

APPENDIX A – detailed research objectives

Issues to be considered as part of the research include, but are not necessarily limited to:

- What do consumers understand by the sale price in an advert(s)?
- What is the discount being offered?
 - Against which price are they saving?
- How do they expect the prices are set? By whom?
- Considering the reference price –
 - How recently would they expect the product to have been sold at the reference price (the pre-sale price)? What are their views on different time periods?
 - For how long would they expect the product to have been sold at the reference price? What are their views on different lengths of time?
 - Do they expect that a certain number of the items would have sold at the reference price before the sale? How important is it to consumers that purchases were made at the full price? What are their views on a retailer selling a product at full price at some outlets and then advertising a sale price at all their outlets?
 - Do they expect the products to be sold again at those prices in future?
- How do consumers think the presence of reference prices and the advertising of savings affects their decision-making?
- Is the sale price considered to be a genuine saving, or does that perception depend on the type of reference price?
- How close to market worth do they expect the reference prices to be?
How would they calculate market worth?
- What do they understand by terms such as RRP, MRP, designer recommended price, list prices?
- Do they expect products sell at the RRP price if, for example, RRP is included in an ad?

- By the retailer advertising the product or other retailers?
- Do views change or differ according to the type of product or service?
- Do views change or differ according to where an advert is seen?
- Does understanding differ according to demographics or other factors?

APPENDIX B – cognitive depth interview topic guide

ASA REFERENCE PRICING RESEARCH

COGNITIVE INTERVIEW TOPIC GUIDE (DRAFT 3 – 10TH JULY)

- **Introductions**

- Introduce self and RWL – an independent market research organisation
- We are conducting some research on behalf of the Advertising Standards Authority (ASA). ASA's job is to make sure that consumers can trust the adverts they see. To do this job, ASA needs to understand how consumers interpret advertising
- Our task is to show you some adverts and ask you to describe what you think the advert is saying to you
- No right or wrong answers; your thoughts are important to us
- MRS Code of Conduct - respondent confidentially and permission to record

- **Warm up**

- Describe family, work
- Attitude towards offers: to what extent are you interested in offers? *Probe: do you actively seek out offers or use offers when you see them?*

ROTATION – Some respondents will be able to discuss more adverts than others. We will randomly select the ads that each respondent discusses, always starting with a new ad because responses to the first ad will be the most spontaneous. We will note how many respondents have seen each ad (1-8) so that we can make sure each ad is getting sufficient exposure.

- **Spontaneous – for each ad 1-8¹**

Moderator NB: keep respondents focussed on the information presented in the ads.

¹ Just ask for first screen of example 8.

I want you to imagine that you would be interested in buying this product. Looking at the information about the product:

- What is your reaction to the information in this ad?
- *Probe: is it a good thing, a bad thing or neither 'here nor there'?*
- You say its [a good thing, a bad thing or neither 'here nor there']: Why is that?
- You say because [use respondent's words]: Why is that?
- You say [use respondent's words]: Why is that?

Continue probing on what respondent thinks the ad is telling them until their spontaneous views run out. Don't press respondents into manufacturing answers. Reiterate that 'don't know' is a valuable answer!!!

- **Prompted**

For each ad, specific prompts:

Ad 1 – router motor

- What was the original/higher price?
- What is the new price?
- To what extent, if at all, does that seem like good value to you? [*Moderator: note down what respondent says*]
- *Probe: how many prices do you think the item has been sold at?*
 - *If respondent says 'two' – continue to introduce additional information*
 - *If respondent says 'several': where would the 'original/higher' price come in the sequence of different prices?*

Introduce individual pieces of additional information:

- Reactions to first bullet of new information
- *Probe: does this information change your view about the offer [referring back to what respondent originally said]?*

After both new pieces of additional information

- *Now that you know everything about this advert: does this information change your view about the offer [referring back to what respondent originally said]?*
-

Ad 2 – bath

- What was the original/higher price? Why do you say that? *Probe: what information are you basing your answer on?*
- What is the new price?
- To what extent, if at all, does that seem like good value to you? *[Moderator: note down what respondent says]*
- *Probe: what does the phrase 'typical RRP' mean? What does the phrase 'typical RRP £1999' say about this product?*
- *Moderator NB: if respondent is struggling, probe: where has it been sold? What price has it been sold at?*

Introduce additional piece of information:

- Reactions to first bullet of new information
- *Probe: does this information change your view about the offer [referring back to what respondent originally said]?*

Ad 3 – Furby

- What was the original/higher price?
- What is the new price?
- To what extent, if at all, does that seem like good value to you? [*Moderator: note down what respondent says*]
- *Probe: how many prices do you think the item has been sold at?*
 - o *If respondent says 'two' – continue to introduce additional information*
 - o *If respondent says 'several': where would the 'original/higher' price come in the sequence of different prices?*

Introduce individual pieces of additional information:

- Reactions to first bullet of new information
- *Probe: does this information change your view about the offer [referring back to what respondent originally said]?*

After both new pieces of additional information

- *Now that you know everything about this advert: does this information change your view about the offer [referring back to what respondent originally said]?*

