Lifestyles, Gratifications, Perceptions, and Adoption of iPod in Hong Kong

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Abstract

This exploratory study examines the relationships between and among lifestyles, gratifications, perceptions, and adoption of iPod in Hong Kong. With the method of snowball sampling, an online survey was launched. A total of 301 valid responses were collected, and 78 of them were iPod users.

Results showed that six lifestyle types similar to VALS could be found in Hong Kong, they were: Experiencers, Strivers, Thinkers, Makers, Belivers, and Innovators. Results also showed that among the 78 iPod users, entertainment was the strongest motive, and most of the users use iPod to combat boredom and pass time. In addition, iPod users tended to behave more like Strivers, they perceived iPod as cool, simple, enjoyable and free more than non-iPod users did. As for non-iPod users, those who perceived iPod as simple and enjoyable were more likely to adopt iPod in the next 12 months.

Entertainment was not only found to be the strongest motive for iPod use, it was also significant in predicting the amount of iPod use. Besides, young people with low education level tended to use iPod more.

Several interesting findings were found in this research. Believers and people who perceived iPod as "not simple" tended to use iPod to store files more; Strivers and Innovators tended to view photos more; Thinkers and people with low education level tended to wear iPod as accessory more.

Introduction

iPod is popular nowadays, it is a portable digital media player which is especially popular among youngsters.   More and more different models of iPod like iPod Shuffle, iPod Nano, and iPod mini are now hot items that every youngster wishes to have one.   This research serves as an exploratory study, examining the relations between and among lifestyles, gratifications, perceptions, and adoption of iPod.

According to Wikipedia, the definition of iPod is "a brand of portable digital media player designed and marketed by Apple Computer.   Devices in the iPod family provide a simple user interface designed around a central scroll wheel (with the exception of the iPod shuffle). The standard iPod model stores media on a built-in hard drive, while the smaller iPod shuffle and iPod nano use flash memory. Like most digital audio players, an iPod can serve as an external data storage device when connected to a computer."

iPod was first introduced in October 2001 as a Mac-compatible product with a 5 GB hard drive, which is compatible with Mac only.   In 2002, Apple released the second-generation iPod in two versions, one for Mac users and one for Windows users.   In 2003, Apple released third-generation iPods that included a single CD – Windows version of the iTunes software along with the Mac version (Wikipedia; Apple Computer Inc.)

As for market share, iPod plays a leading role in the portable digital media player.   iPod's market share accounted for 75% in the US in July 2005 (Wikipedia; Sing Pao); as of 2006 second quarter, the sales number of iPod is 50,802,000.   iPod also occupies 70% of the music downloading market.   Besides, iPod was also teenagers' "most ideal Christmas gift" in 2004 (The Epoch Times).   The popularity of iPod is due to the simple and trendy design, the huge amount of storage that other MP3 players cannot compete with, and of course, user-friendliness is crucial too.

Literature Review

I   Previous Studies on iPod

An older version of similar device, Sony Walkman, was also a study discourse. Walkman was an innovative device during the 70's, it was innovative since it was the first time people experience music through a "personal stereo".   Topics about culture, identities, representation, and privatization were studied at that time (du Gay et al., 1997).

Nowadays, a few research studies have been done on iPod from different perspectives. The most famous one was done by Dr. Michael Bull in 2004 (Wired News, 2004; The Economist, 2004; Sun Media Corporation, 2005; The Associated press State & Local Wire, 2005).   The aim of his study was to explore how, when and why people use the iPod, and how it integrates into their everyday lives (Wired News, 2004).   He came up with several findings: (1) iPod grants users far more control over how and where they listen to music; the music can always be selected according to their mood (The Economist, 2004; The Associated Press State & Local Wire, 2005).   (2)   iPod users tend to listen to particular music during specific journeys or activities when they are with different people especially in the car.   (3) singles might come back since songs are now sold individually instead of several songs in one album (The Economist, 2004).   (4) People are "nonreciprocal looking – listening to music lets them look at someone but don't look at them when they look back.   The earplugs tell them these users are otherwise engaged.   It controls their interaction with people and places on their terms (Wired News, 2004; Sun Media Corporation, 2005; The Associated Press State & Local Wire, 2005).

Besides Bull's study, several quantitative studies have been done, results show that iPod users are more than twice as likely to have blog than others, they are also three times more likely to download movie and video clips.   They are more likely to own digital video recorders, PDAs, digital cameras, laptop computers, and mobile phones than non-iPod

owners (IT News, 2005).   Another report shows that men (14%) are more likely to have iPod/MP3 players than women (9%); one in five (19%) of those under 30 years old have iPod/MP3 players (Madden, 2005).   In addition, those who use the Internet are four times as likely as non-internet users to have iPods/MP3 players.   Broadband access is strongly associated with ownership of iPod/MP3 players, 23% of those with broadband at home have iPods/MP3 players, compared to 9% of those who have dialup connections (Madden, 2005).

II   Theoretical Framework

VALS

In this paper, the lifestyles of both iPod users and non iPod users are examined.   One of the most widely popularized approaches to lifestyle research for market segmentation is the VALS programme developed by Mitchell at SRI, a management consulting firm in California (Gunter, 1992).   According to the information available at SRI website, VALS stands for values and lifestyles, is a way of viewing people on the basis of their attitudes, needs, wants, beliefs, and demographics.   It reflects a real-world pattern that explains the relationship between personality traits and consumer behavior.   It is based on current personality research into specific components of social behavior. VALS indicates that people express their personalities through their behaviors. People with different personalities engage in different behaviors or exhibit similar behaviors for different reasons.

VALS does not only apply on marketing and psychology areas, but to New Media too. Previous researches have investigated online news and new media technologies in urban China using VALS and lifestyles (Leung, 1998; Chan & Leung, 2005).

The aim of the VALS programme is to classify people into eight different VALS types. These segments are determined by both the values and lifestyles of the people in them ("values" within this system refers to a wide array of an individual's beliefs, hopes, desires,

aspirations, prejudices and so on.   Conceptually, VALS represents a linkage between the personality orientation of psychographics and the activities orientation of lifestyle research (Gunter, 1992).   The eight types of VALS are: innovators, thinkers, achievers, experiencers, believers, strivers, makers, and survivors.   Each of these types have their own characters (see Appendix I for details).

RQ1: What lifestyle types similar to VALS can be identified in Hong Kong?

