

**Topic: Estimating the willingness to pay for goods and services in the intangible 'free good' economy including technology firms like Google**

**Student Name: Ankit Kapil**

**Student ID: x18153844**

**Date of Submission: 23<sup>rd</sup> August 2021**

## *Abstract*

This study was done to assess the willingness of individuals to pay for the goods and services in the intangible free good economy including technology firms like Google in Ireland. The researcher has used qualitative approach for the conduction of this study. The data for this study was collected by secondary sources and primary sources to conduct interviews with two focus groups using products and services of Google. The discussion with two focus groups provides an in-depth knowledge and understanding of the views and opinions of the participants of this study. Thematic analysis was used to analyze the collected data and the researcher has developed multiple themes considering the research objectives. The finding of this study explains that the majority of the individuals ensure multiple factors such as quality of product, demand of product. Challenges in the newly developed product impart a significant positive effect on the willingness to pay for goods and services. The findings of this study also conclude that willingness to pay for these technological products and services of Google impart a significant effect on the intangible free good economy.

*Submission of Thesis and Dissertation*

**National College of Ireland**  
**Research Students Declaration Form**  
*(Thesis/Author Declaration Form)*

Student Name: A n k i t K a p i l

Student Number: x 1 8 1 5 3 8 4 4

**Degree for which thesis is submitted: MSC in Management**

**Material submitted for award**

- (a) I declare that the work has been composed by myself.
- (b) I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.
- (c) My thesis will be included in electronic format in the College Institutional Repository TRAP (thesis reports and projects)
- (d) ***Either*** \*I declare that no material contained in the thesis has been used in any other submission for an academic award.  
***Or*** \*I declare that the following material contained in the thesis formed part of a submission for the award of
- 

*(State the award and the awarding body and list the material below)*

***Signature of research student: Ankit Kapil***

**Date:** 23<sup>rd</sup> of August 2021

## *Acknowledgements*

Firstly, I would like to thank my supervisor professor Theresa Mulcahy for her support and guidance in completion of this dissertation.

I would also like to thank my mother (Poonam Kapil) and my sister (Vanya Kapil), who encouraged me all through my journey.

I would like to extend my courtesy to my friends here in Ireland to help me in my tough situation.

Last but not the least; I would like to thank National College of Ireland.

## Table of Contents

Abstract.....	2
Submission of Thesis and Dissertation .....	3
Signature of research student: .....	3
Submission of Thesis to Norma Smurfit LibraryNational College of Ireland.....	<b>Error!</b>
<b>Bookmark not defined.</b>	
Acknowledgements.....	4
1.0 Introduction of the Study .....	8
1.1 Background of the Study .....	8
1.2 Problem Statement.....	9
1.3 Rationale of the Study.....	9
1.4 Significance of the Study .....	10
1.5 Research Aim.....	10
1.6 Research Objectives.....	10
1.7 Research Questions .....	10
1.8 Outline of the Study .....	11
1.8.1 Introduction of the Research .....	11
1.8.2 Literature Review .....	11
1.8.3 Methodology .....	12
1.8.4 Data Analysis .....	12
1.8.5 Limitations .....	12
1.8.6 Conclusion.....	12
1.9 Conclusion .....	13
Chapter 2.0 Literature Review .....	14
2.1 Introduction.....	14
2.2. Intangible free good economy .....	14
2.3 Willingness to pay.....	14
2.4 Methods to measure the willingness to pay .....	18

2.5 Factors affecting willingness to pay .....	19
2.6 Overestimation of willingness to pay .....	22
2.7 Free economy .....	22
Chapter 3.0 Methodology .....	25
3.1 Introduction.....	25
3.2 Research Question and Objectives.....	25
3.2.1 Research Question.....	25
3.2.2 Research Objective 1 .....	25
3.2.3 Research Objective 2.....	26
3.3 Research Philosophy .....	26
3.4 Research Design.....	27
3.5 Research Methods .....	28
3.5.1 Quantitative Research.....	28
3.5.2 Qualitative Research.....	28
3.5.3 Rationale for Qualitative Research.....	29
3.5.4 Alternative Considerations .....	29
3.6 Research Approach .....	29
3.7 Focus Groups .....	30
3.8 Sample size.....	30
3.9 Data Analysis .....	30
3.10 Ethical and Trust Issues.....	31
3.11 Limitations .....	31
Chapter 4 Findings.....	32
4.1 Introduction.....	32
4.2 Objective 1 .....	32
.....	33
4.3 Objective 2: .....	33
4.3.1 Impact of brand and reviews on the purchasing of products.....	33

4.3.2 Newly developed products of Google .....	34
4.4 Objective 3: .....	35
4.4.1 Quality of products .....	36
4.4.2 Demand of products.....	37
4.4.3 Challenges in the development of products and services .....	37
4.4 Conclusion.....	38
Chapter 5 Conclusion.....	39
5.1 Introduction .....	39
5.2 Intangible free good economy.....	39
5.3 Factors affecting willingness to pay of individuals for goods and services.....	40
5.4 Limitations .....	42
Chapter 6- Conclusion and Future Research .....	43
6.1 Introduction.....	43
6.2 Conclusion .....	43
6.3 Future research possibilities.....	46
References.....	46
Appendix.....	51
Appendix A.....	51
Focus Group 1-Transcript.....	51
Appendix.....	54
Focus Group 2-Transcript.....	54

## ***1.0 Introduction of the Study***

This is the first chapter of the research which is being conducted on the topic “Estimating the willingness to pay for goods and services in the intangible ‘free good’ economy including technology firms like Google”. The chapter includes the foundations of the study with the supporting literature in order to show the importance and the scope of current study. This chapter has also mentioned the outline of the research which includes the rest of the chapters of the research topic.

## ***1.1 Background of the Study***

The intangibility of services arises from the belief that it cannot be seen or touched (Shi et al., 2021). As stated by Casaló et al. (2011) that because a service is created and supplied on the spot, it is more difficult to quantify than a real product. Travel, logistics services, security, repair, consultancy, computer software, commercial banking, trading, education, medical care, and accounting are examples of intangible things that can rarely be tried out, examined, or tested ahead of time (Fox and Sichel, 2017). They have further stated that tax preparation as well as financial management advising is examples of intangible products. Herzog (2018) has differentiated the notion of tangible services and intangible services in his paper that a product or any service is a tangible thing if that is placed on the market with the aim of purchase, promotion, or usage, whereas services and products are intangible item that results from the work of one or more people in an outcome of non-touchable items which is non-physical in nature.

This paper examines the willingness of people who have been using the intangible services before and the study is now exploring that whether these people would still like to use the intangible services when these services would be charged with some amount or not. Shi et al. (2021) has studied in his paper that without a question, standard finance valuation criteria for digital services, general as well as digital service sectors in particular have drawbacks. Free products are not included in the GDP (Gross Domestic Product) which estimates the value among all produced commodities and goods in a country (Fox and Sichel, 2017). It is also a macroeconomic difficulty. The study has been further exploring specifically Google services in detail and that if these services would be charged then would people like to pay for these services or not. Schmidt and Bijmolt (2020) suggests that people often feel stressed and get worried when they have to invest money on something, but then they intend to pay if there is an eminent need of those services. This has been also explored in the research that how many people are in need of intangible Google services.



## ***1.2 Problem Statement***

Brynjolfsson et al. (2019) have defined the problem stated that a problem statement is an assertion concerning a problem that needs to be solved, a condition which needs to be improved, a problem which exists, or a perplexing question which arises in academic literature, principle, or practices which indicates the need for deeper understanding and carry out research. The problem statement identified in this study is that there is a lack of literature which identifies the estimation among people who are willing to pay for goods which are intangible, particularly intangible services of Google. The foundation of the business industry, along with the provision and use of digital products and services, has been profoundly altered by digital technologies (Pink, 2020). Consumers' purchase decisions are being influenced as a result of their everyday use of search engines such as Google, Baidu, Bing, Yahoo, etc. (Shi et al., 2021). This growing use of Google's intangible services in this era of digitalization and rapid urbanization has increased the demand for these services even more than before (Schmidt and Bijmolt, 2020). Based on this knowledge, the research problem that is being addressed is, if Google (technological firms) start charging a service charge or a fee what would be the willingness of the users to continue to pay for the same?

## ***1.3 Rationale of the Study***

This research topic is of great importance as its directly affecting a lot of people in many ways with growing internet penetration across the globe. Shi et al. (2021) stated that Google and other intangible services have been used by over 1 billion individuals across the world for exchanging information and keeping up dates of current events. These services are, in short, the protectors of the digital economy. Thus, as the literature suggests that these services and products are of great need to people particularly in Information Technology (IT) companies and businesses globally (Chatterjee and Kumar, 2017). Kucher et al. (2019) has stated that considering this fact, there is a growing need to study the willingness of people to use intangible services if these services would be paid. The importance of this research is that the results and the findings of this study would help in the progress of the literature available in this context. The true importance of this study is to aid the future researchers and to have a clearer understanding of this blooming economy of internet.

### ***1.4 Significance of the Study***

This research is essential for the purpose of assisting other researchers in the future as well. As stated by Kucher et al. (2019) that intangible resources are a source of core competency for businesses, as well as a key component of delivering customers and investors' value. Trademarks, for example, assist businesses in protecting their creations from unlawful use (Huang et al., 2019). Chu and Wu (2021) have argued that one of the most important scopes of this research is to find the reasons that why people are still willing to pay after finding the intangible services of Google as paid. The study is also significant for the authorities of intangible services and goods who can make money out of these services considering the willingness of people to pay for these services and considering the needs of these services by the business sectors and individuals. This study is also significant because the findings of these studies can serve as the literature for the future researchers.

### ***1.5 Research Aim***

The aim of this research is to 'estimating the willingness to pay for goods and services in the intangible 'free good' economy including technology firms like Google'.

### ***1.6 Research Objectives***

To find out the intangible free good economy

To find out the importance of Google's goods and services in the intangible free good economy and the rapidly changing and evolving economy of internet.

To find out the factors which are responsible for making Google goods and services in the intangible economy as important for people that these people are willing to pay for these services

To find out that how these intangible services can be used in making money

### ***1.7 Research Questions***

What is the intangible free good economy?

What is the importance of Google goods and services in the intangible economy in the era of digitalisation?

What are the factors which are responsible for making Google goods and services in the intangible economy as important for people that these people are willing to pay for these services?

What ways these intangible services can be used in making money?