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Ad 4 – shirts

- What was the original/higher price?
- What is the new price?
- To what extent, if at all, does that seem like good value to you? [*Moderator: note down what respondent says*]
- *Probe: what does the phrase 'normally' or 'normal price' mean? What does the phrase 'normally £50 or £60' say about this product?*
- *Moderator NB: if respondent is struggling, probe: where has it been sold? What price has it been sold at?*

Introduce individual pieces of additional information:

- Reactions to first bullet of new information
 - *Probe: does this information change your view about the offer [referring back to what respondent originally said]?*
-

Ad – bike

- What was the original/higher price?
- What is the new price?
- To what extent, if at all, does that seem like good value to you? [*Moderator: note down what respondent says*]
- *Probe: where do you think the item has been on sale at £199.99?*

Introduce individual pieces of additional information:

- Reactions to first bullet of new information
- *Probe: does this information change your view about the offer [referring back to what respondent originally said]?*

After both new pieces of additional information

- *Now that you know everything about this advert: does this information change your view about the offer [referring back to what respondent originally said]?*
-

Ad 6 - Currys

- What was the original/higher price?
- What is the new price?
- To what extent, if at all, does that seem like good value to you? [*Moderator: note down what respondent says*]

- *Probe: at the time this item was advertised, would it have been on sale longer at the 'was' price or the 'new' price?*
- *Probe: would you have any expectations about how well the product had sold at this price? If yes, what would your expectations be?*

Introduce individual pieces of additional information:

- Reactions to first bullet of new information
- *Probe: does this information change your view about the offer [referring back to what respondent originally said]?*

After both new pieces of additional information

- *Now that you know everything about this advert: does this information change your view about the offer [referring back to what respondent originally said]?*

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Ad 6 – Shower speaker

- What was the original/higher price?
- What is the new price?
- To what extent, if at all, does that seem like good value to you? *[Moderator: note down what respondent says]*
- *Probe: what does the phrase 'worth' mean? What, if anything, does the phrase 'worth £69.99' say about this product?*
- *Moderator NB: if respondent is struggling, probe: where has it been sold? What price has it been sold at?*

Introduce individual pieces of additional information:

- Reactions to first bullet of new information

- *Probe: does this information change your view about the offer [referring back to what respondent originally said]?*

After both new pieces of additional information

- *Now that you know everything about this advert: does this information change your view about the offer [referring back to what respondent originally said]?*

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Ad 8 – Watch

Ask the following for each different ‘screen’ in ‘click through’ sequence.

- What was the original/higher price?
- What is the new price?
- How confident do you feel in your answer?
- To what extent, if at all, does that seem like good value to you?

Explain to respondent that customers would need to click through to see more about the item, then repeat the questions.

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- **Final thoughts**

- Which, if any, of the adverts we have discussed today are most in need of clarification? Why?

Appendix C – quantitative/qualitative hall day survey questionnaire

ASA REFERENCE PRICING RESEARCH HALL DAY TOPIC GUIDE (DRAFT 4 – MONDAY 7TH AUGUST)

- **Introductions**

- Introduce self and RWL – an independent market research organisation
- We are conducting some research on behalf of the Advertising Standards Authority (ASA). ASA's job is to make sure that consumers can trust the adverts they see. To do this job, ASA needs to understand how consumers interpret advertising
- Our task is to show you some adverts and ask you to describe what you think the advert is saying to you
- No right or wrong answers; your thoughts are important to us
- MRS Code of Conduct - respondent confidentially and permission to record

- **Warm up**

- Describe family, work
- Attitude towards offers: to what extent are you interested in offers? *Probe: do you actively seek out offers or use offers when you see them?*

ADVERT A - KIDS CAR

Interviewer: please could you take a look at this advert for me? (Show respondent whole ad).

- Q.9 What is the first thing - or things - that you notice about the price information in this advert?
(CODE RESPONDENT ANSWER - MULTICODE)

	First mention	Other mentions
Half price	1	1
£129.99 each	2	2
Were £259.99 each	3	3
Something else	4	4
Write in: _____		

Interviewer: looking at your answer:

- Why do you think this thing (these things) stood out to you?
- *Please take a look again.* Is there anything about the pricing information that you notice now that you didn't notice straight away?

*Interviewer: please could you have a look at the pricing information in more detail?
(Show respondents the pricing information IN ADDITION TO THE ORIGINAL ADVERT).*

Q.10 Imagine that you have just seen this offer in a newspaper. To what extent, if at all, do you think that this offer provides customers with good value?
(SHOWCARD – SINGLE CLODE)

Very good value	1
Quite good value	2
Not particularly good value	3
Not at all good value	4
Not sure/don't know	5

Interviewer: looking at your answer:

- How did you decide whether the offer was good value or not?
- *Probe: what information did you use in your decision?*
- *Probe: did you do any sums in your head? If yes, which sums?*
- Did any other things influence your perception of value? *Probe: type of product, where advert is being advertised, familiarity with the product, perceived quality*

Interviewer: Looking at the 'now' price (£129.99) and the 'was' price (£259.99):

Q.11 In the past year, would you expect the item to have been on sale for ...
(SHOWCARD – SINGLE CODE)

More weeks at the 'was' price (£259.99)	1
More weeks at the 'now' price (£129.99)	2
About the same number of weeks at the 'was' price (£259.99) and the 'now' price (£129.99)	3
Not sure/Don't know	4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- How confident did you feel when answering that question?
- If confident, what, if anything, influenced your answer?
- If not confident, why not?