Uses and Gratifications

The study of media uses and gratifications began in the early 1970s and became very popular in the 1980s (Giles, 2003).   Uses and gratifications research studies how and why people use media in general (Giles, 2003).   It explores the gratifications that attract and hold audiences to the kinds of media and the types of content that satisfy their social and psychological needs (Katz, Blumler, & Gurevitch, 1974).   Currently, uses and gratifications seem to be the most useful for describing the various reasons or motivations for choosing one medium over another (Charney & Greenberg, 2002).   In 1974, Katz, Blumber, and Gurevitch described the uses and gratifications approach to media studies as " (1) the social and psychological origins of (2) needs, which generate (3) expectations of (4) the mass media and other sources, which lead to (5) differential patterns of media exposure (or engagement in other activities), resulting in (7) other consequences, perhaps mostly unintended ones" (Katz, Blumler, & Gurevitch, 1974).

Uses and Gratifications "has historically been applied to mass media, but it has always held promise for the study of other media as well, including the so-called 'new' technologies" (Williams et al., 1985, 1994; Rafaeli, 1986).   In fact, from the above assumptions, we can see that some of them fit in the nature of New Media.   For instance, some people choose computer-mediated-communication   through   the   Internet   rather   than   face-to-face

communication.   In addition, according to Giles, "the viewer (or general media user) is in control, and rather than studying the person as a passive recipient of effects, U&G researchers look at the motives for using media and the needs that media use gratifies."   New media like Internet, mobile phone and even portable music player are highly controllable media; users can receive, choose and even edit the content from new media regardless of time and place.

Uses and Gratifications was applied in previous new media studies too.   Leung and Wei (2000) examined the motives that people seek from cellular phones, while Leung (2001) investigated the motives that college students seek from ICQ.   Besides cell phone and instant messenger, a more generalize research about Uses and Gratifications and the Internet was done by Charney & Greenberg (2002).   Variables like "entertainment", "social", "acquisition", "surveillance", "pass time diversion" were used; these variables were also used as reference in this research.

There is no single list of gratifications obtained from media use; instead, multiple lists, categories, and classification systems abound (Charney & Greenberg, 2002).   Of course, the gratifications that people seek from new media may not be the same as that of traditional media, so in this questionnaire, part of the variables were obtained from traditional media use and the rest were collected from the focus group result.   Based on the uses and gratifications theory, the following research question is raised:

RQ2: What are the gratifications people associate with iPod use?

Diffusion of Innovation

According to Rogers (1995), diffusion is defined as the process by which (1) an innovation (2) is communicated through certain channels (3) over time (4) among the members of a social system (Rogers, 1995).   Diffusion has a special character because of the newness of the idea in the message content.   Thus some degree of uncertainty is involved in the diffusion process.   While Rogers described innovation as "an idea, practice, or object perceived as new by an individual or other unit of adoption."   Two concepts from this theory is suitable for the case of iPod:

- **Innovativeness**

Innovativeness is the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than the other members of a system (Rogers, 1995).   This concept is used to explore if there is any difference between iPod users and non-iPod users in terms of innovativeness.

- **Perception**

In the Innovation-Decision process, there are five stages, they are: knowledge, perception, implementation, confirmation.   However, in this study, this concept is only applied to non-iPod users, and they are usually at the first two stages.   There are only two possibilities for non-iPod users, either they know or they do not know what iPod is, and for the former, their perceptions are examined.   The definition of the first two stages, "knowledge" and "perception" are:

Knowledge – occurs when an individual is exposed to an innovation's existence and gains some understanding of how it functions

Perception – occurs when an individual (or some other decision-making unit) forms a favorable or

unfavorable attitude toward the innovation.

RQ3: How do the iPod users differ from non-iPod users in terms of VALS, perceptions of iPod, technology innovativeness, meida use, and demographics?

RQ4: In what way can VALS, perceptions of iPod, technology innovativeness, media use , and demographics predict likelihood of iPod adoption?

RQ5: To what extent can gratifications of iPod use, VALS, perceptions of iPod, technology innovativeness, media, and demographics predict (a) the amount of iPod use and (b) types of iPod functions used?

Methodology

Both qualitative and quantitative methods were used in this research, and they were named Phase I and Phase II respectively.   For Phase I, a focus group was done through email during Feb 13 to 21 (see Appendix II for details).   The aim of this focus group was to collect some data, which could better facilitate the questionnaire design in Phase II.   Focus group was necessary since iPod is a rather new technology, previous questionnaires may not cover the unique variables of iPod.

Sampling

For Phase I, focus group data was collected through email on Feb 21.   Emails were sent to friends, relatives, and classmates; it consisted of two different sets of questions, one for iPod users

and one for non iPod users.   Five iPod users and five non-iPod users' email feedback were received before Feb 21.   For Phase II, data were collected from March 10 to March 22 online in Hong Kong.   An online questionnaire was set up at http://www.my3q.com, and the URL of this questionnaire was emailed to friends and classmates with the method of snowball sampling.   Out of 305 total responses collected, 301 of them were valid.

Sample profiles

Among the 301 respondents, 78 (25.6%) were iPod users and 223 (73.1%) of them were non-iPod users.   As for demographics, 109 (35.7%) were male, and 192 (63.0%) were female. The largest age group was between 13 -19 years old, 137 (44.9%) people fell into this group; 90 (29.5%) people were in the group of 20-25 years old, which was the second largest age group.   As for education background, 228 (74.8%) were college students/graduates, followed by 21 (6.9%) F.4 - F5 students.   Finally, 90 (29.5%) respondents were students, followed by the second largest group, 44 (14.4%) people were in the profession of Logistics and Communication.

Measurements

For the focus group questions in Phase I, some of them were taken from www.mymacexperience.com/ipod/html/questions.htm, which is a research about iPod consumption. According to the researcher, Markus, the purpose of the research is to "find out more about the ways in which we use the iPod, how we interact with it and also other iPod users, in short, our

everyday iPod experiences, our stories, our adventures".

As for the questionnaire, it was designed in Chinese based on the following perspectives:

1) **VALS types of people in Hong Kong** – from the website of SRI, there is a survey which consists of 35 statements to asses the VALS types.   For the VALS types of people in Hong Kong part, such statements were used.   However, due to cultural differences, some statements are not applicable in the case of Hong Kong, and 3 statements were eliminated.   Respondents were asked to assess themselves on a 4-point scale, with "1" mostly disagree, "2" somewhat disagree, "3" somewhat agree, and "4" mostly agree.   The same 4-point scale was used throughout the rest of the questionnaire.   (see Appendix III for details).

