups were conducted on March 11 at 6pm and on March 12 at 4pm. Both were held at the University of Florida Marston Science Library in room 135. Our group chose this location because of the large room layout with a collaboration table, as well as the central location on campus, making it easier for team members and participants to meet.

The room had a table with 9 chairs and enough space for the camera. For both focus groups we had 5 participants seated at the table with the camera placed in the corner of the room next to the door. One group member asked participants questions, another member recorded the

focus group, and the other three group members, seated away from the participants, took notes on the discussion.

Keensight Research used a moderator guide to detail the questions to be used during both focus groups. Our research group chose Valeria as the moderator, because she has strong communication skills, shared qualities (such as age, major, and gender) with many of the participants, and did not know any of the participants beforehand. To introduce the discussion, the moderator welcomed and thanked everyone for contributing to the group's primary research project. She then went on to explain the purpose of the study, which, as mentioned before, was to obtain a deeper understanding of the attitudes, preferences, and behaviors revolving around music streaming services from 18-24-year-old college students. Next, the moderator shared the following ground rules: the importance for participants to speak clearly and one at a time, each person gets to voice their opinion in the discussion, there are no right and wrong answers, and participant's names and responses would be confidential. Additionally, she emphasized that every participant should feel comfortable during the discussion and that they have the right to leave the focus group at any time. All the participants were notified that the discussion would be videotaped, and they gave permission to be on camera.

An ice breaker led by the moderator began the discussion for both focus groups. The first focus group participants stated their name, year in school, major and what they would do if they won 5 million dollars. Meanwhile, the second focus group participants were instructed to state their dream job in addition to their name, year in school, and major. Following the ice breaker, the moderator moved on to questions covering three main areas: usage habits, features and preferences, and attitudes and brand associations. Both focus groups followed the same format, where questions would be asked for each topic followed by three or more probing questions. An

example of this was when we asked participants what devices they use to listen to music on a daily basis; after their response, the moderator followed up by asking if the devices changed over time, if they are satisfied with their music listening additional devices, and asked for details from specific participants. The moderator did her best to ask each question clearly and give each participant enough time to respond. When responses slowed down and it was evident participants did not have anything else to offer about a topic, the moderator moved on to the next main question. On occasion, other members of Keensight research suggested additional probing questions for the moderator to ask. Although, it was an informal practice, it helped our group gain additional valuable insights. Once the discussion was complete, the moderator concluded each focus group by thanking everyone for their participation. Both focus groups took about an hour and fifteen minutes to complete.

Participants

Due to limited resources and time, members of Keensight Research used their best judgement to recruit friends and acquaintances that would be a good fit for each focus group. All participants needed to be music streaming service users and had to agree to be videotaped to obtain accuracy in the results. In addition, team members (as nonchalantly as possible to reduce bias), inquired about Amazon Prime access before inviting them to either the first or second focus group. To make sure participants were a good match for the study, we had each person fill out a participant screening form. In our first focus group, all participants were female, and the average age present was 20. Thus, our findings from this focus group can only apply to the demographic segment of female college students aged 18-24. Our second group included 3 male participants and 2 female participants, and the average age present was 19. Furthermore, most participants in both focus groups were majoring in a communications-related field.

Findings

The two focus groups offered qualitative insights on how Amazon Prime Music fits within the music streaming industry, along with consumer attitudes and usage habits from our primary and secondary target markets. Results from these interviews demonstrated a strong dichotomy in the industry between two leading competitors (Apple Music and Spotify), a social aspect when streaming music, and a low awareness of Amazon Prime Music.

Theme 1: Dichotomy of Music Streaming Services

During both focus groups, the conversation quickly turned to who used what music streaming service, and all participants were current paid subscribers of either Apple Music or Spotify, but not both. A strong discussion during each focus group uncovered detailed insights on why this may be, including the popularity of each service, appealing interfaces, and music listening options. Participants discussed the "peer pressure" they feel from others on social media to be on either Spotify or Apple Music. Additionally, the visual aspect of each service also stood out as an important feature to our focus group participants. Moreover, switching "costs" and unnecessary complications discouraged users from using more than one music streaming service. In the first focus group, members came to the consensus that it is nice to have all your music in one place. The following comments encompasses several of these points and illustrate the dichotomy present in music streaming for college students:

"I have definitely considered switching to Spotify because that is what all my friends use, and I would like to share music playlists with them. I am hesitant to switch though, because that means I would lose all of the music I have collected over the years on Apple Music."

"It is pointless to have more than one music streaming service, especially since they all have similar songs. It would be just a matter of clicking on one app versus another, and finding certain songs or playlists you have saved would be more complex."

The majority of participants in our first focus group were active users of Spotify, mentioning they use the service daily. Spotify's discounted student plan, which includes Hulu in addition to Spotify Premium, was found to be a main feature that drew users to the service. Many group members valued the playlist-minded characteristic of Spotify, as well as the overall young and fun characteristics the service radiates. Being able to create your own playlist or listen to someone else's enables easy listening according to the group.

If Spotify is for playlists, Apple Music is for a music library, according to the discussion. As loyal Apple Music users, a couple individuals valued the ability to maintain a music library rather than creating playlists. One participant's motivation to keep a music library came from the existing library she had created through iTunes. Not wanting to give up the music she had paid for, she subscribed to Apple Music and stuck with it.

While the discussion was mostly centered around Spotify and Apple Music, participants also mentioned SoundCloud, YouTube Music, and Amazon Prime Music briefly. However, these "other" music streaming services seem less popular than Spotify and Apple Music, which discourages those in the primary target market from joining.

"I used SoundCloud in high school to find new artists, but once I got to college, I mainly started using Spotify."

When discussing the desired benefits of music streaming services, many participants cited that an easy-to-use interface was one of the most important characteristics. Spotify users were satisfied with the ease. However, this was a major complaint for Apple Music. One participant noted the "three-tap-method" to add a song to a playlist on Apple Music; one must go through a three-button process to add it to the playlist. However, on Spotify, adding songs to a playlist is a streamlined process.

Theme 2: Users find value in the social aspect of music streaming

Another theme that emerged from the qualitative data was social media accessibility and collaboration with friends on each music streaming platform. These topics came up frequently during both focus groups when usage habits were discussed, even though social media was not a direct aspect of questioning. One strong commonality across our target market of college students was mobile listening. Using streaming applications on their phones was a daily practice for most focus group participants, and it contributed to the social aspect of a music streaming service.

"I like how easy it is to share songs on Instagram through Spotify"

Sharing songs on social media platforms, primarily Instagram stories or on Twitter, allows friends to discover artists and songs others are listening to. For example, Spotify's *Year in Review* feature gives users a summary of their listening habits across the year, and it was a favorite for focus group participants.

"I was able to see how much music I was listening to over the year and what artists I listened to the most. It was really interesting and a great interactive experience. The Year in Review display was also very visually appealing. It felt fun."

Being able to share results on social media directly from the app contributed to the social experience of streaming services, and college students 18-24 found value in this. Specifically, for Spotify, sharing music on Instagram is easiest because the platform has an integrated look for Instagram stories. When asked about their social sharing habits, many expressed sharing their favorite music or current listening frequently. Being able to discover music from others and listen to the same tunes as their friends contributed to a genuine feeling of connection for our focus group participants.

