**Appendix A: Questionnaire**

**Impact of Pricing Strategies on Brand Loyalty Questionnaire**

Please, answer all the questions honestly and with utmost accuracy

**Demographic Questions**

1. How old are you?

**Research Questions**

Kindly answer the following questions conclusively. Explain as much as you can. The more explanation the better.

1. Have you always paid attention to changes in pricing? And has that affected your brand choice?
2. Do you think your brand preference could have anything to do with pricing? Can changes in prices change your preference?
3. Are you affected by a brand when purchasing a product?
4. How often do you purchase from your preferred brand?
5. Are you attempted to shift brands?
6. How often do you substitute your preferred brand?
7. Will you purchase from your preferred brand if the price changed?
8. Will you purchase from your brand if price changed by 1%?
9. Will you purchase from your brand if price changed by 10%?
10. Could you justify why you believe the economic pricing strategy used by your preferred brand is effective in maintaining clients?
11. Do you believe the price skimming strategy used by your preferred brand is effective in maintaining clients?
12. Do you believe the premium pricing strategy used by your preferred brand is effective in maintaining clients?
13. Does pricing strategies affect your brand loyalty?

**Appendix B: Thematic Analysis**

|  |  |  |
| --- | --- | --- |
| **Open code** | **Axial code** | **Theoretical codes** |
| ***Have you always paid attention to changes in pricing? And has that affected your brand choice?*** * I have seen that the prices have increased over certain brands over the years but it has made me look at other brands but not actually change.
* The prices slowly creep up every year. But the telephone providers always have a new customer deal in place.
* I have stayed with Telenor for a long time now and have left as it is. So no.
* Yes, I have swapped from a couple of brands due to the price.
* Yes
 | * Price change had not influenced brand change
* Price change has not influenced their brand preference.
* Their brand preference is not reliant on price change.
* They rely on pricing.
* They rely on pricing
 | Price change affects brand choice to some extent.  |
| ***Do you think your brand preference could have anything to do with pricing? Can changes in prices change your preference?**** It can definitely effect my choice in brand but it depends on how much the price changes.
* Yes, I do not need much data so I try to keep it to the lowest subscription
* I looked more towards the best service and brand in itself. Telenor if international and has the best service.
* Yes, it can.
* Yes
 | * Yes it can.
* Yes it can
* Yes
* Yes
* Yes
 | Brand preference has everything to do with pricing.  |
| ***Are you affected by a brand when purchasing a product?**** Depends on the type of product. If it is more technology based sure. If it is related to cars sure. But smaller items the brand rarely matters.
* No I have tried pretty much all providers and can say that there is little to no difference.
* Yes, I have had Telenor since my first phone.
* Not as a telephone provider.
* No
 | * Not really
* Not affected by band during purchase.
* Brand affects purchase
* Not affected
* Not affected
 | Brand affects the least of people when purchasing products such as airtime.  |
| ***How often do you purchase from your preferred brand?**** Again depends on the type of product. But fairly often in terms of phones.
* If I were to choose one, I would say Talkmore is more preferred as it provides the signal of Telenor but prices of Ice.
* I have not swapped but I have changed the subscription a few times to increase the data.
* Every year or so
* I do not have a preferred brand in the telecom industry
 | * 80% of the participants stated they could purchase quite often from their preferred brand.
 | There is a higher chance of repeated purchase from the preferred brand.  |
| ***Are you attempted to shift brands?**** Yes, the phone providers have increased their prices and the temporary deal that I was getting is about to run out. So in the future I will be looking to change.
* I usually hop around different brands depending on which one gives the best deal at the time.
* No, I am quite happy with Telenor.
* No
* Yes
 | * Most of the respondents stated they are not quite attempted to shift brands.
 | There is a lower chance to shift brands regardless.  |
| ***How often do you substitute your preferred brand?**** Not very often
* Every 3-4 months.
 | * 1 in every respondent agreed to substitute the preferred brand.
 | * Low brand substitution probability.
 |
| ***Will you purchase from your preferred brand if the price changed?**** Depends on how it changes and by how much
* If it increases maybe not, I would just get Telenor at that point.