2) **Uses and Gratifications of iPod –** this part was only applicable to iPod users.   The aim of this part was to find out the motives and the functions that they used most.   As mentioned earlier, a focus group was done before the questionnaire design; the data collected were used to design the survey.   Besides the variables from the focus group, other variables were taken from the reference of "Uses and Gratifications of the Internet" article (Charney & Greenberg, 2002).   Same as VALS part, respondents were asked to asses 23 statements on a 4-point scale.

3) **Perceptions of iPod –** in Phase I focus group part, respondents were asked to state three adjectives to describe iPod.   From the results collected, these adjectives served as variables for respondents to assess on a 4-point scale in Phase II, they were "fashionable, small in size, cool, simple, cute, enjoyable and free".   The aim of this part was to know if there are perception differences between iPod users and non-iPod users.

4) Technology innovativeness – in this part, respondents were asked to report if they have equipped with other new media technologies, such as 3G phone, Discman, MD, and broadband Internet access.   The purpose in asking questions about technology innovativeness was to find out if iPod users are equipped with the technologies mentioned.

5) Media use pattern – in this part, respondents were asked about their mass media usage, which include "time spend on reading newspapers, Internet, magazines, and TV".   The aim is to find some correlations between iPod use and media use through this set of questions.

6) Demographics – to find out the demographic patterns of iPod users and non iPod users. Variables such as gender, age, income, education background, monthly salary and profession were asked in this part.

Findings

RQ1: Lifestyle Types Similar to VALS Identified in Hong Kong

To answer the first research question regarding VALS in Hong Kong, principal components factor analysis with Varimax rotation was done in order to form the 32 VALS items in different VALS types.   The different groupings were named according to the definitions of VALS from SRI website.   A six-factor solution emerged with eigenvalues greater than 1.0, explaining 61.4% of total variance (see Table 1).   Factor 1, **Experiencers** (eigenvalue = 5.73, variance = 27.29%, α =.71) consisted of five items reflecting how this lifestyle group like challenges, trying new things, doing new things, thrill, and new experience.   According to VALS from SRI, Expereincers are

young, enthusiastic, impulsive, quick to cool, seek variety and excitement, savoring the new, the

offbeat, the risky.   They spend a comparatively high proportion of their income on fashion,

entertainment, and socializing; they like cool stuff.   Factor 2, **Strivers** (eigenvalue = 2.01, variance

= 9.57%, α = .77) contained three items describing people of this group as fashionable.   People

from this group are described as trendy and fun loving, favor stylish products, impulsive as their

financial circumstance will allow.   Factor 3, **Thinkers** (eigenvalue = 1.44, variance = 6.84%, α

= .72) consisted of three items reflecting how they like variety in their lives, love to make things,

and trendy.   They are conservative, practical, they look for durability, functionality, and value in

the products they buy.   Besides, they are mature, satisfied, comfortable, and reflective people who

value order, knowledge, and responsibility.   Factor 4, **Makers** (eigenvalue = 1.33, variance =

6.36%, α = .62) contained four items identifying people who like to make things and learning.

"Makers are practical people who have constructive skills and value self-sufficiency."   Factor 5,

Believers (eigenvalue = 1.21, variance = 5.75%, α = .53) consisted three statements: attitude

towards women's role, moral, and traditions.   People in this group are predictable, loyal,

conservative, conventional, traditional, established codes: family, religion, community, and the

nation.   They follow established routines, organized in large part around home, family, community,

and social or religious organizations to which they belong.   Finally, for factor 6, **Innovators**

(eigenvalue = 1.17, variance = 5.59%, α = .63) included three items classifying people in this group

as those who live better lives and more intelligent than others. They are successful, sophisticated,

take-charge.   They are leaders and like new ideas and technologies; they like tastes for upscale,

niche products and services.   Six out of eight lifestyle types were found in this research; the remaining two types are Achievers and Survivors, the reason that they are excluded may due to the cultural differences that some statements may not be applicable to the case of Hong Kong.

RQ2: The Gratifications People Associate with iPod Use

To answer the second research question regarding gratifications people associate with iPod use, principal components factor analysis with Varimax rotation was done in order to form the 23 gratification items in motives.   Result showed that 18 of the items were valid.   A four-factor solution emerged with eigenvalues greater than 1.0, explaining 70.65% of total variance (see Table 2).   Factor 1, **Entertainment** (eigenvalue = 8.82, variance = 49.00%, α = .94) included nine items: "feeling good", "combat boredom", "satisfy a habit", "be entertained", "relax", "my good companion", "the thing that is always with me", "pass time" and "have fun".   Among all the items, the mean of **"pass time" was the highest (3.27)**.   Factor 2, **Self-esteem** (eigenvalue =1.55, variance = 8.63%, α = .78) consisted of four items, they were "feel confident", "feel good that others know I am an iPod user", "feel important", "feel that others look at me in an envy way". Besides, **the mean of "feel important" (1.96) is the lowest among all the items**.   Factor 3, **Escape** (eigenvalue = 1.21, variance = 6.74%, α = .73) included three items like "avoid others talking to me", "avoid thinking of the things that I don't want to think about" and "interruptions such as phone calls are not welcomed when I'm using iPod".   Finally for factor 4, **Peer Pressure** (eigenvalue = 1.13, variance = 6.28%, α = .68), it consisted of two items: "iPod is a hot topic among

my friends and family" and "my friends are using it"

RQ3: Differences between iPod Users and Non-iPod Users

To answer the third research question, independent samples T-test was done to explore the differences between iPod users and non-iPod users in terms of VALS, perceptions of iPod, media use, technology innovativeness, and demographics (see Table 3).   Results showed that only one item in **VALS, "Strivers"** (negative, t = -2.13, p <= .05); and three items from **perceptions of iPod, "simple"** (negative, t = -4.07, p <= .001), **"enjoyable"** (negative, t = -3.20, p <= .01), and **"cool"** (negative, t = -2.97, p <= .01) respectively were significant.   This suggests that iPod users tended to be "fun loving" people who like stylish products such as iPod, since they perceive it as fashionable icon.