Along with sharing their favorite music on social media through mobile devices, our focus group found value in collaboration. Creating playlists together with friends proved to be important to participants. In one exercise, we asked our participants how they go about creating a playlist for a party. One participant described how she "was making a playlist for a party once, and then had friends add to it," and others also discussed getting song ideas from friends.

In addition to social media and collaboration on the app, a few participants mentioned that they would like the app to hold their attention longer. One suggested adding small biography blurbs about the artist that could be accessible from the song. Another individual brought up including lyrics annotated by the artist or other users to add depth to the lyrics. Although these comments are individualistic, it shows overall room for improvement among music streaming services and an interest in meaningful connections, which goes hand-in-hand with collaboration and social sharing.

All in all, our focus group discussions pointed to the importance of the social aspect of music streaming for college students. Thus, Amazon Prime Music may want to consider this when targeting consumers.

Theme 3: Low awareness of Amazon Prime Music

Many participants did not think of Amazon Prime Music when coming up with different music streaming services. When told of Amazon's music streaming service, no participants were shocked, however, several were unaware Amazon offered this service. Most participants also associated Amazon with the many other services they offer.

"Oh yeah. Doesn't Amazon also stream movies?"

One participant, who was unaware of the streaming service, noted Spotify is compatible with Amazon Echo technology and figured Amazon did not offer a similar service. Separately, a participant in the secondary target market who has access to Amazon Prime and owns an Amazon Alexa, was not even aware they were taking advantage of Amazon Prime Music until after several weeks of usage. Other participants

who knew of Amazon's music streaming service noted the apps non-user-friendly interface. Overall, participants believed Amazon Prime Music could be useful, but they did not view it as a stand-out in the music streaming industry yet.

Finally, awareness of Amazon Prime Music was the most prominent difference between our first focus group and our second focus group. A couple participants in our second focus group made up of students with access to Amazon Prime had used Amazon Prime Music a little, but they did not report being loyal users. In contrast, no participants in our first focus group had ever used the service, and many did not even know about it. Generally speaking, the other findings about music streaming habits and preferences were very similar for each focus group, despite a few individual differences in preferred music brand.

Proposed Research Questions for Quantitative Research

Based on the in-depth, personalized insights from our qualitative research, there are several opportunities to expand on the findings with further, quantitative investigation. Through our focus groups, we gathered lots of information about usage habits and what our target market values within music streaming services. However, researching these aspects alongside music streaming satisfaction through a quantitative questionnaire will help us uncover more patterns and relationships. We will also be able to determine relative magnitudes of attitudes and opinions with quantitative data collection. In addition, objective, numerical data on usage habits and preferences will help prompt smarter decision making for Amazon Prime Music. Our proposed questions for quantitative research are as follows...

1. What music streaming services does our target market use, how often, and on what devices?
2. What is the relationship between various features of music streaming services and user satisfaction?
3. Are users willing to use Amazon Prime Music? Under what conditions?

Project 3: Quantitative Research

Introduction

Secondary and primary qualitative research revolving around Amazon Prime Music has offered valuable insights thus far. First, our team gathered information on Amazon Prime Music's market standing, their current marketing strategy, and their competitors through a comprehensive situation analysis. We also identified and researched a primary target market, college students aged 18-24, and a secondary target market, college students aged 18-24 with access to Amazon Prime. Our secondary research showed a lack of clear competitive advantage in consumer's minds, and this prompted sequential qualitative research.

Through two focus groups, we collected in-depth, personalized information about usage habits, brand experiences, and what features our target market values most. We came across several key findings, including a dichotomy between market leaders, an importance of social sharing to college students, and a low awareness of Amazon Prime Music. Everything matched up well with our secondary research, but we saw an opportunity to further expand our findings with quantitative data collection.

Using data from our focus groups, we were able to build a comprehensive questionnaire with relevant questions and answer choices. Seeking objective, numerical data with a standardized questionnaire helped us uncover patterns and relationships, and it allowed us to determine relative magnitudes of attitudes and opinions. Most importantly, quantitative data collection allowed us to conduct statistical analyses of aggregated responses. Then, combining our knowledge of the music streaming industry with both qualitative and quantitative data from our target market guided us to make informed recommendations about Amazon Prime Music's communications strategy.

Objectives

The purpose of our qualitative research was to obtain a deeper understanding of attitudes, preferences, and behaviors revolving around music streaming services from listeners. To do so, we collected quantitative data from a sample of college students aged 18-24 with an online questionnaire. We hoped to seek information from respondents who listen to music on a regular basis and are familiar with music streaming services, including Amazon Prime Music. Our main objectives included…

1. Gather numerical data on where, when, and how much our target market streams music
2. Find out what music streaming services college students use and how satisfied they are with them
3. Examine relative magnitudes corresponding with important features of music streaming
4. Investigate brand associations with Amazon Prime Music and top competitors

Concepts of Interest

We sought information on several topics, including…

1. General music streaming behavior
2. Brand usage and preference
3. Brand attitudes
4. Feature preferences
5. Purchase intention

Each topic made up a separate section of our survey and was chosen intentionally to serve a certain purpose. Reasoning for each topic is explained below…

General Music Streaming Behavior:

This section included how often people stream music, the situations they stream music in, and what devices they use to stream music. Finding this information helped us understand our target market better, and it guided us in forming recommendations for Amazon Prime Music to convey their service to college students 18-24.

We previously collected data on music listening behavior during our focus groups, and this information led us in creating appropriate answer choices for this section of our questionnaire. Thus, findings complemented in-depth insights from our qualitative research, and we saw patterns, such as heavy smartphone listening, hold true for a larger sample.

Brand Usage and Preference

This topic investigated specific streaming services respondents have used, if they pay for any subscriptions, and what service(s) they prefer. Not only did it offer a context to review the rest of our quantitative data with, it revealed unexpected patterns and relationships.

Feature Preferences

We also included a section that asked respondents to list and rank features they considered important in music streaming services. Our focus group discussions revealed several features college students consider important in a music streaming service. We used these findings to incorporate a section on features in our quantitative questionnaire, so we could assign relative magnitudes to important features. The results indicated what features our target market values most, and this assisted us in building recommendations for Amazon Prime Music to effectively satisfy college students.

Brand Attitudes

This topic dived into survey respondents' attitudes to examine the characteristics college students associated with different streaming services.

In our secondary research, we identified Spotify and Apple Music as leading competitors for Amazon Prime Music, and a dichotomy existed between the two popular brands within focus group participants. Comparing brand associations between Spotify, Apple Music, and Amazon Prime Music uncovered where Amazon Prime Music fell short and stood out. This information could be used to

create a unique communication strategy that differentiates Amazon Prime Music from other popular brands.

Purchase Intention

Simply put, we wanted to know how likely survey respondents are to use Amazon Prime Music in the future. Inquiring about purchase intention, in turn, gave us a more complete picture of participants' outlook toward Amazon Prime Music. Additionally, looking back at other topics gave a context for respondents' purchase intentions.

