Understanding and Predicting Students’ Intention to Pay for Private Cloud Storage Services

Meier, Philip
Soltani, Nazila Khodabandeloo

School of Business, Society and Engineering
Course: Bachelor Thesis in Business Administration
Course Code: FOA214
15 ECTS

Supervisor: Konstantin Lampou
Date: 05 June 2017
# Table of Contents

Abstract 3

Acknowledgements 5

1. Introduction 6
   1.1 Background 6
   1.2 Problem Formulation and Research Question 7

2. Theoretical Framework 10
   2.1 Literature Review 10
      2.1.1 Defining Cloud Storage Services 10
      2.1.2 Technology Acceptance Model 12
      2.1.3 Subjective Norm 14
      2.1.4 Monetary Factor 14
   2.2 Technology Purchase Model 15
      2.5.1 Perceived Quality 16
      2.5.2 Perceived Sacrifice 17
      2.5.3 Perceived Value 17
      2.5.4 Subjective Norms 18
      2.5.5 Perceived Usefulness 18
      2.5.6 Attitude Toward Paying and Behavioural Intention to Pay 18
      2.5.7 Actual Payment 19
      2.5.8 Feedback Loop 19

3. Methodology 20
   3.1 Secondary Sources 20
   3.2 Primary Sources 21
      3.2.1 Interviews 21
      3.2.2 Operationalisation 22
      3.2.3 Method Awareness 25
   3.3 Reliability, Validity and Objectivity 28

4. Empirical Findings 30
   4.1 Primary Empirical Data 30
      4.1.1 Data on Demographics 30
      4.1.2 Data on Perceived Value 31
      4.1.3 Data on Subjective Norm 34
      4.1.4 Data on Perceived Usefulness 35
      4.1.5 Data on Behavioural Intention to Pay 35
   4.2 Secondary Empirical Data 36
5. Analysis  
   5.1 Analysing the User Base  
   5.2 Analysing the Perceived Value  
      5.2.1 Assessing Perceived Quality  
      5.2.2 Assessing Perceived Sacrifice  
      5.2.3 Trade Off  
   5.3 Analysing Subjective Norm  
   5.4 Analysing Perceived Usefulness  
   5.5 Analysing Attitude and Behavioural Intention to Pay

6. Conclusion  
   6.1 Summary  
   6.2 Findings and Contributions  
   6.3 Limitations and Further Research

Reference List

Appendix  
   Price List  
   Interview Questions  
      I. General Assessment of the Interviewee  
      II. Perceived Value  
      III. Subjective Norm  
      IV. Usefulness  
      V. Behavioural Intention to Pay
Abstract

Date: 05 June 2017
Level: Bachelor Thesis in Business Administration, 15 ECTS
Institution: School of Business, Society and Engineering, Mälardalen University
Authors: Meier, Philip Soltani, Nazila Khodabandeloo
(88/03/11) (93/07/05)
Title: Understanding and Predicting Students’ Intention to Pay for Private Cloud Storage Services
Tutor: Konstantin Lampou
Keywords: cloud storage service, iCloud, technology acceptance model, information systems, user acceptance, intention to pay

Research Question: What are students’ intention to pay for private cloud storage services and why?

Purpose: The purpose of this study is to investigate students’ intention to pay for private cloud storage services, in order to find out how willing they are to pay for such services and for what reasons.

Method: This study takes a qualitative approach, where both primary and secondary data are collected. Secondary data was collected through i.e. empirical studies and annual publications. Primary empirical data was conducted through semi-structured interviews with 21 students of Mälardalen University. The primary empirical data was analysed using a thematic analysis.

Conclusion: Conducting this study showed, that most of the factors' influences on students’ intention to pay for private cloud storages were positive, resulting in an overall high willingness to pay. The perceived monetary sacrifice was regarded as very low, hence not preventing potential customers from paying for the services. Considerable issues were however found in the perceived quality, more precisely in the perceived reliability and the lack of trust expressed in private cloud services. Finally, unused potential for private cloud service providers to positively influence students' attitudes was found both in the perceived usefulness and subjective norm factors.
**Abbreviations:**

- TAM: Technology Acceptance Model
- TPM: Technology Purchase Model
- OS X: Apple Macintosh Operating System
- iOS: Apple’s Mobile Operating System
- CEO: Chief Executive Officer
- NIST: National Institute of Standards and Technology
- IT: Information and Technology
Acknowledgements

We would like to express our gratitude and special thanks to all the people who have helped us in the process of writing this bachelor thesis.

Firstly, we would like to thank our supervisor Konstantin Lampou, who has guided us by offering his expertise on how to conduct empirical studies, and giving us important feedback throughout the process of the study.

We would also like to thank our co-assessor Sikander Khan, whose advice and encouragement in the final stages has been of great appreciation.

We want to additionally express our gratitude for the constructive feedback our opponents provided throughout the seminars.

Lastly, we would like to thank the students who have taken their time to participate in the interviews conducted. Their active participation helped us to provide essential empirical evidence, indispensable for reaching this study’s intended aim.

Västerås, Sweden
5th of June 2017

Nazila Khodabandeloo Soltani
Philip Meier
1. Introduction

This chapter will introduce the study’s subject by giving the reader an understanding of relevant background information and through discussing what the researchers would like to achieve by writing this paper (Björklund and Paulsson, 2014, p.38). The aim of this study will be presented, by defining an identified problem and by introducing the research question developed for finding an answer to the aforementioned problem.

1.1 Background

With the improving affordability of information and communication technologies, both access and usage of the world wide web have experienced a clear increase over the last few years (International Telecommunication Union, 2016). This paves the way for the success of cloud computing, a model that enables effortless on-demand network access to a shared pool of different desired servers (Mell and Grance, 2011). In other words, it allows users to remotely access, modify and backup digital data, i.e. files, pictures and videos through the internet at any given time by using a mobile phone, tablet or personal computer with network capabilities.

This promising cloud computing concept appealed to a variety of global technology companies thus triggering the launch of several services throughout the last decade. Microsoft’s OneDrive, Dropbox, Google Drive and Apple’s iCloud are amongst the most popular today (Arpaci, 2016). Each of these cloud services carries their own brand name. However, all cloud based services are commonly recognised under the synonymous names ‘file hosting services’ or ‘cloud storage services’. In this study, the researchers will be referring to all relevant services as ‘private cloud storage services’, in order to simplify the process, clear up confusion and lastly, because this study will focus on the eponymous iCloud service. The word ‘private’ refers to the fact that the services we investigate in this study do not have any file sharing features, that allow users to transfer their data to other user accounts (Mell and Grance 2011). Services such as iCloud therefore only let users organise, store and retrieve their own data (Apple, 2017).
iCloud is Apple’s own private cloud storage service. It can either be accessed via Apple’s operating systems ‘OS X’ for personal computers and ‘iOS’ for mobile devices or by downloading a separate software application for ‘Windows 7’ or later (Apple, 2017). With Apple topping the ‘world’s largest tech companies of 2016’ list (Sharf, 2016), it can be argued that the significance of its private cloud storage service stands out the most. According to an interview conducted with Apple executives in 2016, there were 782 million iCloud users worldwide at the time (AppleInsider, 2016). Investigating the numerous advantages private cloud storage services provide to both businesses and consumers, can help better understand Apple’s high user number.

Reasons for tech companies to provide cloud services include sustainability, cost effectiveness, economies of scale and scalability (Arpaci, 2016). The latter addresses the fact that the system can easily handle the challenges arising from structural growth. The cost effectiveness and economies of scale result from the possibility to keep the servers in extremely large-scale commodity-computer data centers and thus being able to lower their electricity and network expenses down to a seventh of the costs that would incur, if they did not have a cloud storage infrastructure (Armbrust et al., 2010, p.52). According to a case study conducted by the Global e-Sustainability Initiative (2010), companies switching to cloud storage systems can also reduce their carbon emissions by 30 to 90 percent thus becoming more sustainable. Meanwhile, users can take advantage of the increased flexibility, mobility and reliability cloud services enable them to have (Arpaci, 2016). Last but not least, a lot of data storage services are offered to the users completely free of charge (Fisher, 2017).

1.2 Problem Formulation and Research Question

While the new opportunities provided by private cloud storage services are plentiful, there are also several challenges arising from this new type of service. The availability, recovery, reliability, integrity, confidentiality, privacy and therefore, the security of the data is not always guaranteed (Arpaci, 2016). The final four issues led to a media circus in 2014, as hackers gained access to the Apple accounts of several celebrities and leaked their nude photos to the public (Chen, 2014). This raised a lot of security and privacy related questions and weakened the public’s trust in cloud storage security (Vincent, 2014). Furthermore, the largest tech companies have started to limit their free-to-use service to a few gigabytes of storage per user, forcing
consumers to ask themselves why they should pay for cloud storage service (Lynch, 2016). While covering costs and increasing profits are clear reasons for companies to give cloud services commodity status, it does not mean that consumers would be willing to start paying for it. Especially, in a time when free cloud storage alternatives are plentiful (Fisher, 2017). Hence, introducing prices for a service consumers might not be willing to pay for, could potentially result in losses for service providers.

Consequently, understanding and predicting potential customers’ attitudes toward paying for private cloud storage services is imperative for the future success of private cloud storage service providers. It allows proper assessment of the opportunities and risks of investing in a cloud computing infrastructure. It is therefore this qualitative study’s aims to find an answer to the following research question:

What are students’ intention to pay for private cloud storage services and why?

In the process of it, the researchers of this study will be focusing on Apple’s iCloud service. The researchers choose to question students, since they are typically considered to be young adults. According to Anderson and Rainie (2012), young adults are more likely to adopt new technologies at an early stage than other age groups. Furthermore, 96 percent of people aged between 18 and 29 are internet users. They are therefore well suited to be interviewed about the newest developments of cloud storage services. Lastly, the researchers of this study consider the relevance of statements made by young adults to be of higher than those made by older generations, as service providers can consider younger generations to be potential customers for the longer run.

On a further note, this paper will lean on a previous quantitative study on students’ intention to use cloud services conducted by Arpaci in 2015. His study showed that mainly three factors: perceived usefulness, trust and subjective norms have a significant effect on students’ attitudes toward mobile cloud storage services. Moreover, Arpaci suggested to further investigate his field of research by including qualitative data, in order to get a deeper understanding of the key factors influencing intentions toward using, or in this case, paying for cloud services.
Another important quantitative study used as a foundation for this research paper was conducted by Wang and Lin (2016). It is one of the first studies to consider monetary factors, in order to analyse people’s willingness to pay for cloud storage services. Their findings prove that perceived service quality positively affects the perceived value of cloud storage services and through this indirectly increases the willingness to pay. According to them, another aspect positively influencing the willingness to pay is social conformity. Social conformity is what Arpaci (2015) and this study describe as subjective norms (see 2.5.4 Subjective Norms, p.18).

The goal of the study is to investigate whether or not students intend to pay for iCloud services and the reasoning behind it. This research aims to uncover students’ current attitudes and opinions towards the need to pay for a rather new but increasingly important service. Gaining a deeper understanding of this topic is crucial for companies that currently are or plan on investing in a cloud storage infrastructure. Apple’s CEO Tim Cook called iCloud ‘a strategy for the next decade’ (Dignan, 2012), which further highlights the importance of additional empirical study on potential consumers’ intention to pay for those services.
2. Theoretical Framework

This chapter will give the reader a description of theories relevant to this study and review studies previously conducted within the same field (Björklund and Paulsson, 2014, p.50). The selective presentation of theoretical concepts will then guide the reader to the model on which this study’s research is based on.

2.1 Literature Review

On the one hand, commercial cloud storage services have not existed for more than a decade now and are therefore a rather new topic, leaving a lot to uncover. On the other hand, it has quickly gained academic attention and counts as one of the most important topics in computer science today (Stantchev, et al., 2014). This means that there is a lot of new literature available to be investigated. In this chapter, the researchers give a review and description of the most relevant theories and data relating to the study and, furthermore, analyse studies previously conducted within the field (Björklund and Paulsson, 2014, p.50). This is done to categorise and select the most relevant information available, in order to develop a model that adequately serves the research purpose of this study.

2.1.1 Defining Cloud Storage Services

There is no current reliable source for a distinct definition of the term private cloud storage service. The researchers of this study therefore find it essential to give the reader a clear definition for this study, to avoid possible confusion. The following private cloud storage service definition will be derived from the more elaborate cloud computing definition by characterising the similarities and differences of the two terms. This approach is chosen as the two terms describe nearly identical concepts and because studies conducted in the past, i.e. Arpaci 2015, used a similar approach.

According to Mell and Grance (2011) from the National Institute of Standards and Technology (NIST), there are several attributes inherent to cloud computing. Those attributes can be grouped into deployment models, essential characteristics and service models and will be described in the following paragraphs.
The deployment models developed by NIST discuss and categorise four different spheres of user privacy. The spheres are called community cloud, public cloud, hybrid cloud and private cloud. The private cloud enables exclusive use by a single provider for multiple users. It is therefore the only relevant model for this study. Unlike non-private cloud storage services, iCloud does not support file sharing. iCloud merely lets users backup and sync their own data from and with their own devices (Broida, 2015). It is therefore considered a private cloud storage service.

Essential characteristics describes five important cloud computing attributes. The first one being on-demand self-service, meaning that a user can access his data at any given time. Secondly, broad network access, which signifies that the digital data is available over the network and accessed through client platforms such as mobile devices and personal computers. The third characteristic is resource pooling. This addresses the fact that a provider’s computing resources are pooled to serve numerous users. This leads to location independence, meaning that a user is mostly unaware of the exact current geographical location of the servers storing the data. Fourthly, computing capabilities appear to be unlimited to the user, as they can be adjusted in any quantity at any given time. This characteristic is called rapid elasticity. Lastly, measured services convey that all resources used, i.e. memory and bandwidth can be metered and thus precisely monitored (Mell and Grance, 2011).

The three service models of cloud computing are called ‘Software as a Service’ (SAAS), ‘Platform as a Service’ (PAAS) and ‘Infrastructure as a Service’ (IAAS). SAAS offers the user the capability to use the provider’s applications, i.e. iCloud for Windows. The PAAS is a technical term for the capability provided to users deploying ‘[…] onto the cloud infrastructure consumer-created or acquired applications created using programming languages, libraries, services, and tools supported by the provider’ (Mell and Grance, 2011, p.2). IAAS addresses the capability to provide computing resources such as storage and networks. This allows users to run operating systems and applications. In none of the three models are users able to control or manage the underlying cloud infrastructure, with the exception of a few user specific configuration settings (Mell and Grance, 2011).

Cloud computing and cloud storage services are two terms commonly used interchangeably, however, some newer sources (Lacoma, 2016) suggest that there
are a few differences between the two. Private cloud storage services allow users to access and modify data stored on remote databases. Nevertheless, this still requires the user to have the enabling software stored on his own device. Cloud computing takes this one step further by allowing people to use the software stored on the remote server. This concept is mostly used for business internal purposes, whereas cloud storage services pop up in consumers’ everyday life, be it while writing a Google Doc or when saving files online via Microsoft Word (Lacoma, 2016).

2.1.2 Technology Acceptance Model

The lack of user acceptance has for long hindered the success of information systems (Gould, Boies and Lewis, 1991). Information systems refer to software and hardware systems (Naumann, Shasha, Vossen, 2016) that collect, store and process data, and provide information, knowledge and digital products (Zwass, 2016). Present research thereby uses the technology acceptance model (TAM) when referring to information system use (Davis, 1991).

TAM was developed by Fred Davis, 1986 (Davis, Bagozzi and Warshaw, 1989). It proposes to address the reason behind users acceptance and rejection toward information system use (Legris, Ingham and Collerette, 2001). There are six variables included in the TAM for measuring user acceptance and rejection toward information system use: external variables, perceived usefulness, perceived ease of use, attitude toward using, behavioural intention to use and actual system use.

External variables include a wide range of different factors. Hubona and Kennick (1996) divide external variables into two categories: beliefs and attitudes Other usually manifested external variables are: social factors, cultural factors and political factors (Surendran, 2013). Lastly, external variables can be further divided into: social individual variables, task variables and organisational variables (Hubona and Whisenand, 1995). Despite the many definitions of what external variables are, it is important to note that the role of external variables vis-a-vis Technology acceptance model has not been well explored, and has been encouraged to be further researched by Fred Davis himself (Hubona and Whisenand, 1995). Due to the external variables ambiguous nature, the researchers of this study have decided not to consider it for this paper.
The TAM further illustrates two variables, directly linked to external variables: perceived ease of use and perceived usefulness.

Perceived ease of use is the factor of refers to the level of degree of which the user expects the given system to be free of effort (Davis, 1989). It explains that even if the user believes his use of a given information to be useful, he may however, find the information technology to be too difficult to handle, hence outweighing the need of work performance improvement (Davis, Bagozzi and Warshaw, 1989).