RQ4: Predicting the Likelihood of iPod Adoption

To answer the fourth research question, regression was run to examine non-users' likelihood to adopt iPod in terms of VALS, perception of iPod, technology innovativeness, media use, and demographics (see Table 4).   Results showed that four predictors could predict the likelihood of iPod adoption.   From the **perceptions of iPod, "enjoyable"** (beta = .38, p <= .05), **"free"** (negative, beta = -.31, p <= .05) were significant predictors, and **"cool"** (beta =.30, p <= .1) was an approaching predictor.   Besides, there was one more predictor from **demographics**, that was **"monthly household income"** (negative, beta = -.24, p <= 0.5).   The regression equation

accounted for 18% of the total variance. This means that young people with less income, like students, are more likely to adopt iPod.

RQ5a: Predicting amount of iPod use

To answer the fifth research question, regression was run to find out iPod users' amount of iPod use in terms of VALS, Uses and Gratifications, perceptions of iPod, technology innovativeness, media use and demographics (see Table 5). Result showed that three predictors were found, one from **Uses and Gratifications: "Entertainment"** (beta = .50, p <= .05), and two from **demographics: "education level"** (negative, beta = -.51, p <= .05) and **"monthly household income"** (negative, beta = -.49, p <= .5). The regression equation was account for 57% of the total variance. This shows that young people with low income and those who use iPod as entertainment tended to use iPod more.

RQ5b: Predicting types of iPod functions used

To answer the final research question, regression was run to examine what predicted iPod users' functions used, which included "listening music", "storing files", "watching video", "viewing photos", and "accessory", in terms of VALS, Uses and Gratifications, perception of iPod, media use, and demographics (see Table 6). Result showed that **"Entertainment"** (beta = .54, p <= .001) significantly related to "listening to music" function. The regression equation accounted for 36% of the total variance. For "Storing files", two predictors were significant. They were:

"Believers" (beta = .36, p <=.01) and **"simple"** (negative, beta = -.28, p <=.05).   The regression

equation accounted for 22% of the total variance.   As for "watching video" function, both

"self-esteem" (beta = .33, p <=.05) and **"simple"** (negative, beta = -.33, p <=.05) were significant.

The regression equation accounted for 21% of the total variance.   In addition, "viewing photos"

also got three significant predictors, they were **"Strivers"** (beta = .60, p <=.001), **"Innovators"**

(beta = .33, p <=.01), and "**small in size**" (negative, beta = -.37, p <= .01).   The regression

equation accounted for 39% of the total variance.   Lastly, for "accessory", four predictors were

found significant, they were: **"Thinkers"** (beta = .23, p <=.05), **"self-esteem"** (beta = .32, p <= .01),

"peer pressure" (negative, beta = -.30, p <= .01), and **"education level"** (negative, beta = -.42, p

<= .01).   The regression equation accounted for 49% of the total variance.

Conclusion & Discussion

In this exploratory research, **six VALS types were found in Hong Kong** instead of the

original eight types; this may due to the cultural differences, and some elements may not be

applicable in the case of Hong Kong.   The six types were: **Experiencers, Strivers, Thinkers,**

Makers, Believers, and Innovators.   However, regression results showed that these **VALS types**

are not significant predictors to predict both the likelihood to adopt iPod, and the amount of iPod

use.   VALS have little predictive power in this regard since there was only one binary question in

the survey asking about the adoption of iPod, which made the data analysis process difficult.   As

for why the amount of iPod use could not be predicted by VALS, it may due to the small amount of

responses collected.   Nevertheless, **VALS types were significant in the comparison of iPod users and non iPod users**, the VALS type that differed these two groups was "**Strivers**". According to SRI, *"Strivers are trendy and fun loving…they are concerned about the opinions and approval of others.   Money defines success for Strivers, who don't have enough of it to meet their desires.   They favor stylish products that emulate the purchases of people with greater material wealth."*   This explains that difference between iPod users and non-iPod users, iPod is widely considered as a trendy item.   Besides, as mentioned in the description of Strivers, they "don't have enough of it (money) to meet their desires", the largest profession group was student in this study; they are not economically independent, but they want iPod at the same time.   Finally, a few interesting findings to share, the regression result showed that   **(1) "Believers" tend to store files more in iPod**.   Believers are said to be conservative and practical, perhaps using an entertainment-driven device to store files is an additional benefit for them. **(2) "Strivers" and "Innovators" tend to use iPod to view photos more**.   As innovators and strivers are the most receptive to new ideas and technologies, fun-loving and trendy; when the majority of iPod users just use it to listen to music, they take the challenge of uploading and downloading photos using iPod, since this function is comparatively less popular.   **(3) "Thinkers" tend to wear iPod more as accessory**, since they are "open to new ideas".

About Uses and Gratifications, **Entertainment** was found to be the most significant motive for iPod users to use iPod.   Among all items, **"Combat boredom" had the highest item mean**, followed by "**be entertained**" and **"pass time"**.   It showed that iPod served as an entertainment

device.   Besides, Entertainment was also a significant predictor in predicting iPod users' amount of

iPod use.   This makes sense since the more people want entertainment, the more the people stick

to the medium.   As for the types of iPod functions used, regression results showed that

Entertainment had a strong significant correlation on **"Listening to music"**.   Again, the main

function of iPod is listening music, Therefore, the gratification users seek from iPod is

Entertianment.   Other gratifications like **"self-esteem"** and **"peer pressure"** become significant in

predicting types of iPod functions used.   "Self-esteem" was significant in predicting the functions

of "watching video" and "accessory", while "peer pressure" was negatively related to "accessory"

function.   However, one point should be noted here, not every iPod could play video, only the iPod

video model equipped this function, so the number of people who could view video was

comparatively small among iPod users.   Though it showed that "self-esteem" was significant in

predicting the function of "watching video", the number of people who could view video from the

total respondents was very small; this correlation should be tested again in larger sample size.   As

for "accessory" function, "self-esteem" showed a rather strong correlation with it, it may due to the

fashionable image that iPod bring to these users.   Finally, an interesting finding was that **"peer**

pressure" was negatively related to "accessory" function.   The reason might be iPod users think

independently and they do not mind how others view them and as a result, they dare to wear iPod as

accessory.   Besides, as mentioned earlier, most of the respondents are rather young, they like to

dress differently.