Method

To collect quantitative data, we conducted an online survey with consumers from our primary and secondary target markets. We choose an online survey, as opposed to another type of survey, because of the low cost and quick data collection capabilities. Using Qualtrics through UF permitted us to create and distribute our questionnaire for free within our time constraints. Online surveys also allow for a large sample with low effort and a variety of customization options. Many different question types, a complex skip pattern where respondents are electronically taken to the next appropriate question, and automatic coding and report generation represent additional benefits of online surveys we found useful.

Procedure

We collected responses over a 10-day period between April 10 and April 20, 2020. Our completion rate was 91%, and the average time spent per survey was 8 minutes. In order to increase response rates, we included an introduction describing the study purpose, ground rules, and logistics at the beginning of our questionnaire.

Instrument

The survey had 42 total questions and was structured as follows: introduction, screener, main body (including the five main topics described in concepts of interest), and classification.

The first section, the screener, included three simple questions to ensure respondents were a good fit for the survey. Only participants who indicated being 18-24 years old, enrolled in a college or university, with music a part of their daily life were directed to proceed to the main body.

In the main body, each topic was introduced on a new page with a transition description. The first topic, general music streaming behavior, started with open-ended questions asking respondents how many hours per day they listen to and stream music, respectively. We wanted to collect ratio level data so we could find the mean in our statistical analysis. Then, we moved on to multiple choice questions asking how often respondents listen to music in several situations, and how often they use different devices to stream music. We organized these questions into two separate tables, so it would be easy for participants to answer and compare their responses.

The next section, feature preferences, included just two important questions. The first asked participants to list three features they consider important when choosing a music streaming service. Our intention was to get unbiased responses indicating the first things that pop into respondents' minds, so we opted for an open-ended question. Then, we used a constant sum question to find out the relative importance of several features using criteria discussed in our qualitative research. This question was placed after the previous one, so the free-response answers were not influenced.

The third section transitioned into brand usage, and we included a series of checklist questions to find out which, if any, music streaming services respondents had used, used in the past 30 days, and/or pay for a subscription. We randomized answer choices to reduce the order effect and instructed participants to "check as many or as few as apply." We also used the "carry

forward" feature in Qualtrics, so only the brands participants selected they used showed up in the following questions. The section ended with an ordinal level question asking participants to rank the streaming services they used by overall preference.

The fourth topic, brand attitudes, was made up of different interval level rating scales and served the purpose of comparing attitudes between Amazon Prime Music, Apple Music, and Spotify. To reduce confusion, we inserted a page break between questions about each brand. Respondents were first asked to rate their familiarity with the brand before rating the streaming service on multiple characteristics, and we used a skip pattern to move participants to the next brand if they were "not familiar at all" with a brand. We used the same 11-point Stapel scale for all three brands so we could compare our seven chosen characteristics across streaming services. Additional rating scales (two Likert and one semantic differential) were added regarding Amazon Prime Music to gain more information on our target market's attitudes toward Amazon Prime Music.

The final topic in the main body asked about purchase intention, and it included three separate rating scales. The first asked participants to rate their satisfaction with Amazon Prime Music, but it only displayed if Amazon Prime Music was selected in the brand usage section. The following questions had respondents indicate how likely they are to use Amazon Prime Music in the future, and how likely they are to pay for Unlimited.

The classification portion of our survey served the purpose of differentiating between our primary and secondary target market by asking respondents if they have access to Amazon Prime. Inquiring about gender and age also allowed us to further segment responses and compare data between groups.

A few general things we kept in mind when writing questions include avoiding ambiguous words, ensuring balanced response options, creating unbiased lead-ins, and choosing an

appropriate question type for the desired information. We also aimed to start with broad yet interesting questions and move to more specific, complex questions as the survey progressed.

Participants

A couple methods were used to recruit respondents. First, members of Keensight Research sent out an anonymous survey link to friend groups, clubs, and organizations they are a part of via group chats. Basically, we politely asked people we know to help us out. Next, we posted a link and a short survey introduction on the UF class of 2020 Facebook page. The Facebook page is probably the most representative sample of our target we had access to, since it is made up entirely of college students and is likely quite diverse. In total, 56 people completed the survey in full.

According to the results of the survey, there were 12 male and 44 female participants. The mean age of participants was 20 years old, and all of them considered music a part of their daily life (since this was part of our screening criteria). Respondents spent an average of 3.34 hours listening to music each day. Participants considered a large music library, no ads, and hands-free listening as valuable characteristics of music streaming services. The most used music streaming service was Spotify.

Findings

The respondents were split into primary and secondary audiences and evaluated in the five concepts listed earlier. The primary audience was made up of 56 college students aged 18-24 who completed the survey in full. 44 of these individuals who had access to Amazon Prime made up our secondary audience.

General Music Streaming Behaviors

When asked to cite how many hours participants listened to music daily, responses ranged from .5 hours to 10 hours. The mean of the primary audience was 3.34 hours with a standard

deviation of 2.25 hours, and the secondary audience had a slightly smaller mean value of 3.25 and

standard deviation of 1.85 hours. Both distributions were positively skewed, with lower frequencies

of higher music listening times (see figure 1 in appendix 3b).

Participants detailed a majority of the time spent listening to music was spent on music

streaming services. The values closely follow the initial general music listening behavior question.

When asked about situations respondents listen to music in, a few scenarios came out on

top. Participants indicated they listened to music daily or 4-6 times a week in the car (80% of

responses), working/studying (70% of responses), exercising (73% of responses), or just listening

(75% of responses). On the other end of the spectrum, the majority most respondents reported

rarely or never listening to music while showering or sleeping. For more details and additional

scenarios (see figure 2 in appendix 3b).

Smartphones were the most common device used to stream music among our sample, as

85.71% of respondents indicated listening on a smartphone daily (see figure 3 in appendix 3b).

This data coincided with the findings from our qualitative report where focus group participants

described using streaming apps on their phones during daily activities. Computers followed far

behind smartphones, at 33.93% listening daily. 44.64% of respondents described using a smart

speaker to stream music once a week or more.

Feature Preferences

In this section, respondents were first asked to list three factors they consider important in a

music streaming service. Words relating to the actual music available, including a large music library

with a variety of songs and artists, were abundant. Words relating to price and accessibility were

very common as well (see figure 4 in appendix 3b).

Next, we used a constant sum question that gave respondents 100 points and asked them to divide up the points to indicate the relative importance of each listed criteria: visually appealing, playlist collaboration, ease of social sharing, ad free, and hands-free listening. "Ad free" came out on top, with an average of 35 points assigned, and hands-free listening was reported as the second most important criteria at an average of 20 points (see figure 5 in appendix 3b).

It is important to note that we did not include a large music selection as a characteristic in our constant sum question. Thus, we cannot infer the relative importance of the music selection, even though it showed up often in the previous question. We can conclude, however, that a large music selection, no ads, and the ability to listen "hands-free" are all important characteristics of streaming services to our sample.

Brand Usage and Preferences

Consistent with our previous qualitative data, there was low overall usage of Amazon Prime Music among our sample of college students. Only eight respondents (4.2%) said they had ever used Amazon Prime Music. All of them reported having access to Amazon Prime. With this, only 3 respondents indicated they had used Amazon Prime Music in the past 30 days, and 2 pay for Unlimited. Spotify was by far the most-used brand, with 52 respondents that reported using Spotify (91.1%), and 41 of them in the past 30 days. Apple Music ranked as the second most relevant brand at 40 respondents (71%) ever and 20 respondents in the past 30 days. See figures 6 and 7 in appendix 3b.