Interviewer show graphic and explain verbally: the 'half price' sale price was £129.99. For 28 days before the sale, the item had been on sale at £259.99 (the 'was' price presented in the advert). For 42 out of 52 weeks before that, the item had been on sale at £129.99 (or less).

Q.12 To what extent, if at all, does this information change your view about whether **the saving being presented in the advert** provides customers with good value?
(SHOWCARD – SINGLE CODE)

It doesn't change my mind	1
I think it provides worse value than I previously thought	2
I think it provides better value than I previously thought	3
Not sure/Don't know	4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- To what extent, if at all, did the information we told you about the ad surprise you?
- When looking at an ad like this and deciding on the value of the offer, to what extent, if at all, do you think the following matters:
 - The length of time the item was sold at the higher ('was') price
 - How recently the item was sold at the higher ('was') price
 - That the 'was' price was used by the retailer for a shorter period of time than the 'sale' price

ADVERT B – CLOAKROOM SUITE

Interviewer: please could you take a look at this advert for me? (Show respondent whole ad).

Q.13 What is the first thing - or things - that you notice about the price information in this advert?
(CODE RESPONDENT ANSWER - MULTICODE)

	First mention	Other mentions
Best seller	1	1
Save 47%	2	2
£159.95	3	3

RRP £299.95	4	4
Then £199.95	5	5
Reduced twice	6	6
Something else	7	7
Write in: _____		

Interviewer: looking at your answer:

- Why do you think this thing/these things stood out to you?
- *Please take a look again.* Is there anything about the pricing information that you notice now that you didn't notice straight away.

*Interviewer: please could you have a look at the pricing information in more detail?
(Show respondents the pricing information IN ADDITION TO THE ORIGINAL ADVERT).*

Q.14 Imagine that you have just seen this offer on the retailer's website. To what extent, if at all, do you think that this offer provides customers with good value?

SHOWCARD – SINGLE CODE)

Very good value	1
Quite good value	2
Not particularly good value	3
Not at all good value	4
Not sure/don't know	5

Interviewer: looking at your answer:

- How did you decide whether the offer was good value or not?
- *Probe: what information did you use in your decision?*
- *Probe: did you do any sums in your head? If yes, which sums?*
- Did any other things influence your perception of value? *Probe: type of product, where advert is being advertised, familiarity with the product, perceived quality*

Q.15 What, if anything, does 'RRP' say about this item?
(CODE RESPONDENT ANSWER – SINGLE CODE)

The retailer originally sold the item
for £299.95 1

Several retailers have sold the item
for £299.95, including this
retailer 2

Several retailers have sold this item
for £299.95, but not
necessarily this retailer 3

The item hasn't necessarily been
sold by anyone for
£299.95 – it's just a suggested price 4

Something else 5
Write in: _____

Don't know 6

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- How confident did you feel when answering that question?
- If confident, what, if anything, influenced your answer?
- If not confident, why not?

Interviewer show graphic and explain verbally: the item was never sold by this retailer (or other retailers) for £299.95.

Q.16 To what extent, if at all, does this information change your view about whether **the saving being presented in the advert** provides customers with good value?
(SHOWCARD – SINGLE CODE)

It doesn't change my mind 1

I think it provides worse value
than I previously thought 2

I think it provides better value
than I previously thought 3

Not sure/Don't know 4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- To what extent, if at all, did the information we told you about the ad surprise you?
- When looking at an ad like this and deciding on the value of the offer, to what extent, if at all, do you think the following matters:
 - Whether the RRP was used as an actual selling price by

- the seller
- other retailers
- both

ADVERT C – MEN’S SHIRTS

Interviewer: please could you take a look at this advert for me? (Show respondent whole ad).

Q.17 What is the first thing - or things - that you notice about the price information in this advert?
(CODE RESPONDENT ANSWER - MULTICODE)

	First mention	Other mentions
Shirts £22.95	1	1
Normally £50 or £60	2	2
Choose from 400 shirts	3	3
Free delivery	4	4
Exclusive offer	5	5
Something else	6	6
Write in: _____		

Interviewer: looking at your answer:

- Why do you think this thing / these things stood out to you?
- Please take a look again. Is there anything about the pricing information that you notice now that you didn't notice straight away.

Interviewer: please could you have a look at the pricing information in more detail? (Show respondents the pricing information IN ADDITION TO THE ORIGINAL ADVERT).

Q.18 Imagine that you have just seen this offer in a brochure inserted into a newspaper. To what extent, if at all, do you think that this offer provides customers with good value? (SHOWCARD – SINGLE CODE)

Very good value	1
Quite good value	2
Not particularly good value	3
Not at all good value	4
Not sure/don't know	5

Interviewer: looking at your answer:

- How did you decide whether the offer was good value or not?