## ***1.8 Outline of the Study***

### **1.8.1 Introduction to the Research**

The thesis introductory section serves to introduce the readers to the research given in the thesis content (Murray, 2017). According to Sundstra (2020), research problem, introduction of the research, justification of the study (why and how the study has been undertaken), purpose of the research (where the necessity and scope of the investigation are addressed), research questions and objectives are all included in the study's introductory part. El-Chaarani and El-Abiad, 2021, have mentioned in their study that the introduction part is the first chapter of the research which is centered on the idea of the research study that why it has been taken, how the study has been conducted, and the purpose of the study. Furthermore Faryadi (2018) argues that introduction provides the important information, it prepares the context of the research foundation. Chapter's introduction serves a similar role by orienting the readers to the study's foci, goals, technique, and argument, and any other pertinent reader's knowledge (El-Chaarani and El-Abiad, 2021).

### **1.8.2 Literature Review**

The literature review is the second and important section of the research since it displays what other studies have found on the same or related issue. As stated by El-Chaarani and El-Abiad (2021) that this section of the study additionally informs readers as well as researchers about the prior study's results, gaps, and constraints. A literature review is a thorough summary of prior research on a particular subject (Murray, 2017). The literature review examines academic papers, books, as well as other resources that are pertinent to a specific study topic (SundstrÃ, 2020). According to El-Chaarani and El-Abiad (2021) previous study should be identified, described, summarized, objectively evaluated, and clarified in the review. Before beginning a new study, a review of the literature builds awareness with and knowledge of existing research in a particular topic (Faryadi, 2018). Researcher should be able to discover what studies have been undertaken, their findings and their limitations, and pave the way for further critical analysis (El-Chaarani and El-Abiad, 2021).

### **1.8.3 Methodology**

The methods of the research are discussed in the chapter of methodology (El-Chaarani and El-Abiad, 2021). In this section, various research approaches, analysis procedures, research philosophy, data collection techniques, sampling procedures, research design, data analysis style, ethical concerns, as well as research limitations are covered in detail (Yazdannik et al., 2017). Methodology is an understandable assumption, presumably arising from the traditional requirement (P Clough, C Nutbrown, 2012) i.e. how a researcher organizes a study in a systematic way to produce valid and precise results which meet the study's goals and objectives (Murray, 2017).

### **1.8.4 Data Analysis**

According to Fauzi and Pradipta (2018) the practice of systematically using scientific and/or logical tools to explain and demonstrate, consolidate and summaries, as well as assess data is known as data analysis. The precise and correct analysis of study findings is a key method of developing data integrity (El-Chaarani and El-Abiad, 2021). Data analysis is by far the most important aspect of any study (Neto et al., 2019). The data analysis process summarizes the information gathered. It entails the application of logical and analytical understanding to data in order to identify patterns, correlations, and trends (Chu and Wu, 2021).

### **1.8.5 Limitations**

Limitations are external forces over which the researcher has no control. They are flaws, conditions, or factors which are beyond the control of the researcher and impose limitations on researcher's approach and results (Ajibade, 2018). Any constraints that may have an impact on the outcomes should be acknowledged in the research in this section of limitations. Limitations are flaws, conditions, or effects which limit methods and results (El-Chaarani and El-Abiad, 2021). As a conclusion, in current study as well, this section is based on factors that are outside the control of the researchers and would be addressed in future studies.

### **1.8.6 Conclusion**

Conclusion is different for different chapters of the research and this section in the research concludes the overall content in a summarized formed of each chapter.

## ***1.9 Conclusion***

This is the first chapter of the research which is conducted on “Estimating the willingness to pay for goods and services in the intangible ‘free good’ economy including technology firms like Google”. The chapter has discussed the background of the study which shows that the purpose behind conducting the study, the chapter further discusses the problem statement and rationale of the study which is also reflecting that why it is important to study this particular topic. The significance of the study is another section of this chapter which is showing the scope of this study in future. Moreover, the research aim and objectives, and research questions are also described to give a detailed overview of the entire study. The last section of the research is giving an outline of the study where chapters of remaining study have been highlighted.

## ***Chapter 2.0 Literature Review***

### ***2.1 Introduction***

This chapter focuses on different sections, of the literature review to explain the economic value, willingness to pay, intangible products, and factors affecting the willingness to pay.

### ***2.2. Intangible free good economy***

Herzog et al. conducted a study in 2018 to determine the estimation of the services provided by different intangible free good economy related to organizations such as Google and Facebook. The use of both these firms has increased in both developed and developing countries because there are different advantages of these platforms. It has been determined that article investigates the significant values of some digital platforms such as Google and Facebook. People can use these applications from anywhere in the world without paying a monetary fee. The implementation of methodology of the discrete choice experiments, the study has estimated that the benefits as well as values of the digital free goods. The valuation of the customers of the fee digital services is on average for Facebook 28 € per week, and for Google 121 € per week. This has been calculated in the study to determine the importance of these services. Thus it can be concluded that these two firms are able to identify and provide for their customer needs in terms of free services (like search) (Herzog, 2018).

Eustace et al. (2004) conducted a study, determining the intangible economy by the overview of PRISM research findings that is about the practical, robust, implementation, and sustainability of results. This is a chapter of a book which shows the conclusion of some key research findings about the intangible economy. This chapter explains the market-centric view of some of the transformations that have taken place in the economy as well as implication of the measurement theory and its practices at various levels such as macro, micro, and meso level.

### ***2.3 Willingness to pay***

A study was conducted by Nicolai et al. (2014) to determine the public willingness for different products and services and its impact on the economic condition of the country. The analysis of the research claims that theoretic approach has been developed for the

interpretation of the evidence. In addition, the impact of certain public programs has also determined on the housing markets. The hedonic model has been extended in the study to explain how housing prices are capitalizing the exogenous shocks to the public externalities and goods. It has been predicted by the model that the trading among different heterogeneous sellers and buyers would enhance the wedge between these capitalization effects as well as welfare changes. The hypotheses were tested in a manner of changes by measuring the school quality in 5 metropolitan areas. The result obtained from the study have suggested that the capitalization is effecting the willingness to pay for understate parents for improvement of public schools by 75%. Thus it's evident that this willingness to pay is important for the improvement of schools; therefore, this process would be motivated in the different parts of the world. The main focus of implementation of this strategy should be related to the development of society and increase in the economic condition of the country.

Dodds et al. (2018) research the difference between willingness to pay and actual behavior of the people in both developed and developing countries. It is related to the study in such a manner that it is trying to tell the people that how people are willing to pay for different goods and the difference in their behavior. The purchases and sales of the environmentally and socially responsible festival clothing are the method for the attendees of festivals to become engaged in the ethical consumptions as well as for the organizing of the events to determine sustainable procurements. The purpose of the study was to find the willingness to pay for apparel based on certain external motivation such as visible environmental messages. Then it was further determined whether this survey behavior was being replicated in the natural field setting. The survey was collected from 427 participants that regularly went to festivals in 2015. The natural field experiment was used in 2016 to determine whether attendees at the Folk festival of Mariposa in Ontario Canada would be prepared for paying the premium for some ethical festival related T-shirts than conventional alternatives. It was observed from the results that most of the attendees did not show any willingness-to-pay but they actually purchased the T-shirts for premium amount. Hence it can understand that the behavior of consumers does not necessarily co-relate to their point of view about a specific product or services (Dodds, 2018). In this paper we would observe and try to establish a relationship between consumer behavior and willingness to pay for the intangible products and services.

A study was conducted by Chen et al. (2012) to measure the psychographics for assessing the purchase intention as well as willingness to pay. The marketing managers use the purchase intentions data to find the efficient results and to make appropriate and suitable decisions for existing products, new products and marketing programs that are used to support them. The observations from some of the empirical researches already done in this subject explores the links among stated intentions of the consumers and actual behavior of the consumer to purchase the product or service, but it's not necessary that they would be same. The research remain split especially when the trade-offs are to be determine between the environmental quality, benefits, and cost. The research falls short of determining the actual behavior of the consumers and self-reported intentions of the customers related to purchase of certain products. Therefore, this paper was used to enhance the understanding of these issues. It has been found that online survey was conducted for the collection of data. The results have showed that some of the respondents were showing the high rate of intention of purchasing environmentally friendly wines. But it has also determined from the study that there was a significant gap between the actual price and willingness to pay of the consumers. Thus it has become clear that people should give importance to the concept of willingness to pay but the concentration should be given to the actual behavior of the consumers (Chen, 2012).

Nassivera et al. (2017) conducted a study to determine the willingness of the people for certain organic cotton. It has been determined from the experiments and surveys that the consumers are being more concerned about some social and environmental consequences of their purchases. Therefore, it can be said that most of the organizations either working on small scale or large scale are involved in the corporate social responsibility strategies. Corporate social responsibility is a type of international private business self-regulation whose purpose is to contribute in the betterment of the society. There is no doubt that these strategies are responsible for the management of supply chain so that the use of certain environmental resources can be done easily and it can support the process of sustainable production. The main purpose of the article was to contribute or showcase their performance for better understanding of the Italian organic apparel consumer by the process of investigation. The investigation was done to determine the importance of attitudes of the consumers for Corporate Social Responsibility in the agriculture related products and their willingness to pay for the certain organic cotton clothing. The questionnaire was used for the collection of data. It has been analyzed from the research that data was collected in Italy on the Likert scale. The main focus of the questions was on WTP for the organic cotton.



While on the other hand, the purpose of the study was to test the responsiveness of the customers to the CSR initiative in the Italy. It was concluded in the study that the apparel organizations should try their level best to enhance the environmental and social performance to get the desired responses of the consumers (Nassivera 2017).

Riviere et al. (2014) had done a study to measure the effects of knowledge as well as objective signals on the willingness to pay for the public good. This study was conducted by a field experiment in which some test subjects received new objective information on top of their ex ante knowledge about the public goods before estimating the willingness to pay of individuals for these products. The findings of this study have explained that, consumers suffer from confirmation bias, and consumers tend to favor the information that compliments their ex ante knowledge about the product or services. It can also be observed that the consumer's marginal learning rate decreases if consumers are supplied with detailed information about the products. This study explains that these valuations can be affect by providing objective knowledge to the consumers that can cause a remarkable increase in the willingness to pay for the consumers that have appropriate knowledge about it. This study explained that there were no such effects for the less informed subjects were measured.