Perceived usefulness refers to the level of degree in which a user believes that his use of the given technology will improve his work performance (Davis, Bagozzi and Warshaw, 1989). It’s built on the definition of the word “useful” as follows: The capability of being used advantageously.

The following factor of the TAM, is attitudes toward using. Davis (1985) hypothesised attitudes toward using as being another key variable besides perceived usefulness and perceived ease of use in terms of a user’s acceptance or rejection of a system and thereby directly influenced by these two factors (Chuttur, 2009).

The penultimate factor of the TAM, is behavioural intention to use. It refers to the measures of likelihood of an individual employing an information system (Surendran, 2013). The behavioural intention to use is modelled as a function of attitudes toward using and perceived usefulness.

The final step of the TAM is actual system use and refers to an individual’s actual usage of a given system. Davis (1985) refers to actual system use to be highly influenced by the perceived usefulness and the perceived ease of use and explains these two factors as being the main reasons to eventually influence an individual to actually using a system.

Continuously, the TAM suggests that a potential user’s overall attitude toward using a given system acts as the major determinant of his actual decision to use it. The overall attitude towards computer acceptance behaviour is thereby the function of the two core factors that differentiates the model from its previous adapted versions: perceived usefulness and perceived ease of use (Davis, 1985). Thereby, the two
core factors are highly correlated to one another as the perceived ease of use in theory, is highly influenced by the perceived usefulness (Masrom, 2007).

2.1.3 Subjective Norm

The TAM is used to understand a user's acceptance or rejection toward information systems by measuring different perspectives of how a user perceives his use of the information system. However, it is yet to be explained how subjective norms can influence an individual’s intentions to use information systems. Subjective norms are defined as the level of degree in which an individual believes that people who are important to him think that he should perform a certain behaviour or not (Fishbein and Ajzen, 1977). It thereby shows how others can influence a person’s behaviour (Hong-bumm, Taegoo and Sung, 2009) and motivate the person to comply with other people’s view (Ham, Jeger and Frajman Ivkovic, 2015). Arpaci (2016) states that a student who perceives greater social pressure to use information systems such as cloud storage, will gain a more positive attitude towards it. The researchers thereby find this information to be essential for understanding students’ intention toward using cloud storage services.

2.1.4 Monetary Factor

The TAM is a useful model for discussing individuals' behavioural intentions to use technology. This study however does not focus on students’ intention to merely use technology but rather on their intentions to pay for cloud storage services. Focusing on payment adds a new monetary dimension to the TAM. The dimension affects the whole process from the monetary sacrifice a potential customer perceives when first looking at the price to the actual payment of the service at the end. It is therefore imperative to implement this dimension in a new model.

The intention to pay money for a product or service can be defined as an individual’s willingness to buy a product or service (Spears and Singh, 2004). Therefore buying can be understood as an action for paying (Wang and Lin, 2016). According to Dodds and Monroe (1985) consumers' willingness to buy depends on their perceived sacrifice, quality and value of the goods and services in question. Further research by Lapierre (2000) suggests that there is a tradeoff between perceived sacrifice and quality. Hence, perceived value is a balance between the perceived sacrifice and quality of a good or service. The perceived value can thus be seen as a source of
competitiveness for companies. According to Zeithaml (1988), perceived sacrifice can be understood as both monetary and non-monetary sacrifices. The monetary sacrifices being the budgetary price a consumer has to pay to obtain the service and non-monetary sacrifices representing factors like time, effort, and search costs spent on obtaining the service. Lastly, because cloud service is an intangible service rather than a tangible product, this study will focus on perceived service quality only. Service quality is the consumer’s assessment of the level of overall excellence and superiority inherent in the service (Zeithaml, 1988).

Wang and Lin (2016) state that the willingness to buy can also be measured by investigating customers’ intentions to repurchase, by looking at their willingness to pay for additional services and also by researching their readiness to recommend the service to a friend. Firstly, it can be argued that repurchasing intentions represent a considerable aspect of cloud storage services, since customers need to subscribe to an abonnement that requires being renewed and thus repurchased periodically. The repurchasing intention further suggests that a reevaluation process of the initial purchasing decision takes place. The reevaluation aspect will be addressed by making this research’s model dynamic, in form of adding a feedback loop after the actual purchase of the service took place. Secondly, the willingness to pay for additional services is automatically applicable to iCloud and similar private cloud storage services, since customers get to use a limited amount of storage for free, but need to pay for any extra storage if they wish to do so. Lastly, the recommendation to a friend addresses social influences, which will be analysed in this study by discussing the impact subjective norms have on students’ attitudes towards paying for cloud storage services.

2.2 Technology Purchase Model

As previously discussed, the original TAM only discusses individuals’ intentions to use technologies but lacks an understanding of an individual’s subjective norms or any form of monetary dimension. The researchers have thereby decided to extend the original model of TAM by adding the factor of ‘Subjective Norms’ in order to include the important aspect of social influences on an individual’s behaviour and thereby intentions. In order to add a budgetary aspect to the TAM, the researchers have further extended the original model by replacing the ambiguous external variables with the more specific perceived value criterion. The researchers also
replace the step ‘Actual Use’ with a step of action called ‘Actual Payment’ and
enhanced the model with a feedback loop, to make the decision making process
dynamic and address the reevaluation taking place after paying and using the cloud
storage service. For the purpose of this study, the researchers call this enhanced
model the technology purchase model (TPM). The name was chosen, due to the
model’s ability to explain the decision making process individuals’ undergo when they
purchase an information technology good or service. Also, as the name strongly
suggests, because it stems from the Technology Acceptance Model.

Figure 1. Technology Purchase Model

To further elaborate on the model's steps within the process, the researchers will
give examples based on Apple’s iCloud storage service. The decision making
process according to the TPM (see Figure 1. Technology Purchase Model, p.16)
begins with an individual's tradeoff between the perceived quality of iCloud and the
perceived sacrifice incurring in order to obtain the service, as will be further explained
in the following subchapters.

2.5.1 Perceived Quality

Lee and Lin (2005, pp.164-166) state that a consumer’s perceived quality of online
services heavily depends on the website's design, reliability, responsiveness and the
consumer's trust in the mechanisms of the online store. For an individual potentially
interested in paying for iCloud services this would mean that the perception of design quality is based on whether or not the iOS operating system looks appealing to him, on how quick and easy it is to complete the transaction and on whether the general user interface has a well organised appearance. The perception of reliability is based on factors like the service’s and software’s adequate security, on how error-free the purchasing process is, on Apple’s troubleshooting competence and on iCloud’s delivery on promises to do certain things in a timely manner. The perceived responsiveness of iCloud could be warranted, when Apple executes prompt service, quickly fulfils customer requests and readily helps customers (Lee and Lin, 2005, p.168). Finally, trust is earned by instilling confidence in customers. It emanates from the security that the customer feels about the situation he is in (Gefen, Karahanna and Straub, 2003, p.65). Apple could for instance gain trust by ensuring rigid private security measures for both payment and data storage.

2.5.2 Perceived Sacrifice

According to Zeithaml (1988) individuals’ perceived sacrifice while obtaining a service can be separated into two categories. Firstly, the monetary sacrifice one has to make. When a potential customer regards iCloud’s abonnement prices to be too high, then the perceived monetary sacrifice will fall out greater as well. Secondly, Zeithaml (1988) addresses the influence of non-monetary sacrifices. These sacrifices can be categorised as time, effort, and search costs spent on trying to obtain the service. This can be translated as the time a potential customer would spend on searching for the iCloud service, signing up for it over a working operating system such as the iOS and finally the effort it would take to navigate through the system menus.

2.5.3 Perceived Value

A study conducted by Lapierre (2000) showed that perceived value can be understood as the result of the trade off between perceived quality and the perceived sacrifice. Hence, the perceived value of iCloud could be described as the decision step a potential consumer has reached after balancing out all the available perceived qualities and perceived sacrifices at hand. It can thus be argued that the perceived value covers all aspects previously discussed in the perceived ease of use factor of the original TAM. The researchers of this paper, therefore argue that the factor ease of use from the original TAM gets covered by addressing the perceived value factor.
2.5.4 Subjective Norms

As previously mentioned, subjective norms are referred to as an individual's perceptions or assumptions about to him important people's expectations of certain behaviours that one will or won't perform (Fishbein and Ajzen, 1977). It further shows how an individual's social environment can influence his behaviour (Hong-bumm, Taegoo and Sung 2009). As can be seen in Fig. 2, subjective norms is a central factor that has a direct impact on an individual's perceived value, perceived usefulness, his attitudes toward paying and behavioural intention to pay for information systems. When an individual finds his social environment to be approving of a given information system, he is more likely to perceive a higher value and usefulness for the information system, thereby positively influencing his attitudes toward paying and behavioural intention to pay for the information system.

2.5.5 Perceived Usefulness

The TPM model shares the same concept of the TAM model in regards to a user's perceived usefulness. As extended from the TAM, the TPM (see Figure 1. Technology Purchase Model, p.16), still refers to perceived usefulness as the level of degree in which a user believes his use of a given technology system to be efficient and improving for his work performance. The TPM model refers to the factor of perceived usefulness to be directly linked to the perceived value. If a user finds his perceived sacrifice to be too big, he is most likely to reject the information system, despite his perception of perceived usefulness. A system highly influenced by its perceived usefulness is shown in which a user believes in the possibility of a use-performance relationship that is positive (Davis, 1989).

2.5.6 Attitude Toward Paying and Behavioural Intention to Pay

The TPM model as extended from the TAM model also shares the same concept of describing attitudes toward technology acceptance to be directly influenced by the two cognitive factors: perceived value and perceived ease of use. The TPM model further on, refers to behavioural intention to pay as the level of likelihood a user intends to pay for a given technology system, viewing behavioural intention to pay as directly influenced by perceived usefulness. Lastly, Davis, Bagozzi and Warshaw (1989), state that people form their intentions to performing behaviours toward which they have a positive effect.
2.5.7 Actual Payment
After having measured the different cost effects factors and their impact on the user's intention to pay for the given information system, the actual payment occurs. Actual Payment is based on the definition of “Payment”, defined as “The act of offering money in exchange for goods or services” (Merriam-Webster.com). The individual’s actual payment thereby simultaneously results in the actual use, which as according with the TAM model, refers to an individual's final and actual usage of the information.

2.5.8 Feedback Loop
Apart from several new criteria the TPM also features a feedback loop. This eliminates the TAM’s static design and recognises the dynamic nature of the decision making process. As cloud storage services can be purchased on a monthly subscription basis (Apple, 2017), the customer’s intention to pay becomes an iterative process. It is therefore imperative to recognise the reevaluation process occurring during the technology purchase process.
3. Methodology

This chapter will discuss the researcher’s choice of investigation design, methods and practical approaches for this study (Björklund and Paulsson, 2014, pp.49-50). This is done by first discussing the choice of secondary sources. Secondly, by addressing the choice of primary sources, including the operationalisation and choice of analytical methods used. Finally, by ensuring the reader that the reliability, validity and objectivity have been accounted for when choosing the methods.

3.1 Secondary Sources

To understand students’ intention to pay for private cloud storage services, secondary qualitative data was collected and used to further explain the theoretical aspects of this study, as well as to gain knowledge and information in regards to the chosen phenomenon, by studying already existing datasets. Since secondary analysis has shown to be very valuable for investigators with limitations of time and resources (Smith et al., 2011) the researchers found this form of data collection to be the most efficient in terms of productivity and expertise. In this study, secondary literature was collected from i.e. scientific articles, annual publications and books published for learning purposes. Scientific sources thereby act as a foundation for the literature review in the theoretical framework.

The databases used for information gathering of secondary data were ScienceDirect, ResearchGate and several more. Those were found by using Google Scholar and Mälardalen University Library’s own search engine and then filtered according to peer review counts. Meaning that the articles with more peer reviews were considered first. The literature used was found in libraries in Sweden, such as the library of the University of Mälardalen and the Stockholm City Library. All of the databases mentioned were considered reliable, as all of the published articles on these databases were of scientific matter and peer-reviewed. Peer-reviewed refers to the content being criticised and approved by researchers that are experienced within the subject of matter. The researchers also selected the most suitable keywords for this study to find relevant data throughout the study, especially in regards to the theoretical framework. Narrowing down the most relevant keywords can further increase the construct validity of the work, as it increases the extent to which our
research process measures the concept it is supposed to measure (Bagozzi, Yi and Phillips, 1991, p.422). The keywords were searched both by each researcher individually or together depending on the preference. Keywords used for this research include but are not limited to: cloud storage service, iCloud, technology acceptance model, information systems, user acceptance, intention to pay.

3.2 Primary Sources
This study is conducted with qualitative methods. According to Björklund and Paulsson (2014, p.69), qualitative studies are used to get a deeper understanding of specific situations, problems or events. Bryman and Bell (2015, p.404) state that the research participants’ own experiences and perceptions stand in the very centre of qualitative studies. When conducting qualitative studies, the researchers also play a major role in the study, as they collect information and then analyse the collected data. There are many different ways to approach and collect data in a qualitative study. It can be done by taking field notes from social interactions or observations, by recording conversations or by conducting and transcribing interviews before further analysing them. Bryman and Bell (2015, pp.479-481) also state that researchers who use qualitative study methods can conduct different kinds of interviews such as focus group interviews, depth interviews and individual interviews to gather data. According to Björklund and Paulsson (2014, p.74), interviews can take place in different ways, i.e. via personal contact or video conference. A dialogue by phone, SMS or e-mail can also be considered interviews. When conducting interviews the researchers gain primary data for their current qualitative study (Björklund and Paulsson, 2014, p.74).

3.2.1 Interviews
In this empirical study of understanding students intention to pay for Cloud services, primary data was collected through individual semi-structured interviews on the topic of cloud storage services and the intentions to pay for it, and was held at the University of Mälardalen, Sweden with the students of the university. The researchers have chosen to use individual semi-structured interviews in this research because of numerous advantageous reasons. First off, semi-structured interviews are well suited for exploring the different perceptions and opinions of the respondents in regards to more complex issues and/or sensitive issues (Barriball and While, 1994), in this case, the topic of cloud storage systems, where the interviewees may need some additional information and explanation about certain terms or questions,
which the researchers are then able to provide at an immediate. Secondly, this also allows the researchers to further probe for more information and clarification of the answers received in order to obtain the most relevant and informative results possible for the research. Semi-instructed interviews are further a well suited data collection tool in order to investigate attitudes, values beliefs and motives (Barriball and While, 1994) which are what the researchers of this study are investigating in the extent of understanding and predicting students intention to pay for cloud storage services. The researchers thereby believe the use of face-to-face interviews to be the most suitable approach for collecting rich data, as it can be rather difficult to get an in-depth understanding of the factors mentioned, by conducting questionnaire surveys or focus groups.

By using individual semi-structured interviews as a method, the researchers were further able to construct 15 previously assessed questions, which they then could ask the interviewees, in which the interviewees' could respond freely in their own words (Bryman, 2004). This also gave the researchers the opportunity to ask the interviewees follow-up questions during the interviews, whenever the interviewer found it suitable, considering the interviewees’ reaction or answer to the previously asked question. This allowed the researchers to get a deeper understanding of the subject of the research (Bryman and Bell, 2015, pp.479-481).

Furthermore, the interviews were conducted over a period of five days on Thursday the 4th of may, Friday the 5th of may and Tuesday the 9th of may to Thursday the 11th of may on a daily basis within the time frame of 11 to 15 o'clock, due to the university being the most crowded at this time of day.

3.2.2 Operationalisation

The questions developed for this study (see Table 1. Interview Questions, p.23) are all based on questions previously developed for other studies, i.e. questions from López-Nicolás, Molina-Castillo and Bouwman (2008) about the influence of subjective norms on the technology acceptance process. The researchers of this paper consider them to be relevant because they address certain crucial factors closely connected to this study. Most questions from previous studies, such as questions raised by Lee and Lin (2005) on the perceived quality of e-services, were designed for questionnaires. Necessary modifications to change their binary
attributes have been undertaken, in order to make them more open and thus more suitable for a semi-structured interview. Lastly, the researchers made sure to select only the most essential questions, resulting in a total of 15 interview questions. Conducting one interview took an average of five to 10 minutes, which the researchers assume to prevent the interviewees' attention spans from fatiguing and could thus decrease unnecessary distractions.