    As for perceptions of iPod, iPod users think that iPod is more **"cool", "simple", "enjoyable"**

and "free" than non-iPod users did.   This indicated that iPod users and non-iPod users perceive

iPod differently.   From the T-test result, we can see that the mean of the above predictors were all

higher than that of non-iPod users.   As a result, we could say that the **difference between iPod**

users and non-iPod users are significantly related to the perceptions of iPod.   However, when

it comes to the "likelihood to adopt iPod", the regression result of perceptions of iPod tells a

different story: people who perceive iPod as **"cool", "enjoyable" and "not free"** would be more

likely to adopt iPod.   It makes sense for the first two predictors to appear in "likelihood to adopt

iPod".   However, "free" is negatively related to the likelihood of adopting iPod, this may due to

the blur definition of "free" in the question asked.   As for amount of iPod use, perception was not

a valid predictor.   Nevertheless, interesting findings appeared in the regression results of "iPod

functions used".   Users who perceived iPod as **"simple" were negatively related to "storing files**

function" and **"watching video"**, while those who perceived iPod as **"small in size" are**

negatively related to "viewing photos function".   The reason may due to the definition of

"simple" for the respondents may be different from what I intentionally thought of, for them, it may

means "functionally simple" and "simple-featured device"; they think that iPod is not simply a

music player, but a device to store files and watching video.   Therefore, due to the difference in the

definition of simple, the negative correlation occurred.   As for "small in size", it was negatively

correlated to "viewing photos functions", it appeared to be reasonable since they perceive iPod as

"big" in size, they feel more comfortable viewing photos.

Both technology innovativeness and media use were insignificant predictors throughout the

research.   This may due to the inappropriate design of the questionnaire, where 3G phone and

broadband Internet access are not technologically similar products as iPod; while media use is said

to be a less influential predictor in the age of Information Technology.

For demographics, respondents with less monthly household income would be more likely to

adopt iPod.   As mentioned earlier, most of the respondents were rather young, they were less

economically independent, but youngsters are usually fond of new technologies.   Besides,

youngsters with less income also spend more time in using iPod.   An interesting finding here is

that people with less education background like to wear iPod as accessory.   The reason is that

people with less education may be more open to fashion and trends, they are comparatively less

conservative.

Limitations & Suggestions for Future Research

There are several limitations in this exploratory research.   First, as iPod is a very new device,

local iPod statistics and previous research studies are insufficient.   Second, due to limit resources

and lack of budget, probability-sampling could not be implemented, which resulted in small sample

size and the representativeness of the whole population is relatively low.   Third, among all 301

respondents, only 78 of them are iPod users, the reason is that iPod is still something new for the

market, number of people who owns iPod is relatively low.   Several suggestions may help in future

related research: qualitative studies can be done in order to meet more iPod users, their opinions are

valuable information for further studies.   In addition, probability sampling should be implemented

for similar studies.   Lastly, more innovative predictors aside from VALS, Uses and Gratifications,

diffusion of innovation etc. should be developed.

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Table 1:

Factor Analysis of (principal components, Varimax rotation)

21 lifestyle indicators (N=301)

	Mean	SD	1	2	3	4	5	6
			Factors					
Experiencers								
I like the challenge of doing something I have never done before	2.96	.64	.71					
I like trying new things	2.97	.66	.70					
I like doing things that are new and different	2.95	5.7	.69					
I am always looking for a thrill	2.59	.78	.54		.42			
I would like to spend a year or more in a foreign country	3.30	.69	.50	.48				
Strivers								
I want to be considered fashionable	2.58	.74		.80				
I like to dress in the latest fashions	2.58	.75		.77				
I dress more fashionably than most people	2.32	.77		.60				
Thinkers								
I like a lot of variety in my life	2.83	.71			.75			
I love to make things I can use everyday	2.78	.66			.74			
I follow the latest trends and fashions	2.62	.73		.47	.62			
Makers								
I like to make things with my hands	2.74	.69				.68		
I like to learn about art, culture, and history	2.91	.79				.64		
I would rather make something than buy it	2.30	.69				.64		
I would like to understand more about how the universe works	2.68	.79				.57		
Belivers								
A woman's life is fulfilled only if she can provide a happy home for	2.55	.89					.73	
There is too much sex on television today	2.45	.78					.67	
I am often interested in theories	2.48	.72					.58	
Innovators								
I consider myself an intellectual	2.48	.75						.80
I have more ability than most people	2.55	.73						.60
I like being in charge of a group	2.76	.79			.47			.49
Eigenvalues			5.73	2.01	1.44	1.33	1.21	1.17
Variance explained (%)			27.29	9.57	6.84	6.36	5.75	5.59
Cronbach's Alpha			.71	.77	.72	.62	.53	.63

Note: The scale used: 1=Mostly disagree; 2=Somewhat Disagree; 3=Somewhat Agree; 4=Mostly agree

Table 2:

Factor Analysis of (principal components, Varimax rotation)

18 Uses & Gratifications (N=78)

I like to use iPod because:	Mean	SD	Factors			
			1	**2**	**3**	**4**
Entertainment						
Feel good	3.21	.61	.86			
Combat boredom	3.32	.57	.83			
Satisfy a habit	3.03	.77	.81			
Be entertained	3.31	.59	.79			
Relax	3.15	.65	.79			
My good companion	3.01	.83	.78			
The thing that is always with me	3.21	.78	.77			
Pass time	3.27	.66	.75			
Have fun	2.95	.84	.72			
Self Esteem						
Feel confident	2.29	.81		.80		
Feel good that others know I am an iPod user	2.52	.85		.69		
Feel important	1.96	.71		.59		
Feel that others look at me in an envy way	2.44	.92		.55	.42	.43
Escape						
Avoid others talking to me	2.70	.91			.79	
Avoid thinking of the things that I don't want to think about	2.55	.86			.74	
Interruptions such as phone calls are not welcomed when I'm	2.40	.90			.68	
Peer Pressure						
iPod is a hot topic among my friends and family	2.13	.85				.83
My friends are using it	2.51	.86				.74
Eigenvalues			8.82	1.55	1.21	1.13
Variance explained (%)			49.00	8.63	6.74	6.28
Cronbach's Alpha			.94	.78	.73	.68

Note: The scale used: 1=strongly disagree; 2=Disagree; 3=Agree; 4=Strongly agree

Table 3:

Comparison on VALS, Perception of iPod, Media Use, and Demographics, between iPod users and non-iPod users