(Gibson et al, 2016) conducted a discrete choices experiment to study and determine the WTP of the developing countries. The use of monetary WTP (willingness to pay) was the concern during conducting the stated preference valuation. The use of money in the developing countries is completely different from the use of money in the developed countries, in developed countries goods are exchanged with money but in rural areas goods are exchanged with labor or services as the flow of money is low. Cash incomes are completely low in rural areas. Due to this, the value of money becomes impaired and people are likely to exchange materials or compensate with labor contribution. The main purpose of conducting this study is to give a presentation about the results of a sample DCE, for the improvement of water quality in Kandal provinces Cambodia used the labor contribution and money as a payment vehicle. The following findings were observed, "The opportunity cost of time is found to be very similar to the market wage rates" (Gibson et al, 2016), a consumer facing a choice to choose between paying a monetary value and a value in time (labor), can choose either as the opportunity cost of time is very close to wages in the market and the consumer would not see a need to replace monetary value with his time value. "Non-attendance of the payment vehicle is consistent between the monetary and labor payment vehicles" (Gibson et al, 2016), approximately 28-29% of the consumers in the

study ignored the payment vehicle. The issue does not arise between selecting the payment vehicle rather than choosing to ignore it; this does have an impact on the product or service valuation and can lead to overestimation of true value.

#### ***2.4 Methods to measure the willingness to pay***

Breidert et. Al conducted a study in 2006, to measure the review of methods for calculating the willingness to pay. In his study he explained that knowledge about the willingness to pay for a product or service of customers or individuals impart a significant impact on multiple areas of marketing management such as new product development, pricing decisions of a product, or many more. There are multiple approaches present to measure the willingness to pay with differential methodological implications as well as conceptual foundation present in the literature. In this study, systematic review about various competitive approaches was conducted to measure the respective merits, and to measure the issues and obstacles in the measuring of willingness to pay of consumers regarding products and services. The study is based on the literature review; the main focus is based on direct surveying techniques. Under this section, all the strengths and limitations of an individual approach about the willingness to pay is discussed in detail.

Miller et al. (2011) assessed the measuring methods of willingness to pay of individuals product/services. There are different approaches or methods used to measure the willingness to pay for the products and services. In this study, comparison between four different approaches of willingness to pay is conducted. The four different approaches used in this study are incentive aligned choice-based conjoint, open ended question format, Becker, DeGroot and Marschak's (BDM) incentive-compatible mechanism, and choice based conjoint analysis. In this study all these approaches are used to measure the relative strengths of each approach by using the REL benchmark based on the statistical criteria as well as decision-relevant metrics. The findings of this study explains that individuals in incentive-aligned settings are more price sensitive as compare to the non-incentive aligned settings as well as REAL (real purchase data) setting. Further, the findings of this study have shown that in ICBC (incentive-aligned choice-based conjoint analysis) respondents show more none choices as compare to the hypothetical conjoint analysis.

Horowitz et al. (2003) found the importance of willingness to pay, therefore, a study was conducted to measure the income effect on the willingness to pay and willingness to accept. There is a gap present between the willingness to pay as well as willingness to

accept for the evidence of substitutability. This study explained that gap between willingness to pay and willingness to accept is asked differently but these are consistent with the neoclassical preferences. In this study, neoclassical preferences were taken and results of this study explained that data of willingness to pay and willingness to accept are not consistent with the neoclassical preferences.

A study was conducted by Hensher et al. (2005) to measure the implications of willingness to pay of respondents by ignoring specific attributes. This study explained that individuals processing the information in a stated choice of experiments are assumed to evaluate the every attribute that is offered within as well as between the alternatives to choose the most preferred alternative. It has explained that for multiple reasons some attributes are ignored such as coping strategy to handle the perception of the complexity of the choice of task. This study explained that cognitive process is used to evaluate the trade-offs that are complex with the boundaries that are placed on the task to assist the respondents. In these boundaries we include the prioritizing attributes as well as ignoring specific attributes. The study was conducted to assess the implications of all these bounding information processing task by elimination of attributes by ignoring one or more attributes of willingness to pay. The study focuses on the samples of car commuters in Sydney, and estimates the mixed logit models are assumed all contributes are candidate contributors as well as models to assume the certain attributes of willingness to pay are ignored based on the supplementary information provided by the participants of this study. In this study, comparison of value of travel time saving under the alternative attribute processing regime is done. The findings of this study concluded that all attributes are not ignored, but some attributes move toward estimation of willingness to pay of individuals for a product or service. There are multiple methods present to measure the willingness to pay of an individual for the products according to the quality of product, market share, customers' interest, etc. In this study, these methods are used to measure the factors and methods by which willingness to pay of an individual is measured for the goods and services of intangible free good economy also included technology related products.

### ***2.5 Factors affecting willingness to pay***

A study was conducted by Lee et al(2016) to discuss the factors that are affecting the willingness of the consumers to pay more for the socially responsible fashion products. The study determines the effect of demographics, behavioristic, and psychographics on their willingness to pay more for the social responsible fashioned purpose products. The survey

was conducted online in which 748 participants were targeted and completed the survey. Some of the social responsibility issue for which the participants took more interest was the support for local businesses. The ANOVA (Analysis of Variance) was used for testing the differences on the basis of gender and age group. Multiple regressions were used stepwise for the testing of hypothesis. It was concluded from the study that millennial participants were satisfied with the purchase of social responsible fashion products as compared to the baby boomers. Women were more interested in purchasing various social responsible fashion products, satisfied with such products, and believed that the purchase of these products would play positive role in the advancement of the society as compared to men. The finding of the study has suggested that the customers that are older and purchase such products less in number are more interested in making financial sacrifices for the social responsible fashion products. Such businesses should highlight and describe the positive impact of such purchases to the customers in their messages that are sent for the purpose of marketing. This process has increased the satisfaction of the customers with their purchases as well as their willingness to pay more (Lee, 2019).

Haghjou et al. conducted the study in 2013 to determine some factors that have affected the potential of the customers related to the willingness to pay for certain products, especially in Iran. In some of the previous years, the concern of the consumers about the health as well as environment issues based on food produces/product has been increasing which showed that the demand for such products has also become increased. The purpose of the study is to determine some factors that are either positively or negatively affecting the potential willingness of the consumers to provide premium prices of the organization's products in Iran and Tabriz. The Ordered Logit regression model was applied in the article to get the value of willingness to pay as well as determination of the factors that are affecting this process. The results have described that almost 95% of the participants were willing to pay the premium while on the other hand, 10% were willing to pay more than 35% for natural and organic food products. The results have shown that some factors such as family dimension, the income of individual, wholesome diet, environmental concerns, general criteria of shopping, and awareness of the consumers related to the characteristics of the products have enhanced the willingness of the consumers. Moreover, it has also been determined from the analysis that both married and females were also interested in paying the higher premium value.

A study was conducted by Ghorbani et al. in 2009 to determine some of the factors that are significantly affecting the potential of the consumers for willingness to pay for organic products in different countries of the world, especially for Iran. It has been determined from the study that some factors are enhancing the potential of the consumers for potential willingness to pay for natural and organic products. The data was collected by making a questionnaire and almost 240 participants were involved in the collection of data. The model that was being used in the study was the Tobit model. The results have shown the appearance of the products and measure of information of the consumers is effective so that they can pay for the organic products. Moreover, the anxieties from the chemical residue in the nutrition have certain positive effects on the process of willingness to pay for all these products. Furthermore, the results have also shown that the education level of the household has negative effects on the process of willingness to pay for some of the organic products. People are being encouraged to produce different organic products without any kind of chemical material so that sustainable products can be made. The rate of awareness has also become increased in different countries due to which the use of organic products has also become increased.

Claudy et al. conducted the study in 2011 to measure the diffusion of certain micro-generation technologies by assessment of the influence of the characterization of the perceived product of the willingness for paying for the individuals. The study has shown the importance of insight of willingness to pay for some of the microgeneration technologies. In the study, the research has applied the double-bounded contingent valuation method to draw out WTP of Irish homeowners for wood pellet boilers, micro wind turbines, solar panels, and also solar water heaters. In the second step, the influence of the antecedents for WTP of four technologies has been determined. These four technologies include normative influences, perception of homeowners for the characteristics of the products, and socio-demographic characteristics. The results have shown that the value of WTP varies for all the technologies. Household ladies have different beliefs related to all the technologies. Moreover, the result has also provided valuable and efficient information about the marketers as well as policymakers.

The study was conducted by Hao et al. to find the effect of green packaging on customer's willingness to pay for improving the ecofriendly products. It has been determined from the research that customers are trying to maintain a system that can increase the concept of using environment-friendly products. The research was able to clearly observe a market

segment of consumers mostly married females with children that were ready to pay a premium price for a more environmental friendly product. In other observation a general sense of responsibility towards the sustainable sourcing and production of the products is present in developed countries and its steadily growing in other markets as well which are all good signs. Something similar can be seen being done by Nestle in 2021, they are directly conducting customer survey to evaluate the consumer response if they should keep sourcing Palm oil from farmers engaged in deforestation activities for Palm oil production used in Nestle products Or should more expensive but sustainable sources should be used. This is a good example of approach a company can use to get an idea of their WTP and also the consumers preference towards ecofriendly products. This is just one of many case, concerns have also been observed by users of Bitcoin (Crypto Currency; Un-Regulated) due to excessive energy requirements for mining and maintaining the blockchain operations in a server farm.

## ***2.6 Overestimation of willingness to pay***

Frederick et al. (2012) has done a study to measure the overestimation of willingness to pay of others. This study explained that overestimation of willingness to pay has increased with the passage of time. This study explained that this overestimation impart effect on the pricing as well as negotiations of a product that are basically dependent on the actual assessment of the valuation. The findings of this study have shown that interaction with widely researched behavioral phenomena such as false-consensus effect, egocentric empathy gaps, and endowment effect on the overestimation of willingness to pay. As mentioned earlier the Non-attendance of the payment vehicle is also an important factor contributing to the overestimation of the value of a product in developing countries or markets where the opportunity cost of time is similar to market wages.

## ***2.7 Free economy***

Bonefeld et al. (2010) has done a study to measure the free economy and its impact on the strong state. This study explained that the crisis of 2008 has marked the re-entry of the state and, in turn, its revival is being perceived as hinting at post-neoliberal trends. It's observed that the market and state are two different social organizations and raises a serious question about the autonomy of the state and the market? Or Is the State's intervention in market required? Keeping in mind public interest and risks.