<table>
<thead>
<tr>
<th>Interview Questions</th>
<th>Basis in Theory</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>How easy do you find it to use your cloud storage service?</td>
<td>2.5.1 Perceived Quality</td>
<td>Assessing the students’ perceived quality by addressing the perceived ease of use of the service.</td>
</tr>
<tr>
<td>What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?</td>
<td>2.5.1 Perceived Quality</td>
<td>Assessing the students’ perceived quality of the design features of the service.</td>
</tr>
<tr>
<td>How reliable would you say your operating system/software (i.e. iOS/iCloud) is?</td>
<td>2.5.1 Perceived Quality</td>
<td>Assessing the students’ perceived quality of the reliability of the service.</td>
</tr>
<tr>
<td>How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?</td>
<td>2.5.1 Perceived Quality</td>
<td>Assessing the students’ perceived quality of the responsiveness of the service.</td>
</tr>
<tr>
<td>How trustworthy are cloud storage services (i.e. iCloud) in your opinion?</td>
<td>2.5.1 Perceived Quality</td>
<td>Assessing the students’ perceived quality of the trustworthiness of the service.</td>
</tr>
<tr>
<td>What is your opinion on the cloud storage services’ (i.e. iCloud) prices?</td>
<td>2.5.2 Perceived Sacrifice</td>
<td>Assessing the students’ perceived monetary sacrifice when acquiring the service.</td>
</tr>
<tr>
<td>How time consuming is signing up to your cloud storage service (i.e. iCloud)?</td>
<td>2.5.2 Perceived Sacrifice</td>
<td>Assessing the students’ perceived non-monetary sacrifice when acquiring the service.</td>
</tr>
<tr>
<td>Question</td>
<td>Section</td>
<td>Description</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>----------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Have you been recommended to use cloud storage services by your peers?</td>
<td>2.5.4 Subjective Norms</td>
<td>Assessing whether or not there is social incentive to use the service.</td>
</tr>
<tr>
<td>To what extent have you been influenced by anyone to use cloud storage services?</td>
<td>2.5.4 Subjective Norms</td>
<td>Assessing to what extent subjective norms influenced students’ attitude towards using the service.</td>
</tr>
<tr>
<td>How do you consider your use of cloud storage service to impact your productivity?</td>
<td>2.5.5 Perceived Usefulness</td>
<td>Assessing to what extent students believe that the services is performance enhancing.</td>
</tr>
<tr>
<td>How willing are you to pay for (extra) storage (i.e. iCloud)?</td>
<td>2.5.6 Attitude Toward Paying and Behavioural Intention to Pay</td>
<td>Assessing the current willingness to pay for private cloud storage service.</td>
</tr>
<tr>
<td>Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?</td>
<td>2.5.6 Attitude Toward Paying and Behavioural Intention to Pay</td>
<td>Predicting the willingness to pay for private cloud storage service within the future.</td>
</tr>
</tbody>
</table>

Table 1. Interview Questions

The interviews were held face-to-face at the University of Mälardalen campus. Each interview was recorded with the consent of the interviewees. By recording the interviews, the researchers were able to create transcripts that represent each interview to the best possible extent. The researchers further aimed to hold the interviews in the interviewee’s environment of choice within the University of Mälardalen to make the respondents feel comfortable while they are being interviewed. According to Bryman and Bell (2011), this results in more reliable and honest answers.

This research is using a convenience sample, as the interviews were conducted with passersby on the university campus. The sample has therefore not been selected using a random selection method and does not claim to be representative (Bryman and Bell, 2011, pp.489-492). Anderson and Rainie (2012) state that young adults are more likely to adopt new technologies at an early stage than other age groups. Moreover, 96 percent of people aged 18 and 29 are stated to be internet users.
Thereby, the researchers have determined this age group to be the most significant for this study, which makes University students a suitable target group.

3.2.3 Method Awareness

As previously presented, the method for collecting primary data in this study was by conducting semi-structured interviews. This was due to the advantage of enabling the researchers to explore the different perceptions and opinions of the participants regarding more complex and sensitive issues, and for the ability to uncover their attitudes, values, beliefs and motives (Barriball and While, 1994) which are the factors that the researchers are investigating.

The interview questions of the study were constructed as both open-ended and close-ended questions. The use of open-ended questions was a given, in order to get descriptive, in-depth and lengthy answers from the participants, which is the purpose of conducting semi-structured interviews. However, the researchers found the use of close-ended questions to be a necessity, in order to assess the main characteristic traits of the interviewees. Questions such as ‘Are you a cloud storage user’ or ‘Do you think you will be willing to pay for cloud storage services within the next ten years’ were necessary in order to figure whether or not the participants were currently private cloud storage users, and if they believe they would be paying for the service in the future, which was related to the question of how willing they were to pay at the moment. Close-ended questions were thereby not to be excluded but avoided to the best extent possible. Further on, when constructing the questions based on other authors who cover certain crucial factors closely connected to the factors in the theoretical framework, the researchers reconstructed the questions in order to be open-ended and to fit a qualitative study, as they were mainly constructed for quantitative research. Thereby, the questions mainly refer to ‘how’ the participants experience an occurrence (to what extent) in order for the participants to elaborate on their answers. This however, does not assure that the participants answer the questions elaborately, which is a factor that the researcher has acknowledged. This however, has not hindered the researchers to conduct relevant and rich data, in this study.

The 15 assessed questions were estimated and later shown to take between five to 10 minutes. Whilst this could be seen as a rather short amount of time to conduct rich
data, the researchers argue differently. The researchers argue that not only were they able to collect rich data and cover all aspects needed to be covered during this time, but they also believe this to have prevented the interviewees’ attentions from fatiguing and thereby, decrease unnecessary distractions. The estimated time for an interview also seemed to act as a motivation for the interviewees to want to participate in the interviews, as most of them asked about the amount of time it would take to do an interview, and then proceeded to participate after being informed about the estimated time.

When conducting the 21 semi-structured interviews of this study, the language used was English. As the participants interviewed were students of the Mälardalens University, located in Sweden, the probability of language issues could act as a barrier of retrieving rich data and should be taken into consideration when conducting the interviews. The semi-structured interviews of this study however, were rather free from language barriers. The 21 interviewed students were all well familiar with the English language and were able to provide useful answers to the questions asked by the researchers. If the interviewees experienced any confusion throughout the interview about a question, information or explanation, they were encouraged by the researchers beforehand to ask for the researchers to provide the information. However, this was gratefully not a bigger issue during the interviews. If the researcher on the other hand, found the answer of the interviewee to be unclear and/or not answer the question, they gently asked the interviewee to elaborate or clarify their statements, in forms of follow-up questions as can be seen in the transcripts (see Interview Transcripts in the Appendix). Thereby, the results of the gathering of rich data were enabled, allowing both the interviewees and researchers for deep understanding throughout the process.

While conducting the interviews, the researchers recorded each interview with the consent of the interviewees. By doing so, the researchers were able to interview the participants without any interruptions that can occur when the interviews are being transcribed in place. Transcribing the interviews was essential in order to further conduct a thematic analysis and can be a great way for the researchers to familiarise themselves with their data (Riessman, 1993). It also allows for the researchers to examine the interviewees’ answers as many times as needed. When transcribing the data from the recordings, the researchers made sure that the transcriptions remained
as true possible to its original nature. Thereby, all punctuations, pauses, laughs and other occurrences were transcribed into words, in order to further alter the meaning of data. The interview recordings were transcribed by the researcher who held the interview. The recording and transcription were then further passed on to the other researcher to listen to and analyse, in order to report the most reliable and trustworthy results possible.

After the interviews were conducted and transcribed, the researchers of this study chose to do a thematic analysis of their primary data collected. Qualitative approaches can be rather diverse, complex and nuanced (Holloway and Todres, 2003) and thematic analysis should be looked upon as a foundational method for qualitative analysis (Braun and Clarke, 2006). It is a method used for identifying, analysing and reporting different patterns, or ‘themes’, within collected data. The researchers of this study thereby chose to use a thematic content analysis when analysing the primary data. One of the major benefits of the thematic analysis was its level of flexibility, which potentially provides rich and detailed (yet complex) account of data (Braun and Clarke, 2006). When the researchers analysed the primary data collected, they started to notice different themes and patterns from the answers of the interviews with the students, that they were thereby able to analyse and report. A theme can be explained as capturing an important factor about the data, in relation to the research question of choice. It furthers represents a level of patterned response (or meaning) within the data set (Braun and Clarke, 2006).

When presenting the different data sets thematically analysed, to the reader in the empirical findings, the researchers wanted to provide thematic descriptions of the entire data sets. Thereby, not only the dominant themes found in the analysis was reported in order to give the reader a sense of what the most predominant themes found were, but also the detailed account of less dominant particular aspects was provided. This was done in order to avoid an unconvincing analysis, which can occur when the presented data fails to either provide rich descriptions or interpretations of one or more aspects of the data, or fails to provide adequate examples from the data collected (Braun and Clarke, 2006), which can be a major problem occurring in thematic analysis. Another occurrence in a thematic analysis, is if the primary data collected does not match the analytic claims that are made about it (Braun and Clarke, 2006). The researchers of this study have thereby made sure that their
interpretation and analytic claims are consistent with the data in which they have collected, in order to avoid this.

Lastly, it is important to note that despite its wide range of use within qualitative studies, a thematic analysis is not yet to be branded as an analytic method, to the same extent as for instance the grounded theory (Braun and Clarke, 2006). This, as argued by Braun and Clarke, (2006) due to the fact that it is poorly demarcated and claimed. However, the researchers of this study argue differently as the use of a thematic analysis has provided a very insightful analysis of identifying and predicting students’ intention to pay for private cloud storage services, which in turn has provided the answer to the research question of this study. The researchers thereby believe that, by avoiding the occurrences of an unconvincing analysis, a thematic analysis is a fitting tool for identifying, analysing and reporting different patterns in qualitative research.

3.3 Reliability, Validity and Objectivity

Throughout this study, the importance of reliability and validity was taken into consideration by the researchers. In a research study, the researchers must aim to design research which is auditable, meaning that it is so clear and transparent so that a reader of the study can take on the same method and be able to produce the same results. The researchers should at the least, have a method that is clear enough to be able to give the reader confidence in that the results of the study were not somehow fudged (Greener, 2008). The researchers of this study have aimed to be transparent throughout the process of the study. As the 21 interviews were conducted, they were both recorded and further transcribed. The transcriptions of the recordings were thereby carefully listened to and analysed by both researchers, which minimised the risks of misinterpreting the interviewees answers, thereby strengthening the reliability and legitimacy of the results. Further, as the questions are given to the participants in place, giving them no time to prepare their answers in advance, reliability further increases. However, the reliability of this study could be questioned when considering the sample size of participants being interviewed. Even though the researchers argue the results of this study to be reliable, it is important to highlight that the reliability of this study could be further increased, if the sample size was larger. Further, as the sample was not selected using a random selection method, but was a convenience sample, the sample does not claim to be
representative (Bryman and Bell, 2011, pp.489-492). By being transparent throughout the procedures of the study, the objectivity of the research can thereby also be seen as enhanced (Bryman and Bell, 2015, p.298).

Additionally, the interviews were recorded and transcribed (see Interview Transcripts in the Appendix) and analysed by both authors, who came to the same conclusion, which minimises the risk of misinterpretation, hence enhances credibility and validity. After having constructed the 15 previously assessed interview questions, many of them based on other authors who address the certain crucial factors closely connected to this study, the researchers were able to cover all of the important factors of the TPM with their questions asked, and answers received, thus increasing the reliability of the methodological approach of this study, both internally and externally.

By providing the reader of this study with detailed descriptions of data following detailed transcripts, the researchers believe this study to be replicable, and believe that it can provide results with even more increased testing power, by using a larger sample size. However, it is important to highlight that it is “almost impossible to conduct a true replication” as stated by Bryman and Bell (2015, p.412).
4. Empirical Findings

In this chapter, the researchers will give the reader a comprehensive description of the collected empirical data. It is suggested to present the data by referring to a description model, which can be any model developed by researchers in order to gain a structure of how to collect and present empirical data (Björklund and Paulsson, 2014, p.52).

Since the interview questions in this study are based on the different criteria presented in the TPM (see Figure 1. Technology Purchase Model, p.16) and are placed in the same order, the researchers of this paper will use the TPM as the main framework for presenting the data.

4.1 Primary Empirical Data

The primary empirical data collected in this study was gathered by conducting 21 interviews. The interviews were held with individual students at Mälardalens University.

4.1.1 Data on Demographics

<table>
<thead>
<tr>
<th>Sample Number</th>
<th>21 Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11 Female (52,4%)</td>
</tr>
</tbody>
</table>

Table 2. Demographics 1

All 21 interviews were conducted with university students within the age range of 20 to 30 years old. Out of the 21 interviews conducted, 11 students were females and 10 were males (see Table 2. Demographics 1, p.30).

<table>
<thead>
<tr>
<th>Age</th>
<th>21 (19%)</th>
<th>22 (19%)</th>
<th>23 (9,5%)</th>
<th>24 (9,5%)</th>
<th>25 (9,5%)</th>
<th>26 (14,3%)</th>
<th>27 (4,8%)</th>
<th>29 (14,3%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Students</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 3. Demographics 2
The age range of the students interviewed started from the lowest at 21, of which four students were questioned. Further on, four students were aged 22, two students were aged 23, two students were aged 24, two students were aged 25, three students were aged 26, one student was aged 27 and three of the students were aged 29, which was the highest age of scale (see Table 2. Demographics 2, p.30). The researchers find it important to highlight that the interviews were conducted with students conveniently available to participate in this study. Thereby, no intentional distribution between genders or age was taken into consideration when conducting the interviews.

4.1.2 Data on Perceived Value

In order to collect information about the interviewees perceived value of private cloud storage services, the researchers asked questions based on Lund (2001) and Lin and Lee (2005). The following questions can be found in the appendix of interview questions (see II. Perceived Value in the Appendix). The two first questions were related to the interviewees ease of use for private cloud storage services, the first being as follows: *How easy do you find it to use your cloud storage service?*

Out of the 21 interviewees, 14 interviewees perceived it easy to use cloud storage services and three interviewees perceived it as not easy to use. Further on, two interviewees did not have an opinion on the ease of use of cloud storage services. One of the two interviewees who considered the use of cloud storage services to not be easy to use claimed that it was difficult to use because he cannot find how to store data and choose what he wants to store. The other one claimed it difficult to use as he has not had much time to learn how to use the given cloud storage service. Further, one out of the 21 interviewees stated that his answer depended on which cloud storage service that was in question, as Dropbox was easy for him to use, iCloud was not. Lastly, one out of the 21 interviewees stated that it was easy to use cloud storage services when he had an iPhone (iCloud).

The next question asked in order to cover each interviewee’s perceived value was as follows: *What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?*
Three interviewees responded to the operating system and software’s interface to be visually appealing. 11 out of 21 interviewees answered the question by stating that it is easy to use and nine out of the 21 interviewees stated their cloud storage service to be well organised. One interviewee (Interviewee 11) firmly stated her used cloud storage services (iCloud and Google Drive) to not be well organised and difficult to navigate through.

Question three, related to the reliability of the cloud storage service, perceived by the interviewees in a question as follows: How reliable would you say your operating system/software (i.e. iOS/iCloud) is?

15 out of 21 interviewees referred to their cloud storage service as reliable and two out of the 21 interviewees further state that their cloud storage service delivers on its promises. Five out of the 21 interviewees state that they had experienced errors with their software, in terms of mainly update issues and connection difficulties. Two of these five further believe their cloud storage service to not be reliable. Lastly, one interviewee stated that he does not know about the reliability of her cloud storage service.

The fourth question further investigates the responsiveness of cloud storage services perceived by the interviewees, in a question as follows: How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?

Eight out of 21 interviewees stated that they found their cloud storage service to perform their tasks immediately, and four interviewees referred to the responsiveness as fast. Three out of 21 interviewees expressed doubt when answering the question but proceeded to respond by saying that they believe that it works. Two out of the interviewees stated that it takes a bit of time for their cloud storage service to respond, and three out of the 21 interviewees did not know how quickly their cloud storage service performs their tasks. Finally, one interviewee stated that it works differently depending on what cloud storage service he is using. “Dropbox is nice. It works fast because I usually use it for music. So, when I have music on my computer and I want it on my phone, I just put it on Dropbox and then on the go it's working perfectly fine… and then there’s the problem I said with iCloud, I can't even access. I
can access them but I have to download thousands of pictures one by one, which I will never do and that's why I don't like it.” (Interviewee 17).

Question number five was as follows: How trustworthy are cloud storage services (i.e. iCloud) in your opinion?

12 out the 21 interviewees stated that they found their cloud storage service to be trustworthy and one of them also claimed to feel confident when using it. Eight out of 21 interviewees, expressed their concern when it comes to the security of their cloud storage service. One of them being Interviewee 18, who stated: “I feel like it's... I feel like it's kind of... like weird having, having a phone like based on my locations and people I hang out with as I mentioned “laughs* like 10 times earlier. I just feel like if I lose my phone one day, then I'm screwed.”. One interviewee claims that he does not mind in regards to the question. Lastly, four interviewees state that they do not trust cloud storage services.

When asking about the interviewees intentions to pay for cloud storage systems, several questions were asked, the first being as follows: What is your opinion on the cloud storage services (i.e. iCloud) prices?

