APPENDIX A – STUDY 1

"█████████" Customer Survey

1) How many times have you eaten at "████████" before we introduced our new pricing scheme?
   □ Never   □ 1-5 times   □ 6-10 times   □ more than 10 times

2) How would you rate the quality of the meal you had:
   □0 □1 □2   □3   □4   □5   □6   □7   □8   □9   □10
   poor   average   excellent

3) How did the meal compare to your expectations?
   □–3   □–2   □–1   □0   □+1   □+2   □+3
   much worse   as expected   much better
   than expected   than expected

4) Have you been to "████████" since we introduced the Pay-What-You-Want scheme?
        □ Yes   □ No
   If yes, how many times?   _____

5) Did you know about the pricing scheme of "████████" before coming? □ Yes □ No

6) Would you prefer to have regular prices set by the owner?   □ Yes □ No

   Any comments
   _____

7) Estimate the total cost of the meal you had today: € _____

8) How much do you think you would have paid for your meal today if the owner set the prices? €
   _____

9) Have you discussed how much to pay for your meal with others at your table? □ Yes   □ No

10) Generally, I tend to respond badly to people who treat me unfairly or try to take advantage of me.
        □0   □1   □2   □3   □4   □5   □6   □7   □8   □9   □10
    Strongly Strongly
    disagree   agree

11) Generally, I tend to be nice to people who treat me nicely.

    □0   □1   □2   □3   □4   □5   □6   □7   □8   □9   □10
    Strongly Strongly
    disagree   agree

12) Age: _____

13) Gender: □ M   □ F

14) Place of residence: □ This city   □ Other: _____

15) Education: □ Less than high school degree   □ High school degree
                        □ Bachelor degree   □ Graduate degree

(High–Low Uncertainty Food) × (High-Low Uncertainty Process) between-subjects design

In the next screens you will be presented with a hypothetical scenario related to eating out at restaurants. Please read carefully and try to imagine that you are in the described situations. Respond as truthfully as you can based on the information provided.

Scenario 1 (low process-low food uncertainty):
Imagine that you go out for dinner to a family-owned restaurant of an average price range in your town or city.

You have heard that the service process in the restaurant in terms of friendliness, waiting time and atmosphere is generally fairly pleasant and enjoyable.

You are not very hungry and simply want to eat a large starter plate, such as a large Greek salad. The waiter presents you with a menu of freshly prepared starter plates and says that you can see the starter plates from a display counter. You check out the starter plates in the display and decide the one that you prefer. When you are back at your table, the waiter takes your order and will later bring you the chosen plate together with a bread basket.

The restaurant is running a new pricing mechanism in which you are entirely free to decide how much you want to pay for the meal (including zero). You have to make your payment decision **BEFORE** you have your meal.

Based on this description, what is the amount you would decide to pay?

Scenario 2 (low process-high food uncertainty):
Imagine that you go out for dinner to a family-owned restaurant of an average price range in your town or city.

You have heard that the service process in the restaurant in terms of friendliness, waiting time and atmosphere is generally fairly pleasant and enjoyable.

You are not very hungry and simply want to eat a large starter plate, such as a large Greek salad. The waiter presents you with a menu of freshly prepared starter plates. You check out the starter plates in the written menu and ask for the one that you prefer. The waiter takes your order and will later bring you the chosen plate together with a bread basket.

The restaurant is running a new pricing mechanism in which you are entirely free to decide how much you want to pay for the meal (including zero). You have to make your payment decision **BEFORE** you have your meal.

Based on this description, what is the amount you would decide to pay?

Scenario 3 (high process-low food uncertainty):
Imagine that you go out for dinner to a family-owned restaurant of an average price range in your town or city.

You have heard that the service process in the restaurant in terms of friendliness, waiting time and atmosphere can vary a lot. Whereas on average the service process in the restaurant is

fairly pleasant and enjoyable, on some days it can be excellent and on others it can be rather disappointing.

You are not very hungry and simply want to eat a large starter plate, such as a large Greek salad. The waiter presents you with a menu of freshly prepared starter plates and says that you can see the starter plates from a display counter. You check out the starter plates in the display and decide the one that you prefer. When you are back at your table, the waiter takes your order and will later bring you the chosen plate together with a bread basket.

The restaurant is running a new pricing mechanism in which you are entirely free to decide how much you want to pay for the meal (including zero). You have to make your payment decision **BEFORE** you have your meal.

Based on this description, what is the amount you would decide to pay?

Scenario 4 (high process-high food uncertainty):
Imagine that you go out for dinner to a family-owned restaurant of an average price range in your town or city.

You have heard that the service process in the restaurant in terms of friendliness, waiting time and atmosphere can vary a lot. Whereas on average the service process in the restaurant is fairly pleasant and enjoyable, on some days it can be excellent and on others it can be rather disappointing.

You are not very hungry and simply want to eat a large starter plate, such as a large Greek salad. The waiter presents you with a menu of freshly prepared starter plates. You check out the starter plates in the written menu and ask for the one that you prefer. The waiter takes your order and will later bring you the chosen plate together with a bread basket.

The restaurant is running a new pricing mechanism in which you are entirely free to decide how much you want to pay for the meal (including zero). You have to make your payment decision **BEFORE** you have your meal.

Based on this description, what is the amount you would decide to pay?

Post-Experimental Questionnaire

Generally, I tend to be nice to people who treat me nicely.
      □1   □2   □3   □4   □5   □6   □7   □8   □9   □10
Strongly disagree   Strongly agree

Generally, I tend to respond badly to people who treat me unfairly or try to take advantage of me.
      □1   □2   □3   □4   □5   □6   □7   □8   □9   □10
Strongly disagree   Strongly agree

How certain are you with regard to the level of food quality that you can expect?
      □1   □2   □3   □4   □5   □6   □7
Very uncertain   Very certain

How certain are you with regard to the level of service quality that you can expect?

□1　　□2　　□3　　□4　　□5　　□6　　□7

Very uncertain　　　　　　　　　　　　　　　　　Very certain

What level of food quality would you expect to receive?

□1　　□2　　□3　　□4　　□5　　□6　　□7

Poor　　　　　　Average　　　　　　Excellent

What level of service quality would you expect to receive?

□1　　□2　　□3　　□4　　□5　　□6　　□7

Poor　　　　　　　Average　　　　　　Excellent

What specific starter dish did you have in mind when you decided on the price?

　_____

What would be an approximate regular price of the starter dish you chose?

　£ _____