Brand Attitudes

The first few questions in this section allowed us to compare attitudes across brands on several characteristics: well-known, intelligent, stylish, reliable, unique, dynamic, and useful. Responses between Spotify and Apple Music were similar, with both brands ranking highly to show

overall very positive attitudes (minus a few outliers). Spotify barely edged out Apple Music on every characteristic, however. "Well-known" was the highest-ranking characteristic for both brands. Amazon Prime Music, however, ranked significantly lower on every adjective, and the distribution for each characteristic was centered around a very slight positive ranking.

Results from our Likert scales indicated slightly negative opinions toward Amazon Prime Music's library of songs. The mode of each rating scale was "neither agree or disagree," but there was a larger frequency of "disagreement" scale points for both questions: "Amazon Prime Music has a large library of music," and "Amazon Prime Music has music I want to listen to" (see figures 8 and 9 in appendix 3b).

Purchase Intentions

Likelihood to try out Amazon Prime Music averaged to 3.46 (standard deviation of 1.3) on a five-point scale placing it between "Neither likely or unlikely" and "Somewhat unlikely." Looking to qualitative results, it makes sense to infer consumers see no reason to switch music streaming services when they already use a brand they are content with.

Likelihood to purchase Amazon Music Unlimited was overwhelmingly negative with a mean of 4.3 (standard deviation of .99), placing it between "Somewhat unlikely" and "Extremely Unlikely." The results were similar among our secondary audience with access to Amazon Prime. Overall, we concluded purchase intentions are low among our sample of college students.

Conclusion and Recommendations

Our reports demonstrated overall low awareness and relatively neutral opinions of Amazon Prime Music among college students 18-24. Secondary research showed minimal clear communication of a competitive advantage, and our primary research affirmed these results within

samples of our target market. In contrast, Spotify and Apple Music appeared to be more popular, well-esteemed brands. However, Amazon Prime Music has the resources and capabilities to catch these market leaders. They also possess strong product-related characteristics that match with features college students consider valuable, such as an ad free platform with hands-free listening. Therefore, we recommend Amazon Prime Music re-vamp their communications strategy, first to create awareness then to express a unique service relevant to college students.

Research also showed our target market is heavily invested in smartphone listening and social sharing. When considering how to connect with college students, we suggest Amazon Prime Music look to promoting a social atmosphere among users and displaying their mobile app. When users realize the brand can work with their lifestyle, Amazon Prime Music can showcase a unique brand image and interest consumers with their competitive edge: hands-free listening and no-ads, even without a premium subscription. Overall, we believe these recommendations could represent a step in the right direction toward Amazon Prime Music becoming a key player in the music streaming industry.

Suggested Positioning Statement:

To innovative college students who need music to enhance their daily activities, Amazon Prime Music is the music streaming service that seamlessly plays music you want to hear. The reason is because it offers a hands-free listening experience with intelligent technology and no ads. The brand character is dynamic, stimulating, and functional. The value-based payoff is a more vibrant life filled with great music.

Appendices

Appendix 1: Project 1 Appendix

	Amazon Prime	Spotify	Apple Music	Sirius XM
Product Category	Music Streaming Service	Music Streaming Service	Music Streaming Service	Premium Radio
Company	Amazon	Spotify, Inc.	Apple	Liberty Media Corporation
Positioning	A benefit of Prime; convenient	Playlist-minded	Universal	Personal, yet adaptable
Main Attributes & Functions	An extension of Amazon Prime which allows users to stream their favorite artists	Curated playlists created with the individual user in mind	Accessible to anyone with an Apple product	Offers 140+ stations satisfying all tastes
Promotion Strategies	Free trial period (30 days); discounted student memberships	Free trial period (3 months); discounted student memberships; advertisements	Free trial period (3 months); discounted student memberships; advertisements	n/a
Media Expenditure from Nov. 2018 to Nov. 2019 (000)	Not accessible	$15,726.6	$2,337.7	$33,917.5

Appendix 2 – Project 2 Appendix

Appendix 2A: Participant Screening Form – Keensight Research

As students conducting advertising research for the course Digital Insights, we are looking for college students aged 18-24 to participate in a focus group discussion about music streaming services. Due to our limited resources and budget, you will not be compensated for your participation. However, snacks will be available during the focus group. The discussion will last about 1.5-2 hours and will include 6-10 people. Please fill out this questionnaire, so we can ensure you are a good match for our study. Thank you!

Name _____   Age_____

Gender _____

Are you a student at University of Florida?   Yes   No

Major_____

Do you use music streaming services?   **Yes**   **No**

Please circle music streaming services you are familiar with…

Spotify   Pandora   Apple Music   Amazon Prime Music   YouTube Music

On average, how often do you use streaming services?

Daily   3-4 times/week   1-2 times/week   1-2 times/month   Rarely

---

Are you available during the focus group?   Yes   No

Date/time _____

Do you feel comfortable being video recorded?   Yes   No

Phone number _____

Email address_____

Research Objectives and Informational Needs

The purpose of our qualitative research is to obtain a deeper understanding of our target market's attitudes, preferences, and behaviors revolving around music streaming services, particularly Amazon Prime Music. We will be seeking information about usage habits across platforms and devices, what features are valued most, and underlying attitudes from college students aged 18-24. Our research aims to identify what sets Amazon Prime Music apart from other music streaming services in consumers' minds, so the brand can effectively communicate a competitive advantage and create advertising relevant to potential listeners.

Moderator Guidelines

1. It is your responsibility to introduce yourself, overview the discussion purpose, and welcome participants. Be sure to thank them for their time and participation, and inform them they are able to leave at any time.
2. Direct participants to Dr. Kim's email if they have any questions or concerns about the focus group discussion.
3. Aim to facilitate the discussion for 1.5-2 hours. During this time…
   a. Lead the discussion with an open-mind and demonstrate empathy.
   b. Use the discussion guide to structure the focus group, but feel free to expand on it or ask additional follow up questions to gain further insights.
   c. Search for different opinions and prompt everyone to partake in the dialogue. Do not allow any one participant to dominate the discussion.
   d. Clearly state questions one at a time. Be patient and let respondents process their thoughts to uncover insights.
   e. Keep probing. Consider asking for examples, an expanded explanation, or anything respondents have to add.
   f. Avoid "why" questions, short answer questions, quantitative questions, and leading questions.
   g. Avoid expressing personal bias, including both verbal and nonverbal cues that expose your thoughts and opinions. Aim for friendly and personable neutrality.

Discussion Guide

Introduction

Hello and welcome! My name is _____, and I will be the discussion moderator today's focus group. Thank you all for coming in and contributing to our primary research for the course Digital Insights here at University of Florida. We are looking forward to speaking with all of you and learning more about your experiences and opinions regarding music streaming services, which is the topic of our discussion. Please feel free to contact our professor, Dr. Hyojin Kim at hkim@ufl.edu with any questions or concerns.

Study Purpose

The purpose of our qualitative research is to obtain a deeper understanding of attitudes, preferences, and behaviors revolving around music streaming services from college students aged 18-24. We will be seeking information about usage habits across platforms and devices, what features are valued most, and underlying attitudes.