Purwanto et al. (2020) has done a study to measure the factors affecting the use of Google and other online meeting platforms. The basic aim of this study is to measure the factors that affect the behavioral intention of consumers toward the use of Google and other online meeting platforms by applying technology acceptance model. In this study, M.Phil students take part and conducted an online survey questionnaire to collect the data. The participants of this study are students who use Google meet and other online meeting platforms during this pandemic situation. The findings of this study explained that students who feel comfortable and easy to use this platform will select the perceived ease of use that impart a positive impact on other platforms. This positive attitude of individuals of using these online platforms bring highly positive impact on these platforms. The positive attitude towards platform can create the interest toward the acceptance of these platforms by individuals. The attitude of individuals impart a mediating role in the theory of acceptance model as if the attitude is positive it means these platforms are accepted while if attitude is not positive it means these platforms are not accepted. This study also encourage future research to assess the theory of acceptance model for other meeting models or to conduct a comparative study of all meeting platforms.

Choi et al. (2012) has done a study to measure the impact of Google on present and future of economy. This study explained that how search engines such Google used for the forecasting of near-term values of the economic indicators. Some examples that predict by using search engine data are automobiles sales, travel destination planning, and consumer confidence level.

Lee et al. (2009) has done a study to measure the factors that affect the usage of intranet and nature of this study is confirmatory study. There are substantial consequences for organisational success based on the extent to which intranets are implemented and used inside specific firms. It's been found that accepting behaviour is affected by a range of elements such as personality variations, social influencers, beliefs and attitudes, and situational impacts in previous research on technology adoption in the workplace An enhanced TAM (Technology Acceptance Model) was investigated incorporating external influences and subjective norms that influence intranet usage within enterprises. Technical support, Web experience, task ambiguity, and task dependency are some of the external elements that influence perceived ease of use, perceived utility, and utilization of intranet. Mediating variables are subjectivity norm and external variables that have an impact on

subjective norm. This study employs a structural equation model to test the research model based on a survey of 333 intranet users from 10 large Korean enterprises. The results show that technical support, Web experience, task ambiguity, and perceived ease of use all influence intranet utilisation. The perceived ease of use is influenced by technical support and web experience. . There are beneficial impacts on the subjective norm due to technical help as well as task ambiguity and task dependency As a dependent variable in this model, intranet usage is impacted by technical support, Web experience task interdependence, and perceived user-friendliness



## ***Chapter 3.0 Methodology***

### ***3.1 Introduction***

In this chapter a detailed and extensive description of the methodological approach is explained that is used by the researcher in conducting this research. The study comprises of the following sections, research design, research questions and objectives, research methods, research philosophy, data collection, justification of the methodological approach that is used in this study with explanation of choosing focus group interviews, and data analysis. In this chapter the ethical consideration as well as limitation of this study is also discussed.

### ***3.2 Research Question and Objectives***

Research question is basically a very specific way to conduct and state the overall research problem. Research question is taken in two ways, either it is very broad, so the information from this is highly extensive and don't have much use for the researcher or it is specific by which specific information related to the research is collected. When researcher has identified research questions, the aims and objectives of study are also measured. Researcher should follow and formulate some necessary steps in deciding that how research questions and aims and objectives of this study can be achieved. Researcher will formulate the research objectives to answer the research questions of the study.

#### ***3.2.1 Research Question***

*To estimate the willingness to pay for Goods and services in the intangible free good economy including technology firms like Google.*

#### ***3.2.2 Research Objective 1***

*To understand the willingness to pay for goods and services in the intangible free good economy including technology firms like Google. .*

According to research, understanding of willingness to pay for goods and services in the intangible free good economy including technology firms like Google is important for conduction of this study. The participants of this study were asked an open ended questions to examine how much they familiar with the willingness to pay for goods and services in the intangible free good economy. In this objective researcher also examine and measure the

factors affecting the willingness to pay of individuals for the products and services in the intangible free good economy. Researcher of this study also felt that it was important to assess all these factors that affect the willingness to pay of individuals for the products and services. Multiple studies have been done to measure the relationship of various factors that affect the willingness to pay of an individual for the products and services related to different sectors. Ghorbani et al. (2009) has done a study to measure the factors affecting potential of consumers to willingness to pay for organic products and Sriwaranum et al. (2015) examines the willingness to pay of individuals for organic products in Thailand. Researchers asked some questions related to the influential factors of this relationship for understanding and examining of multiple factors affecting the willingness to pay.

### **3.2.3 Research Objective 2**

*To understand the intangible free good economy.*

This objective is developed for a proper understanding of intangible free good economy as intangible economy imparts an important role on the willingness to pay of individuals for the products and services. For proper understanding of intangible free good economy, researcher has added some questions about the intangible free good economy and its role on the willingness to pay of individuals for the products and services. There are multiple studies conducted on intangible free good economy and its importance on the market power. Ridder et al. (2019) has done a study to explain the market power and innovation in the intangible economy. Sallah et al. (2020) examined the intangible resources and growth of business in emerging markets. In order to understand this intangible free good economy in a better way, participants of this study were asked some questions to explain their opinion about the intangible economy and its impact on the willingness to pay of individuals for the products and services.

### **3.3 Research Philosophy**

Research philosophy is an important aspect of the research that should be understood in a better way for selecting the most appropriate research methodology for the research. The philosophical research framework supports the research and selection of methodology and research philosophy should be done by considering the research aim and objectives of study. The philosophical position of research must be defined accurately and efficiently as it assists the researcher in designing the structure of the undertaken research.

Multiple researchers have explained about the research philosophies and explained the importance of these philosophies in conducting a research. Saunders and Tosey et al. (2012) explained interpretivism, positivism, and realism as the research philosophies. Interpretivism is a research philosophy in which major focus of study is to gain in-depth analysis of various variables of study. In this research philosophy, researcher has conducted qualitative study to explain the qualitative outcomes of research. In this research philosophy there is no need of validation of collected data. Positivism is a research philosophy in which researcher has approached an objective way of conducting quantitative research. In this philosophy a large number of quantitative data is used by multiple ways of data collection and then analyzed statistically. Realism is a research philosophy in which assumption of scientific research approach is used for the development of knowledge. In this philosophy personal experience of researcher about topic is a main aspect. There are two groups of this philosophy such as direct realism and critical realism. In realism approach, variables of objects of study exist independently of our knowledge. This approach support both qualitative and quantitative study based on the requirement and understanding of study.

According to the nature of this study interpretivism is appropriate research philosophy for this study as study's aim to examine and assess the willingness to pay for goods and services in the intangible free good economy including technology firms such as Google. This philosophy will allow the researcher to have a flexible structure for the proper understanding of thoughts and feelings of participants of this study concerning the aim of this study.

### ***3.4 Research Design***

Research design is basically a framework for conducting the research in which all necessary steps are included to obtain appropriate information for the aims and objectives of this study. Research objectives of a study are mostly unique, but they can to some extent have some similarities in research objectives present from some previous studies related to the topic that may allow the researcher to make appropriate decisions in advance. There are three main forms of research designs: casual, exploratory, and descriptive research design.

Exploratory research design is defined as the research design that is used to briefly explain a topic problem that is not clearly defined and well researched before. This research design is flexible as well as unstructured in nature and also involved some variables that are not analyzed and interpreted by quantitative analysis.

There is a non-representative small sample present in this type of research and multiple methods are present to collect the data regarding this research design. Some of the methods to collect data are ethnography, focus groups, grounded theory, observations, and interviews. All of these methods allowing the participants of this study to express their views and perceptions about the research objectives and questions.

This study based on the exploratory research design in which main focus is to estimate the measuring of willingness to pay for goods and services in the intangible free good economy of the technological sector such as Google. In this study, researcher will get a greater understanding about the views, ideas, and perceptions of the participants of the study considering the research question and objectives from a small sample size. There is very much flexibility present in this study and researcher will ask some additional questions from participants for the further discussion and elaboration of the research questions. This study is not suitable for the descriptive and other research design because those research design are highly structured and also don't have any flexibility to measure the cause and effect relationship present in this study.

### ***3.5 Research Methods***

The research method is an important part of a research methodology that is developed from the research philosophy. Research methods are selected based on the method of data collection and data analysis of a study. There are various types of research method based on the data collection but majorly are qualitative and quantitative methods.

#### ***3.5.1 Quantitative Research***

Quantitative research method is a method in which researcher collect and analyze the data in numerical form to test a hypothesis of a research. There are multiple ways by which quantitative data is collected such as surveys, questionnaires, correlational research, and experiments.

#### ***3.5.2 Qualitative Research***

Qualitative research method is a method in which researcher collects, analyzes, and interprets the data in the form of words not in the form of numerical. There are multiple ways by which qualitative data is collected for conduction of qualitative research. Some of these ways are in-depth interviews, and the focus group from which open ended questions are asked about the study and detailed discussion is done on it.

### ***3.5.3 Rationale for Qualitative Research***

Qualitative research helped in the building of positive and significant relationship between researcher as well as common people. The researcher has explained that qualitative data explained the beliefs and opinion of the consumers who utilized the products as compare to the actual facts about that product. This research is about the willingness of customers to pay for the products and services so the researcher will use qualitative research because it will be more appropriate method for better understanding of the facts. This is also a flexible method so researcher can ask the questions that are not pre-planned but raised during the discussion with participants. The qualitative research study also provides an effective opportunity to researcher for better understanding of the opinions and feelings of the participants of study. This method is highly versatile and reliable due to which researcher of this study has used this method to collect the data and implementation of multiple ways for collecting data enhance the reliability of collected data.

### ***3.5.4 Alternative Considerations***

There are some alternative considerations present for this study such as triangulation technique allow the researcher to adopt multiple ways for collecting the data and thus also enhance the reliability of data. It is stated that researcher should avail only one research methodology to remain economical and time limited.

### ***3.6 Research Approach***

The research approach is an important part of research methodology as it measures the data collection, data analysis, and interpretation of data in a study. There are two main approaches used in research such as inductive research approach and deductive research approach. The deductive research approach is used for quantitative study as in this approach researcher should develop research hypothesis first and then develop a research strategy to test these hypothesis. Whereas inductive research approach is associated with, the qualitative study because in this approach a theory of hypothesis is developed after the collection, analysis, and interpretation of data.

