**DESCRIPTION OF QUESTIONNAIRES**

The questionnaires cover four experiments evaluating the impact of price framing on price perception based on Thaler's (1985) underlying mental accounting principles. Four reference points were introduced into these questionnaires: a retailer's past prices, a competitor's current and past prices and finally, expected prices. The latter is captured under the questionnaires 'framing'. For the 'framing' questionnaires prices are manipulated across 2 frames only, absolute and relative.

**1.1 Retailer's past prices (mixed gain & mixed losses) + Framing (multiple gains & multiple losses)**

Evaluates the relative happiness (gains) & unhappiness (losses) of decision makers across four prices frames: control, absolute, dual, relative frames. The control frame replicates the same questions utilized in Thaler's (1985) experiments and from which the mental accounting principles were originally generated. The absolute frame presents price change without qualification i.e. in pounds (£), the dual frame presents price change in both percentage terms and in absolute terms, while the relative frame presents change in prices in percentages only.

**1.2 Retailer's past prices (multiple gains & multiple losses) + Framing (mixed gain & mixed losses)**

Evaluates the relative happiness (gains) & unhappiness (losses) of decision makers across four prices frames: control, absolute, dual, relative frames. The control frame replicates the same questions utilized in Thaler's (1985) experiments and from which the mental accounting principles were originally generated. The absolute frame presents price change without qualification i.e. in pounds (£), the dual frame presents price change in both percentage terms and in absolute terms, while the relative frame presents change in prices in percentages only.

**1.3 Competitor’s current prices (mixed gains & mixed losses)**

Evaluates the relative happiness (gains) & unhappiness (losses) of decision makers across four prices frames: control, absolute, dual, relative frames. The control frame replicates the same questions utilized in Thaler's (1985) experiments and from which the mental accounting principles were originally generated. The absolute frame presents price change without qualification i.e. in pounds (£), the dual frame presents price change in both percentage terms and in absolute terms, while the relative frame presents change in prices in percentages only.

**1.4 Competitor’s current prices (multiple gains & multiple losses)**

Evaluates the relative happiness (gains) & unhappiness (losses) of decision makers across four prices frames: control, absolute, dual, relative frames. The control frame replicates the same questions utilized in Thaler's (1985) experiments and from which the mental accounting principles were originally generated. The absolute frame presents price change without qualification i.e. in pounds (£), the dual frame presents price change in both percentage terms and in absolute terms, while the relative frame presents change in prices in percentages only.

**1.5 Competitor’s past prices (mixed gains & mixed losses)**

Evaluates the relative happiness (gains) & unhappiness (losses) of decision makers across four prices frames: control, absolute, dual, relative frames. The control frame replicates the same questions utilized in Thaler's (1985) experiments and from which the mental accounting principles were originally generated. The absolute frame presents price change without qualification i.e. in pounds (£), the dual frame presents price change in both percentage terms and in absolute terms, while the relative frame presents change in prices in percentages only.

**1.6 Competitor’s past prices (multiple gains & multiple losses)**

Evaluates the relative happiness (gains) & unhappiness (losses) of decision makers across four prices frames: control, absolute, dual, relative frames. The control frame replicates the same questions utilized in Thaler's (1985) experiments and from which the mental accounting principles were originally generated. The absolute frame presents price change without qualification i.e. in pounds (£), the dual frame presents price change in both percentage terms and in absolute terms, while the relative frame presents change in prices in percentages only.