Ground Rules and Logistics

As you know, I will be the moderator today. Other members of Keensight Research (names…) will be observing our discussion and video recording. Thus, it is vital you speak clearly and one at a time, so we can better analyze insights at a later time. We want to hear everyone's opinions, so it is important that each person has a voice in the discussion. Furthermore, there are no right or wrong answers. Everything is confidential, and no names will be used in the report. The focus group will last about 1.5-2 hours. If you feel the need to leave the focus group at any time, you are granted permission to leave without any questions asked.

Ice Breaker

Now, we will go around the room for introductions. Please say your name, year in school, and major. Then, tell us what you would do if you won 5 million dollars today.

Main Discussion

Research Topic 1: Usage Habits

[direct - specification] What are all of the music streaming services you have used in the past 30 days?
- Of these brands, which, if any, do you pay for a subscription?
    - o How did you feel when you saw the benefits of the paid subscription, compared to the free version? What was going through your mind?
- Of these brands, which do you use most often?
- Are there any other music streaming services you have thought about trying? What makes you interested in trying them?

[direct - grand tour] Recall the first time you used a music streaming service.
- What were your initial thoughts and feelings?
- What was your reaction to the functions of the streaming service?
- In what moments did you find the service easy to use?
- In what moments did you find the service difficult to use?

[direct - structural] What devices do you use to listen to music on a daily basis?
- Have these devices changed over time?
- Do you believe your current listening habits have changed since you first started using these devices?
- Are you satisfied with your music listening devices?

[direct - grand tour] Recall a time you have built a custom music playlist. Take us through the creation process.
- When did the idea come to you?
- Was there a certain theme or situation that guided your song choice?
- What were you thinking and feeling when choosing songs?

[direct - hypothetical interaction] Imagine you are hosting a party, and you would like to entertain your guests with a music playlist to create a fun atmosphere.
- Describe how you would go about selecting music for the party.
- How would you play it?
- How much control do you imagine having over the songs played during the party?

[picture projection] Describe what may be happening in the following photographs…
- What kind of music do you think they are listening to?
- What emotions do you think they are experiencing?
- How do you think these actions fit into their "daily routine?"

Research Topic 2: Features and Preferences

[direct - structural] What are all of the different features you consider when subscribing to a music streaming service?
- What are your thoughts and feelings regarding advertisements on music streaming services?
- Does the amount of songs make a large difference in your listening interest?
- Tell me about your experience with skipping songs.

[direct - specification] What feature(s) of music streaming services are most valuable to you?
- [direct - third person] You mentioned… is most valuable to you. Several other people say a customized listening experience is the most important factor of a music streaming platform. What do you think about this point of view?
   o What would you say to individuals who believe a seamless listening experience with unlimited skips and no advertisements is most important?
- [projective - sentence completion] Complete the sentence with the first thing that comes to your mind…
   o When Nick and Katie have friends over, they usually play_____ on _____.
   o People pay for music subscriptions because_____.
   o Hands-free listening is _____.

[direct - idealization] Here are some characteristics that may describe an ideal music streaming service. It has millions of songs, is ad-free, easy to use, streams to multiple devices, and allows unlimited song skips.
- Are there any benefits that are missing?
- Are there any benefits that are not important to you?
- How does this compare with your current streaming service?

[direct - specification] Choose three words to describe your favorite music streaming services?
- Explain why you chose _____.
- What words would you use when recommending the service to a friend?
- Are there other words you would like to add?

[projective - role playing] Take a second to pretend that you are an app designer for a music streaming service.
- What would you do to make the app different or better than existing apps?
- What colors would you use?
- What features would you include?

Research Topic 3: Attitudes and Brand Associations

[direct – hypothetical] Imagine that you were to download a new music streaming app that describes themselves as dynamic, bold, and stimulating.
- What do you imagine the interface to look like?
- What special features does the app have?
- What kind of people do you imagine use the app?

[direct - specification] When you think of music streaming services, which one(s) do you like best?
- Explain how the design and layout play a role in your opinion of the service(s).
- Describe how the popularity of the service may affect opinions revolving around the service.
- Explain how ease of use affects your feelings toward them.

[projective - personification] questions…
- If the brand Spotify was an animal, what animal would it be?
- If Apple was a celebrity, who would they be? Explain your choice.
- What personality traits do you think Amazon Music has?

[Projective - word-association] Write down the first thing that comes to your mind when you hear the word…

Sky	Book	Rhythm	Sound Cloud	Electric Blue
Rock and Roll	Amazon Prime Music	Notebook	Tik Tok	Spotify
Succulent	Attractive	Instagram	YouTube	Couch
Bluetooth	Apple Music	Twitter	Google	Mathematics
Internet	Student	iPhone	Reading	Cleaning

[direct - hypothetical interaction] Imagine that you are sitting next to the CEO of Spotify on an airplane.
- How would you feel in this situation?
- What questions would you ask them?
- What do you think their answers would be?

[process oriented - ad creation] Create an idea for an Amazon Prime Music advertisement. What is the overall message you hope to get across?
- What medium would you use to display the advertisement?
- What do you think people's reactions would be to the advertisement?
  - o Would they differ between groups of people?

[process oriented - mood board] Flip through these magazines and cut out any images that you relate to the given music streaming brand. This could be any images of emotions, thoughts, brands, or items that you even remotely relate to the brand. *split focus group participants into two groups… one group does Amazon Prime Music, and the other does Spotify*

- What motivated you to choose these components?
- Which images do you feel match best?
- Is there anything else you wanted to add, or other images that come to mind?

Music Streaming Cognitive Map

Keensight Research 2020

"It makes the most sense to use only one streaming service"

Dominant Dichotomy

Mobile Listening

Easy to share

Social Media

+

Playlists

Collaboration

Spotify

Apple Music

-Cumbersome to switch
-Popular among college students

"I want to have all my music in one place"

Other important features

Music Library

Aesthetic

"I listen on my Alexa, but I didn't realize it was Amazon Prime Music for awhile"

Low Awareness

Smart Devices

Amazon Prime Music

Appendix 2D: Materials produced during focus groups

The following mood boards were created during our second focus group by piecing together magazine cutouts

Spotify Mood Board

Apple Music Mood Board

Amazon Prime Music Mood Board

Appendix 2E: Focus Group Highlights

10 minute highlight video from our first focus group: https://youtu.be/1HBPJF7Jc-E

Appendix 3: Project 3 Appendix

Appendix 3A: Blank Survey Questionnaire

Introduction

Hello! Our team, Keensight Research, is seeking information about music streaming. In this questionnaire, you will be asked about your experience with music streaming as well as your opinions on several different brands. Your participation is greatly valued, and we really appreciate you sharing your thoughts and opinions. The research will be used as a key component of our final project in the course Digital Insights at University of Florida.

There are no right or wrong answers, and your responses will be kept completely confidential. Please complete the entire survey in one sitting and offer your honest opinions. Most questions are pretty straightforward, and the survey should take about 8 minutes to complete.

Thank you in advance for your participation!