Predictors	iPod users (N=78)	Non-iPod users (N=223)	_t_
VALS			
Experiencers	-.05	-.02	-.48
Strivers	.22	-.08	**-2.13***
Thinkers	.03	-.01	-.324.
Makers	-.16	-.06	1.53.
Believers	.14	-.05	-1.34
Innovators	-.03	-.01	.27
Perception of iPod			
Trendy	3.19	3.07	-1.33
Small in size	3.06	2.94	-1.45
Cool	3.20	2.93	**-2.97****
Simple	3.26	2.91	**-4.07*****
Cute	2.68	2.58	-.88
Enjoyable	3.14	2.85	**-3.20****
Free	3.04	2.77	**-2.76#**
Mass Media Use			
Newspaper	1.59	1.82	.76
Internet	3.09	3.10	.07
Magazine	2.21	1.97	-1.79
TV	2.39	2.47	.52
Demographics			
Age	2.53	2.60	.58
Education level	4.71	4.75	.43
Monthly household income	4.46	4.77	.82

Notes: #p <= .1; *p <= .05; **p <= .01; ***p <= .001; N= 301

Table 4:

Regression Analysis of VALS, Perception of iPod, Technology Innovativeness, and Demographics on the Likelihood to Adopt iPod

Predictors	Likelihood to Adopt iPod (Non-iPod users)	
	r	Beta
VALS		
Experiencers	n.s.	n.s.
Strivers	n.s.	n.s.
Thinkers	n.s.	n.s.
Makers	n.s.	n.s.
Believers	n.s.	n.s.
Innovators	n.s.	n.s.
Perception of iPod		
Trendy	n.s.	n.s.
Small in size	n.s.	n.s.
Cool	.16*	.30#
Simple	n.s.	n.s.
Cute	n.s.	n.s.
Enjoyable	.21**	.38*
Free	.22**	-.31*
Technology Innovativeness	n.s.	n.s.
Demographics		
Age	n.s.	n.s.
Education level	n.s.	n.s.
Monthly household income	n.s.	-.24*
R Square		.18
Adjusted R Square		.06

Notes: #$p \leq .1$; *$p \leq .05$; **$p \leq .01$; ***$p \leq .001$; N=223

Table 5:

Regression Analysis of VALS, Uses and Gratifications, Perception of iPod, Technology Innovativeness, and Demographics on amount of iPod use

Predictors	Amount of iPod use (iPod users)	
	r	Beta
VALS		
Experiencers	n.s.	n.s.
Strivers	n.s.	n.s.
Thinkers	n.s.	n.s.
Makers	n.s.	n.s.
Believers	n.s.	n.s.
Innovators	n.s.	n.s.
Uses and Gratifications		
Entertainment	**.31****	**.50***
Self-esteem	n.s.	n.s.
Escape	n.s.	n.s.
Peer Pressure	**-.24***	n.s.
Perception of iPod		
Trendy	n.s.	n.s.
Small in size	n.s.	n.s.
Cool	n.s.	n.s.
Simple	n.s.	n.s.
Cute	n.s.	n.s.
Enjoyable	n.s.	n.s.
Free	n.s.	n.s.
Technology Innovativeness	n.s.	n.s.
Demographics		
Age	**-.29***	n.s.
Education level	**-.42*****	**-.51***
Monthly household income	**-.32*****	**-.49***
R Square		.57
Adjusted R Square		.25

Notes: #p <= .1; *p <= .05; **p <= .01; ***p <= .001; N =78

Table 6:
Regression Analysis of VALS, Uses and Gratifications, Perception of iPod,
and Demographics on Types of iPod Functions Used

Predictors	Listening music		Storing files		Watching video		Viewing photos		Accessory	
	r	Beta	r	Beta	r	Beta	r	Beta	r	Beta
VALS										
Experiencers	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Strivers	**.30***	n.s.	n.s.	n.s.	n.s.	n.s.	**.40****	**.60****	n.s.	n.s.
Thinkers	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	**.23***
Makers	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	**.25***	n.s.	n.s.	n.s.
Believers	n.s.	n.s.	**.30***	**.36****	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Innovators	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	**.33****	n.s.	n.s.
Uses and Gratifications										
Entertainment	**.62*****	**.54*****	n.s.	n.s.	n.s.	n.s.	**.27***	n.s.	n.s.	n.s.
Self-esteem	n.s.	n.s.	n.s.	n.s.	**.29***	**.33***	n.s.	n.s.	**.29***	**.32****
Escape	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Peer Pressure	n.s.	n.s.	n.s.	n.s.	**-.25***	n.s.	n.s.	n.s.	**-2.8***	**-.30****
Perception of iPod										
Trendy	**.47*****	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Small in size	**.26***	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	**-.37****	n.s.	n.s.
Cool	**.39****	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s. n.s.	n.s.	n.s.
Simple	**.39*****	n.s.	n.s.	**-2.8***	n.s.	**-.33***	n.s.	n.s.	n.s.	n.s.
Cute	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Enjoyable	**.41*****	n.s.	n.s.	n.s.	n.s.	n.s.	**.27***	n.s.	n.s.	n.s.
Free	**.48*****	n.s.	n.s.	n.s.	n.s.	n.s.	**.38****	n.s.	n.s.	n.s.
Demographics										
Gender(1=M)	**.23***	n.s.	n.s.	n.s.	n.s.	n.s.	**.25***	n.s.	.26*	n.s.
Age	n.s.	n.s.	**-.37****	n.s.	**-.25***	n.s.	n.s.	n.s.	**-.38****	n.s.
Education level	n.s.	n.s.	**-.33****	n.s.	n.s.	n.s.	n.s.	n.s.	**-.45*****	**-.42*****
Monthly household income	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
R Square		**.36**		**.22**		**.21**		**.39**		**.49**
Adjusted R Square		**.33**		**.19**		**.17**		**.35**		**.44**

Notes: #p <= .1; *p <= .05; **p <= .01; ***p <= .001; N =78

Appendix I:

Innovators   (formerly Actualizers)

Innovators are successful, sophisticated, take-charge people with high self-esteem. Because they have such abundant resources, they exhibit all three primary motivations in varying degrees. They are change leaders and are the most receptive to new ideas and technologies. Innovators are very active consumers, and their purchases reflect cultivated tastes for upscale, niche products and services.

Image is important to Innovators, not as evidence of status or power but as an expression of their taste, independence, and personality. Innovators are among the established and emerging leaders in business and government, yet they continue to seek challenges. Their lives are characterized by variety. Their possessions and recreation reflect a cultivated taste for the finer things in life.