This question was based on the TPM model's factors of monetary and non-monetary sacrifice (see Figure 1. Technology Purchase Model, p.16) as perceived by the interviewees. Whilst the researchers asked this question to their interviewees, a price list was shown (see Figure 2. Price List, p.57) in order to inform them about the prices of different cloud storage services if they needed it. Out of the 21 interviewees, 11 perceived the prices of extra cloud storage as cheap. Nine out of the 21 interviewees perceived the prices as reasonable and one out of these nine (Interviewee 14) still stated that he would not pay for it despite the reasonable prices. Lastly, one out the 21 interviewees stated that he believes the prices to be high.

The last question of evaluating the interviewees perceived value was question number six as follows: How time consuming is signing up to your cloud storage service? (i.e. iCloud).
This question was also based on the monetary and non-monetary factors of the TPM model (see Figure 2. Price List, p.57). It was asked in order to analyse the perceived sacrifice as perceived by the interviewee when signing into the cloud storage service. 11 out of the 21 interviewees perceived the signup process as quick/simple and without any further difficulties. One interviewee further perceived the time of signing up to be alright and six of the 21 interviewees claimed they do not remember how time-consuming it was. Five out of these six interviewees however, believe that it should not have taken too much time. Interviewee 9 stated: “I actually don’t remember but I guess it was quite fast. If I don’t remember it should have been fast.” Finally, two out of the 21 interviewees state that they were not in charge of their own sign up and two of the interviewees could not answer the question.

4.1.3 Data on Subjective Norm

When covering the factor of subjective norms the researchers asked the interviewees questions based on López-Nicolás Molina-Castillo and Bouwman (2008) (See III: Subjective Norm in the Appendix). The following question was then asked: Have you been recommended to use cloud storage services by your peers, and in that case, to what extent?

12 out of the 21 interviewees answered that they had not been recommended to use cloud storage services by their social environment, and nine interviewees answered that they had been recommended to use cloud storage by their social environment. Out of the interviewees claiming they had not been influenced by their peers, two claimed to have been recommended by their mobile devices to use the cloud storage service linked to their mobile device. One interviewee was further recommended to use cloud storage services by his computer. One interviewee (Interviewee 17) stated that he was not recommended to use it, but that he instead gets influenced by his friends to use cloud storage services due to his friends wanting to share files. Out of the interviewees who were recommended to use cloud storage services by their peers, two people stated to have been recommended by their friends at school, with the purpose of being able to share files and working on the same documents when working with group projects. One more interviewee also claimed that he has been recommended by friends with the purpose of university work.
4.1.4 Data on Perceived Usefulness

When covering the aspects of perceived usefulness, the researchers based their questions on Lund (2008). The first question asked regarded the interviewees perceptions of productivity in combination with their cloud storage service, in a question as follows: *How do you consider your use of cloud storage service to impact your productivity?*

Out of the 21 interviewees, six stated that they did not find their use of cloud storage services to impact their productivity and one out of these six, claimed that it does not save time. Further on, 11 out of 21 interviewees stated that they believe their use of cloud storage service to impact upon their productivity in a positive manner in one way or another. Three out of these 11 interviewees claimed that cloud storage services have impacted them positively in their work related to school. Four out of these 11 interviewees further state that their use of cloud storage services has been time saving and one out of the 11 interviewees claims that it has not been time saving. Five out of the 11 interviewees further explained that they mainly find cloud storage services to impact on their productivity if the service is non-private, as they only discuss the file sharing aspect of cloud storage services to have a positive impact on their productivity. Lastly, two interviewees claimed that they do not know.

4.1.5 Data on Behavioural Intention to Pay

The following questions were based on Lee and Lin (2005) in order to help the researchers evaluate the interviewees intention to pay for cloud storage services. Based on the previously answered questions, each interviewee was asked the following question: *How willing are you to pay for (extra) storage?*

Out of 21 interviewees, 12 stated that they would be willing to pay for cloud storage services and one of these twelve interviewees is currently a paying customer and satisfied. Nine out of 21 interviewees state that they are not willing to pay for cloud storage services at the moment, one of them being interviewee 18 who stated that she does not want to feel bound to pay every month for cloud storage services. However, three out of the non willing interviewees also stated that they might consider to pay for cloud storage services in the future, if they somehow needed the extra storage.
The last question for the interviewees’ behavioural intention to pay concluded the interviews by predicting the interviewees’ behavioural intention to pay in the future with a question as follows: *Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?*

Out of the 21 interviewees, 16 stated that they would be willing to pay for cloud storage services within the next 10 years. Interviewee 21 stated: “*Yes, because it’s the age of Technology, and you have to go along with it [...]’* Because, as you can follow the technologies, disks get out of date, all the small flash drives get out of date. So, I think that also the huge physical storages will get out of date. And everything is going to be done online. So, yes of course I mean basically I’m not just like willing but I think the evolving of technology just forces you to use the services. Further on, three out of 21 interviewees stated that they were not yet certain as to whether they would be willing to pay for cloud storage services within the next 10 years. Finally, one out of the 21 interviewees (Interviewee 13) stated that he would not be willing to pay within the next 10 years as he stated that his opinion would probably not have changed within the next 10 years and that he still would not be willing to pay for cloud storage services.

### 4.2 Secondary Empirical Data

This subchapter discusses secondary empirical data that has been collected in order to close final remaining gaps in the theoretical construct of this study.

In order to determine whether the 21 interviewees in this study could represent the average cloud storage users, the researchers needed to find out more information about the general user base. An annual research on the worldwide operating system market share, conducted by the independent web analytics company StatCounter (2017), provides the information needed. The data provided by StatCounter is considered reliable, due to the fact, that they are a transparent and independent organisation which does not receive any money from the organisations it reports on and also because their data sample consists of 15 billion recorded pageviews per month on over 2.5 million websites worldwide (StatCounter, 2017). A research on the online market share conducted in the beginning of April 2017 shows that Android, the main operating system for Google Drive, has a market share of 37.93 percent,
closely followed by Windows, the main operating system for OneDrive, with 37.91 percent and Apple’s main operating systems on the third spot running iCloud, iOS with 13.11 percent and OS X with a 5.18 percent market share (Russell, 2017). The relevant data gathered to assess the current cloud storage user base will be discussed in the course of Chapter 5.1 Analysing the User Base.

Further secondary empirical data used to analyse the contents gathered from primary empirical sources were collected from previously conducted empirical research papers. The two most considered papers being Arpaci’s (2015) study on ‘Understanding and Predicting Students’ Intention to Use Mobile Cloud Storage Services’ and Wang and Lin’s (2016) study on ‘Why Are People Willing to Pay for Cloud Storage Services?’.

The main findings from Arpaci’s (2015) study used for this paper, were his results showing that 82 percent of the variance in students’ attitudes toward mobile cloud storage services could be explained by the combination of the three factors: perceived usefulness, trust and subjective norms. The three factors consequently proved to have a significant effect on student’s attitudes toward using mobile cloud storage services. The quantitative study was conducted with a convenience sample of 262 undergraduate students. It is considered reliable by the researchers of this study as the results of the Harman's one-factor test conducted in their study, suggested that their data set is not considerably affected by common method bias. The empirical findings used from Arpaci’s study can be seen throughout this paper, as the three main factors affecting attitudes have been implemented in this study’s research model as well.

Empirical findings presented Wang and Lin (2016) used for this study were that perceived service quality positively affects the perceived value of cloud storage services and through this indirectly increases the willingness to pay. Furthermore, that social conformity, which this research addressed as subjective norms, also positively influences the willingness to pay. These were the results of analysing 162 collected questionnaires. Assessing the Cronbach’s values of the individual variables used in their studies showed larger than 0.6. As this is higher than the standard, the scale employed in their research can be considered reliable. Furthermore, when measuring the degree to which their questions could have been discriminated by
other questions within the same questionnaire, the results showed a high discriminant-validity. The researchers of this study therefore consider Wang and Lin’s (2016) methods to be sufficiently reliable and valid. Similar to Arpaci’s findings, the results collected from Wang and Lin (2016) were applied throughout this research paper, as their results strongly influenced the design of this study’s model.

Considering that the researchers of this study want to offer suggestions to service providers on how to avoid certain issues, further secondary data needed to be collected to properly assess possible measures companies could take to heighten private cloud storage security. Secondary data on what measures could be considered feasible to heighten the cloud security was taken from the book Security In Computing written by Pfleeger and Pfleeger (2006). The contents of this book are considered reliable, as the book has been cited nearly 3000 times and because its author has been the chair of the IEEE Computer Society Technical Committee on Security and Privacy and is currently working as an independent consultant specialising in computer and information system security (InformIT, 2017). Data used for this research was mainly found in the book’s chapter 2.4 called Making "Good" Encryption Algorithms, where they discuss the characteristics of a trustworthy encryption system amongst other things. Data encryption will first be mentioned in Chapter 5.2.1 Assessing Perceived Quality, however, the researchers of this study will not dive deeply into the intricacies of data security measures as it is not the main focus of this study.
5. Analysis

This chapter analyses all relevant data that has emerged during the process of conducting the research. The researchers will do a thematic analysis, commonly used to interpret qualitative data sets (Bryman and Bell, 2011, p.624).

After first assessing the current cloud storage user base, the researchers will further analyse the empirical data collected by discussing the individual factors from the TPM in their respective order. This means that the tradeoff between perceived quality and perceived sacrifice, called perceived value, will be treated first and the actual payment factor with possible feedback discussions will be treated last (see Figure 1. Technology Purchase Model, p.16). Furthermore, potential prospective solutions will be given to emerging problems when deemed helpful. Towards the end of this chapter further analysis is undergone by discussing the patterns and connections of different factors or themes affecting each other (Björklund and Paulsson, 2014, p.52).

5.1 Analysing the User Base

Firstly, it is important to acknowledge that all 21 interviewees claimed to be familiar with the cloud storage service concept. This result shows that students are fully aware of the availability of cloud storage services. Their knowledge about it can be considered the first basic prerequisite needing to be met, in order to be willing to pay for cloud storage space, as people arguably will not pay for something they do not know exists.

Secondly, 19 out of 21 interviewees are current cloud storage service users. While one of the two non users, Interviewee 12 (see Interview Transcripts in Appendix), expressed having been a previous user. Knowing how to use the service certainly presents another requirement for being a paying cloud storage customer. The researchers further suspect that the high user count rather speaks for students’ intention to pay for cloud storage space than against. This is based on the assumption, that it is easier for companies to convince users to pay for a service if they are already familiar with it and feel confident using it.
Thirdly, the general assessment of the statements made by interviewees in the transcripts shows that students have the most experience with the services iCloud and Google Drive, as there are seven current and two former iCloud users and eight current and one former Google Drive users. This matches recent net market shares who show that Android, the operating system used for Google Drive, currently takes the top spot as internet’s most used operating system with a worldwide web market share of nearly 37.93 percent. Meanwhile Apple’s two operating systems used for the iCloud service, called iOS and OS X, secure the third spot with a share of 18.29 percent combined (Russell, 2017). Furthermore, Microsoft’s operating system Windows, that is compatible with both iCloud’s and Google Drive’s software, sits on the second spot with a share of 37.91 percent. Surprising is, however, that Microsoft’s own private cloud storage service called OneDrive only has been used by one interviewee. In conclusion, the fact that Google Drive, Windows, iOS and OS X are the internet’s four most used operating systems explains the high number of users for those two software found in the transcript of this study.

Lastly, three interviewees considered themselves to be Dropbox users as well. While this certainly is of note and will be considered during further analysis, it has to be mentioned that Dropbox mainly offers users the ability to share files with other users (Dropbox, 2017) and is thus not a private cloud storage service (Mell and Grance, 2011). It is therefore not within the frame and main focus of this study. Certain statements made about Dropbox, however, could present new opportunities for current private cloud storage services and will, for that reason, be mentioned when deemed relevant in later stages of this study.

5.2 Analysing the Perceived Value

The seven interview questions aiming to assess students’ perceived value (see II. Perceived Value in the Appendix) target both students’ perceived quality and perceived sacrifice. This is due to the fact, that it allows the researchers to discuss the tradeoff between the two said factors. In this subchapter, the researchers will first analyse the positive impact perceived quality has on the students’ perceived value then, secondly, balance it with the negative influence of their perceived sacrifice and, lastly, come to a conclusion on the students’ overall perceived value of cloud storage services.
5.2.1 Assessing Perceived Quality

Five of the seven questions aiming to assess students’ perceived value were designed to investigate the five quality criteria: perceived ease of use (see 2.2.1 Perceived Ease of Use), design, reliability, responsiveness and consumer trust (see 2.5.1 Perceived Quality). In this subchapter those five quality requirements will be analysed in detail and checked for their degree of fulfilment.

When asking the respondents about their general perceived ease of use of their cloud storage service the responses were mixed. The majority of interviewees conceived the use of the software to be clear and simple. Another visible theme was however, that a number of interviewees voiced concerns. The most prominent reason, for not finding it easy to use the service, given by the interviewees, was that they considered themselves to be technology averse. This highlights the fact, that there is a fair share of students perceiving cloud storage services to be a complex and techie concept and consequently puts a question mark on the general perceived quality of such services.

The overall theme of the respondents’ answers towards user interface design related questions clearly shows, that they find the software and operating systems to be visually appealing, well organised and simple to interact with. Interviewee 11, however, mentioned that she finds it rather confusing, due to the intangible nature of the service and further mentions that she considers it hard to see what data she saved on the cloud. Interviewee 13, voices a similar opinion as she said that she can not find out how to select the content she wishes to store. In general, those opinions represented a small portion of an otherwise predominantly positive reaction towards the cloud services’ overall layout and design. The design aspects therefore speak for the quality of cloud storage services.

Concerning reliability, a lot of the respondents mentioned having encountered issues with their service in the past and only two thirds of all interviewees considered cloud storage services to be reliable enough to deliver on their promises. Technical errors commonly mentioned were issues arising from new software updates, such as bugs and inconceivable changes made in the user interface. Altogether, it is the researchers’ general assessment, that the reliability factor tends to show a lack of
quality rather than proof of it. Because even though the majority of interviewees either did not encounter any major errors or were willing to look past it, having one third of the user base consider the service unreliable does not hold well in the light of quality assurance.

When asked about how quickly cloud storage services perform given tasks, the response was overwhelmingly positive. Although some respondents stated that they have to wait a while when transferring larger files, such as high resolution images and videos, or when there is no good internet connection available for their device. The aforementioned respondents considered it to be quick nonetheless. Their satisfaction shows that responsiveness can be considered a fulfilled quality criteria.

The level of trust expressed in the security of cloud storage services was mixed throughout the responses. 12 respondents feel like they can fully trust their service, while the other nine voiced clear concerns. The concerns were mainly targeted towards privacy issues, like someone hacking into their account and stealing their private data. Interviewee 17 voiced concerns about giving up all rights of ownership when agreeing to the unilateral terms of use of big global companies such as Google. As almost half of the respondents did not want to save any too personal data on their cloud, it is the researchers’ understanding, that companies offering cloud storage services still need to work on trying to gain the trust of their potential and current customers. Emanating more trust could definitely further increase the perceived quality of cloud storage services. This could be done by ensuring potential and existing customers that they still own their data after having uploaded it or by continuously informing them about the latest security measures taken to secure the private data, be it through developing secure encryption algorithms to cipher the user data in question (Pfleeger and Pfleeger, 2006, p.17). In conclusion, one can see that the question of perceived trust leaves a lot to be answered for, as it polarised the respondents’ opinions thus muddling whether this factor has a positive or negative effect on the overall perceived value.

5.2.2 Assessing Perceived Sacrifice

In order to further judge the impact the students’ perceived quality has on the perceived value, a deeper understanding of the effects of perceived sacrifice is
Two questions were designed to assess the influence perceived sacrifice has on creating the perceived value.

Firstly, the results show that all, except for one, of the respondents considered the monetary sacrifice to be low. Some interviewees motivated their answer by mentioning that buying an external hard drive as an alternative would be far more costly to them, than paying i.e. 9 SEK a month for an iCloud subscription. Altogether, this clearly only has a low negative effect on the perceived value.

Secondly, the transcripts reveal that the current users regard the non monetary sacrifice to be rather low as well. Most stated that signing up for the service was fast and many other users came to the conclusion, that it could not have been time consuming, because they don’t even remember how they did it. Hence, the non monetary sacrifice is considered to be having a low negative influence on the perceived value as well.

5.2.3 Trade Off

After having assessed the perceived quality and the perceived sacrifice, the trade off between the two factors can be analysed. Doing so, helps define the perceived value students’ have of private cloud storage services.

While certain aspects, like the technical characteristics of cloud storage services, negatively affect the ease of use thus generally lower perceived quality for certain respondents, it has to be said that cloud storage services appear to enjoy a medium to high overall perceived quality amongst students. This is mainly due to the respondents’ perceived high level of design traits and responsiveness. Other aspects, such as the reliability of the software and trust in the service, while still rather positive, seem to be less one sided. There the respondents gave a wide spectrum of responses, ranging from completely to not at all fulfilled. The overall theme was however still a rather positive one in those aspects.