- *Probe: what information did you use in your decision?*
- *Probe: did you do any sums in your head? If yes, which sums?*
- *Did any other things influence your perception of value? Probe:, type of product, where advert is being advertised, familiarity with the product, perceived quality*

Q.19 What, if anything, does 'normally' say to you about this item?
(CODE RESPONDENT ANSWER - MULTICODE)

- | | |
|---|---|
| It means the pre-sale price | 1 |
| It means the price this item is generally sold at | 2 |
| Something else
Write in: _____ | 3 |
| Not sure/Don't know | 4 |

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- How confident did you feel when answering that question?
- If confident, what, if anything, influenced your answer?
- If not confident, why not?

Interviewer: please inform respondent that the advert was in a brochure inserted into a newspaper and that these items could be bought in the brochure, online and in shops.

Q.20 Where would you expect the item to have been sold for £50 or £60?
(SHOWCARD – SINGLE CODE)

- | | |
|---|---|
| In store | 1 |
| On the retailer's website | 2 |
| In the brochure | 3 |
| In store, on the retailer's website and in the brochure | 4 |
| Not sure/Don't know | 5 |

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- How confident did you feel when answering that question?
- If confident, what, if anything, influenced your answer?

- If not confident, why not?

Interviewer show graphic and explain verbally: The items were sold for £50 or £60 on the retailer's website and in store between January 20th and February 23rd. The items were first sold through the brochure on February 6th for £22.95. The advert says 'normally £50 or £60'.

Q.21 To what extent, if at all, does this information change your view about whether **the saving being presented in the advert** provides customers with good value?

(SHOWCARD – SINGLE CODE)

It doesn't change my mind	1
I think provides worse value than I previously thought	2
I think it provides better value than I previously thought	3
Not sure/Don't know	4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- To what extent, if at all, did the information we told you about the ad surprise you?

When looking at an ad like this and deciding on the value of the offer, to what extent, if at all, do you think the following matters:

- Whether the item had ever been sold at the 'was' price via the channel where the advert was placed (ie in this case in a brochure)

ADVERT D – BOYS' BIKE

Interviewer: please could you take a look at this advert for me? (Show respondent whole ad).

Q.22 What is the first thing - or things - that you notice about the price information in this advert?

(CODE RESPONDENT ANSWER - MULTICODE)

	First mention	Other mentions
£99.99	1	1
Was £199.99	2	2
Save £100	3	3

Save £100 (50%)	4	4
Small print	5	5
Something else	6	6
Write in: _____		

Interviewer: looking at your answer:

- Why do you think this thing / these things stood out to you?
- Please take a look again. Is there anything about the pricing information that you notice now that you didn't notice straight away.

Interviewer: please could you have a look at the pricing information in more detail?
(Show respondents the pricing information IN ADDITION TO THE ORIGINAL ADVERT).

Q.23 Imagine that you have just seen this offer on the retailer's website. To what extent, if at all, do you think that this offer provides customers with good value?
(SHOWCARD – SINGLE CODE)

Very good value	1
Quite good value	2
Not particularly good value	3
Not at all good value	4
Not sure/don't know	5

Interviewer: looking at your answer:

- How did you decide whether the offer was good value or not?
- Probe: what information did you use in your decision?
- Probe: did you do any sums in your head? If yes, which sums?
- Did any other things influence your perception of value? Probe:, type of product, where advert is being advertised, familiarity with the product, perceived quality

Interviewer: please inform respondent that the advert was placed on the retailer's website and the item had been sold in store, as well as on the retailer's website.

Q.24 Where would you expect the item to have been sold at the 'was' price (£199.99)?
(SHOWCARD – SINGLE CODE)

On the retailer's website	1
In store	2
Both – on the retailer's website and in store	3

Not sure/Don't know

4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- How confident did you feel when answering that question?
- If confident, what, if anything, influenced your answer?
- If not confident, why not?

Interviewer show graphic and explain verbally: the ad appeared on their website. The item had been sold at the 'was' price (£199.99) in 50 of their 464 stores. The item had not been on sale at the 'was' price (£199.99) on their website; it had been sold for a lower price.

Q.25 To what extent, if at all, does this information change your view about whether **the saving being presented in the advert** provides customers with good value?
(SHOWCARD – SINGLE CODE)

It doesn't change my mind 1

I think it provides worse value than I previously thought 2

I think it provides better value than I previously thought 3

Not sure/Don't know 4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- To what extent, if at all, did the information we told you about the ad surprise you?
- When looking at an ad like this and deciding on the value of the offer, to what extent, if at all, do you think the following matters:
 - Whether the item had ever been sold at the 'was' price through the channel where the advert was placed. *Probe on why.*
 - How widely the item had been sold at the 'was' price. *Probe on why.*

ADVERT E – TV

Interviewer: please could you take a look at this advert for me? (Show respondent whole ad).

Q.26 What is the first thing - or things - that you notice about the price information in this advert?

