

APPENDIX A: Questionnaire

Thank you for taking part in this Survey. I am a final year student at technical university of Liberec. Studying business management with economics. I am conducting research about the Spotify application. I would like to hear from you about your experience and views towards Spotify and its services. what makes Spotify the best music application and what can be improved to satisfy your music listening experience. The survey should take only 5 minutes, and your responses are completely anonymous. all the information is for academic use only. We really appreciate your input! In case of any concerns or queries feel free to contact me: sai.sivasankaran.palani@tul.cz

General Questions

1. What mobile device do you use?
 - a) Apple iPhone
 - b) One plus
 - c) Huawei
 - d) Honor
 - e) Xiaomi Redmi
 - f) Nokia
 - g) LG
 - h) Motorola
 - i) Others
2. Do you use Spotify?
 - 2.1. If yes (continue with questionnaire)
 - 2.2. If no (new set of questionnaire opens)
3. Have you used Spotify before?
 - Yes
 - No
 - 3.1) If your above answer was yes please mention why did you stop using Spotify?

Short answer:

4. What other applications do you use for listening to music?
 - a) Apple Music
 - b) Google play
 - c) Amazon Music
 - d) YouTube music
 - e) Sound cloud.
 - f) Music player from mobile
 - g) Other (please specify).
5. Why not Spotify?
 - a) High subscription price
 - b) Difficult to use
 - c) Found other better options
 - d) Never heard of it before
 - e) others

Spotify Customer Experience

- 1) Which of the following online music services did you use before Spotify?
 - a) Apple Music
 - b) Google play
 - c) Amazon Music
 - d) YouTube music
 - e) Sound cloud.
 - f) Music player from mobile
 - g) Other (please specify).
 - i) Did you have any subscription with the application you have chosen from the above options?
 - (a) Yes
 - (b) No
- 2) How did you know about Spotify for the first time?

- a) By Friends/relatives
 - b) Promotional offers
 - c) Advertisement
 - d) Web search
 - e) By influencers/celebrities
 - f) others
- 3) How did Spotify meet your expectation before using it for the first time?
- a) Much better than expected
 - b) Somewhere better than expected
 - c) About the same as expected
 - d) Somewhat worse than expected
 - e) Much worse than expected
- 4) What version of Spotify you are using currently?
- a) Free
 - b) Premium
 - c) Premium (Student)
 - d) Premium (Family)
- 5) If your above answer is free, then how satisfying do you think Spotify advertising is?
- a) Scale 1 to 5
- 6) How long have you been using Spotify?
- a) More than a year.
 - b) More than a month.
 - c) More than a week.
- 7) Rearrange the options in order in which device do you use Spotify more often?
- a) Mobile
 - b) PC
 - c) Tab
 - d) PlayStation/gaming devices
 - e) Car connects

- f) Home pod
- 8) How Easy is it to access Spotify? Rate from 1 to 10 being 1 is very satisfying and 10 is very dissatisfied.
- a) Rate from 1 to 5
- 9) When do you prefer to Spotify? Please re-arrange
- a) Driving
 - b) Traveling in public transport
 - c) Leisure time
 - d) Reading/Working
 - e) Exercise/workout
 - f) Others (please specify)
- 10) Please re-arrange in order about your listening preference on Spotify.
- a) Music
 - b) Podcast
 - c) Radio
 - d) Audio books
 - e) News
- 11) Please re-arrange in order the most satisfying factor of Spotify premium.
- a) Ad-Free
 - b) Offline Music
 - c) Easy to skip multiple Songs
 - d) Song Quality.
 - e) Travel abroad with music
 - f) Access to podcasts and audiobooks
 - g) Social sharing
- 12) Have you ever reached to a customer support due to any issues with the application?
- a) Yes
 - b) No
- 13) If your above answer was yes, how was the support provided by Spotify?

- a) Rate from 1 to 5
- 14) How satisfying is the unique playlist (Daily mix, discover weekly) provided by Spotify?
- a) Rate from 1 to 5
- 15) How are you satisfied with the price for membership?
- a) Rate from 1 to 5
- 16) How are you satisfied with a collection of different genres Spotify provides?
- a) Rate from 1 to 5
- 17) How satisfied are you with the high-quality streaming Spotify provides?
- a) Rate from 1 to 5
- 18) How likely do you listen to your friend's playlist by connecting with Facebook?
- a) More likely
 - b) likely
 - c) Neutral
 - d) Unlikely
 - e) Not at all
- 19) Does Spotify have any influence in your personal life/mood?
- a) Rate from 1 to 5
- 20) Is Spotify a trend setter to music listeners? Does the regular updates Fulfill your taste of listening to Music.?
- a) Rate from 1 to 5
- 21) How likely are you to suggest Spotify to others?
- a) More likely
 - b) likely
 - c) Neutral
 - d) Unlikely
 - e) Not at all
- 22) Do you follow Spotify on any Social media?
- a) Twitter
 - b) Instagram

- c) Facebook
- d) Spotify community
- e) Reddit
- f) None of the above

23) In what ways Spotify could be changed or improved? We would like you to tell us anything you can think of, no matter how minor it seems.?

Short answer.

24) Measure your overall satisfaction level over the application

- i) Rate from 1-5

25) How would you rate Spotify for its uniqueness?

- a) Rate from 1 to 5

Personal data

Email id

1) What profession are you in?

- a) Student
- b) Employed
- c) Doctor
- d) Teacher/professor
- e) Self-employed
- f) Others (please specify)

2) Which category below describes your age?

- a) 16-20
- b) 21-24
- c) 25-29
- d) 30-39
- e) 40 and over
- f) Prefer not to say

- 3) Please select your gender.
 - a) Male
 - b) Female
 - c) Prefer not to say
- 4) What is your marital status?
 - a) Single.
 - b) In a relationship.
 - c) Married
 - d) Divorced
 - e) Widow
 - f) Prefer not to say
- 5) Which continent are you from?
 - a) Asia
 - b) Europe
 - c) America
 - d) Russia
 - e) Other (Please specify)
- 6) What is your annual income? (please specify in terms of euro)
 - a) Below 10,000 euro
 - b) 10,000 - 20,000 euro
 - c) 20,000 - 50,000 euro
 - d) 50,000 and above.
- 7) What is your level of education?
 - a) Less than high school diploma.
 - b) High school degree or equivalent
 - c) Bachelor's degree (e.g. BA, BS)
 - d) Master's degree (e.g. MA, MS)
 - e) Doctorate (e.g. PhD, EdD)
 - f) Others (please specify)