Screener (S)

S1: [Nominal – Dichotomous] **Are you currently enrolled in a college or university?**

> Yes
> No

\>> If no – skip to end of survey

S2: [Nominal – Multiple Choice] **What is your age?**

> Under 18
> 18-24
> 24-34
> 25-44
> 45-54
> 55-64
> 65+

\>> If 18-24 is not selected – skip to end of survey

S3: [Nominal – Multiple Choice] **Would you consider music part of your daily life?**

> Yes
> No

\>> If no – skip to end of survey

Main Body

General Music Listening Behavior (G)

G INTRO: We want to learn about your music listening habits. Please answer the following questions to the best of your knowledge.

G1: [Ratio – Open-ended question measuring ratio data] How many hours, on average, do you listen to music each day?

Please only enter numerical values and ensure your answer is in hours. Decimals are permitted. For example, to indicate "an hour and a half", put 1.5 as your response.

_____

G2: [Ratio – Open-ended question measuring ratio data] Out of all the hours you spend on listening to music each day, how many hours of it is spent using music streaming services (e.g., Spotify, Apple Music, YouTube Music, Amazon Prime Music, etc)?

Please only enter numerical values and ensure your answer is in hours. Decimals are permitted. For example, to indicate "an hour and a half", put 1.5 as your response.

_____

G3: [Nominal – Multiple Choice] How often do you listen to music in each of the following situations?

	Daily	4-6 times per week	2-3 times per week	Once a week	Rarely or Never
In the car					
Working/studying					
With friends/family					
Exercising					
Showering					
Dancing					
While Sleeping					
Cooking/cleaning					
Browsing social media/the Internet					
Just listening					

G4: [Nominal – Multiple Choice] How often do you use the following devices to stream music?

	Daily	4-6 times per week	2-3 times per week	Once a week	Rarely or Never
Smartphone					
Computer					
Tablet					
Smart Speaker					
Television					
Smart Watch					

Feature Preferences (F)

F INTRO: The couple of questions will ask you about your preferences regarding features of music streaming services. Remember, there are no right or wrong answers, and please answer thoughtfully!

F1: [Open-Ended Question] Please list three features you consider important when choosing a music streaming service.

_____

_____

_____

F2: [Ratio – Constant Sum] The following are some characteristics people consider valuable about music streaming services. Assume you have 100 points. Divide the points among the following criteria to indicate the relative importance of each characteristic to you. The more points you give, the more important it is. Please make sure your total adds ups to 100.

Visually Appealing	
Playlist Collaboration	
Ease of social sharing	
Hands-free listening	
Ad Free	
	100

Brand Usage (U)

U INTRO: Thank you for your responses so far. Now, we want to ask you about your experience using specific streaming services.

U1: [Nominal - Checklist] Which of the following music streaming services have you used?

Please check as many or as few as apply.

        Spotify
        Amazon Prime Music
        Pandora
        Apple Music
        Sound Cloud
        YouTube Music
        Deezer
        Tidal
        Other_____
        None

>> If none is selected -- skip to end of survey
>>Randomized answer choices

U2: [Nominal - Checklist] Which of the following music streaming services have you used *in the past 30 days*?

Please check as many or as few as apply.

        >>Spotify
        >>Amazon Prime Music
        >>Pandora
        >>Apple Music
        >>Sound Cloud
        >>YouTube Music
        >>Deezer
        >>Tidal
        >>Other_____
        None

>> Carry forward selections from U1
>>Randomized answer choices

U3: [Nominal - Checklist] Which services do you have a paid subscription for, if any?

Please check as many or as few as apply.

>>Spotify
>>Amazon Prime Music
>>Pandora
>>Apple Music
>>Sound Cloud
>>YouTube Music
>>Deezer
>>Tidal
>>Other_____
None

>> Carry forward selections from U1
>> Randomized answer choices

U4: [Ordinal – Rank Order] Please rank the streaming services you have used by overall preference.

Drag your top preference (1) to the top, your second choice (2) directly below, and so on.

>>Spotify
>>Amazon Prime Music
>>Pandora
>>Apple Music
>>Sound Cloud
>>YouTube Music
>>Deezer
>>Tidal
>>Other_____

>> Carry forward selections from U1
>> Randomized answer choices

Brand Attitudes (A)

A INTRO: Thank you for your continued participation. The following questions will ask you about your opinions on particular streaming services. Please answer as honestly as possible.

A1: [Interval – Rating Scale] **How familiar are you with Spotify?**

Not familiar at all	1	2	3	4	5	Very Familiar

>> If 1 selected – skip to A3

A2: [Interval – Stapel] **How would you rate Spotify on the following characteristics?**

Well-known	-5	-4	-3	-2	-1	0	1	2	3	4	5
Intelligent	-5	-4	-3	-2	-1	0	1	2	3	4	5
Stylish	-5	-4	-3	-2	-1	0	1	2	3	4	5
Reliable	-5	-4	-3	-2	-1	0	1	2	3	4	5
Unique	-5	-4	-3	-2	-1	0	1	2	3	4	5
Dynamic	-5	-4	-3	-2	-1	0	1	2	3	4	5
Useful	-5	-4	-3	-2	-1	0	1	2	3	4	5

A3: [Interval – Rating Scale] **How familiar are you with Apple Music?**

Not familiar at all	1	2	3	4	5	Very Familiar

>> If 1 selected – skip to A5

A4: [Interval – Stapel] **How would you rate Apple Music on the following characteristics?**

Well-known	-5	-4	-3	-2	-1	0	1	2	3	4	5
Intelligent	-5	-4	-3	-2	-1	0	1	2	3	4	5
Stylish	-5	-4	-3	-2	-1	0	1	2	3	4	5
Reliable	-5	-4	-3	-2	-1	0	1	2	3	4	5
Unique	-5	-4	-3	-2	-1	0	1	2	3	4	5
Dynamic	-5	-4	-3	-2	-1	0	1	2	3	4	5
Useful	-5	-4	-3	-2	-1	0	1	2	3	4	5

A5 [Interval – Rating Scale] **How familiar are you with Amazon Prime Music?**

Not familiar at all	1	2	3	4	5	Very Familiar

>> If 1 selected – skip to end of block

A6: [Interval – Stapel] **How would you rate Amazon Prime Music on the following characteristics?**

Well-known	-5	-4	-3	-2	-1	0	1	2	3	4	5
Intelligent	-5	-4	-3	-2	-1	0	1	2	3	4	5
Stylish	-5	-4	-3	-2	-1	0	1	2	3	4	5
Reliable	-5	-4	-3	-2	-1	0	1	2	3	4	5
Unique	-5	-4	-3	-2	-1	0	1	2	3	4	5
Dynamic	-5	-4	-3	-2	-1	0	1	2	3	4	5
Useful	-5	-4	-3	-2	-1	0	1	2	3	4	5

Now, we would like to ask you a few questions about Amazon Prime Music. Please tell us about your honest opinions.

A7: [Interval – Likert] How much do you agree or disagree with the following statement?

Amazon Prime Music has a large selection of songs.

> Strongly disagree
> Disagree
> Neutral
> Agree
> Strongly Agree

A8: [Interval – Likert] How much do you agree or disagree with the following statement?

Amazon Prime Music has music and audio I want to listen to.

> Strongly disagree
> Disagree
> Neutral
> Agree
> Strongly Agree

A9: [Interval – Semantic Differential] How would you rate Amazon Prime Music on the following characteristics? Please mark an X to indicate your opinion.