This is a qualitative research so inductive research approach is used for this study to explore the secondary data followed by the primary data that is collected by discussion of two focus groups. The primary data collection for this study was done to understand the willingness to pay of customers for goods and services related to the tangible free good economy including technology sectors such as Google. The collected data was explored by secondary sources such as critically reviewing the research papers and reports. The

qualitative research is comprised of the inductive approach that consists of various data collection methods and explores the problem through various perspectives (Easterby-Smith, Thorpe and Lowe, 2002).

### ***3.7 Focus Groups***

The focus group is a method of data collection in which data is collected by group interaction. It is basically formulation of group comprised of a few people who have similar characteristics and are interviewed by researcher to discuss the specific research topic. The number of participants in a focus group varies from 6 to 12 based on the sample size of the study, and then the topic is discussed by answering the open ended questions developed by researcher. This discussion with the focus groups helps in collecting the data and also understanding their opinions and perspectives. It is also stated that it is an effective method of data collection in a qualitative study as it is economical and provide an in depth information within limited time period.

The participants of the focus group of this study were consumers of Google products in Ireland and there are two main focus groups of this study. The discussion with these focus groups helped in the providing the in-depth knowledge of the ideas and perceptions of the participants of the study. The main focus of this study was to engage the group in discussing about willingness to pay of individuals for goods and services of the tangible free good economy.

### **3.8 Sample size**

The sample size was affected by the choice of study participants or respondents. The study ensures to have a maximum of 15 participants split into two focus groups, but only had four in one and six in the other. Due to unanticipated circumstances, four volunteers were unable to participate in this study.

### **3.9 Data Analysis**

The audio data was recorded and translated in a descriptive format. The analysis part started with the use of the dimension reduction approach, in which un-needed data was not translated, leaving only the relevant data to be analyzed in light of the current study research goals. The audio was verified once more to prove that the researcher who reproduced the necessary data had done so correctly. Following the transcription of the information, thematic analysis has been used to arrange the information into themes that would help

answer the questions of the study (Wood, Giles and Percy, 2009). The process of thematic analysis separating data into categories based on themes.

### **3.10 Ethical and Trust Issues**

Before beginning the investigation, the investigator should think about various ethical considerations and trust difficulties. To ensure that all laws and regulations are being followed, investigators should adopt the NCI paper prototype. For respondents' adequate knowledge of the investigation and also to avoid morality as well as trustworthiness difficulties, researchers disclose all basic data regarding the research, its goals, and objectives. The conversation which is accomplished with the people involved of this research is essential and must be documented in research ethics with this research project. Respondents were advised that they might leave the focus group discussion at a certain time if they so desired. The focus groups were held at the author's home, and the investigators presented the respondents to begin an unstructured discussion in making people feel at ease. Participants as well agreed that their personally identifiable information would be kept private and used only is for intents stated.

### **3.11 *Limitations***

There have been some constraints in undertaking this study adequately, one being a lack of time. Due to the extreme time constraints, the investigator is unable to run a pilot test focus group prior to conducting the main focus investigation and debate. The researcher had a huge hurdle in this study when organizing a focus group in order to ensure that all participants were included. The objective of this research is to determine the desire to pay for goods and services in intangible free good economy including technology firms like Google. The findings are fully relevant to goods instead of the intangible free good economy. This research is premised on the reality that people's desire to pay for products and services plays a significant role in the economy.

## ***Chapter 4 Findings***

### ***4.1 Introduction***

This chapter is about the findings of the 2 focus groups that was conducted on 2021. In this study researcher had used thematic analysis and analyzed the discussion with focus groups by discussing various themes related to study. The main themes discussed in this study are willingness to pay, quality of product, demand of product, intangible free good economy, products from technological firms, challenges and scope in the development of products from technological firms, and impact of brand and reviews on purchasing of a product or service. One theme intangible free good economy is developed from 1<sup>st</sup> objective of this study, two themes of impact of brand and review on the purchasing of product or service in technological sector and newly developed product of Google is emerged from 2<sup>nd</sup> objective. The three themes quality of product, demand of product, and challenges and scope in the development of products from technological firms emerged from 3<sup>rd</sup> research objective.

These themes are emerged from the research objectives of this study and name of participants of this study from focus group are coded with # (participant number and \* (participant number). The majority of participants of this study are males but females are also a part of this study. The other demographics of participants of this study show that majority of participants of this study having age of 25-45 from which some are working and some have their own business. The participants of this study have experience of online shopping some have good experience and some have worst experience of online shopping.

### **4.2 Objective 1**

To understand the intangible free good economy

All the participants of this study had different views about the intangible free good economy that were connected to each other. One participant from the first focus group mentioned that the intangible free good economy is the economy that is developed by the purchasing and selling of intangible goods or goods that don't have a physical nature. Another participant



from the second focus group explained that intangible free good economy is the economy that is generated by virtual digital goods. Some views of participants of this study about intangible free good economy are given as follows:

*#1 “To me free intangible free good economy is the economy that is generated by purchasing and selling of products that only have virtual nature and not have any physical nature.”*

*\*3 “According to me free intangible good economy is the economy that is developed by exchanging of virtual good products that have zero opportunity cost.”*

*#3 “I think free intangible good economy is the economy that is generated by trading of products and services related to computer and mobile such as various applications and software. This is the era of technology and everyone use computer and mobile phones and without implication of various software computer and mobiles are not operated.”*

*\*6 “Free intangible good economy to me is the economy of those products that have zero opportunity cost because free goods are used in as much quantity as needed.*

### **4.3 Objective 2:**

To find out the importance of Google goods and services in the intangible good economy in this era of digitalization.

The second objective of this study is to measure the importance of Google goods and services in the intangible free good economy in this era of digitalization. There are some themes emerged in this objective such as impact of brand and reviews on the purchasing of product or service in the technological sector such as Google and willingness to pay of individuals for the newly developed products of Google. The participants of both focus groups have their own views about the willingness to pay for the newly developed product of Google and the impact of brand and reviews on the purchasing of products and services from an organization.

#### **4.3.1 Impact of brand and reviews on the purchasing of products**

There are multiple factors that affect the demand of products and services from an organization. The impact of brand and reviews on the demand of product was featured at a

broad range in participants of both focus groups to measure their views about the fact. After taking interviews from participants it is measured that the some participants of this study gave more importance to the brand during the purchasing of products and services from any organization such as Google while some of them only focus on the reviews of customers rather than brand in the purchasing of products and services from Google. One of the participants from first focus group has mentioned that purchasing of a product from a brand rather than the quality of product because those participants are brand-conscious as compare to the quality conscious. One of the participants from second focus group has mentioned that reviews by customers at the official website of organization are more important during the purchasing of a product because reviews measured the quality of product. Some of the views of participants from both focus groups are given as follows:

*#1 "I have always purchased my products from Google for my use that is well-known in the market. I always purchased my products from this brand because it offers best products in the market at a very competitive price."*

*\*3 "I have purchased my products after reviewing the reviews of customers about the same product from different brands to measure the quality of product of a specific brand by measuring the more positive reviews of product. Thus, in this way I always make a comparative statement of various brands to measure the more economical and quality oriented products. Thus, in this way I always purchased my products after taking the reviews of customers of a product rather than a specific brand."*

*\*4 "I always purchase the product from a specific brand without consideration of quality of products because I satisfied with that specific brand and satisfaction come first in the purchasing of a product or a service."*

*#5 "According to me quality of products and service is more important as compare to the brand because if quality of product is good it means it has more life time and gave efficient result. My own experience has lead me towards the purchasing of product considering the quality of products."*

#### **4.3.2 Newly developed products of Google**

The newly developed products of Google also impart a significant effect on the willingness to pay of consumer that either they are willing to purchase these products or not. The perceptions of all participants of this study are different about the purchasing of newly

developed product of Google. The views and perception of participants about the purchasing of newly developed products of Google are given as follows:

\*5 “According to me Google is most efficient brand related to technology products and services. When Google has launched a new product or service even it is some out of my budget I would like to purchase that product or service because I’m a fond of technology products and services.”

#5 “In my point of view, the newly developed product or service of Google would not purchase because newly developed product also has some flaws that will come into the market when customers used these products. So, I would not immediately purchase the newly developed products and services of Google but I would like to purchase them after some time after taking the reviews of customers about those products and services.”

#2 “I will immediately purchase the newly developed product of Google because the in this era of technology the adoption and purchasing of newly developed technology related products is very important. If I would not purchase these newly developed products some of my colleagues purchased and tried to be more successful and skillful as compare to me. So that’s why I would immediately purchase the newly developed products or services by

#### **4.4 Objective 3:**

To measure the factors that are responsible for making the services and goods of Google in intangible good economy as important for people and willingness to pay for these products and services.

Google to become more skillful.

There are three main themes emerging from these research objectives such as quality of products, demand of products, challenges in the development of product, and scope of these products in the technological firms. The participants of this study have different views and perception about these themes and their impact on the willingness to pay for goods and services of technological sector such as Google. One of the participants from first group ensure that quality of product is very important during the purchasing of a product or service because if any product is not of high quality than most of the individuals don't want to purchase these products. The perceptions and views of different participants of this study are given as follows:

#### **4.4.1 Quality of products**

The quality of products is very important in the willingness of individuals toward the purchasing of products and services from an organization. The quality of products is about the features of product that ensure that a product meet the needs of an individual or not. If a product meet the needs of an individual and bring satisfaction of customer towards the product or service it means that quality of product is good. One of the participants from second focus group ensures that quality of products is very important for the willingness of an individual to purchase that product or service. But quality is subjective as for some users it can mean a timely delivery over quality and otherwise. There is a growing trend among the consumers of intangible products about the privacy and in this case privacy can be considered as one of the determining factors of quality. The perceptions and views of different participants of this study are given as follows:

*\*1. "In my point of view quality of a product is very important for the willingness of an individual to purchase that product. When the quality of a technology related product from any brand is good I prefer to purchase that product because I always prefer the quality of products rather than any other factor in purchasing."*

*#2 "According to me, quality of technology related products or services enhance the willingness off an individual to purchase that product. I always prefer to purchase the product of high quality because previously I purchase some products according to brand rather than to quality that don't meet my needs and I don't satisfied with the consumption of those products. Thus, I always prefer to purchase the high quality products because the quality of products ultimately enhance the willingness of an individuals to purchase the products because when individual knew that he will have quality product he will definitely invest money in purchasing that product."*

#### **4.4.2 Demand of products**

The demand of products and services also impart a sportive impact on the willingness of an individual toward the purchasing of product and services. The demand of Google products has increased with the passage of time such as Google has almost 88.8% share in the search because most of users only rely and trust on the Google as compare to any other search engines. Thus, when the demand of products is enhanced the willingness of individuals to purchase that product also increased at a great level. One of the participants from second group has mentioned that demand of technology products of Google has enhanced the willingness of an individual to purchase the products and services. The views and perceptions of other participants of both groups based on their personal experience is given below:

*\*4 “According to me, demand of technology products and services of Google increased based on the quality and needs of consumers. This increased in the demand of these products enhance the willingness of individuals to purchase these products.”*

*#5 “I think demand of products has a direct relation with the willingness of an individual toward the purchasing of products or services. In the same way the demand of Google products and services enhanced at a great level due to which the willingness of individuals to purchase these products also enhanced.”*

Two participants from both groups showed that increased in the demand of the products and services don't impart its effect on the willingness of individual to purchase these products and services.