When looking at the additional trade off students’ have to do with their perceived sacrifice, the result still remains to be a positive one. The cloud storage service prices were considered low throughout the board, meaning there only is a low monetary sacrifice negatively impacting the perceived quality. The same tendency
could be measured when inspecting students’ perceived non monetary sacrifice, as the respondents considered the signup process for the service to cost little time and effort.

With all factors thus far considered, it becomes apparent that cloud storage services enjoy a medium to high perceived value with only a few factors potentially hindering a student’s intention to pay for it. Those factors are mainly, the perceived complex nature of cloud storage services, users deeming the service unreliable, due to bugs mostly occurring in connection with software updates and privacy concerns arising from storing personal files in remote geographical locations owned by big corporations while hacking scandals occur. Even though there are only less than a handful strong negative influences so far, they need to be analysed and treated with care by service providers, as they can prevent potential customers from paying for a monthly subscription.

5.3 Analysing Subjective Norm

As the transcripts show, less than half of the respondents have been recommended to use cloud storage services by their peers. Furthermore, most of them mentioned having been recommended to use them for their file sharing capabilities, such as Google Docs or Dropbox. The focus of this study, however, lies on private cloud storage services, which do not support any social file sharing capabilities. They had only rarely been recommended by peers which show that subjective norms currently do not play a big role in students’ intention to pay. Nonetheless, it is noteworthy that all of those who have been influenced, state to have been positively influenced by their peers.

According to Arpaci’s (2016, p.155) quantitative results on students’ intention to use mobile cloud storage services, subjective norm proved to have significant effects on attitudes towards using such services. The researchers of this study therefore, see unused potential that service providers could use to their advantage to positively influence potential customers towards paying for their service. This could be achieved by fostering word of mouth or other marketing strategies encouraging peer recommendations.
5.4 Analysing Perceived Usefulness

While more than half of the respondents stated that the file sharing aspect of cloud storage services had a positive impact on their daily productivity, only fewer could say the same about private cloud storage services. The ones who did, elaborated on how having the same files available on all devices simultaneously saves them time.

Overall, the results were not entirely conclusive as a considerable number of respondents appeared to be unsure about whether private cloud storage services have directly impacted their productivity. The transcripts prove however, that the services either impacted the respondents’ productivity in a positive way or not noticeably different, ruling out any negative impact this factor could have on the attitude and behavioural impact on the intention to pay.

5.5 Analysing Attitude and Behavioural Intention to Pay

Taking the three main factors: perceived value, perceived usefulness and subjective norm, that influence students’ attitudes toward buying private cloud storage service into account, it can be said that all of them positively influence the attitude of the respondents. Firstly, subjective norms had a strong positive impact on both the attitude and behavioural intention to pay. It did however not influence a lot of respondents. Secondly, the perceived value appears to be positive as well. While certain issues, like fear of data breach and issues with the reliability of the software, could pose strong reasons for concern. Which if not addressed by service providers, can in turn negatively influence the attitude and behavioural intention to pay. Lastly, the perceived usefulness appears to have a positive impact on students’ attitudes, because of the time saving features of private cloud storage services. It is of note, that both the perceived usefulness and subjective norm appear to have a more positive impact with non-private cloud storage service, as several respondents mentioned file sharing features to be the main reason for increasing productivity and peer recommendations.

The majority of interviewees stated that they would be willing to pay for cloud storage services, which matches the overall positive influences previous criteria had. One that repeatedly appeared was that they like the prices thus the low monetary
sacrifice. The students who were not willing to pay, voiced concerns about privacy issues, not wanting to be bound to a monthly subscription and several times that they rather use the free to use service from the same company or switch to an alternative free provider. This shows that while the respondents perceived the prices to be low. Some of them perceived the burden of having to pay for a monthly subscription to be too much. Thus showing that there could be an issue in the reevaluation process taking place before the next repurchase. It is the researchers’ understanding, that service providers could decrease the negative influence of this factor, by offering subscriptions on a yearly, rather than a monthly basis. That way a customer would need to spend the time and effort it takes to reevaluate the perceived monetary sacrifices less frequently.

Finally, when asked about the future, respondents almost unanimously responded that they can see themselves pay for cloud storage services within the next 10 years. This can be explained by the fact, that many of the respondents consider the importance of digital technology to grow. Which even made cloud storage sceptics say that they will pay for it in the future, as they think they will be forced to do so by the impact technological advancements will have on future social norms.
6. Conclusion

This last chapter provides the reader with a condensed version of the content provided in this study. It gives a brief recap and addresses new contributions made in the analysis of this research. Thereafter, this research paper’s limitations will be assessed and discussed before, finally, giving suggestions for possible future research opportunities.

6.1 Summary

The aim of this study was to provide an answer to the following research question:

What are students' intention to pay for cloud storage services and why?

It achieved this by selecting a suitable convenience sample and choosing semi-structured interviews as the appropriate means of investigating factors relevant to the TPM, a model developed by the researchers to investigate students' intention to pay for cloud storage services. The development of the model was based on the TAM. Additional factors such as subjective norms or the perceived value, which also address aspects like the perceived ease of use but newly consider relevant aspects like monetary sacrifice, were then added to the TAM accordingly. Lastly, in order to acknowledge the dynamic nature of the intention to pay on a monthly subscription basis, a feedback loop was added. Resulting in a dynamic model that considers possible reevaluations as an essential part of the decision making process.

After designing the TPM and selecting valid, reliable and objective methods to investigate its factors, 21 semi-structured interviews were conducted, in order to gather essential primary empirical data. This was followed by a first assessment of the data to detect statements that could not be explained with theoretical sources collected at this stage. Consequently, required secondary empirical data was assessed to close remaining gaps in the theoretical data provided. Last but not least, a thematic analysis of the primary data was undertaken to find clear answers to the posed research question.
6.2 Findings and Contributions

Arpaci (2016) and other previously conducted quantitative studies on cloud storage service usage, gave answers to what factors influence students’ decisions most. This study evaluated their concepts and took it further by not only investigating what factors influence students’ to pay for such services but also by looking at how and why they influence them. While Arpaci (2016, p.155) discovered that trust, perceived usefulness and subjective norm have significant effects on attitudes towards mobile cloud storage services, this study’s in depth look into the aforementioned factors uncovered further details about these three effects.

The trust, inherent in the perceived quality factor, proved to be a very polarising subject, due to the interviewees’ perceived uncertainty of data ownership and perceived ambiguity of security measures taken to protect their files stored in the cloud. It showed that if service providers do not treat this factor with the utmost care, it could certainly have a strong negative impact on potential customers’ attitude towards paying for private cloud storage services. Heightened security measures being taken, mentioned by articles such as Chen (2014), show that current service providers are fully aware of the lack of trust emanating from private cloud storage services and thus try to increase data security through proper encryption as Pfleeger and Pfleeger (2006) suggested. Companies could however also increase trust by better communicating and ensuring customers the remaining right to ownership of the data being stored in their cloud.

A deeper look into the influence of perceived usefulness showed that the time saving aspect of private cloud storage services was hard for respondents to judge. The ability to have the same files synchronised with all of the user’s devices at once was the only concrete time saving opportunity of private cloud storage services mentioned by the respondents. The file sharing attribute only available in non-private cloud storage services was deemed the biggest time saver for many students. This goes to show that non-private services, such as Dropbox, have the edge over private services, such as iCloud, when it comes to the perceived usefulness. These findings suggest that providers of private cloud services, as i.e. Apple, could increase their services’ perceived usefulness by adding non-private services such as the aforementioned file sharing capabilities to their service package.
The results on subjective norms showed a similar pattern, as most respondents who had perceived positive social influence toward using cloud storage services, mentioned non-private services. Consequently, service providers who offer social features, such as file sharing options, to their users appear to enjoy a more positive influence on users’ perceived subjective norm. The existing positive influence stemmed from word of mouth.

Previous studies discussed people’s intentions to use cloud storage services. This study provided an additional contribution by implementing the monetary aspect of people’s intention to pay for such services. It newly discussed the impact monetary sacrifices have on the attitude towards buying a monthly cloud subscription. The results showed that the negative effect perceived monetary sacrifice had on the perceived value was low. The main reason for this result was the comparison students’ made with their higher perceived monetary sacrifice of buying an external hard drive for their back ups instead. This clearly shows that the current prices demanded for extra storage, have little negative impact on students’ intention pay for private cloud storage services. Nevertheless, the repugnance of certain students of having to repurchase the service on a monthly basis, and thus having to reevaluate the perceived sacrifices they made, proves to have a negative effect on the attitude towards paying for private cloud storage services, as it is considered to occur too frequently. The researchers of this study therefore recommend service providers to offer annual subscriptions to their potential customers. This would decrease the amounts of time customers need to reevaluate their purchasing decision within a given time frame of i.e. a year. Consequently, reducing the amount of time and effort spent on reevaluating their purchasing decision within that time frame.

Finally, asking students about their future intentions to pay for private cloud storage services showed a clear positive trend towards an expected increasing popularity of such services. One factor that was considered to play an important role in the near future is subjective norms, as the interviewees stated they are expecting that paying for cloud storage services will become social norm within the next few years.
6.3 Limitations and Further Research

Even though this study managed to supply important new contributions to this field of study, it is also imperative to critically assess its shortcomings.

Firstly, the time frame for the entire study was 10 weeks. This made conducting the research with a larger, more reliable sample impossible. It is therefore difficult to draw accurate conclusions out of the statements made by the 21 respondents and apply them to a larger scope.

Secondly, all interviews were conducted in the English language. Since, most of the respondents did not consider English to be their first language, possible misinterpretations of statements made in the transcript cannot be entirely ruled out.

Thirdly, the secondary empirical data found and applied to this study, i.e. Arpaci (2016) or Wang and Lin (2016), has been conducted using samples from other geographical locations than this study. Cultural differences and influences in the intention to pay for private cloud storage services have thus not been accounted for.

Fourthly, this study is based on the TPM, which describes a rational decision making process. This means that this research did not cover any non-rational behaviour, such as students’ intention to pay for private cloud storage services based on impulsive buying behaviours.

Lastly, despite having investigated the separate factors influencing students’ intention to pay more deeply than previous studies, greater depth could be reached by narrowing down the investigation to the effects of a few or only one factor. The researchers of this study recommend to consider impulsive buying behaviour and further investigate the effects of the polarising factors, such as the influence of trust as part of the perceived quality factor. Since i.e. fully assessing the trust factor and its influence require more information from other disciplines such as security in computing and privacy law. Other factors, i.e. subjective norms and perceived usefulness, could be further investigated by including non-private cloud storage functionalities, as they appear to have a bigger influence on the attitude of students toward paying for cloud storage services.
Reference List


Appendix

Price List

The following price list was taken from the social community for IT professionals and developers called C#Corner (Chand, 2016). It is used during the interviews to give the interviewees an idea about the current market prices of different cloud storage services.

<table>
<thead>
<tr>
<th>Company</th>
<th>OneDrive</th>
<th>Google Drive</th>
<th>iCloud</th>
<th>Dropbox</th>
<th>Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Plan</td>
<td>Microsoft</td>
<td>Google</td>
<td>Apple</td>
<td>Dropbox</td>
<td>Box</td>
</tr>
<tr>
<td>File Size Limitation</td>
<td>10GB</td>
<td>5TB</td>
<td>5GB</td>
<td>10GB browser, No limit with app</td>
<td>5GB</td>
</tr>
<tr>
<td>Storage Limitation</td>
<td>1TB</td>
<td>30TB</td>
<td>1TB</td>
<td>1TB</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Best Integrates with</td>
<td>Windows, Office</td>
<td>Google Docs, Gmail</td>
<td>Apple devices, iTunes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 2. Price List

Interview Questions

All questions marked ● are 15 main questions asked during the interview.
All questions marked ○ are mere follow up questions, only used when considered necessary. They serve the purpose to clarify the main questions' aim, should the interviewee not entirely understand its original context or intend.

I. General Assessment of the Interviewee

● Demographic Questions: Name, Gender, Age.
● Are you familiar with cloud storage services (i.e. iCloud)?
● Are you a cloud storage user (i.e. iCloud)? (Alternative user?)

Information provided if interviewee requires additional information about the subject:
Private cloud storage services are services like iCloud and Google Drive, that let you backup and recall data online by using your mobile phone, tablet or personal
computer. The data you can backup are files such as pictures, videos, songs, documents and more.

II. Perceived Value

The following questions are based on Lund (2001)

- How easy do you find it to use your cloud storage service?
  - Can you use your cloud storage service without written instructions?
  - How do you perceive the process of accomplishing an action on your cloud storage service? (Few steps?)

The following questions are based on Lee and Lin (2005)

- What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
  - Is it visually appealing? (UI Design/Q)
  - Do you find the appearance to be well organised? (UI Design/Q)
  - Do you find it quick and easy to complete your transaction? (UI Design/Q)

- How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
  - Does it deliver on its promises? (Reliability/Q)

- How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)? (Responsiveness/Q)

- How trustworthy are cloud storage services (i.e. iCloud) in your opinion? (Trust/Q)
  - How secure do you find cloud storage services (i.e iCloud) to be?

- What is your opinion on the cloud storage services’ (i.e. iCloud) prices? (Sacrifice/M)

- How time consuming is signing up to your cloud storage service (i.e. iCloud)? (Sacrifice/N)

III. Subjective Norm

The following questions are based on López-Nicolás, Molina-Castillo and Bouwman (2008)

- Have you been recommended to use cloud storage services by your peers?

- To what extent have you been influenced by anyone to use cloud storage services?
  - Do you think that motivated you to try it out?

IV. Usefulness

The following questions are based on Lund, (2008).
• How do you consider your use of cloud storage service to impact your productivity?
  (Performance)
  ○ Does it give you more control over the activities in your life?
  ○ Does it make the things you want to accomplish easier to get done?
  ○ Does it save time in your everyday life when you use it?

V. Behavioural Intention to Pay

*The following questions are based on Lee and Lin (2005)*

• How willing are you to pay for (extra) storage (i.e. iCloud)?
  ○ Do you currently pay for (extra) storage (i.e. iCloud) and why?
  ○ Why is it in your opinion (not) worth to pay for cloud storage services (i.e. iCloud)?

• Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
  ○ Under what circumstances?
Interview Transcripts

Everything written in **bold** represents questions, comments and notes supplied by the interviewer. All words written in *italics* are statements given by the interviewees. All questions asked and extra information given by the interviewers are marked with the letter ‘Q’ and all answers and further follow up discussions are marked with the letter ‘A’.

**Interviewee 1; Gender: Female; Age: 23**

Q. Are you familiar with cloud storage services (i.e. iCloud)?  
A. Yeah I know it but I’m not very good at tech.

Q. Are you a cloud storage user (i.e. iCloud)?  
A. Yeah, I use iCloud.

Q. How easy do you find it to use your cloud storage service?  
A. Not very. I’m not very good at this so, I don’t know.

Q. What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?  
A. Yeah it’s good. I like it. It’s easy, simple.

Q. How reliable would you say your operating system/software (i.e. iOS/iCloud) is?  
A. Well the updates are not always good and when there are updates ehh on iPhone and when they do updates for number 7 and 9, number 6, yeah it’s not good.

Q. How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?  
A. I usually just do it with pictures, so, yeah it’s fast, yeah.

Q. How trustworthy are cloud storage services (i.e. iCloud) in your opinion?  
A. Well if anyone got my picture I don’t mind, so I don’t think about it too much.

Q. If you look at this [points at price list] you see the services iCloud and Google Drive. 15 Gygabytes (GBs) on Google Drive or 5 GBs in iCloud's case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month. What is your opinion on the cloud storage services' (i.e. iCloud) prices?  
A. Ehh well sounds reasonable.

Q. How time consuming is signing up to your cloud storage service (i.e. iCloud)?  
A. It was very simple.
Q Have you been recommended to use cloud storage services by your peers?
A I think people who use Mac and Apple, think it’s, everybody uses this I guess.

Q To what extent have you been influenced by anyone to use cloud storage services?
A Well I’m using it so it had a positive effect.

Q How do you consider your use of cloud storage service to impact your productivity?
A It has not impacted my productivity, I think.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A I’m probably just gonna use the free storage.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Ehh well. Why not? Could be good to save some more pictures.

Interviewee 2: Gender: Female; Age: 22

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes.

Q Are you a cloud storage user (i.e. iCloud)?
A I don’t really use them, no.

Q How easy do you find it to use your cloud storage service?
A I don’t use it, so I don’t know.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Android is easy to use.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A Sometimes there are errors but they always try to fix them so maybe the next update will help.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Interviewee can not judge this

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A I think it’s trustworthy.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As
soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?

A I think it’s cheap. Or at least I don’t have that much data to save, so for me it is cheap.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?

A She can not answer this as a non-user.

Q Have you been recommended to use cloud storage services by your peers?

A Yes.

Q To what extent have you been influenced by anyone to use cloud storage services?