(CODE RESPONDENT ANSWER - MULTICODE)

	First mention	Other mentions
Summer sale	1	1
£199	2	2
Save £200	3	3
Was £399	4	4
£159	5	5
Save £100	6	6
Was £259	7	7
Lowest ever price	8	8
Something else	9	9
Write in: _____		

Interviewer: looking at your answer:

- Why do you think this thing / these things stood out to you?
- Please take a look again. Is there anything about the pricing information that you notice now that you didn't notice straight away.

Interviewer: please could you have a look a particular part of the ad (SHOW STILL) and the pricing information in more detail? (Show respondents the pricing information IN ADDITION TO THE STILL).

Q.27 Imagine that you have just seen this offer on TV. To what extent, if at all, do you think that this offer provides customers with good value?

(SHOWCARD – SINGLE CODE)

Very good value	1
Quite good value	2
Not particularly good value	3
Not at all good value	4
Not sure/don't know	5

Interviewer: looking at your answer:

- How did you decide whether the offer was good value or not?
- Probe: what information did you use in your decision?
- Probe: did you do any sums in your head? If yes, which sums?

- Did any other things influence your perception of value? *Probe: type of product, where advert is being advertised, familiarity with the product, perceived quality*

Q.28 The Ad appeared in July. How many different prices do you think this item has been sold at by this retailer between April and July?
(CODE RESPONDENT ANSWER – SINGLE CODE)

Two	1	
Several	2	
Something else		3
Write in: _____		
Not sure/Don't know	4	

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- How confident did you feel when answering that question?
- If confident, what, if anything, influenced your answer?
- If not confident, why not?

Interviewer show graphically and explain verbally: The small print in the ad says “Was £399 from 30/03 – 29/05”.

Q.29 Which month or months do you think the TV was sold at £399?

April	1
May	2
June	3
Not sure/Don't know	4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- How confident did you feel when answering that question?
- If confident, what, if anything, influenced your answer?
- If not confident, why not?

Interviewer show graphic and explain verbally: the item was on sale between March and July 2017 at these different prices.

Q.30 To what extent, if at all, does this information change your view about whether **the saving being presented in the advert** provides customers with good value?

(SHOWCARD – SINGLE CODE)

It doesn't change my mind 1

I think it provides worse value than I previously thought 2

I think it provides better value than I previously thought 3

Not sure/Don't know 4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- To what extent, if at all, did the information we told you about the ad surprise you?
- When looking at an ad like this and deciding on the value of the offer, to what extent, if at all, do you think the following matters:
 - The length of time the item was sold at the higher ('was') price
 - How recently the item was sold at the higher ('was') price

ADVERT F – BEER

Interviewer: please could you take a look at this advert for me? (Show respondent whole ad).

Q.31 What is the first thing - or things - that you notice about the price information in this advert?

(CODE RESPONDENT ANSWER - MULTICODE)

	First mention	Other mentions
Save 49p	1	1
£4.50	2	2
Now £4.50	3	3
Was £4.99	4	4
SAVE	5	5
It's a time limited offer	6	6
Something else	7	7
Write in: _____		

Interviewer: looking at your answer:

- Why do you think this thing / these things stood out to you?
- *Please take a look again.* Is there anything about the pricing information that you notice now that you didn't notice straight away.

Interviewer: please could you have a look at the pricing information in more detail?
(Show respondents the pricing information IN ADDITION TO THE ORIGINAL ADVERT).

Q.32 Imagine that you have just seen this offer on the retailer's website. To what extent, if at all, do you think that this offer provides customers with good value?

(SHOWCARD – SINGLE CODE)

Very good value	1
Quite good value	2
Not particularly good value	3
Not at all good value	4
Not sure/don't know	5

Interviewer: looking at your answer:

- How did you decide whether the offer was good value or not?
- *Probe: what information did you use in your decision?*
- *Probe: did you do any sums in your head? If yes, which sums?*
- Did any other things influence your perception of value? *Probe: type of product, where advert is being advertised, familiarity with the product, perceived quality*

Interviewer: looking at the 'now' price (£4.50) and the 'was' price (£4.99):

Q.33 In the three months before this offer, would you expect the item to have been sold for ...

(SHOWCARD – SINGLE CODE)

Longer at a price higher than the 'now' price (i.e. more than £4.50) 1

Longer at a price lower than the 'now' price (i.e. less than £4.50) 2

The same price as the 'now' price (i.e. £4.50) 3

Not sure/Don't know 4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- How confident did you feel when answering that question?
- If confident, what, if anything, influenced your answer?
- If not confident, why not?

Interviewer show graphic and explain verbally: the 'now' price is £4.50, the 'was' price is £4.99. For 21 days before the offer, the item had been on sale for £4.99 (the 'was' price presented in the advert). For 2 months before that, the item was on sale for £4.

