

A4AI Device Pricing Study 2020

Focus Group Discussion Guide

Note to Moderator.

Please use the following script to facilitate a discussion among participants. Make sure to probe answers to clarify details and explore reasons for stated opinions and actions.

INTRODUCTION.

Good day/morning. I am (*your name*), and this is (*name of note taker*). I am here to help moderate the discussion, and (*name of note taker*) will help me take notes and make sure we correctly capture each relevant detail.

We want to have a discussion with you all today about buying mobile phones and the kinds of devices you use to connect to the internet. This is on behalf of the Alliance for Affordable Internet, or A4AI. The Alliance is a global coalition that works to drive down the cost of internet access in low- and middle-income countries through policy and regulatory reform. Through this research, A4AI wants to improve the evidence base to ensure everyone has access to affordable internet and digital communications to improve their lives and wellbeing.

Note that there may be differing points of view but there are no right or wrong answers: so, please answer as honestly as you can. All your responses are completely anonymous; we do not record your name, address, or personal information in any way. It is impossible for any response you give to be traced back to you personally. Participation in this focus group is also completely voluntary, and you may choose to stop participating at any time of the discussion.

We would like to audio record the discussion to ensure accuracy of information. The records will be used only for the purpose of the research, and will only be shared with researchers working on this project. Note that no one's name or personal information will be shared or reported publicly in any part of this research. Again, all participation is anonymous.

So that we may be able to hear each other and respect each other's opinions, once the discussion has started, please make sure that we observe the following:

- Only one person may speak at a time;
- We will not show any form of disrespect to each other; and
- Everyone should feel free to speak and express their views and opinions.

Does anyone have any questions at this stage? (*Answer accordingly if so.*)

If you understand, if there are no further questions, and if are in agreement with this please confirm for the recording by stating a clear "Yes".

Let's begin. Let's find out some more about each other by going around the room one at a time. Tell us your first name and a bit about how you become a mobile phone seller. I'll start.

MARKETS. – *Understanding the role of second-hand vendors in the overall retail ecosystem.*

1. Think about the people in your life – family, friends, neighbors, co-workers. Where do you think most of them got the mobile phone that they use now?
2. There's a common divide in most countries that describe the mobile device market: 'first-hand' market, or new devices, and the 'second-hand' market, or used devices being resold. What kind of reputation do you think each of these markets have?
3. What is your perception of these two markets?
4. What issues affect your business?
— **PROBE** for market dynamics, business practices, and government policies as different factors.

DEVICES. – *Getting a picture of what devices are popular in the second-hand market.*

I want to ask you a few questions about the kinds of devices you sell. For discussion, I will use the words 'basic phone', 'feature phone', and 'smartphone'. A basic phone is a phone that can only receive calls and text messages. A feature phone can connect to the internet and do some additional tasks, but it most likely would not have a touch screen. A smartphone is like a small computer, with apps, internet access, and a touch screen of at least three inches.

1. What were the most popular types of devices you sold in the past six months?
— **PROBE** for additional details, such as manufacturers, models, and operating system.
2. What kind of customer is most interested in buying a basic phone? A feature phone? A smartphone?
3. When a customer comes to you looking for a new device, what do they usually stress as important features to them?
4. Have you noticed any major changes in the kinds of devices you have sold over the years?

CONSUMER PERCEPTIONS & BEHAVIOURS. – *Getting a sense of the other side of the retail relationship and maybe a bit more of a 'macro' description of the market's demand*

side.

1. Describe to me what your typical customer looks like. Who are they, what do they wear, where do they come from, what has motivated them to buy a phone?
2. What are the factors that may influence customers purchasing certain phones?
— **PROBE** for age, gender, location, and income as potential factors.
3. What kind of questions do customers tend to ask you?
4. Have there been times where customers trade in old phones to help in buying new ones?
5. If a customer has changed their opinion about what device they thought they wanted at the beginning of their search and what device they ultimately bought, what were the influential factors in that change?
6. Have you ever had to teach your customer how to use some feature on their phone or add an application on their device? Can you give an example?
— **PROBE** for typically features that need explanation and which kind of phones need the most support.
7. Are your customers concerned about the privacy controls on their phones (note should be defined)? Should they be - why/why not?

VALUE CHAINS. – *Understanding how phones enter the second-hand market.*

1. Can you describe the process of obtaining second-hand phones?
2. What do you do to phones before you sell them?
— **GIVE EXAMPLES IF NECESSARY** of if they wipe the memory, physically clean the device, or remove any SIM cards.
3. How does the online resale market affect your business?
4. How does the behaviour of mobile network operators affect you?

CONCLUDING QUESTIONS.

Thank you for your time so far. I just want to ask a few final questions to conclude.

1. If a friend or a family member were to ask you for advice on buying or obtaining a new mobile phone, what is the first thing you would tell them?
2. If you were to rank the importance of your mobile phone to you on a scale of 1–10, with 10 meaning it is the most valuable item for you, among the importance of all

your possessions, what is the value of your mobile phone to you?

3. How do you think you can make devices more affordable for your customers?

This concludes our discussion. I want to thank you very much on behalf of the Alliance for Affordable Internet, A4AI, for your participation. If you have any questions, I would be happy to answer them. Thank you.