A Yeah, cause maybe if I have a Macbook in the future I will definitely use it.

Q How do you consider your use of cloud storage service to impact your productivity?

A She can not answer this as a non-user.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?

A I will use the free storage. It depends if I have something important to save, of course I want to pay.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?

A Yeah, I would.

Interviewee 3; Gender: Female; Age: 29

Q Are you familiar with cloud storage services (i.e. iCloud)?

A Yeah.

Q Are you a cloud storage user (i.e. iCloud)?

A I use iCloud, yeah.

Q How easy do you find it to use your cloud storage service?

A I think it’s really good cause if you lose one of your, I don’t know, phone or computer you can always access it on another device. So it’s always stored, so, that way you don’t really lose something. It’s very useful.

Do you find it easy to use?

Yeah, it’s very user friendly, yes.
Q: What is your opinion of the operating system and software's (i.e. iOS/iCloud) user interface?
A: I think it's very user friendly.

Q: How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A: I have never faced any problems, so.

Q: How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A: It's immediate.

Q: How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A: I think it's trustworthy, if you just ehh compare to like normal individuals I think nobody gets access to it cause then they need my password. Yeah, so I think it's pretty trustworthy.

Q: If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud's case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services' (i.e. iCloud) prices?
A: I think it's pretty reasonable because you get to save a lot for the amount of money you would have to pay for the extra space.

Q: How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A: It was very simple, yeah.

Q: Have you been recommended to use cloud storage services by your peers?
A: Yes, as I think anybody who uses Apple products, it's pretty automatic that you will be using it.

Q: To what extent have you been influenced by anyone to use cloud storage services?
A: Definitely positive, since it also doesn't cost any money, so.

Q: How do you consider your use of cloud storage service to impact your productivity?
A: I haven't thought about that, it probably hasn't affected me, I think.

Q: How willing are you to pay for (extra) storage (i.e. iCloud)?
A: Well I take a lot of photographs so I will definitely pay.
Q: Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A: Yeah, but in the next 10 years so much can happen. I mean if I can get it for free then why would I pay for it and I’m hoping that it’s going to be free.

Interviewee 4; Gender: Female; Age: 24

Q: Are you familiar with cloud storage services (i.e. iCloud)?
A: Ehh yes. I’m familiar with them.

Q: Are you a cloud storage user (i.e. iCloud)?
A: I mostly use iCloud but I have Google drive also.

Q: How easy do you find it to use your cloud storage service?
A: You mean when you need to like download the apps?

How easy is it to backup and download your files?
Ehh I think it’s pretty easy. I recently, ok not recently but like a month ago changed my phone. It was an iPhone, so I had to backup all the things I had. All the pictures and music what I had on my previous phone and it went pretty easily.

Q: What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A: I think it is well organised but sometimes it is really annoying because it has the ehm, like the software refreshing like a couple of times in a month. And I’m not really like a big fan of doing that, because I’m just, I don’t want my phone to slow down and have issues.

Q: How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A: No, I mean the only issue I could have, that it’s slowing down my phone but nothing else I mean yeah I’m not really looking that deeply into it.

Q: How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A: I think very fast I would say, so I don’t have issues with the speed of it.

Q: How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A: I don’t know. I’m not really sure if I trust it.

Do you feel confident when you use it? Do you think it’s secure?
I haven’t really thought about it. But I guess not that trustworthy. I mean people could see at Apple what I’m using. And maybe I don’t want to show everything and they don’t really need to know everything?
Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud's case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.
What is your opinion on the cloud storage services' (i.e. iCloud) prices?
A Sigh, I don't really know because I did not really make the choice. So it was not me who chose this. Ehm for my previous phone it was ehh ehm it was really useful because I only had 12 GBs. So I needed to ehh upload somewhere, the pictures. So then I think it's useful but now I have a bigger telephone with storage, so now I don't think it's very useful.
But is it expensive or cheap in your opinion?
No I don't think it's expensive.
Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A I was not the person who did that so I don't know.
Q Have you been recommended to use cloud storage services by your peers?
A No, never.
Q To what extent have you been influenced by anyone to use cloud storage services?
A Can not be answered.
Q How do you consider your use of cloud storage service to impact your productivity?
A I don't really care about it, you know. It doesn’t save time, I don’t think so.
Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A I'm willing to pay.
Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Ehh if it would stay like this amount of money monthly, like per month. Then yes, I would say. But not for like the following 10 years.

Interviewee 5; Gender: Male; Age: 21
Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yeah.
Q Are you a cloud storage user (i.e. iCloud)?
A Ehh yeah, but kind of a forced user.
Forced user?
Yeah, I don’t know like. Probably have some cloud. The phone is always telling me, ah you’re out of cloud storage and I’m getting really annoyed about it, cause I don’t really like having my stuff on a cloud. If you know what I mean. Because, ehh, these Hollywood actors and a lot of people have been hacked by that, so I prefer to have everything saved on an external storage device, you know. Yeah.

Which cloud storage service are you using?
I’m using iCloud, yeah.

Q How easy do you find it to use your cloud storage service?
Ehh, yeah I don’t know. I didn’t really put that much thought into it. I don’t know how much it is, but maybe 5GBs or something like that.

Can you use it without written instructions?
Ehh, no not really. I haven’t given it much time to learn it either, so I maybe a bad interviewee here.

Not at all.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Eeh, yeah I think it’s pretty easy to use and it’s pretty cheap as well. Eeh it’s just like the thought of it that I don’t really appreciate that much. Eeh, a lot like, yeah there is, people got hacked. If you have a external storage device, how are you supposed to hack that if it’s not connected to the internet, it’s not possible. In the same way.
What I take from your statement is that you don’t find it very secure so you don’t trust cloud storage services. Is that right?
Yeah, yeah.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A It’s pretty reliable, yeah.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A I think it’s instantly. Cause when I delete something from ehh my photo library and my phone always says, ah you wanna delete from your cloud storage service as well? I say yeah. I don’t want my nude pictures up, ehh just kidding. [laughter]

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A The interviewee does not find the service to be trustworthy (see user interface question above).
Q: If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?

A: I think it’s pretty cheap actually, cause like when you buy a phone with like a larger storage ehh memory, then it costs a lot more that $0.99 a month.

Q: How time consuming is signing up to your cloud storage service (i.e. iCloud)?

A: Ehh I think it was like an update or something on my phone ehh and then it just connected my app. And then it was like up and go. Yeah it was really quick, yeah.

Q: Have you been recommended to use cloud storage services by your peers?

A: Ehh not really, like my friends doesn’t really use it. I don’t know when it comes to ehh, I know that me and my friends are using Dropbox for exchanging documents and stuff like that. Now for the thesis, so it seems like now that you have an option that is like free, why would you pay for it?

Q: To what extent have you been influenced by anyone to use cloud storage services?

A: He has not been influenced.

Q: How do you consider your use of cloud storage service to impact your productivity?

A: I think it has an impact on my productivity in like a school kinda way. Probably when I go to work as well, I don’t know. But I felt that Dropbox has been really useful. Eeh because you can be like more than like two people in the same Dropbox. And if you’re like four people in a group it’s very easy to exchange files. Yeah, or whatever.

What about private cloud storage, which is for example iCloud, where you can only backup and retrieve files without sharing them. Did that also impact your productivity in everyday life?

Yeah maybe Google Drive then. But the underlying reason for that is that I work with other people. Otherwise I would probably not use cloud storage that much. Because it becomes easier if you’re like more than one. Because if you have the same document you can see what you do.

So is it mainly the file sharing aspect (of other non-private services) that increases your productivity?

Yeah. Yeah.
Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A If I knew the prices when I got my phone I would have probably bought a phone with a smaller memory and bought cloud storage service instead, cause like the price difference there is like major and you change phone like every two years so you probably earn money by changing to cloud storage services instead of buying a larger memory card for your phone.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Yeah, yeah. Of course, I think it’s the future. You just have to believe and have some trust and right now I don’t really have that much trust.

It seems to be the privacy issue that keeps you from paying for iCloud. Do you agree with this statement?
I don’t know I like, ehh prefer word of mouth from people, like when they recommend stuff and I have not really been recommended by people to use this. So maybe that’s why I don’t use this.

Interviewee 6; Gender: Female; Age: 29

Q Are you familiar with cloud storage services (i.e. iCloud)?
A I know iCloud, a bit what it is. I know I have it automatically on my computer and then it asks me sometimes if I want to buy some more storage.

Q Are you a cloud storage user (i.e. iCloud)?
A Yes, I use iCloud.

Q How easy do you find it to use your cloud storage service?
Well for me it is easy because I don’t really, I never bought some extra storage or anything so it happens automatically I guess. So I don’t really do anything with my iCloud.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Yeah. I never had a problem with it.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A Ehh, I think it’s very reliable because I never had a problem, I never had someone hacking my stuff or it never broke down or anything. Of course you hear stories but I don’t know anyone personally.
Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Well I’m not doing it that often, then maybe when I do it it takes a bit of time. But it’s not a problem I think.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A I feel comfortable. I think it’s secure.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 per month. What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A I think it’s a, yeah, I think it’s a ok price. Personally I don’t really use it myself, cause I don’t have that much on my computer and I don’t take a lot of pictures or have many songs, but I think it’s not that expensive to have.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A Eh, actually first I have to remember when I did it. But I don’t think it took that long time. Don’t think I remember there was a problem or something so it must have been pretty smooth.

Q Have you been recommended to use cloud storage services by your peers?
A By my boyfriend.

Q To what extent have you been influenced by anyone to use cloud storage services?
A Well it’s just, I don’t really pay for it. It just happens automatically cause I have a Mac. Or I have Apple, like iPhone Mac computers, so it’s kind of natural I have iCloud.

Q How do you consider your use of cloud storage service to impact your productivity?
A Not really been thinking about it. But I guess it does, cause my phone and computer is connected so I have the same information on both. So I don’t have to run around and look for information since everything is in one place, kind of.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A I think I could pay if I really needed it I would pay. Cause I don’t think it was that expensive. But I don’t need it at the moment.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
Yeah, because I mean you get more pictures and more maybe songs or I don’t know games or anything that you wanna save and of course that takes space.

Interviewee 7: Gender: Female; Age: 26

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Eh, yes.

Q Are you a cloud storage user (i.e. iCloud)?
A I have been using Google Drive and iCloud and even Dropbox.

Q How easy do you find it to use your cloud storage service?
A Eh, Google Drive I find really easy because I have email on Gmail. I use Google Drive for school work. And I think other students do work and eh download Google.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Eh, yes I find it easy to work with. It’s very clear how it works.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A No, I don’t have a lot of problems. I just use it for like school or work myself. Not that much, yeah.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Ehm I guess I have to wait a bit to save. Eh and also for iCloud, I think it’s ehh, I don’t use it that much. I think it works by itself.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A For me at least it’s secure. I don’t feel like I have to hide something. So for me it’s secure. But I’ve heard other people have been hacked.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A For example Google Drive. For me I use the free plan and that’s enough for me. Eh but I think it’s a really good tool and I would say it’s a good price per month I guess. If you really have to use it cause it’s really good and works with the connection. And for iCloud I guess it’s a good price as well. But if I’m right you would just have to be
connected with Apple products. So yeah, if you just have, ehm if you have Apple products I guess it’s a good price. But if you want to use more than maybe there are other options if you want to use more.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A Oj, well I remember it was pretty quick.

Q Have you been recommended to use cloud storage services by your peers?
A Yeah, I have. For Google Drive for example I got recommended to use it cause I use it a lot at university. So we can share papers easily. And I would also recommend it to other people.

Q To what extent have you been influenced by anyone to use cloud storage services?
A I just have heard good stuff about it. And I think also because I had Gmail before.

Q How do you consider your use of cloud storage service to impact your productivity?
A Yeah I guess so. Ehm, especially when I’m at university we use a lot of time to have Google Drive at papers, exams and that sort of thing. And I thought at least we’d use it all the time as sort of a backup. That one at least I’m using all the time.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A Sigh, now it says on iCloud that my storage is, I guess, starting to get full. But I think I will delete stuff instead to pay for it. Maybe at work if I had it at work, and that sort of stuff, I would probably pay for it.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Maybe because I think stuff will be more digitalised. On the other hand, I think that it will increase, that you will get more GBs.

Interviewee 8; Gender: Male; Age: 26

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Ehh, yes I am.

Q Are you a cloud storage user (i.e. iCloud)?
A Yes I use different types of cloud storage, mainly Dropbox. But I also use other services like iCloud and I guess Google Drive.

Q How easy do you find it to use your cloud storage service?
A Ehh, it’s pretty easy to use. Ehh, when it comes to technology for me It’s always been
a bigger interest for me. So, I never had a problem with anything concerning technology part or you know the user part of cloud storage services.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Eh, yeah I think it’s both well organised and appealing as most Apple products are. Like myself am a big fan of Apple and like their products. I use them frequently so no problem.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A Eh, pretty reliable. I’ve never encountered any problems with it or anything that hasn’t been able to store correctly or such. And eh, concerning security or those kinds of matters eh, I’m not afraid that you know anything would happen, despite the scandals that they had. You know nude leaks and such.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Yeah it instantly retrieves it, depending on my wifi or mobile connection.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A I think it’s pretty secure, eh, we were talking about the scandal earlier. My guess is that, since then and especially Apple, they’ve improved their security when it comes to iCloud storage. So given that, I wouldn’t say that I’m afraid that anything would happen to my files that I store on my iCloud.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A When looking at it now eh, I would say that the prices are pretty cheap. I don’t use cloud storage to that extend. I don’t use that amount of data, so I don’t think I would pay for the service. Maybe if you know I start using it more, but now I’m just storing small stuff, like school work and such. So I never use my full amount of data, but when looking at prices, they look kinda cheap to me. Looks like you get a lot of storage for it. Eh, good price.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A Eh, no it was mainly registering to an account. Maybe one or two minutes and after that you could use the device.

Q Have you been recommended to use cloud storage services by your peers?
A Eh no that was mainly my own findings.

Q To what extent have you been influenced by anyone to use cloud storage services?
A Interviewee has not been influenced.

Q How do you consider your use of cloud storage service to impact your productivity?
A When it comes to school work I think that especially like Google Drive. Eh, you know it saves a lot of time and especially when we’re writing thesis or such or just any school work in particular you know it’s easy to write with several people at the same time. So I think it’s super efficient like in terms of ehh you know work or anything. What about private cloud storage, which is for example iCloud, where you can only backup and retrieve files without sharing them. Did that also impact your productivity in everyday life?

Ehh I don’t think that it really affected my productivity. I wouldn’t say that. But it’s always good to have a back up somewhere you know when something happens or if I were to restore my iPhone or something I could just do it from my iCloud.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A As of this moment I don’t think I would pay anything extra cause I’m not using my full amount of data.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Definitely within the next 10 years. I mean cloud storage is a pretty new concept. Hasn’t been around for too long. It’s just gonna expand and become bigger and more and more data is gonna be stored you know in the cloud. So I think that definitely the more my storage and usage is gonna move over to cloud storage.

Interviewee 9; Gender: Female; Age: 25

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes, I am.

Q Are you a cloud storage user (i.e. iCloud)?
I’m using Google Drive and I’m really satisfied. I’m not sure maybe I’m using iCloud cause I have an iPhone. My boyfriend is fixing all these things, so I’m really bad with this. But I’m definitely using Google Drive.

Q How easy do you find it to use your cloud storage service?
A It’s really easy to use because I have an app on the phone.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Yes there’s no problem even a child could operate the software.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A No, only issue is when the wifi isn’t working. Or the storage space, yeah. I’m always having that issue.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Yeah sometimes when the data is bigger or I wanna upload files that are more than 1GBs I have to wait of course. But if it’s like one picture I want to upload, then there’s no problem.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A Ehh, that’s a good question actually. I don’t know. They should be secure but you never know what’s happening on the internet. If the government would like to access my data they could I think. I don’t know, like that’s a good question.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A Ehh, they’re low but I’m not a big fan of those monthly payments cause they kinda stick to you forever. It’s not like you buy a phone and you pay like once. It’s like, these payments are all the time. I don’t support them that much cause I can find other ways how to store pictures or anything. Like in a hard drive or a bigger hard drive. That’s maybe cheaper than paying these monthly payments for my data.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A I actually don’t remember but I guess it was quite fast. If I don’t remember it should have been fast.
Q Have you been recommended to use cloud storage services by your peers?
A Yes, yes actually. My boyfriend did recommend Google Drive. I wasn’t familiar before I was using it and I’m satisfied.

Q To what extent have you been influenced by anyone to use cloud storage services?
A Yes, it was like in a positive way, when he recommended it.