Q.34 To what extent, if at all, does this information change your view about whether **the saving being presented in the advert** provides customers with good value?
(SHOWCARD – SINGLE CODE)

It doesn't change my mind	1
I think it provides worse value than I previously thought	2
I think it provides better value than I previously thought	3
Not sure/Don't know	4

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- To what extent, if at all, did the information we told you about the ad surprise you?
- When looking at an ad like this and deciding on the value of the offer, to what extent, if at all, do you think the following matters:
 - The length of time the item was sold at the higher ('was') price
 - How recently the item was sold at the higher ('was') price

ADVERT G – SHOWER SPEAKER

Interviewer: please could you take a look at this advert for me? (Show respondent whole ad).

Q.35 What is the first thing - or things - that you notice about the price information in this advert?

(CODE RESPONDENT ANSWER - MULTICODE)

	First mention	Other mentions
£10.99	1	1
Discount 86%	2	2
Worth £69.99	3	3
It's a time limited offer	4	4
Something else	5	5
Write in: _____		

Interviewer: looking at your answer:

- Why do you think this thing / these things stood out to you?
- Please take a look again. Is there anything about the pricing information that you notice now that you didn't notice straight away.

Interviewer: please could you have a look at the pricing information in more detail? (Show respondents the pricing information IN ADDITION TO THE ORIGINAL ADVERT).

Q.36 Imagine that you have just seen this offer on the retailer's website. To what extent, if at all, do you think that this offer provides customers with good value?

(SHOWCARD – SINGLE CODE)

Very good value	1
Quite good value	2
Not particularly good value	3
Not at all good value	4
Not sure/don't know	5

Interviewer: looking at your answer:

- How did you decide whether the offer was good value or not?
- Probe: what information did you use in your decision?
- Probe: did you do any sums in your head? If yes, which sums?
- Did any other things influence your perception of value? Probe: type of product, where advert is being advertised, familiarity with the product, perceived quality

Q.37 What, if anything, does 'worth' say about this item?
(CODE RESPONDENT ANSWER – SINGLE CODE)

- | | |
|--|---|
| The retailer normally sells the item for £69.99 | 1 |
| Other retailers sell the item for £69.99 | 2 |
| The item hasn't necessarily been sold by anyone for £69.99 - it's just a suggested price | 3 |
| It doesn't really mean anything | 4 |
| Something else
Write in: _____ | 5 |
| Not sure/Don't know | 6 |

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- How confident did you feel when answering that question?
- If confident, what, if anything, influenced your answer?
- If not confident, why not?

Interviewer show graphic and explain verbally: this retailer and two others had advertised this item at £69.99. More retailers had advertised the item at a substantially lower price. This retailer had sold 3 items at £69.99 prior to this offer.

Q.38 To what extent, if at all, does this information change your view about whether **the saving being presented in the advert** provides customers with good value?
(SHOWCARD – SINGLE CODE)

- | | |
|--|---|
| It doesn't change my mind | 1 |
| I think provides worse value than I previously thought | 2 |
| I think it provides better value than I previously thought | 3 |
| Not sure/Don't know | 4 |

Interviewer: looking at your answer:

- Can you tell me why? *Probe* Anything else?
- To what extent, if at all, did the information we told you about the ad surprise you?
- When looking at an ad like this and deciding on the value of the offer, to what extent, if at all, do you think the following matters:
 - Whether the 'worth' price had been used as an actual selling price by
 - the seller
 - other retailers
 - Whether the seller had sold items at the worth price
 - How many items the seller had sold at the worth price

INTERVIEWER READ OUT

The Advertising Standards Authority is an independent regulator for all advertising in the UK.

The ASA's aim is to make sure ads across UK media stick to the advertising rules so consumers can trust the ads they see. The ASA takes action to ban ads that are misleading or harmful to protect consumers.

- Q.39 To what extent, if at all, do you feel that the ASA should be concerned about the presentation of the savings in each of these ads? **(FOR EACH AD IN ROTATION)**

	Advert A	Advert B	Advert C	Advert D	Advert E	Advert F	Advert G
Very concerned							
Quite concerned							
Not very concerned							
Not concerned at all							
Not sure/Don't know							

Interviewer: looking at your answer at Q.39:

- To what extent, if at all, do you feel that the ASA should be concerned about the presentation of the savings in each of these ads?
- If concerned, why did you feel this way about this ad? *Probe: what, in particular, concerned you?*

- If not concerned, why not?

Q.40 Having taken part in the research, do you think you may look at sale offers (discounted prices) in ads differently?

Yes	1
No	2
Don't know	3

Please explain the reason for your answer:

Thank and close – please give all respondents an MRS Thank you leaflet.

Appendix D - recruitment questionnaire

J.2038: ASA Reference Pricing Research Revised Recruitment Questionnaire (3rd July)

INTRODUCTION

Good morning/afternoon/evening, my name is _____, from Research Works Ltd, an independent market research agency. We are conducting a survey on behalf of the Advertising Standards Authority, to explore consumer's views in relation to advertising. To make sure we get a good cross-section of people, we need to ask a few preliminary questions...

Q1 Have you ever taken part in a market research depth interview or group discussion before?

Yes	1	Ask Q2
No	2	Ask Q4

Q2 When did you last take part?

Within 6 months	1	CLOSE

Longer than 6 months ago	2	Ask Q3a

Q3a How many groups/depths have you ever attended?