Thinkers   (formerly Fulfilleds)

Thinkers are motivated by ideals. They are mature, satisfied, comfortable , and reflective people who value order, knowledge, and responsibility. They tend to be well educated and actively seek out information in the decision-making process. They are well-informed about world and national events and are alert to opportunities to broaden their knowledge.

Thinkers have a moderate respect for the status quo institutions of authority and social decorum, but are open to consider new ideas. Although their incomes allow them many choices, Thinkers are conservative, practical consumers; they look for durability, functionality, and value in the products they buy.

Achievers

Motivated by the desire for achievement, Achievers have goal-oriented lifestyles and a deep commitment to career and family. Their social lives reflect this focus and are structured around family, their place of worship, and work. Achievers live conventional lives, are politically conservative, and respect authority and the status quo. They value consensus, predictability, and stability over risk, intimacy, and self-discovery.

With many wants and needs, Achievers are active in the consumer marketplace. Image is important to Achievers; they favor established, prestige products and services that demonstrate success to their peers. Because of their busy lives, they are often interested in a variety of time-saving devices.

Experiencers

Experiencers are motivated by self-expression. As young, enthusiastic, and impulsive consumers, Experiencers quickly become enthusiastic about new possibilities but are equally quick to cool. They seek variety and excitement, savoring the new, the offbeat, and the risky. Their energy finds an outlet in exercise, sports, outdoor recreation, and social activities.

Experiencers are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socializing. Their purchases reflect the emphasis they place on looking good and having "cool" stuff.

Believers

Like Thinkers, Believers are motivated by ideals. They are conservative, conventional people

with concrete beliefs based on traditional, established codes: family, religion, community, and the nation. Many Believers express moral codes that are deeply rooted and literally interpreted. They follow established routines, organized in large part around home, family, community, and social or religious organizations to which they belong.

As consumers, Believers are predictable; they choose familiar products and established brands. They favor American products and are generally loyal customers.

Strivers

Strivers are trendy and fun loving. Because they are motivated by achievement, Strivers are concerned about the opinions and approval of others. Money defines success for Strivers, who don't have enough of it to meet their desires. They favor stylish products that emulate the purchases of people with greater material wealth. Many see themselves as having a job rather than a career, and a lack of skills and focus often prevents them from moving ahead.

Strivers are active consumers because shopping is both a social activity and an opportunity to demonstrate to peers their ability to buy. As consumers, they are as impulsive as their financial circumstance will allow.

Makers

Like Experiencers, Makers are motivated by self-expression. They express themselves and experience the world by working on it-building a house, raising children, fixing a car, or canning vegetables-and have enough skill and energy to carry out their projects successfully. Makers are practical people who have constructive skills and value self-sufficiency. They live within a traditional context of family, practical work, and physical recreation and have little interest in what lies outside that context.

Makers are suspicious of new ideas and large institutions such as big business. They are respectful of government authority and organized labor, but resentful of government intrusion on individual rights. They are unimpressed by material possessions other than those with a practical or functional purpose. Because they prefer value to luxury, they buy basic products.

Survivors   (formerly Strugglers)

Survivors live narrowly focused lives. With few resources with which to cope, they often believe that the world is changing too quickly. They are comfortable with the familiar and are primarily concerned with safety and security. Because they must focus on meeting needs rather than fulfilling desires, Survivors do not show a strong primary motivation.

Survivors are cautious consumers. They represent a very modest market for most products and services. They are loyal to favorite brands, especially if they can purchase them at a discount.

Available at: http://www.sric-bi.com/VALS/survivors.shtml

Appendix II:

A-iPod users
1   How long have you been using your iPod?   How did you learn of it?
2   Did you ever own a different mp3?   Why do you use iPod instead of other mp3?
3   Do you use special iPod accessory?   What is that?
4   Are you a Mac or PC user?
5   When and where do you usually use iPod?
6   Where do you place your iPod when you take it with you?
7   How do you feel when you are using iPod?
8   Besides listening to music, do you use iPod for other purposes?
9   What is your relationship to your iPod?   Does it have a special name?
10   What makes your iPod special?   How does it make you special?
11   Have you ever owned a Walkman or Discman?   Do you think there is a difference between the iPod experience and that of those devices?
12   How many people do you know who also have an iPod?   Are you a member of an iPod fan club or an iPod community on the Internet?
13   Please state 3 adjectives to describe iPod.

B-Non-iPod users
1   Do you own any portable mp3 player now?   If yes, are you satisfied with the current mp3 player?
2   What are the reasons you don't own an iPod?
3   Do you pay attention to iPod news?
4   Are you planning to buy an iPod soon?   If yes, when, and why do you want to buy it?
5   Please state 3 adjectives to describe iPod.
6   How many people do you know who also have iPod?
7   What do you usually do when you are on the way to another place or waiting for other people?

Appendix III:

<u>iPod 問卷調查</u>
2006年3月

你好！我是香港中文大學新聞與傳播學院的學生，現正進行一項有關港人使用iPod的研究。請閣下抽出約10分鐘完成以下的問卷。所有資料只會作是次研究之用，絕對保密。多謝支持！

第一部分（1為非常不同意， 2為不同意， 3為同意， 4為非常同意)

		非常不同意	不同意	同意	非常同意
1.	我經常對理論感興趣	1	2	3	4
2.	我喜歡揮霍	1	2	3	4
3.	我喜歡多變的生活	1	2	3	4
4.	我喜歡創造一些我每天都可以用的東西	1	2	3	4
5.	我追得上潮流	1	2	3	4
6.	我喜歡出任管理的職務	1	2	3	4
7.	我喜歡學習藝術，文化和歷史	1	2	3	4
8.	我渴望有多一點刺激	1	2	3	4
9.	我只對某幾種事物真的感興趣	1	2	3	4
10.	我喜歡自製東西多於買東西	1	2	3	4
11.	我的打扮比大部分人新潮	1	2	3	4
12.	我比大部分人更有才華	1	2	3	4
13.	我認為自己是智者	1	2	3	4
14.	我承認我喜歡炫耀	1	2	3	4
15.	我喜歡嘗試新事物	1	2	3	4
16.	我對機械方面如引擎相當感興趣	1	2	3	4
17.	我喜歡穿最時尚的服裝	1	2	3	4
18.	現時的電視節目過分渲染色情	1	2	3	4
19.	我喜歡領導別人	1	2	3	4
20.	我希望可以到外國生活一兩年	1	2	3	4
21.	我承認我的興趣太少且有限	1	2	3	4
22.	我喜歡用木和鐵造的東西	1	2	3	4
23.	我希望被視為新潮	1	2	3	4
24.	女性能為家人提供一個幸福的家庭才算完美	1	2	3	4
25.	我喜歡接受新挑戰	1	2	3	4
26.	就算對我沒用的東西我也喜歡學習	1	2	3	4
27.	我喜歡用雙手創造東西	1	2	3	4
28.	我經常尋找刺激	1	2	3	4
29.	我喜歡做新鮮且不一樣的事情	1	2	3	4
30.	我愛逛五金鋪及車店	1	2	3	4
31.	我希望多瞭解一下宇宙是怎樣運行的	1	2	3	4
32.	我希望我的生活每星期都一樣	1	2	3	4