Q How do you consider your use of cloud storage service to impact your productivity?
A Yes, it saves so much time. Like if I would have done this in an old fashioned way. I’m a social media user and I upload pictures quite a lot. And I need to transfer pictures from my camera to my PC and then from my PC to my phone. And this Google Drive saves so much time. And if there wouldn’t be Google Drive I would have done it like, I need to upload the picture to the computer then I need to send it to my e-mail and then I need to download it. It’s like so much procedure instead of this Google Drive thing.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A No I’m not really willing to pay because I can find my ways without paying anything. It’s not that I have a need. But maybe in the future who knows, if I would have more files to work with then maybe yes. But right now I don’t need it.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Yeah maybe, sigh. I can’t say like a 100 percent but we’ll see in the future. If I’m gonna work with more social media then maybe yeah.

Interviewee 10; Gender: Male; Age: 22

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes I am.

Q Are you a cloud storage user (i.e. iCloud)?
A I use Google Drive mostly.

Q How easy do you find it to use your cloud storage service?
A Ehh, it is really easy because it saves all the documents directly from my mobile to Drive, so I really don’t know how it works but ehm it saves automatically.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Ehh I think it’s well organised and easy to upgrade.
Q: How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A: I never had any difficulties so it is really reliable.

Q: How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A: Really fast.

Q: How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A: Am I now just gonna say really trustworthy or how?
Do you feel confident when you use it or do you think it's not secure enough?
It is secure enough.

Q: If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.
What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A: Oh well, by the look of that they have free all those months. This is not that high, like this is pretty cheap. Like $1.99 or almost 20 SEK.

Q: How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A: Oh, I don’t even know if I remember that. Was on my first mobile on like four, five years ago. What I can remember is like they have all different stages where the show you like, with the price and all that. It wasn’t that much of a time consuming thing, because I never had any difficulties with eh creating the account.

Q: Have you been recommended to use cloud storage services by your peers?
A: Eh well my own mobile wanted me to use it. [laughter]

Q: To what extent have you been influenced by anyone to use cloud storage services?
A: No peer influence.

Q: How do you consider your use of cloud storage service to impact your productivity?
A: Yeah, it definitely does. It definitely does.
Has it saved time?
If it saves time? I don’t know how you mean that.
For instance when you want to access your files. Do you feel it takes you more time to get your files or does go quicker?
Quite fast probably. Of course it is time consuming but it’s not that much of a time consumption that you get frustrated you know.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A Pff, I would definitely pay that. That is like a small, small portion of money. Like 20 SEK is nothing.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Oh, yeah. Of course, cause it saves me time and even saves like files that I thought like I lost them. They’re already or they are still there so I would definitely buy it.

Interviewee 11; Gender: Female; Age: 29

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes.

Q Are you a cloud storage user (i.e. iCloud)?
A Yes, both Google and iCloud.

Q How easy do you find it to use your cloud storage service?
A I find it kinda difficult actually. I don’t understand everything how to use it.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Well I think like iCloud or whatever. I mean it’s not tangible, you don’t see much evidence of that. That’s why I don’t really understand how it works. And I find it hard, sometimes when I wanted to find what’s in the cloud, what kinda documents I have in the cloud. And I can’t find anywhere to look for that. And also in Google Drive it’s kinda unclear also how to enter where actually everything is stored.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A I don’t know if it’s free of errors. I don’t know. I don’t know if it’s reliable. I feel sometimes, oh all of my pictures are in the cloud, like where are they? Are they gonna be there forever [laughter] you know? I feel kinda insecure about it.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Ehh I don’t know really. I guess it happens automatically.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A Like safety stuff? Ehm of course I have doubts. Sometimes I think about it when i have a document that is kinda important and I wonder if somebody can see this, you know.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A Well I’m paying, what is it, 9 SEK so I guess that’s 50 GBs. And I was like well it seems ridiculous that I have to buy more storage because I don’t feel like I have that much stored, it seemed like. It’s not like I have huge documents and it wasn’t that much space. And I’m like why even have it, like? So I had to buy more and I did but I don’t really want to and then I went well It’s kinda cheap and it is cheap. But if you want more than you have to buy more and more and more.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A I actually had a guy in the store do it.

Q Have you been recommended to use cloud storage services by your peers?
A No, I guess it just happened automatically. Cause my Mac computer kinda asked me. You know.

Q To what extent have you been influenced by anyone to use cloud storage services?
A Interviewee has not been influenced.

Q How do you consider your use of cloud storage service to impact your productivity?
A I don’t know. Like I don’t save it much on iCloud unless it asks me sometimes. Usually I just save it on the computer in documents or on my desktop or on like a flash drive. I kinda miss not being able to burn like a CD anymore cause my computer does no longer support it.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A I don’t actually want to pay more because I don't feel like I’m storing that much and I should be paying for more. But I don't know if I have a choice since it just seems to be happening.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
I feel like I have to. Cause where else will I store it? And certain things like spotify and stuff like that can take up a lot of space. So I really don’t have a choice but I don’t feel like paying for it. But maybe if it’s cheap.

Interviewee 12: Gender: Male; Age: 22

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes I am.

Q Are you a cloud storage user (i.e. iCloud)?
A Not really.

What do you mean?
I mean I know about it but I don’t really use iCloud or anything. Well I might use it but indirectly.

Q How easy do you find it to use your cloud storage service?
A Well when I had an iPhone it was quite simple. Because every time I would save something I would back it up to my iCloud. But ever since I have a new phone I don’t really think I’m using it particularly, cause it doesn’t really seem like I’m connected any other software.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A I think it was quite simple to be honest. I didn’t feel like I had to really do so much about it. I could just do a thing on my phone and it would back it up immediately. But at the same time I was thinking that it was not trustworthy or reliable since of all the hacks that started to appear, so. And then I started to not really use cloud services at all, since I realised I could just have everything on my phone and I didn’t needed it to be saved anywhere else. Since I didn’t really have so much important information on my phone or private things i had to not be secured somewhere.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A Yeah well. To be honest the first couple of times when I was gonna for example update my iPhone then I had some trouble with the cloud services working. For some reason getting the information back even if I had backed up my phone and everything like that. But after a couple more times of updating and reusing the cloud services I got more familiar with it, cause and then it felt like it was becoming more reliable until all the hacking started to happen world wide. Like for example with celebrities and then I don’t know it felt a bit insecure to use it.
Q: How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A: Like I said in the beginning. No. The first couple of times it did not. But after those time after I started to become more familiar with the services I would say that it worked.

Q: How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A: Well in general, now. Maybe not so much trustworthy as it used to be. Well like I said before it’s mostly because of all the hackers now infiltrating all the services, such as, all the hackers, you know that have been hacking Yahoo accounts, I’ve becoming more sceptical about those services.

Q: If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month. What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A: That is pretty cheap to be honest in my opinion. I mean I’ve never used more than I guess 5 GBs. But when I come to these prices it does not seem very costly. It’s definitely worth to pay, less than $1 you know.

Q: How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A: Oh I do not recall actually about that.

Q: Have you been recommended to use cloud storage services by your peers?
A: Well in the beginning when I didn’t really use it that much then I asked my friends what it was about. And they actually did recommend it cause it’s much smoother and easier because you wouldn’t have to worry about any data or storage. It would just do it automatically. So I did get some recommendations from friends.

Q: To what extent have you been influenced by anyone to use cloud storage services?
A: Ehh no when my friends we talked about, they just recommended that it was much smoother and quicker way to store day even though I don’t do it in general. It’s just an extra thing to keep in mind, ehm when you have a private thing to stores safely that it would be a smooth way to do it.

Q: How do you consider your use of cloud storage service to impact your productivity?
A I didn’t really think about it like that to be honest. I just, I don’t know, for me it was just like a device that could be useful but it didn’t impact anything to be honest.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A Well for example now if I would have an iPhone and I would have more than 5Gbs of storage I would easily pay that monthly. But now I’m using a Huawei that doesn’t have one of those back up services so I don’t.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
That, I guess, depends on the technological advancements in the mobile industries or the service industries and the storage industries. So I can’t really answer that, I mean, yeah I guess it depends on the security for most of it.

Interviewee 13; Gender: Female; Age: 25

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes.

Q Are you a cloud storage user (i.e. iCloud)?
A I use Google Drive and Microsoft Onedrive but I’m not using it on purpose.

Q How easy do you find it to use your cloud storage service?
A Not that easy, I don’t like it.

What is difficult about it?
I think I can never find how to store things and choose what I want to store, yeah.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Yeah, it’s well organised.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A Ehh, it works well.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A I don’t use it that much. I don’t really know.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A No I think it’s pretty trustworthy.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay
$1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A It looked lower than the other ones [Microsoft Onedrive]. No it didn’t, just kidding. Yeah it looks high, but I don’t pay so, yeah it looks high.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A I don’t remember to sign up for it so I don’t think it was time consuming.

Q Have you been recommended to use cloud storage services by your peers?
A No.

Q To what extent have you been influenced by anyone to use cloud storage services?
A Interviewee has not been influenced.

Q How do you consider your use of cloud storage service to impact your productivity?
A Ehh no, not really. I don’t use it that much.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A I’m not willing to pay at all.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Eh, I don’t think my opinion will change that much.

Interviewee 14: Gender: Male; Age: 26

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes.

Q Are you a cloud storage user (i.e. iCloud)?
A Since I have an Android that means I’m using Google Drive. Yeah but I don’t use it that much.

Q How easy do you find it to use your cloud storage service?
A Ehh easy actually. Compared to the iPhone. Google Drive speaks much clearer to me than iCloud, so it’s really easy to use.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Very, like I said before. Like, for a person that used both Google and iCloud. Android is more preferable for me in terms of use, in terms of service. Yeah everything. Android is the one for me.
Q: How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A: Yeah it is. Of course it has of course technical difficulties and stuff like that. If that happens a lot that’s bad, but for me it doesn’t happen that often. So 8 out of 10.

Q: How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A: Yeah i get it instantly. It’s just to log in or something. And it will always tell you when someone logs in, like is it you or not. Which really is good I think, yeah.

Q: How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A: Ehh well, when I use Google Drive, for instance pictures and such I do not store there. It’s just like school work and stuff like that. And that is because I trust it, but not that much and especially private intimate stuff, comparing with the hackings and stuff like that. I trust it but not that much.

Q: If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month. What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A: Ehh, personally I would not pay any price. First of all it depends on the person, how much you use it. If you use it a lot and if you really require like on a professional level than that is a good price. Is it per month? [Answers own question] Yeah it is per month. Yeah I guess that’s fair. But I will not pay because I don’t think will use it. I don’t think I have the need for 100 GBs. But if I have the need then probably I would save it on another hard device like a storage, hard disk. I would just buy a hard disk storage and keep it safe.

Q: How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A: Not that much actually. Especially when you get the phone in the beginning when you create an account. Yeah, it wasn’t that time consuming.

Q: Have you been recommended to use cloud storage services by your peers?
A: Eh, nooo no.

Q: To what extent have you been influenced by anyone to use cloud storage services?
A: Interviewee has not been influenced.
Q How do you consider your use of cloud storage service to impact your productivity?
A I can’t, like I said at this point it’s just school documents, so at this point it doesn’t have that much. But in the future when you go to a profession, since technology became really really big and people are using it a lot. I guess it will be a lot.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A I’m [not] willing to pay at this moment cause I don’t need it. And then in terms of accessibility how in the future, how bad do I need this information, how often do I need it. If it’s important information, if I need it a lot, then carrying an extra hardware would be a pain in the ass. Excuse my french. But then in terms if you need the information a lot you will be willing to pay the extra price in order to use it.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Probably yeah. In the future three years, four years, I don’t think so. After that yeah probably.

Interviewee 15; Gender: Male; Age: 24

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yehp.

Q Are you a cloud storage user (i.e. iCloud)?
A Yeah I am. I’m using Google, Google Plus and Google Photos and all from Google, since six, seven years ago, something like that.

Q How easy do you find it to use your cloud storage service?
A Eh, very easy. I mean it is synced to my Gmail and that’s the primary email I use. Where I have all my photos, notes, documents everything basically. It’s synced to all my devices.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Yeah I think it is visually appealing. I mean it’s divided, I mean they have photos for Google, photos in the Google Drive, like documents, Excel files and whatever and you have the Google Docs for Word docs. I mean it’s pretty organised.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A I would say very reliable. I mean Google is one of the biggest companies in the world. I heard some news yesterday that Gmail was hacked like an hour or
something like that but they fixed it within an hour. And I wasn’t affected so that’s that.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Eh, it does that automatically. When I take a photo it syncs directly so it’s instant.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A Yeah I think it’s secure. At least for, I haven’t been hacked so far, so, it’s all good.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A I think it seems pretty cheap. I mean if you’re gonna buy a hard drive it’s a lot more expensive than that so I think it’s a bargain.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A Eh, wasn’t at all. It comes with Gmail so it’s all there.

Q Have you been recommended to use cloud storage services by your peers?
A No, but I have been recommending it to my parents and some of my brothers.

Q To what extent have you been influenced by anyone to use cloud storage services?
A Interviewee has not been influenced. But he thinks he has influenced his family, since they got Google Drive after his recommendation.

Q How do you consider your use of cloud storage service to impact your productivity?
A I mean in the studies it’s a lot of huge help to, when you write for example a thesis. Now you can check documents, now you can be live and you can be at different positions and still work, so it’s good to be able to get your documents and whatever, anywhere.

What about private cloud storage, which is for example iCloud, where you can only backup and retrieve files without sharing them. Did that also impact your productivity in everyday life?
A I don’t know, maybe?

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A Yeah I mean 100GBs that’s pretty much when you pay that $1.99 I think that’s no biggy.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
Yeah.

Interviewee 16; Gender: Female; Age: 21

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes, I am.

Q Are you a cloud storage user (i.e. iCloud)?
A I have iCloud on my phone right now.

Q How easy do you find it to use your cloud storage service?
A It is very easy. eeh, they usually asks, eh my phone asks if I want to store it on my iCloud or if i want to store it for my phone memory. So it's like, a button away.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A I think it's… visually I don't have any opinions on that but I think it's very organised. I think that you can store everything like… like on a cloud basically. And it doesn't take as much room on your phone and I mean it's cost-efficient, also it's like 10 Swedish crowns a month so… it’s good.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A I haven’t met any problems with it. And I have not dealt with anything that is hard or that has been confusing for me so it has delivered its promises.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Very quickly.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A I haven’t really thought about that as much but I… Because I'm a user I think that it's reliable and I don’t think that it should cause any problems in the future.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.
What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
A I think it’s very very cheap prices. I personally used 50 Gigabyte for 0.99 dollars and I can’t even feel it, like it’s taking away from my account every month and it’s not something that is affecting me.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A Not even 2 minutes like maybe 30 seconds.

Q Have you been recommended to use cloud storage services by your peers?
A No, I was actually recommended by my own phone *laughs* like yes…

Q To what extent have you been influenced by anyone to use cloud storage services?
A Interviewee has not been influenced. But he thinks he has influenced his family, since they got Google Drive after his recommendation.

Q How do you consider your use of cloud storage service to impact your productivity?
A Uhm.. I think it’s... I don’t know I haven’t even thought about that but I do not think that it’s time consuming. I think that it just organise everything by itself I don’t even have to think about it as much.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A Interviewee is a current payer and satisfied

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A Ehh…Because I’m not affected by the amount of payment right now I think that it…And if it keeps like going this way, I think I will keep on purchasing it and be satisfied.

Interviewee 17; Gender: Male; Age: 21

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Some of them yes.

Q Are you a cloud storage user (i.e. iCloud)?
A I am using cloud storage I would say. Many of Google services like Google Docs. I used, used to use ehh.. iCloud for my pictures from my iPhone. And mostly I would say I use Dropbox that’s the main one.

Q How easy do you find it to use your cloud storage service?
A Well it depends which one it is. iCloud I have big issues with. Like I can’t even download my pictures properly like… It says I need to download them one by one
and that is a hassle when you have thousands of pictures. But dropbox works perfect. I love Google docs, I use it everyday almost.

Q What is your opinion of the operating system and software's (i.e. iOS/iCloud) user interface?
A *Interviewee pauses to think*… Okay, so Google's to begin with is visually... it works, you know it's nothing fancy but it has all the features that I want. But for example in Google Docs, I can't create folders In which to put different different documents, like school work etc, which I would have liked. Eh.. Dropbox is fine because there I organise everything myself, iCloud is visually appealing but functionally not very good.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A Google Drive and all of those different functions from Google yes. Specially because it's free. Dropbox yes. Even if I have to pay 99 crowns a month, it's worth it. I Cloud I would not recommend to my worst enemy.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Dropbox is nice. It works fast because I usually use it for music. So, when I have music on my computer and I want it on my phone I just put it on Dropbox and then on the go it's working perfectly fine… and then there's the problem I said with iCloud, I can't even access. I can access them but I have to download thousands of pictures one by one, which I will never do and that's why I don't like it.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A Trustworthy…the thing is with all companies mostly is that…. when I accept to use them specially if they're free, that means I usually accept some sort of thing that allows them to do whatever they want with my pictures so no *smirks*. I don't really trust them. I have already accepted the fact that they can do anything they want with my data so… no I don't trust it but that's because I don't trust companies with my data In general now because I don't trust these specific companies.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?
Q: How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A: I don’t think it was time-consuming at all. Just like creating a Facebook account probably.