Trendy							Not Trendy
Simple							Complex
Dull							Vibrant
Smart							Not Smart
Old							Young
Diverse							Not Diverse
Aesthetically Pleasing							Not Aesthetically Pleasing

Purchase Intention (P)

P INTRO: You're almost there! Just a few more questions that will ask you about your purchase intentions.

P1: [Interval – Rating Scale] **How satisfied are you with Amazon Prime Music?**

    Very satisfied
    Somewhat satisfied
    Neither satisfied nor dissatisfied
    Somewhat dissatisfied
    Extremely dissatisfied

>> Only display if U2 – Amazon Prime Music is selected

P2: [Interval – Rating Scale] **How likely are you to use Amazon Prime Music in the future?**

    Extremely likely
    Somewhat likely
    Neither likely nor unlikely
    Somewhat unlikely
    Extremely unlikely

P3: [Interval – Rating Scale] **How likely are you to purchase Amazon Music Unlimited in the future?**

Amazon Music Unlimited costs $7.99 a month for Prime members or $9.99 a month for non-members. The service has a catalog of more than 50 million songs that you can stream or download for offline listening.

    Extremely likely
    Somewhat likely
    Neither likely nor unlikely
    Somewhat unlikely
    Extremely unlikely

>> Only display if U3 – Amazon Prime Music is not selected

Classification (C)

C1: [Nominal – Dichotomous] **Do you have access to Amazon Prime?** Yes   No

C2: [Ratio – Open-ended question measuring ratio data] **What is your age?** _____

C3: [Nominal – Multiple-choice] **What is your gender?**

      Male
      Female
      Non-binary

Appendix 3B: Qualtrics Graphs and Tables

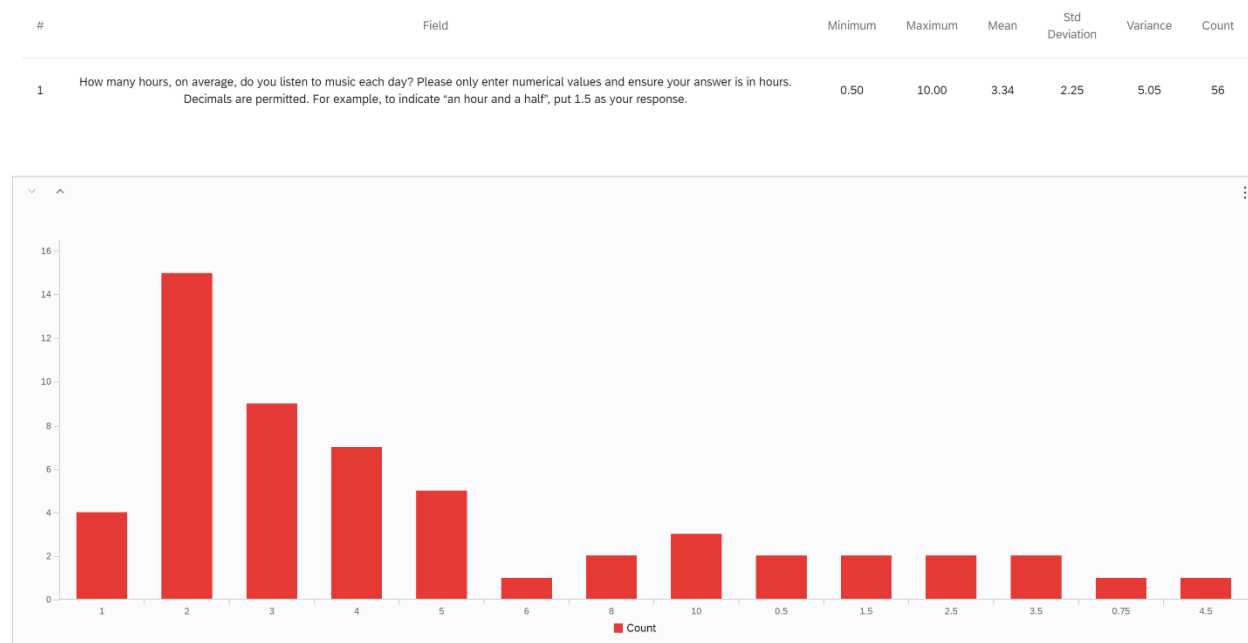*Figure 1 – All Respondents: Average Music Listening Per Day*

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How many hours, on average, do you listen to music each day? Please only enter numerical values and ensure your answer is in hours. Decimals are permitted. For example, to indicate "an hour and a half", put 1.5 as your response.	0.50	10.00	3.34	2.25	5.05	56

Figure 2 - All Respondents: Music Listening Situations

Field	In the car	Working/studying	Exercising	With friends/family	Showering	Dancing	While sleeping	Cooking/cleaning	Browsing social media/the Internet	Just listening
Daily	61.82% 34	60.71% 34	66.07% 37	23.21% 13	35.71% 20	53.57% 30	3.57% 2	39.29% 22	30.36% 17	62.50% 35
4-6 times a week	18.18% 10	8.93% 5	7.14% 4	8.93% 5	12.50% 7	7.14% 4	0.00% 0	10.71% 6	17.86% 10	12.50% 7
2-3 times a week	9.09% 5	8.93% 5	12.50% 7	30.36% 17	7.14% 4	16.07% 9	5.36% 3	25.00% 14	25.00% 14	10.71% 6
Once a week	7.27% 4	7.14% 4	7.14% 4	19.64% 11	8.93% 5	10.71% 6	8.93% 5	16.07% 9	7.14% 4	8.93% 5
Rarely or Never	3.64% 2	14.29% 8	7.14% 4	17.86% 10	35.71% 20	12.50% 7	82.14% 46	8.93% 5	19.64% 11	5.36% 3

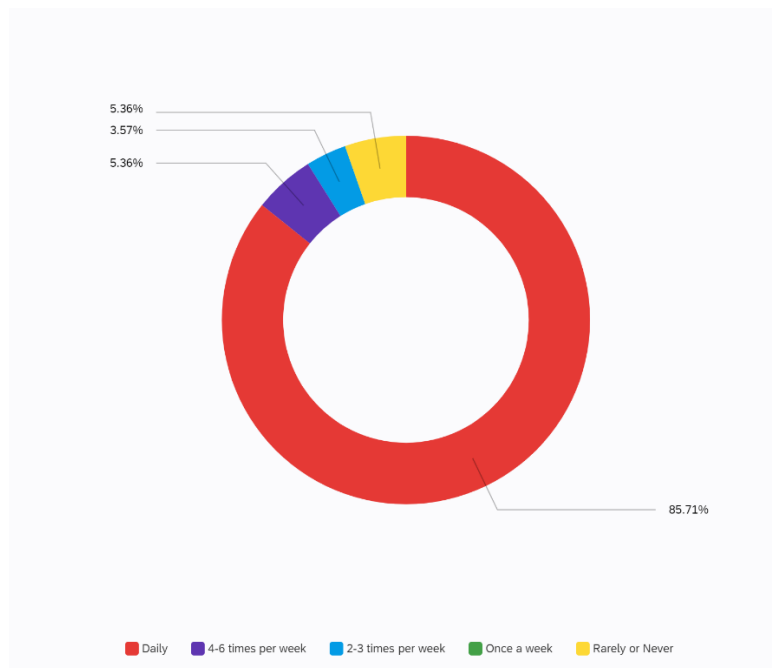*Figure 3 - All Respondents: Smartphone Listening*

