

Focus group questionnaire

- 1) Are you familiar with the terms “digitalization” or “digitization”? If so, can you describe what you think it means?
- 2) Have you encountered or experienced digitalized products before this interview?
- 3) If presented with the opportunity to choose between a physical, traditional product and a digitalized version of the product, which one would you choose?
- 4) What factors influence your choice?
- 5) How do you perceive value, as a customer?
- 6) Are you familiar with different value dimensions, if so can you name any of them?
- 7) Is it important to you, as a customer, that a product can provide you social value?
- 8) Is it important to you, as a customer, that a product can provide you emotional value?
- 9) Do you think that some types of value is more important than others to you, as a customer?
- 10) What value do you think traditional, physical products can provide to you more than other values?
- 11) What value do you think digitalized products can provide to you more than other values?
- 12) What products or companies first come to mind if you think about digitalization, considering what we have discussed so far?