*#4 “I think the increase in the demand of the technological products and services of Google don't impart its effect on the willingness to purchase the products and services. I used the products of Google but don't want to purchase the new products of Google so from my experience I concluded that increase in the demand of these products the willingness to purchase these products and services don't increase.”*

#### **4.4.3 Challenges in the development of products and services**

Google has faced multiple challenges in the development of products and services and these challenges impart a significant effect on the willingness of an individual towards the purchasing of these products and services. The participants of both focus groups have their own perception and views about the impact of challenges in development on the willingness of individuals to purchase the products. Some of these views are given as follows”

#1 *“According to me Google has faced multiple challenges in the development of new product like Google pixel and services due to the consideration of needs and satisfaction of customers. Thus, these challenges impart a significant effect on the willingness of individuals to pay for these newly developed products and services.”*

\*6 *“I think challenges faced by Google in the development of new products don't impart significant effect on the willingness of individuals for the purchasing of these products and services.”*

#### **4.4 Conclusion**

This chapter is about the findings of this study that are taken from the interviews and discussion with two focus groups of this study. The findings of this study measured that participants of this study were aware about the willingness of individuals to pay for goods and services and intangible free good economy. The findings explained that participants from both focus groups ensure that multiple factors affect such as demand of product, quality of product, challenges in the development of new product, newly developed product, and impact of brand and reviews about products on the willingness of individuals to pay for goods and economy. When participants of this study asked about the impact of these factors some participants show positive effect of these factors on willingness to pay while some show negative effect of these factors on the willingness to pay for these products and services. The findings of this study will compare with the literature review conducted in the next chapter.

## ***Chapter 5 Conclusion***

### **5.1 Introduction**

This chapter is about the discussion of findings of this study and then compare these findings with the literature review to measure the fact that previously conducted studies support or don't support the findings of this study.

### **5.2 Intangible free good economy**

An open ended questionnaire was developed and asked from participants of both focus groups by which researcher had more data and perceptions about the intangible free good economy. Some participants of this study explained intangible free good economy as the economy generated from intangible products. While some participants of this study explained that it is economy generated by virtual products generated by technological organization and some participants explained that it is the free economy that is developed by products that have zero opportunity cost. The comparison of the perception of the participants of this study compare with the definitions of intangible free good economy and free economy present in previous literature. Some previous studies also conducted to measure the intangible free good economy and free good economy. The study of Herzog et al. (2013) has explained the intangible free good economy of various technological organizations such as Google and Facebook. The results of this study explained that in this era of technology the use and importance of digital technologies has improved at a great level and some organizations such as Google and Facebook has provided some of their products free of cost. Thus, the presence of these free digital technologies enhances the intangible free good economy.

The study of Eustace et al. (2004) explained that intangible free good economy imparts significant effect on the economy of a state. The study of Bonefld et al. (2010) explained the importance of free economy on the development of state. This study explained that multiple social factors and purchasing of products impart a significant effect on the development of free good economy. The focus group discussed that intangible free good economy imparts a significant effect on the economy of a state and the willingness of individuals towards the purchasing of products and services. The participants discussed that the economy of all digital products and services is enhanced in this era of technology because in this age of technology almost everyone has used the digital products and services.

### **5.3 Factors affecting willingness to pay of individuals for goods and services**

There are multiple factors that affect the willingness of an individual to pay for the products and services. The presences of these factors multiple themes are developed and focus groups are also developed to measure the impact of these factors on the willingness of individuals to pay for the goods and services. The themes for the factors affecting willingness to pay for products and services are impact of brand and review on the purchasing of product, newly developed products of Google, quality of product, demand of product, and challenges as well as scope of these developed products of technological firms.

The participants of this study explained that brand impart a significant effect on the willingness of individual towards the purchasing of products and services. Some participants from both focus group has explained that they purchased their products and services regarding to brand as compare to the quality because these individuals have more satisfaction towards that brand. The study of Nassivera et al. (2017) explained that the willingness of individuals to pay for products and services is measured by various environmental and social consequences. Thus the findings of this study ensure that an individual purchase the products regarding to the social and environmental consequences such as an individual is more comfortable to a specific brand and community than that individual surely purchase the product from that brand. Thus, the findings of previous study and current study ensure that brand impart a significant impact on the willingness of individuals to purchase the products and services.

The results of this study explained that reviews of a product of different brands also impart a significant effect on the purchasing of products and services. The participants of both focus group has explained that most of the customers would like to review a product of different brands before purchasing and make a comparative statement. After which the most economical and quality efficient product is purchased. The participants of this study also explained that the some participants don't take the reviews of other customers about the products before the purchasing of a product or service. The findings of Ghorbani et al. (2009) explained that review of consumers about the products impart a significant effect on the purchasing of the products and services. Thus, the findings of previous studies and this study explains that reviews of consumers about product from different brand impart a positive influence on the willingness of individuals of the purchasing of products and services.



One of the important themes of this study is the development of new technological products and its impact on the willingness to pay for the products and services. The findings of this study explained that the newly developed products impart a significant effect on the willingness of individuals towards the purchasing of these products and services. Some of the participants of this study explained that some individuals don't want to purchase these newly developed products. The findings of some previous studies such as study of Caludy et al. (2011) has explained that microgeneration technologies also impart a significant effect on the willingness of individuals toward the purchasing of products and services. The results of this study explained that the introduction of multiple new technologies enhanced the willingness of individuals to purchase the products and services. This study also had significant information for marketers and policy makers to introduce the newly developed technologies and their impact on the willingness of consumers toward the purchasing of products and services.

One of the important factors affecting the willingness to pay is quality of product. The findings of this study explained that the quality of product impart a significant effect on the willingness to pay for the products and services of technological sector. The participants from both focus groups have ensured that there is a positive influence of quality on technology products and services on the willingness of an individual to pay for these products and services. Some previous studies also conducted to measure the effect of quality of product on the willingness to pay for the products and services related to any sector. The findings of Haghjou et al. (2013) have explained that quality of products impart a significant effect on the willingness of consumers to pay for the products and services in Iran. The findings of this study explained that quality of food products impart positive influence on the willingness to pay for the food products and vice versa. Thus, the findings of previous study and current study ensure that quality of product is very important in ensuring the willingness of individuals to pay for the products and services of technological sector such as Google.

The demand of product is also an important factor that influences the willingness of consumers to pay for the products and services. The findings of this study explained that demand of a product enhance when the quality of product is good. The participants from both focus group have ensured that the presence of high quality product enhance the demand of product in market that enhance the willingness of consumers to pay for the products and services. The findings of this study ensure that demand of technology products of Google

has increased due to the improvement in quality of the products. Some previous studies were also done to measure the impact of demand of product on the willingness of consumer toward the purchasing of products and services. The results of some of these studies the study of Fredrick et al. (2012) explained that demand of product positively influence the willingness of consumers to pay toward the products and services. Thus, it is concluded that quality of products enhance the demand of product in market that impart positive effect on the willingness of consumers toward the purchasing of technological products and services.

The presence of multiple challenges and scope of newly developed technological products also impart a significant effect on the willingness of consumer toward the purchasing of products and services. The findings of this study have explained that technological organization such as Google has faced multiple challenges in the development of new product and services. These challenges also enhanced the scope of these products by which estimation of willingness to pay for the products and services is measured. The study of Fredrick et al. (2012) explained the overestimation of willingness of individuals to pay for the products and services. The findings of this study explained that overestimation of willingness to pay for the products and services have increased with the passage of time. The study of Claudy et al. (2011) has explained that these challenges in the development of new products and services impart a positive effect on the willingness of individuals to pay for the goods and services. Thus the findings of this study explained that these challenges have increased the scope of newly developed products and services of Google that also influence the willingness of individual to pay for the products and services.

#### **5.4 Limitations**

The researchers have found out some limitations present in this study during the analysis of collected data. The presence of these limitations in this study affects the accuracy of the results. The first and major limitation present in this study is the presence of small sample size as the sample size of this study comprised of only two focus groups. If the sample size of this study would be large then the findings and results of this study would more accurate and reliable. Because the presence of larger sample size helped in the in-depth understanding of the factors that affect the willingness to pay for the products and services of technological sector such as Google and its effect on the intangible free good economy. The other limitation of this study is the flawed understanding of the questions by some participants, this incomplete or flawed understanding of questions by participants also affect the result.

## ***Chapter 6- Conclusion and Future Research***

### ***6.1 Introduction***

This is the last chapter of this study about the conclusion of whole study and also about the limitations and recommendations about the future research relevant to the topic.

### ***6.2 Conclusion***

The basic purpose of this study is to measure the willingness of an individual for products and services in the intangible free good economy including technological firms such as Google. This study based on the qualitative analysis in which data was collected by both primary and secondary resources. In this study, the analysis of previously conducted literature and research papers is done to measure the willingness of an individual to pay for products and services of intangible free good economy including technological sector such as Google. The literature of this study is categorized into various subheadings such as intangible free good economy, willingness to pay, methods to measure willingness to pay, factors affecting the willingness to pay, and free economy. The researcher of this study felt that investigation of all these subtopics will help in the better understanding of existing thoughts of academics in this field. There were four main objectives developed for the completion of this study. The first objective of this study is the understanding of intangible free good economy, second objective is importance of goods and services of Google in the intangible free good economy. The third objective of this study is measuring the factors that are responsible for goods and services of Google in the intangible good economy, and impact of these intangible free good services used in making money. To measure the achieving of these objectives, collected data of this study was collected into two focus groups.