Recruiter: respondents should not have attended, in total, more than 3 groups/depths (ever).

Q3b What was the subject of the research?

Exclude if any previous research was about advertising/pricing research.

Q4 We need to interview people in certain trades and professions. Could you please tell me if you or any of your close friends or family work in one of the following: **READ OUT**

Advertising	1	Close
Market Research	2	Close
Marketing	3	Close
Journalism	4	Close
Public Relations	5	Close

None of the above	6	<i>Continue</i>
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Recruiter – if in doubt, please check with this office first

Q5 Record respondent gender:

Female	1	<i>Check quota</i>
Male	2	<i>Check quota</i>

Check quota for gender

Q6 Please could you indicate which of the following age categories you fall within?

17 years or under	1	Close
-------------------	---	--------------

18 - 34 years old	2	<i>Check quota for depths 1-4 & 9-12</i>
-------------------	---	--

35 - 54 years old	3	<i>Check quota for depths 13-20</i>
-------------------	---	-------------------------------------

4

Check quota for depths 5-8 & 21-24

Depths 1 - 4: All must code 2

Depths 5 - 8: All must code 4

Depths 9 - 12: All must code 2

Depths 13 - 20: All must code 3

Depths 21 - 24: All must code 4

Q7 Which of the following applies to your household currently?

I/we do not have children

1

CHECK QUOTA FOR
DEPTHS 5 –12 & 21- 24

I/We have children aged under
years of age living in our household

2

CHECK QUOTA FOR 11
DEPTHS 1-4 & 13-20

I/We have children aged over 11 years
of age living in our household

3

CHECK QUOTA FOR
DEPTHS 13-20

I/We have children aged over 16 years
of age NOT living in our household

4

CHECK QUOTA FOR
DEPTHS 5-8 & 21-24

Depths 1 - 4: All must code 2

Depths 5 - 8: All must code 1 or 4

Depths 9 - 12: All must code 1

Depths 13 - 20: All must code 2 or 3

Depths 21 - 24: All must code 1 or 4

Q8 Please record occupation of head of household: (RECORD FULL DETAILS)

Job: _____ Industry: _____ Company: _____

Record Social Grade: _____

A	1	Close

B	2	Check quota for depths 9 - 24
C1	3	Check quota for depths 9 - 24
C2	4	Check quota for depths 9 - 24

D	5	Check quota for depths 1-8
E	6	Check quota for depths 1-8

Depths 1 - 8: All must code 5 or 6

Depths 9 - 24: All must code 2, 3 or 4

ASK DEPTHS 9 – 24 ONLY (USING SHOWCARD):

Q9 Which of the following best describes how you feel about the household finances?

I am comfortable financially. 1 (Non-JAMs)

I don't often worry about paying the mortgage or rent

I am relatively comfortable financially 2 (Non-JAMs)

I don't often worry about paying the mortgage or rent

I am just about managing financially.

I often worry about paying the mortgage or the rent 3 (JAMs)

DEPTHS 9 – 16 : ALL MUST ANSWER CODE 3, 'JAMs'

DEPTHS 17 - 24: ALL MUST ANSWER CODES 1 & 2, 'NON-JAMs'

ASK ALL

Q10 Which of these would you use to describe your ethnic group?

White 1

British 2

Irish	3
Other White background (specify)_____	4
Mixed	5
White and black Caribbean	6
White and black African	7
White and Asian	8
Other Mixed background(specify)_____	0
Asian or asian British	X
Indian	V
Pakistani	Y
Bangladeshi	A
Other Asian background (specify)_____	B
Black or black British	C
Caribbean	D
African	E
Other black background (specify)_____	F
Chinese	G
Other ethnic background (please specify)_____	_H

[illegible]

Q11 Have you made or are you making a complaint to the Advertising Standards Authority about advertising?

Yes	1	Close
<hr/>		
No	2	Continue

All code 2

Q12 We may wish to re-contact you:

- with a couple of follow up questions after your interview (max 10 mins over the phone) OR
- via your recruiter to take part in further stages of this research project – would that be acceptable to you?

Yes 1 *Continue*

No 2 *Continue*

Q13 This discussion will be audio recorded, and may be video recorded/ observed in person, or via a video link for market research purposes only (see job spec for details). Could you tell me if that is acceptable to you?

Yes *Continue*

No **Close**

Thank respondent and invite to take part in the relevant depth 45 minutes.

NAME OF RESPONDENT: _____

ADDRESS: _____

TELEPHONE NO: _____

INTERVIEWERS DECLARATION:

I certify that I have carried out this interview according to instructions received from Research Works Limited and confirm that they are in line with the rules and regulations set out by the MRS and the respondent is not a relative/friend of mine.

I have also informed the respondent of the Data Protection Act and the MRS Code of Conduct.

INTERVIEWER'S SIGNATURE: _____

DATE: _____

APPENDIX E – research sample in detail

Focus group discussions (pilot)

Two focus group discussions lasting 90 minutes were conducted week commencing 19th June in St Albans. The groups comprised an older group of ‘non-JAMs’ aged 55+ years old and a younger group of ‘JAMs’², aged 35-54 years old.