Q: Have you been recommended to use cloud storage services by your peers?
A: Not really recommended but when people want to send me files, especially cause I work with music and I have a lot of friends that work with music and the way we share music with each other is usually through Dropbox. Or there’s also, I don’t know if this counts as cloud services but there is this website called WeTransfer, where you can send multiple files at once to someone, and so we either just send the files directly or we have a shared folder on Dropbox.

Q: To what extent have you been influenced by anyone to use cloud storage services?
A: Interviewee has not been influenced as in being reminded to use it by friends for file sharing.

Q: How do you consider your use of cloud storage service to impact your productivity?
A: It does definitely save time I mean… if I have a document on my computer… as soon as I close the document, I know that is already on my phone aswell, so I don’t need to connect my phone to the computer. Transfer it. Whatever. So… It’s definitely time consuming *corrects* no *laughs* time-saving I mean and… also not just for me but, sharing with friends, colleagues. It’s way better to have one shared document rather than send it back and forth.

Q: How willing are you to pay for (extra) storage (i.e. iCloud)?
A: I am willing, I am willing. At a fair price of course.*laughs*.

Q: Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A: Yeah but I think… It’s going to have to be cheaper… I mean the prices are fair, it is fair, one terabyte for 99 kr is fair but…There’s a lot of these companies growing and with time, they’re going to have to be cheaper. When I was working, during the same time I was studying, it was definitely easier for me to pay for classes. (Interviewee previously mentioned that he had changed his credit card information and thereby he stopped paying for Dropbox)

And as I mentioned I haven’t… updated my credit card info on Dropbox, and that’s because It stopped working and that means it’s very difficult to afford an extra service
like that, because I consider that an extra service that is just time saving. I could easily just… now I'd rather actually connect my phone to the computer and transfer the music that way, instead of paying extra because it's not in my budget right now… that's it.

Interviewee 18; Gender: Female; Age: 22

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes, I am.

Q Are you a cloud storage user (i.e. iCloud)?
A Yes, I am, currently I am most familiar with iCloud Drive. I used Google Drive before but, I think it is quite complicated for me. I personally prefer iCloud.

Q How easy do you find it to use your cloud storage service?
A Yeah that's what I like about iCloud I think it's not very complicated for me, it's not like I have to go through several buttons to get where I have to get, it's more like it gets me, It gets me where I want to get before… like, without even having to try. You know?

Q What is your opinion of the operating system and software's (i.e. iOS/iCloud) user interface?
A Yeah it's very organized in my opinion. I.. like for instance I have it on my phone on my… album and they store my, my pictures based on where I've been like for instance, If I've been on vacation I can see like “oh in the United States I have this album” and it keeps all of my pictures from that trip organised. And also based on who I'm with. Like the people I usually *laughs* hang out with. They're all stored, like their faces.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A I think it delivers on its promises, I just feel like they know a little bit too much about where I've been and like the people I usually hang out with… And I don't know, sometimes it feels kind of like creepy that my phone knows me better than myself.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A It is immediate, I just feel like that the storage is kind of small and it always reminds me to upgrade the space of it and yeah.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
It's trustworthy for me, but as I said it's..."Interviewer stops to ask herself how to express herself"... I feel like it's kind of... like weird having, having a phone like based on my locations and people I hang out with as I mentioned *laughs* like 10 times earlier. I just feel like if I lose my phone one day, then I'm screwed.

If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud's case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services' (i.e. iCloud) prices?

I feel like that is very inexpensive in my opinion. I just feel like. I thought it was more expensive since... *looks at her phone* Wait... Yea it's a good price.

How time consuming is signing up to your cloud storage service (i.e. iCloud)?

I didn't feel like it was a lot of instructions to follow I thought it was very smooth. The only issue I have is like, like keeping my password in mind, that's the only issue I have with iCloud. When I switched phone, I feel like the transfer of my previous storage to my new phone is very smooth, it's just like a button you have to press.

Have you been recommended to use cloud storage services by your peers?

No, I have not actually. I've been familiar with iCloud since I've owned iPhone. So, and of course everyone is talking about it so and that way it feels kind of more secure To use it instead of like Dropbox it's not that familiar for me personally.

To what extent have you been influenced by anyone to use cloud storage services?

Interviewee has not been influenced but states that she was recommended by Apple.

How do you consider your use of cloud storage service to impact your productivity?

It's not time consuming at all I feel like it keeps *giggles* my pictures and like my storage organised on my phone. And I like being organised and therefore it is very beneficial for my personal preferences.

How willing are you to pay for (extra) storage (i.e. iCloud)?

I am actually not that willing *giggles*...I don't know I just got in the picture that it seems like a non-stop Procedure, if you know what I mean? If I pay for extra storage today like in 2 months I have to pay again. And I personally don't. *interviewee tries
to show with hands that she doesn't want to be “connected” while not finding the right word for it*

**Q** You don't want to be bonded is that what you’re trying to say?

**A** I don't want to be bonded..Exactly, to anything in my life in general.

**Q** Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?

**A** Yeah probably will… Okay, so if I don't pay for the service It will not keep my photos and like my storage in the memories. And I will want that for the future. So, probably I will pay it… Not in the near future but I think it will in the future in the next coming 10 years.

**Interviewee 19; Gender: Male; Age: 27**

**Q** Are you familiar with cloud storage services (i.e. iCloud)?

**A** Yes, I am.

**Q** Are you a cloud storage user (i.e. iCloud)?

**A** Yes, I am. Sometimes iCloud.. But. Google … *Interviewee looks confusingly at the interviewer for the right term*

**Q** Google Drive?

**A** Yes, Google Drive.

**Q** How easy do you find it to use your cloud storage service?

**A** Yeah it's on my computer, It's very easy, very very good instructions, and it's very easy to use.

**Q** What is your opinion of the operating system and software's (i.e. iOS/iCloud) user interface?

**A** Yes, it's very organised it's very simple for someone like me. First time when I started to use it was very simple. I didn't read the instructions. It was like, test your way forward.

**Q** How reliable would you say your operating system/software (i.e. iOS/iCloud) is?

**A** I am happy with the services so it's very good. I can't complain.

**Q** How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?

**A** It's very quickly, it's immediately, I haven't think about how quickly but, when you save it comes directly on… iCloud or Google… Drive.
Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion? (Do you feel confident when you use it?)
A Yes, I do because it's my phone and my computer and it's only me who has access to it so. So, it's reliable.

Q If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud's case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.
A What is your opinion on the cloud storage services' (i.e. iCloud) prices?
A It's very little prices. I can't complain. And… it's very low prices, it's not high prices.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A I don't remember exactly but it was like a few minutes for me to sign up and have my own account.

Q Have you been recommended to use cloud storage services by your peers?
A Yeah by friends at school. The Google Drive. From my friends in school. We studied together then we wanted to use Google Drive because when we work in groups, then everyone would have access to the files we were working with. And it helped us a lot. And it was very good and it made, my time at school much easier.

Q To what extent have you been influenced by anyone to use cloud storage services?
A That motivated me (Friends) to try. Because when I used it for the first time then it explored a whole new world for me and it's just excessively been, good, at the time.

Q How do you consider your use of cloud storage service to impact your productivity?
A Yes, for the first it saves time. It makes my life easier. Because for example, when me and my friend worked in school in groups.. ehm… the Google Drive made it's so easier for us to work and finish in time… For the test we have and group studies we been doing.

Q How willing are you to pay for (extra) storage (i.e. iCloud)?
A Currently I'm not paying for it but I'm willing to pay, for the services in the future if I… have to use it but I think in the future it will be more and more people that uses these devices because it's, like our society. It will be like that.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
Yes, if it's necessary. And if, and if I have… to do it, I will because it will make my life so much easier. And I would, I would.

Interviewee 20: Gender: Male; Age: 21

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Well I'm familiar with Google Drive. I use it in school So, that's the only thing I'm familiar about. Not drop box though, I haven't used dropbox yet.

Q Are you a cloud storage user (i.e. iCloud)?
A The interviewee used to be a free Google Drive user during the time that he was in highschool.

Q How easy do you find it to use your cloud storage service?
A Well… It was quite easy at first and… I thought it was a very good tool to use, specially when you do like group projects and you're writing on the same document, It's really easy and a good tool, I found it.

Q What is your opinion of the operating system and software's (i.e. iOS/iCloud) user interface?
A Yeah yeah. I thought it was well organised I don't remember a lot of it or from it. Because I used it like 4 or 3 years ago. But I found it to be quite easy to use and like consumer-friendly. Wasn't that hard, or difficult.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A Yeah I found it secure I mean it wasn't hard to use it and I didn't lose any projects on it so… Because it saves immediately. So, it was good and reliable.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A Yeah It's saves immediately! So… that was like the most positive thing about it. And well the one thing that wasn't so good…sometimes, It was really slow, that's the only problem. If you have like bad internet connection, It's really bad then. So we have to have like a good connection, To use it good. That's the only negative thing I can come up with in my head.

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
A Well.. In the group yeah, I feel secure using it and the privacy factor of it I don't know, it's hard to answer that question but the thing that… It was good yeah. *Laughs*

Q Have you had any privacy issues for example?
A No, I haven't… i haven't had no security issues that I can come up with.
If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud’s case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services’ (i.e. iCloud) prices?

Yeah, alright, well I think for me as a former student, I think those prices are good. I mean I don’t see any problem with paying $2, or 1.99 for a hundred gigabytes or $10 for one terabyte? So, I don’t think the price is too high.

How time consuming is signing up to your cloud storage service (i.e. iCloud)?

No, that was quite easy, quite fast to install it and everything so that part wasn’t that difficult. Not at all like even if you don’t know a lot with computers and stuff it’s really easy to get started, so that was something that was positive about it.

Have you been recommended to use cloud storage services by your peers?

Yeah well… like from my classmates.

And that is what motivated you to try it?

Exactly, exactly. Yeah because I didn’t know many different options, what options I had to use. We found Google Drive, one option to use if we were going to write a group project on the same time. On the same document. When I’m at home and different classmates are at home, so, that’s why they recommended it.

How do you consider your use of cloud storage service to impact your productivity?(Does it give you more control of the activities in your life?)

Well not that much more control. But I found that… it was very effective to write group projects on Google Drive. That’s like the only reason why we used it. Because it was really effective. Because we could write on that document at the same time when we weren’t together, that’s why it was really effective for us.

Does it save your time?

Well… when we use did we… Well I think it saves time because I can sit at home and write something at the same time as my classmates sit at home and write the same thing on the same document. So, that’s why it was really effective to use Google Drive… and time-consuming *corrects* well, less time consuming.

Do you currently pay for extra cloud storage?(Google Drive)

I was a free user. I don’t use it today. But when I used it I was a free user.

Why was it in your opinion not worth it to pay for it?
A Because I don’t have any use of it, right now. But if I was, right now, and if I had a lot of group projects, I think that I would pay for Google Drive because of the positive aspects of it.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?
A 10 years from now…For like a hundred gigabytes?
Q Yes, or other options of it?
A Yeah I would pay.

Interviewee 21; Gender: Male; Age: 23

Q Are you familiar with cloud storage services (i.e. iCloud)?
A Yes, I am.

Q Are you a cloud storage user (i.e. iCloud)?
A Yes, I am, Google Drive.

Q How easy do you find it to use your cloud storage service?
A I think it’s very easy because it’s related to my main email that I use. So, it’s a platform that is very comfortable to reach. I’m the most familiar with the Google Drive.

Q What is your opinion of the operating system and software’s (i.e. iOS/iCloud) user interface?
A Yes, the ones that I use and I think it’s very comfortable, very easy. The whole design is familiar because the emails Google Drive And Google+ platforms do not change a lot, do not differ lot because they’re on the same platform. So, it’s very easy and common use. Everything is clear.

Q How reliable would you say your operating system/software (i.e. iOS/iCloud) is?
A I think it’s very reliable because, they offer 15 gigabytes of free storage per account, which is free. And in other services, you should already pay for that amount of data that you can have, so it’s very reliable. Cause you get a lot of free storage to hold your documents in, in the highest quality.

Q How quickly does your cloud storage service (i.e. iCloud) perform your tasks (i.e. backup and retrieve data)?
A I think… it reaches my expectations. It doesn’t overcome. But I’m satisfied so, I would say its like 4 out of 5 stars…(inaudible)

Q How trustworthy are cloud storage services (i.e. iCloud) in your opinion?
I feel confident because as I said I use the emails in there. So, they're the most important things over there. So... and I have no other options I would say since my emails are together with some information that I hold there. I would not like to separate two important informations on two different drives. Let's just say have emails on Google and you have some files on the Dropbox. That would raise my risk of having the files so... I like to have things saved on one platform.

Q: How secure do you find your cloud storage service to be?
A: I think the Google Drive does a good thing by always informing consumers with their updates. So they, always raise the trust in consumers so they always tell to people “oh we have included this new thing as a security.” They also offer some new security deals and they also have some products to buy for your platform or operating system which also increases the safety of it... and, Google has the highest brand image I think, so people rely that they're pretty safe though otherwise they wouldn't be that successful as they are.

Q: If you look at this [points at price list] you see the services iCloud and Google Drive. 15GBs on Google Drive or 5 GBs in iCloud's case are free to use. As soon as you want to have more storage, then for a 100GBs you have to pay $1.99 or 19 SEK per month for Google Drive and for iCloud 50GBs of storage would be $0.99 or 9 SEK per month.

What is your opinion on the cloud storage services' (i.e. iCloud) prices?
A: I think, since people don't need a lot of terabytes, it says 30 terabytes, I think once people like have so much... information people rely more on having their own personal, flash drive... The huge drive where they can save information, but once it comes to the information being up to a hundred gigabytes, the $2 per month for having a hundred gigabytes, is still reliable. But something more than that I don't think that people have that much information of actually putting into a platform just in case it will get like stolen... and if there would be any misunderstanding with passwords or losing accounts. So, I think that people tend to save smaller amounts of informational online. But once it comes to do really huge one, they would rather buy 30 terabyte hard drive for $300 and have it in their own pocket instead of having it online.

Q: How do you personally consider the prices?
A: I think it's all right. Because I would say that since I have some knowledge I think that is also very expensive for those companies to have huge servers, to keep on the
maintenance so they also have to put some extra prices. So I think it's pretty reasonable.

Q How time consuming is signing up to your cloud storage service (i.e. iCloud)?
A I think, the signup wasn't that long. But I had to get use to the synchronising time thing, because I used to use the hard drives as a physical tool, not as an online one. But later on I got into the system and started to always put the information while I'm leaving the house or opening the computer and transferring something so... I think I managed it pretty well. I think in my opinion they (Google Drive) wouldn't differ from any other platform.

Q Have you been recommended to use cloud storage services by your peers?
A Actually not... Actually, I needed to find some online information because at some point I did not have physical drive to save the information so I just Googled it and I was looking for free storage online and Google Drive felt like it was the most secure because I've been using Google services for a long time so I gave it a shot for Google Drive and I was satisfy so.... In general I think I'm just going to stick with it. Cause they just got me retained on that.

Q How do you consider your use of cloud storage service to impact your productivity?(Does it give you more control of the activities in your life?)
A I think it's a very nice thing since you can invite ehh your closest family members. Let's just say because my family uses Google services as well... So, all I have to do is to put their email and invite them to check out my shared pictures, my videos and let's just say I traveled and want to share the world with them instead of sending it online through other platforms like Facebook Messenger or emails, I would rather give them an email and a password and then they connect and they can see what am I uploading so. It's very comfortable.

Q Does it save your time?
A I wouldn't say that it saves time. I would say that it's just like more of a comfort reason because it's online. But if you would take the time into consideration, just the time, I would buy a physical platform. That's why I think Google Drive is 4 out of 5 stars because sometimes you need... to transfer some things while you're not online. And then you can not reach it, but once it comes so you have an internet connection, it fulfills all the satisfactions.

Q How willing are you to pay for cloud storage services?(Google Drive)
A If I needed to use a hundred gigabyte, I would not create like four or six different accounts in order to get a hundred gigabytes. That would be easier to pay those $2
per month. But once it comes to more than a hundred gigabytes, I would rather buy an actual physical platform and have it with myself but until that amount of storage, I'm willing to actually pay those $2 because it's not going to hurt me.

Q Do you think you will be willing to pay for cloud storage services (i.e. iCloud) within the next 10 years?

A Yes, because it's the age of technology, and you have to go along with it. And one or either way I think marketing, all the advertisement and etc., kind of makes you... to push you. Because, as you can follow the technologies, disks get out of date, all the small flash drives get out of date. So, I think that also the huge physical storages will get out of date. And everything is going to be done online. So, yes of course I mean basically I'm not just like willing but I think the evolving of technology just forces you to use the services.