The collected data of the participants of this study had given significant importance to willingness of individuals to pay for goods and services in the intangible free good economy. The findings and results of this study explained that there is a positive and significant effect of Google products and services on the willingness of individuals to pay for goods and services and its impact on the intangible free good economy. The findings of this study highly supported the literature as well as previously conducted research presented in this study. Multiple themes were developed in this study with respect to the research objectives and previous conducted literature. However, this study also helped in

understanding of the factors that affect the willingness of individuals to pay for goods and services in the intangible free good economy of technological sector such as Google.

The first theme of this study is the understanding of intangible free good economy. The findings from the participants of both focus group of this study ensure that the intangible free good economy is very important for the development of economy of a state. The participants of this study ensure that free good economy is the economy that has zero opportunity cost. Multiple studies explained the facts about the free economy and its importance on the development economy. The study of Bonefld et al. (2010) explained the importance of free economy on the development of state. This study explained that multiple social factors and purchasing of products impart a significant effect on the development of free good economy. The participants of this study explained that the trading of virtual good products or products that have digital appearance enhances the intangible free good economy of a state. The study of Herzog et al. (2018) has done a study to determine the impact of services provided by technological firms such as Google and Facebook on the intangible free good economy. The results of this study explained that these services has provided some of its intangible products and services to customers free of cost that impart a positive effect on the intangible free good economy.

The results of this study support the previously conducted literature as participants of this study stated that there quality of products imparts a positive significant effect on the willingness to pay for the products and services. Some participants of this study also experienced that preference of brand on the purchasing of product. The participants of this study ensure that only brand preference impart negative effect on the willingness of an individual toward the products and services. The further discussion of participants of this study ensure that demand of product is also another influential factor of this study. The participants from both focus group ensure that demand of product impart positive significant effect on the willingness of an individual toward the technological products and services of Google.

Multiple previous studies also ensure the fact that multiple factors affect the willingness of an individual to pay for the goods and services. The study of Lee et al. Explains that multiple factors affect the willingness to pay for good and products especially for the sustainable products. The findings of Haghjou et al. (2013) also ensure that multiple factors such as quality of product, demand of product, and many other factors impart a significant effect on the willingness to pay for the products and services. It is stated that the willingness

to pay for products and services also impart significant effect on the intangible free good economy.

The findings of this study explained that the brand and reviews of customers about a specific product also impart significant impact on the willingness of individual toward the product and services of an organization. The participants of this study ensure that reviews of customer about a specific product from various brands impart significant effect on the willingness of individual to pay for the goods and services. The findings of this study also explained that product of a specific brand is also important for the willingness to pay rather than the quality of product because some customer are satisfied with the product of a specific product rather than the quality of these products. The purchasing of the products impart a significant effect on the development of intangible free good economy.

The findings of this study also explained that newly developed products of Google also impart a significant effect on the willingness of individuals to pay for these newly developed products. The discussion with participants of this study explained that newly developed products of google, either these products are out of their budget, has purchased these products because the newly developed products also have some new and unique features that are not present in the previous products of Google. While some of the participants of this study explained that they will not purchase the newly developed products of Google because sometimes newly developed products also have some drawbacks so when the product show positive response from market then they will purchase the product.

The findings of this study also pointed out the challenges and scope of the newly developed product as influential factor on the willingness of individuals toward the purchasing of product and services. The participants from both focus groups had mentioned that Google has faced multiple challenges in the development of new products and to launch that product in the market place. Participants also ensure that the newly developed products of Google have high scope, as individuals are willing to pay for these products and services.

The overall findings of this study explained that multiple factors affect the willingness to pay of individual towards the products and services of technological organization such as Google. This study explained that all these factors enhance the intangible free good economy of Google.

### ***6.3 Future research possibilities***

There are some limitations present in this study such as the sample size of this study is very small to measure the willingness of individuals to pay for goods and services in the intangible free good economy including technological firms such as Google. The sample size of this study is very limited due to the presence of limited time, which affect the accuracy, and efficiency of this study. It is recommended that sample size for future research should be large and time period also enhance for more in-depth knowledge about the topic.

This is a qualitative study based on the qualitative analysis that also affects the accuracy and efficiency of study. The research of this study is conducted qualitative study due to the lack of knowledge of SPSS software and other quantitative analysis technique. It is recommended that future studies should done on quantitative analysis to measure the willingness of an individual to pay for goods and services in the intangible free good economy of technological sectors such as Google.

This research was conducted only on the Google but future research should include some other technological firms to measure the willingness of individuals to pay for goods and services in the intangible free good economy.

### ***References***

- Ajibade, P., 2018. Technology acceptance model limitations and criticisms: Exploring the practical applications and use in technology-related studies, mixed-method, and qualitative researches. *Library Philosophy and Practice*.
- Bonefeld, W. (2010). Free economy and the strong state: Some notes on the state. *Capital and Class*, 34(1), 15-24.
- Breidert, C., Hahsler, M., and Reutterer, T. (2006). A review of methods for measuring willingness-to-pay. *Innovative marketing*, 2(4), 8-32.
- Brynjolfsson, E., Collis, A. and Eggers, F., 2019. Using massive online choice experiments to measure changes in well-being. *Proceedings of the National Academy of Sciences*, 116(15), pp.7250-7255.

- Casaló, L.V., Flavián, C. and Guinaliú, M., 2011. The generation of trust in the online services and product distribution: the case of Spanish electronic commerce. *Journal of Electronic Commerce Research*, 12(3), p.199.
- Chatterjee, P. and Kumar, A., 2017. Consumer willingness to pay across retail channels. *Journal of Retailing and Consumer Services*, 34, pp.264-270.
- Chen, C. F., Nelson, H., Xu, X., Bonilla, G., and Jones, N. (2021). Beyond technology adoption: Examining home energy management systems, energy burdens and climate change perceptions during COVID-19 pandemic. *Renewable and Sustainable Energy Reviews*, 145, 111066.
- Choi, H., and Varian, H. (2012). Predicting the present with Google Trends. *Economic record*, 88, 2-9.
- Chu, L.Y. and Wu, B., 2021. Designing Online Platforms for Customized Goods and Services: A Market-Frictions Based Perspective. *Academy of Management Review*, (ja).
- Claudy, M. C., Michelsen, C., and O'Driscoll, A. (2011). The diffusion of microgeneration technologies—assessing the influence of perceived product characteristics on home owners' willingness to pay. *Energy Policy*, 39(3), 1459-1469.
- Dodds, R., Jenkins, B., Smith, W., and Pitts, R. E. (2018). Willingness-To-Pay vs actual behavior: sustainable procurement at festivals. In *Contemporary Challenges of Climate Change, Sustainable Tourism Consumption, and Destination Competitiveness*. Emerald Publishing Limited.
- El-Chaarani, H. and El-Abiad, Z., 2021. How To Write a Master Thesis. *Journal of Contemporary Research in Business Administration and Economic Sciences*.
- Eustace, C. (2017). The Intangible Economy: Overview of PRISM Research Findings. *The Economic Importance of Intangible Assets*, 1-24.
- Faryadi, Q., 2018. PhD Thesis Writing Process: A Systematic Approach—How to Write Your Literature Review. *Creative Education*, 9(16), pp.2912-2919.
- Fauzi, A. and Pradipta, I.W., 2018. Research methods and data analysis techniques in education articles published by Indonesian biology educational journals. *JPBI (Jurnal Pendidikan Biologi Indonesia)*, 4(2), pp.123-134.

- Fox, K. and Sichel, D., 2017. Improving GDP: Demolishing, Repointing or Extending?.
- Frederick, S. (2012). Overestimating others' willingness to pay. *Journal of Consumer Research*, 39(1), 1-21.
- Galbreath, J. (2005). The intangible economy and firm superior performance: Evidence from Australia. *Journal of Management and Organization*, 11(1), 28-40.
- Ghorbani, M., and Hamraz, S. (2009). A survey on factors affecting on consumer's potential willingness to pay for organic products in Iran (a case study). *Trends in Agricultural Economics*, 2(1), 10-16.
- Haghjou, M., Hayati, B., Pishbahar, E., Mohammad, R. R., and Dashti, G. (2013). FACTORS AFFECTING CONSUMERS' POTENTIAL WILLINGNESS TO PAY FOR ORGANIC FOOD PRODUCTS IN IRAN: CASE STUDY OF TABRIZ.
- Hao, Y., Liu, H., Chen, H., Sha, Y., Ji, H., and Fan, J. (2019). What affect consumers' willingness to pay for green packaging? Evidence from China. *Resources, Conservation and Recycling*, 141, 21-29.
- Hensher, D. A., Rose, J., and Greene, W. H. (2005). The implications on willingness to pay of respondents ignoring specific attributes. *Transportation*, 32(3), 203-222.
- Herzog, B. (2018). Valuation of digital platforms: experimental evidence for google and facebook. *International Journal of Financial Studies*, 6(4), 87.
- Herzog, B., 2018. Valuation of digital platforms: experimental evidence for google and facebook. *International Journal of Financial Studies*, 6(4), p.87.
- Horowitz, J. K., and McConnell, K. E. (2003). Willingness to accept, willingness to pay and the income effect. *Journal of economic behavior and organization*, 51(4), 537-545.
- Huang, W.H., Shen, G.C. and Liang, C.L., 2019. The effect of threshold free shipping policies on online shoppers' willingness to pay for shipping. *Journal of Retailing and Consumer Services*, 48, pp.105-112.
- Kolb, B. (2008) 'Marketing Research: A Practical Approach'. London: SAGE Publications.
- Kothari, C.R. (2004) 'Research methodology: Methods and techniques'. 2nd ed. New Delhi: New Age International (P) Ltd.