- Male/female, BC1C2, older family/empty nester/retired, 55+ years old, non-JAMs
- Male/female, BC1C2, younger family/older family, 35-54 years old, JAMs

Cognitive depth interviews (1)

18 cognitive depth interviews lasting 45-60 minutes were conducted week commencing 10th July in Bridgend, Leeds and North London. The cognitive depth interviews were segmented by financial status, socio economic group, age, life stage and gender, as described below:

- 3 interviews with DE respondents, aged 18-34 years old, with a younger family, (2 male, 1 female)
- 3 interviews with DE respondents, aged 55+ years old, with children still living at home/children who have left home or no children, (1 male, 2 female)
- 3 interviews with JAMs, BC1C2, without family, 18-34 years old, (1 male, 2 female)
- 3 interviews with JAMs, BC1C2, with a younger or older family, 35-54 years old, (2 male, 1 female)

² The acronym ‘JAM’ refers to a group described as ‘just about managing’ by The Resolution Foundation [please see footnote 5, p10] This group was of particular interest to ASA in relation to reference pricing because it comprises people from working age households on low to middle incomes across Britain who are struggling to cope financially.

- 3 interviews with Non-JAMs, BC1C2, with a younger or older family, 35-54 years old, (2 male, 1 female)
- 3 interviews with Non-JAMs, BC1C2, 55+ years old, with children still living at home/children who have left home or no children, (1 male, 2 female)

Quantitative survey interviews

186 quantitative interviews lasting 10 – 15 minutes were conducted in the weeks commencing 7th and 21st August in Blyth (Northumberland), Glasgow, Lichfield and Taunton. Of the 186 interviews, 40 were also asked to participate in follow up qualitative interviews, lasting 20-30 minutes. The quantitative/qualitative sample captured a mix of gender, age (16+ years old), socio economic group, JAM³/non-JAM.

Male	49%	B	15%	No children	45%
Female	51%	C1	27%	Children < 11	19%
		C2	21%	Children > 11	21%
		D	19%	Children who have left home	25%
		E	17%		
16-24 years old	24%				
25-34 years old	23%				
35-50 years old	20%				
51-64 years old	19%	Non-JAM	56%		
65+ years old	14%	JAM	45%		

75% DE also JAM

Cognitive depth interviews (2)

A further 6 cognitive depth interviews lasting 45-60 minutes were conducted week commencing 25th September in Hertfordshire and North London. These interviews were all conducted with respondents from a DE socio economic background, as described below:

- 2 interviews with DE respondents (also JAMs), 18-34 years old, younger family, (1 male, 1 female)

³ The acronym 'JAM' refers to a group described as 'just about managing' by The Resolution Foundation [please see footnote 5, p10]. This group was of particular interest to ASA in relation to reference pricing because it comprises people from working age households on low to middle incomes across Britain who are struggling to cope financially.

- 2 interviews with DE respondents (also JAMs), 35-54 years old, younger/older family, (1 male, 1 female)
- 2 interviews with DE respondents (also JAMs), 55+ years old, no children/children left home, (1 male, 1 female)

Appendix F – adverts used as stimulus

Focus group discussions (pilot)

7 adverts were discussed, reflecting the range of criteria described above. The examples used were taken from ASA cases.

- Media: TV, online, email, radio
- A range of products:
 - o Expensive, 'everyday': furniture , TV, bike;
 - o Expensive, 'less frequent purchases': cars, router motor, double glazing;
 - o Less expensive, 'everyday' products: beer
 - o Less expensive, 'less frequent purchases', fidget spinner, enamel dots

Cognitive depth interviews (1)

7 adverts were discussed, reflecting the range of criteria described above. The examples used were taken from ASA cases. The stimulus was changed so that only the product and price was shown (to avoid the distraction of other elements within the advert). After asking respondents about their initial reactions to the offer, views about the pricing and selling history were also sought by sharing additional information with respondents.

- Media: TV, online, newspaper insert
- A range of products:
 - o Expensive, 'everyday': shirt, bike, laptop
 - o Expensive, 'less frequent purchases': bath, Furby toy, router motor
 - o Less expensive, 'less frequent purchases': shower speaker

Quantitative/qualitative survey interviews

7 adverts were discussed, reflecting the range of criteria described above. The examples used were taken mainly from ASA cases, with one ad having been taken from a live campaign.

- Media: TV, online, newspaper insert
- A range of products:
 - Expensive, 'everyday': shirt, bike, TV
 - Expensive, 'less frequent purchases': cloakroom suite, children's toy car
 - Less expensive, 'everyday' products: beer
 - Less expensive, 'less frequent purchases': shower speaker

Cognitive depth interviews (2)

The final 6 cognitive depth interviews were conducted with consumers from a DE background, in order to explore reactions to more everyday products sold at a lower price point.

- Media: broadcast (TV) and online
- A range of products:
 - Expensive, 'less frequent purchases': cloakroom suite
 - Less expensive, 'everyday' products: Soft drink, strawberries, tea bags (mocked up)
 - Less expensive, 'less frequent purchases': toaster and kettle