

# Who? What? Where? Why? iPod.

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## **Purpose:**

Who is using iPod? What type of iPods are being used? Where is the most common place the iPod is being used? Why are people choosing iPod?

## **Methodology:**

After interviewing seven people from May 23-26, 2009 on a one-on-one basis, we discovered some interesting similarities in the answers.

## **Results:**

How people were hearing about iPod and why they chose iPod over other MP3 players was the most similar. In general people's perception of iPod was that it is highest quality MP3 on the market, but they heard it from their friends and family, they didn't research it on their own.

The interviewees had very similar responses to the question "what made you buy an iPod?" Alysa, 17, said "Because all of my friend's had one." and Kim, 18, reported "Because it was the most popular and cool one." Responses from an older generation also had a parallel tone. Brian, 52, "It was the most recognizable. I didn't know anything about MP3 players and I had heard my daughter's talk about iPod." Lori, 45, said "Because my son told me they are the only music player worth having."

We were also curious where the iPod was being frequently used. Leah, 16, uses it the most at the gym. Lauren, 22, uses her iPod the most in the car. Similarly Kim and Alysa use it

while playing/jogging outside. While Lori, Brian and Loretta use theirs while doing tasks around the house or at work.

Lastly, we wondered what types of iPods were being most commonly used. Three of the seven (Leah, Lauren, and Kim) all had the iPod Nano. Three more (Alysa, Lori, and Loretta) had the iPod Classic. Finally there was Brian with a hand-me-down iPod Shuffle (inherited it after his daughters upgraded). Interestingly, Loretta was the only one of the seven interviewed who had two iPod's, her Classic and also a Shuffle, but, she noted, she rarely uses the Shuffle now that she has the Classic.

We also believe that it is notable to mention that the way in which the iPods are being used reflect the way they are being portrayed in ads even though none of the people interviewed said they heard about it from an ad. Either these ads are very in tune with their customers' usage or the ads are so effective that they are reaching people on an unconscious level creating the perception of high quality and popularity that is necessary for word of mouth advertising to spread the way it has.

## **Conclusion:**

After asking these three simple questions:

1. Where do you primarily use your iPod?
2. What made you buy an iPod?
3. What type of iPod is it and is it the only one you have?

We found that the answers were equally as simple, 1. While working out or doing chores. 2. Friend or family. 3. Nano, Classic, Shuffle.