- Kotler, P. and Keller, K.L. (2005). 'Marketing Management'. 12th ed., Prentice- Hall, Englewood Cliffs, NJ.
- Kotler, P., Burton, S. and Deans, K. (2013) 'Marketing'. 9th edn. Frenchs Forest, NSW, Australia: Pearson Education Australia.
- Kruegar, R.A (1994) 'Focus Groups: A Practical Guide for Applied Research'. Sage Publication Thousands Oaks, CA.
- Kucher, A., Heldak, M., Kucher, L. and Raszka, B., 2019. Factors forming the consumers' willingness to pay a price premium for ecological goods in Ukraine. *International journal of environmental research and public health*, 16(5), p.859.
- Lee, J. (2019). Factors Affecting Consumers' Willingness to Pay More for Socially Responsible Fashion Products. *International Journal of Costume and Fashion*, 19(2), 39-58.
- Lee, S., and Kim, B. G. (2009). Factors affecting the usage of intranet: A confirmatory study. *Computers in Human Behavior*, 25(1), 191-201.
- Miller, K. M., Hofstetter, R., Krohmer, H., and Zhang, Z. J. (2011). How should consumers' willingness to pay be measured? An empirical comparison of state-of-the-art approaches. *Journal of Marketing Research*, 48(1), 172-184.
- Murray, R., 2017. EBOOK: How to Write a Thesis.
- Nassivera, F., Troiano, S., Marangon, F., Sillani, S., and Nencheva, I. M. (2017). Willingness to pay for organic cotton: Consumer responsiveness to a corporate social responsibility initiative. *British Food Journal*.
- Neto, R.S., Dias, G., Silva, R. and Ramos, A., 2019. Effects of Qualitative Data Analysis Softwares in the Quality of Researches. *RAC-Revista de Administração Contemporânea (Journal of Contemporary Administration)*, 23(3), pp.373-394.
- Nicolai, A., Roth, K., and Waxman, A. R. (2014). Avoiding traffic congestion externalities? the value of urgency (No. w26956). National Bureau of Economic Research.
- Pink, M., 2020. Value Theory in the Economics of Sustainable Development. *Problemy Ekorozwoju*, 15(1).

- Purwanto, E., and Tannady, H. (2020). The Factors Affecting Intention to Use Google Meet Amid Online Meeting Platforms Competition in Indonesia. *Technology Reports of Kansai University*, 62(06), 2829-2838.
- Schmidt, J. and Bijmolt, T.H., 2020. Accurately measuring willingness to pay for consumer goods: a meta-analysis of the hypothetical bias. *Journal of the Academy of Marketing Science*, 48(3), pp.499-518.
- Shi, K., De Vos, J., Yang, Y., Xu, J., Cheng, L. and Witlox, F., 2021. Does buying intangible services online increase the frequency of trips to consume these services?. *Cities*, 119, p.103364.
- Sundström, M., 2020. *How Not to Write a Thesis or Dissertation*. Books.
- Yazdannik, A., Yousefy, A. and Mohammadi, S., 2017. Discourse analysis: A useful methodology for health-care system researches. *Journal of Education and Health Promotion*, 6.

## Appendix

### Appendix A

#### Focus Group 1-Transcript

**Moderator: “Have you ever done online shopping?”**

#2 I have done my most of shopping by online means because it is more convenient and easy way of shopping.

#4 I have done online shopping only once and never tried to do online shopping again because it was very worst and bad experience of shopping.

#5 I never did online shopping because of the experiences of my fellows as some of my fellows don't have good experience of online shopping.

**Moderator: “If given a product to select and purchase the product and its services at an ‘X’ rate, would you still prefer to purchase the product?”**

#1 when I purchase some product related to technology and the product at X rate I would prefer to purchase that product because I need that product for the development of my skills.

#5 I would not prefer to purchase a product or service at an X rate because I have shortage of budget so that's why I prefer not to purchase the pproduct.

**Moderator: “How do you think about intangible free good economy.**

#4 “For me intangible free good economy is the economy that is developed by the purchasing and selling of intangible goods or goods that don't have a physical nature.

#6 “I think intangible free good economy is the economy that is generated by virtual digital goods. Some views of participants of this study about intangible free good economy are given as follows:

#1 “To me free intangible free good economy is the economy that is generated by purchasing and selling of products that only have virtual nature and not have any physical nature.”

#3 “I think free intangible good economy is the economy that is generated by trading of products and services related to computer and mobile such as various applications and software. This is

the era of technology and everyone use computer and mobile phones and without implication of various software computer and mobiles are not operated.”

**Moderator: “Will your willingness to pay for a product and it’s services be just based on a specific brand or it’s reviews?”**

#4 I always wanted to purchase a product from a specific brand rather than the quality of product because I am brand conscious and more comfortable in using the products of specific brands as compare to the quality conscious.

#6 In my point of view reviews of customers at the official website of organization is more important during the purchasing of a product because reviews measured the quality of product.

#1 “I have always purchased my products from a brand named as Google for my computer that is very well-known in the market. I always purchased my products from this brand because it offer best products in the market at a very affordable process.”

#5 “According to me quality of products and service is more important as compare to the brand because if quality of product is good it means it has more life time and gave efficient result. My own experience lead me towards the purchasing of product considering the quality of products.

**Moderator: “If Google launches a product tomorrow, would you be interested to purchase the product along with its services even if it’s a little over your budget?”**

#3 I am a huge user of technology and always wanted to purchase new products and services launched by a technology organization such as Google. So when Google has launched its product tomorrow I would highly interested in purchasing that product or service even if I am little over the budget because the newly launched product has multiple new features that would help me in my working.

#2 “I will immediately purchase the newly developed product of Google because the in this era of technology the adoption and purchasing of newly developed technology related products is very important. If I would not purchase these newly developed products some of my colleagues purchased and tried to be more successful and skillful as compare to me. So that’s why I would immediately purchase the newly developed products or services by Google to become more

#5 “In my point of view, the newly developed product or service of Google would not purchase because newly developed product also has some flaws that will come into the market when customers used these products. So, I would not immediately purchase the newly developed products and services of Google but I would like to purchase them after some time after taking the reviews of customers about those products and services.”

**Moderator: “In your opinion, is it necessary to stimulate the demands of products and services from technical firms like Google?”**

#3 According to me it is important to stimulate the demand of products and services from technical firms like Google because when demand of products or services increased the willingness of consumers to pay for the products and services also increased. It is stated that demand of technology products of Google has enhanced the willingness of an individual to purchase the products and services.

#2 The stimulation of demand of technology firms increased by various ways such as by providing efficient quality and speed products such as Google has given free search engine to consumers. This initiative enhance the demand of products and services of Google in a way that there are multiple search engines are present in market but Google has more than 85% share in the search engine market because people trust on it. Thus, in thus way by enhancing the demand of products and services of Google the willingness of consumers toward the pay of products and services from technological firms such as Google increased at a great level.

#5 “I think demand of products has a direct relation with the willingness of an individual toward the purchasing of products or services. In the same way the demand of Google products and services enhanced at a great level due to which the willingness of individuals to purchase these products also enhanced.”

#4 “I think the increase in the demand of the technological products and services of Google don’t impart its effect on the willingness to purchase the products and services. I used the products of Google but don’t want to purchase the new products of Google so from my experience I concluded that increase in the demand of these product the willingness to purchase these products and services don’t increased.”

**Moderator: “When you purchase a product from technical like Google, what do you expect in terms of quality and benefits of it?”**

#2 “According to me, quality of technology related products or services enhance the willingness off an individual to purchase that product. I always prefer to purchase the product of high quality because previously I purchase some products according to brand rather than to quality that don’t meet my needs and I don’t satisfied with the consumption of those products. Thus, I always prefer to purchase the high quality products because the quality of products ultimately enhance the willingness of an individuals to purchase the products because when individual knew that he will have quality product he will definitely invest money in purchasing that product.”

#5 I always prefer a standard quality and some benefits while purchasing product from the technical firms such as Google because quality of product is very important. If a product of quality don’t have appropriate quality then I would not prefer to purchase the product or service.

**Moderator: “According to you, what challenges are faced by technological firms like Google face in the market?”**

#1 “According to me Google has faced multiple challenges in the development of new product and services due to the consideration of needs and satisfaction of customers. Thus, these challenges impart a significant effect on the willingness t of individuals to pay for these newly developed products and services.”

#6 A technological firm such as Google has faced multiple challenges in the development of new products. But the development of new product impart a significant effect in enhancing the willingness of individuals to pay for the products and services.

## **Appendix B**

### **Focus Group 2-Transcript**

**Moderator: “Have you ever done online shopping?”**

\*2 I have experience of online shopping as off and on I would purchase things by online shopping.

\*4 I don't prefer online shopping because I prefer traditional shopping as in traditional way of shopping we check the quality of product more effectively as compare to online shopping.

\*6 I have done online shopping and I have very good experience of online shopping.

**Moderator: "How do you think about intangible free good economy.**

\*3 "According to me free intangible good economy is the economy that is developed by exchanging of virtual good products that have zero opportunity cost."

\*6 "Free intangible good economy to me is the economy of those products that have zero opportunity cost because free goods are used in as much quantity as needed.

**Moderator "Will your willingness to pay for a product and it's services be just based on a specific brand or it's reviews?"**

\*3 "I have purchased my products after reviewing the reviews of customers about the same product from different brands to measure the quality of product of a specific brand by measuring the more positive reviews of product. Thus, in this way I always make a comparative statement of various brands to measure the more economical and quality oriented products. Thus, in this way I always purchased my products after taking the reviews of customers of a product rather than a specific brand.

\*4 "I always purchase the product from a specific brand without consideration of quality of products because I satisfied with that specific brand and satisfaction come first in the purchasing of a product or a service."

\*1 I would highly willing to pay for the products and services just based on the brand because I satisfied with a specific brand. But sometimes I also prefer to take some reviews of consumer about the product before purchasing because if reviews of consumers are good then I will take these products otherwise I will not willing to pay for these products and services.

**Moderator "If Google launches a product tomorrow, would you be interested to purchase the product along with its services even if it's a little over your budget?"**

\*5 “According to me Google is most efficient brand related to technology products and services. When Google has launched a new product or service even it is some out of my budget I would like to purchase that product or service because I’m a fond of technology products and services.”

\*3 If Google had launched some new product tomorrow then I would interested in the purchasing that product along with its services even it is a little over budget. Because I am a fond of technology products so I would ensure to purchase that product.

**Moderator: “In your opinion, is it necessary to stimulate the demands of products and services from technical firms like Google?”**

\*4 “According to me, demand of technology products and services of Google increased based on the quality and needs of consumers. This increased in the demand of these products enhance the willingness of individuals to purchase these products.”

\*2 Google has developed some strategies to enhance its demand in the market because the increase in demand impart a significant effect in enhancing the willingness to pay for the products and services.

**Moderator When you purchase a product from technical like Google, what do you expect in terms of quality and benefits of it?**

\*1. “In my point of view quality of a product is very important for the willingness of an individual to purchase that product. When the quality of a technology related product from any brand is good I prefer to purchase that product because I always prefer the quality of products rather than any other factor in purchasing.”

**Moderator: According to you, what challenges are faced by technological firms like Google face in the market?**



\*6 “I think challenges faced by Google in the development of new products don’t impart significant effect on the willingness of individuals for the purchasing of these products and services.”