* Well it already has changed and I have stayed so yes.
* No
 | * Majority stated they could purchase even if the price changed but to some extent.
 | * Price change could affect purchase to some extent.
 |
| ***Will you purchase from your brand if price changed by 1%?**** Probably yes
* Probably
* Yes
* Yes
 | * A larger percentage agreed they could still purchase from the preferred brand if the price changed by 1%
 | * A 1% price change did not influence brand preference.
 |
| ***Will you purchase from your brand if price changed by 10%?**** No
* If it increased 10% I would swap to a different provider.
* This seems to be the limit for me anymore and I would probably change
* No
 | * A larger percentage agreed they could change brands if prices went up by more than 10%
 | * Price change more than 10% influenced brand loyalty.
 |
| ***Could you justify why you believe the economic pricing strategy used by your preferred brand is effective in maintaining clients?**** Well you get the true value of the product + the little extra that the company wants to make. So, the prices are more transparent and that is quite nice.
* If they were to change to this, I guess they would just set higher profit margins in comparison to the other companies.
* There would be a set price for over the years so yes.
* Yes, a reliable price may help in maintaining clients.
 | * Economic pricing influenced client maintenance.
 | * Economic pricing affected brand loyalty.
 |
| ***Do you believe the price skimming strategy used by your preferred brand is effective in maintaining clients?**** Your starting customers will enjoy the reduction of price so it may be effective. But getting the initial customers may be hard so it is all dependent of if you can market effectively.
* In the long run it would provide a cheaper experience for all involved and as the prices reduce there will be more customers as well. So this is probably the best option
* This could work but the service quality may change later on so I am not sure.
* It works for the phone market as they want you to buy new phones after 1 year. But, for a service I am not sure.
* People will just swap and wait for the company to reduce its price and change them.
 | * This method may be effective in the initial marketing stage. However, the price skimming technique would affect future sales.
 | * Price skimming influences product preference.
 |
| ***Do you believe the premium pricing strategy used by your preferred brand is effective in maintaining clients?**** You corner yourselves to one side and already reduce your choices. But the customers you actually get may be more loyal as they expect a more premium service.
* They have had this pricing strategy in comparison to the other companies and it has worked.
* No
* No
 | * Premium pricing affects brand preference negatively with a smaller portion understanding its benefits. The rest of the telecom users just need the normal services.
 | * Premium pricing largely affect brand preference.
 |
| ***Does pricing strategies affect your brand loyalty?**** Yes, given that I am a student the lower the price the more likely I am to go to that provider given that the service is good enough.
* Yes, I am always looking for the next deal to change to. If a company can provide low prices continuously I would probably not change.
* Well if Telenor kept the same product and service with different pricing strategy I do not think it would affect my brand loyalty towards them. It all depends on how much they increase or decrease by. Look at iPhone prices I still have one after the price increase.
* Pricing strategies I do not know but price does.
* A good low and reliable price would increase my loyalty in the telecom industry. The prices for some data packages is ridiculously high.
 | * In the end of the interview, all other respondents agreed that pricing influenced brand loyalty.
 | * Pricing influences brand loyalty.
 |

**Appendix B: Repertory Grid**

|  |  |
| --- | --- |
|  | **Element (Yes= 1, No= 0)** |
| **Constructs** | **Telecommunication industry**  |
| Price change affects brand choice to some extent. | 0 |
| Brand preference has everything to do with pricing. | 1 |
| Brand affects the least of people when purchasing products such as airtime. | 0 |
| There is a higher chance of repeated purchase from the preferred brand. | 1 |
| There is a lower chance to shift brands regardless. | 1 |
| Low brand substitution probability. | 1 |
| Price change could affect purchase to some extent. | 0 |
| A 1% price change did not influence brand preference. | 0 |
| Price change more than 10% influenced brand loyalty. | 1 |
| Economic pricing affected brand loyalty. | 1 |
| Price skimming influences product preference. | 1 |
| Premium pricing largely affect brand preference. | 1 |
| Pricing influences brand loyalty | 1 |