Figure 4 - Word Cloud of Important Music Streaming Features

Figure 5 - Constant Sum: Feature Preferences (out of 100 points)

Field	Minimum	Maximum	Mean	Std Deviation	Variance
Visually Appealing	0.00	70.00	14.56	12.87	165.76
Playlist Collaboration	0.00	60.00	13.58	12.61	159.09
Ease of social sharing	0.00	40.00	9.79	8.84	78.17
Hands free listening	0.00	60.00	20.12	15.13	229.06
Ad free	0.00	100.00	34.58	22.24	494.49

Figure 6 - Brand Usage Among Survey Participants
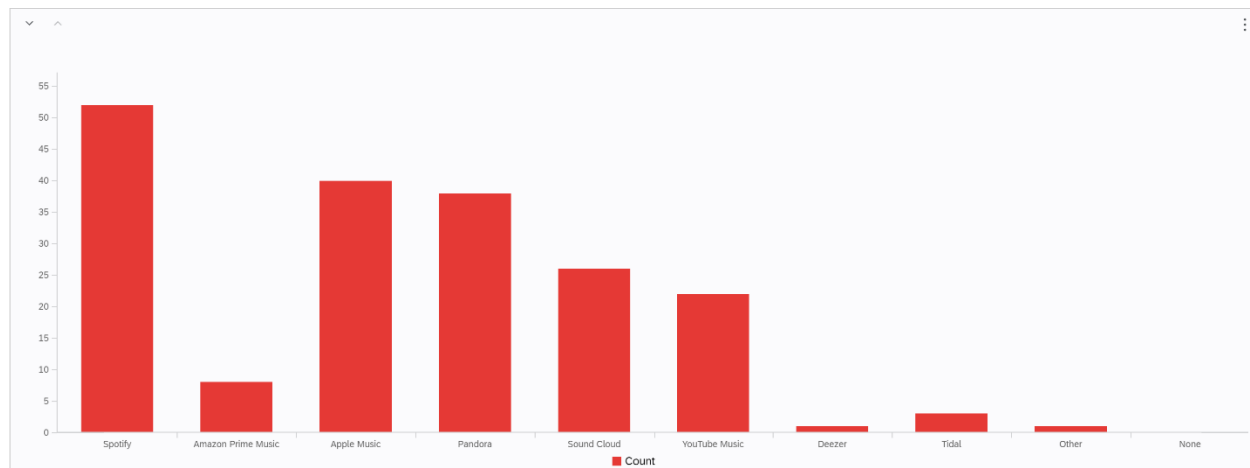
Figure 7 - Brand Usage in the Past 30 Days
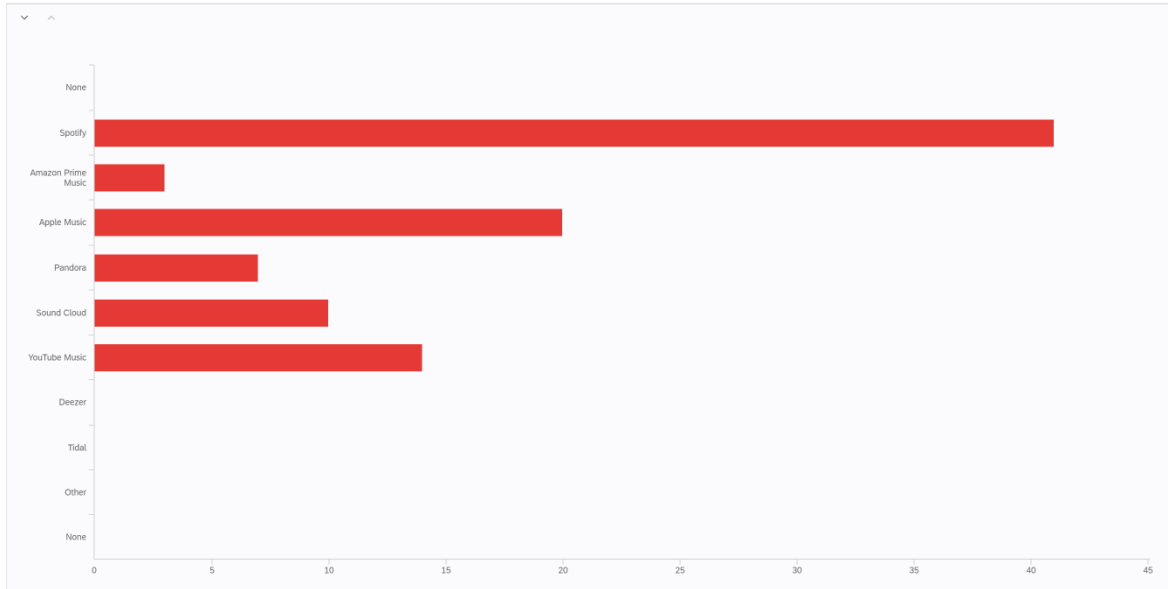
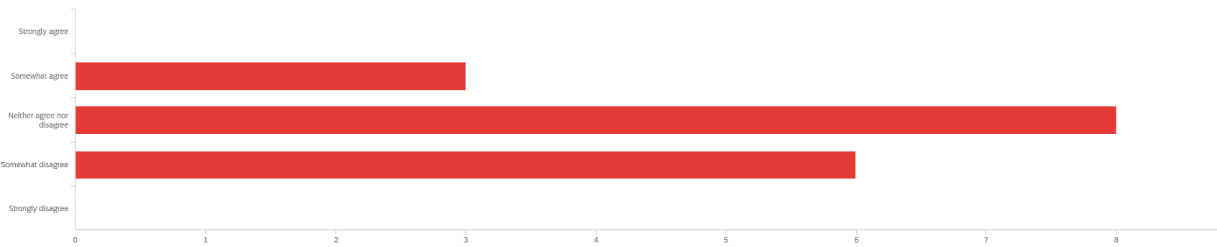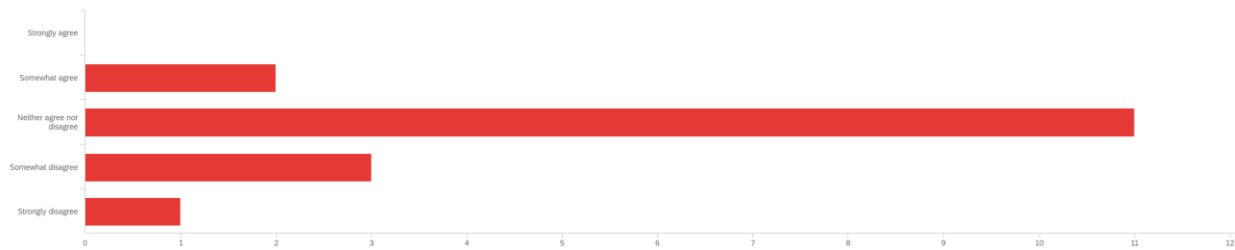*Figure 8 - "Amazon Prime Music has a large selection of music"*

Figure 9 - "Amazon Prime Music has music I want to hear"

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