第二部分

33．你每天花多少時間看（網上）報紙？

    1）少於 10 分鐘   2) 11 -20 分鐘   3) 21-30 分鐘

    4) 31-60 分鐘   5）一小時或以上

34．你每天花多少時間上網？

    1) 少於 30 分鐘   2) 31 至 60 分鐘   3）一小時至三小時

    4）三小時至六小時   5) 六小時至八小時   6)八小時或以上

35．你每星期花多少時間看雜誌?

    1) 少於 30 分鐘   2) 31 至 60 分鐘   3）一小時至三小時

    4）三小時至六小時   5) 六小時至八小時   6)八小時或以上

36．你每天花多少時間看電視？

    1) 少於 30 分鐘   2) 31 至 60 分鐘   3）一小時至三小時

    4）三小時至六小時   5) 六小時至八小時   6)八小時或以上

37．你認為以下每對形容詞當中，哪個最接近你心目中 iPod 的形象？（越接近該形容詞的為越同意）

    時尚:___:___:___:___:___:___:___:落伍

    細小:___:___:___:___:___:___:___:龐大

    有型:___:___:___:___:___:___:___:討厭

    簡單:___:___:___:___:___:___:___:複雜

    可愛:___:___:___:___:___:___:___:醜陋

    享受:___:___:___:___:___:___:___:打擾

    自由:___:___:___:___:___:___:___:束縛

38．你擁有 3G 電話嗎?   1）有   0）沒有

39．你（曾經）擁有 Discman 嗎?   1）有   0）沒有

40．你（曾經）擁有 MD 嗎?   1）有   0）沒有

41．家裏已安裝了寬頻上網服務嗎?   1）有   0）沒有

42．你擁有 iPod 嗎?   1）有   0）沒有 (請跳至第四部分)

第三部分（只供 iPod 使用者作答）

43．你通常在什麼時候使用 iPod? (可選多於一個答案)

    1）去別的地方途中   2）工作時   3）睡前   4）駕駛途中

    5) 等人/排隊時   6）其他，請說明_____

44．你每天花多少時間使用 iPod？

    1）少於 30 分鐘   2) 31 至 60 分鐘   3）一小時至三小時

    4）三小時至六小時   5) 六小時至八小時   6)八小時或以上

45．你經常使用 iPod 以下功能嗎？

	非常少	少	多	非常多
聽音樂	1	2	3	4
儲存檔案	1	2	3	4
看影片	1	2	3	4
看照片	1	2	3	4
配襯衣服	1	2	3	4

46　使用 iPod 時的感覺是?(可選多於一個答案)
　　1) 新潮　　　　　　2)享受　　　　　3) 自由　　　　　4) 可控制的　　　　　5) 沒感覺
　　6) 其他，請說明＿＿＿＿＿＿＿＿

iPod 是	非常不同	不同意	同意	非常同意
47 我的好友伴	1	2	3	4
48 經常陪伴我左右的東西	1	2	3	4
49 可令我放鬆	1	2	3	4
50 可解悶	1	2	3	4
51 消磨時間	1	2	3	4
52 我的習慣	1	2	3	4
53 讓我得到更多樂趣	1	2	3	4
54 令我感覺良好	1	2	3	4
55 娛樂我的東西	1	2	3	4
56 尋找刺激	1	2	3	4
57 可讓我暫時放下手頭上的工作	1	2	3	4
58 可避免跟別人說話	1	2	3	4
59 暫時忘記我不想想的事	1	2	3	4
60 不想別人或來電打擾我	1	2	3	4
61 令我更新潮	1	2	3	4
62 令我覺得舒服	1	2	3	4
63 令我更有型	1	2	3	4
64 令我更有自信	1	2	3	4
65 會因為別人知道我是 iPod 使用者而感到	1	2	3	4
66 讓我感到別人以羨慕的眼光看我	1	2	3	4
67 已成為朋友間的熱門話題	1	2	3	4
68 讓我覺得在朋友眼中，我是重要的	1	2	3	4
69 因為我的朋友也用 iPod	1	2	3	4

（請跳至第五部分）

第四部分（只供非 iPod 使用者作答）
70 你有聽聞過 iPod 嗎？　　　　　　　　1）有　　　　0）沒有（請跳至第五部分）

71 你打算在未來十二個月內購買 iPod 嗎？　　　1）是　　　　2）否

第五部分

72 性別： 1）男　　　　0）女

73 年齡： 1) 12或以下　　　2) 13 - 19　　　3) 20 - 25　　　4) 26 - 30　　　5) 31 - 35　　　6) 36或以上

74 教育程度：
　　1) 小學或以下　　　2) 中一至中三
　　3) 中四至中五　　　4) 中六至中七
　　5) 大專/ 大學　　　6) 其他，請註明：_____

75 你家庭平均月入：
　　1) $5,000 或以下　　　2) $5,001 - $10,000
　　3) $10,001 - $15,000　　　4) $15,001 - $20,000
　　5) $20,001 - $25,000　　　6) $25,001 - $30,000
　　7) $30,001 - $35,000　　　8) $35,001 - $40,000
　　9) $40,001或以上　　　99) 不知道/ 不作答

76 職業類別：
　　1) 政府及公營機構　　　　　　2) 運輸及通訊業
　　3) 建造業　　　　　　　　　　4) 飲食及酒店業
　　5) 零售、批發及貿易業　　　　6) 漁農及礦產業
　　7) 金融、保險、地產及商業服務業　　8) 教育、醫療、社會及個人服務業
　　9) 製造業　　　　　　　　　　10) 家庭主婦
　　11) 學生　　　　　　　　　　12) 失業/ 退休
　　13) 其他，請註明：_____

- 問卷完。謝謝你寶貴的意見。 -