

“Effect of App Bundling on Consumer Behavior in Pakistan”



By:

Name: Sheikh Shahrukh

Enrolment # 01-222152-057

Course Code: SDW 699

Credit Hours: 3

MBA

Supervisor:

Muzamal Sobban

Department of Management Sciences

Bahria University Islamabad

2017.

Major: MKT

S. No: 27

“Effect of App Bundling on Consumer Behavior in Pakistan”



By:

Name: Sheikh Shahrukh

Enrolment # 01-222152-057

MBA

Supervisor:

Muzamal Sobban

Department of Management Sciences

Bahria University Islamabad

2017.

ACKNOWLEDGEMENTS

I am truly grateful to all the volunteers who participated in the survey and gave me their time and provided me with their valuable input.

It goes without saying that my supervisor, Mr. Muzammal Sobhan, extended his support during my thesis without whom this could not have been possible.

A special thanks to Mr. Ling Zhao of School of Management, Huazhong University of science and technology, China for extending his support during the research and also Mr. Abdullah Ishtiaq, Ms. Sidra Babar Khan and Mr. Samran Zulfiqar for facilitating and helping me out through the process.

Last but not the least, I am thankful to my parents, for the faith, hard work, time, and finances they put in, enabling me to complete this thesis. Thank you for being my moral support and always being there for me.

ABSTRACT

Over the past few years we have seen a huge rise in number of App stores especially in the mobile market. The increase in count has resulted in drop of revenue due to immense rivalry among the app stores prompting poorer incomes for both app stores and designers. This has led app stores to enable app developers to create app bundles where they offer multiple apps in a single bundle to increase revenues and customer loyalty as well. Since an app bundle is a blend of two or more applications, it might stimulate both positive and negative feelings and emotions in the customer. Therefore, in this study, we assess this app bundling procedure utilizing ambivalence theory. This study will address three major areas in terms of theory and practice. To start with, this study distinguishes the particular attributes of app bundling utilizing. Secondly, this study addresses the difficulties faced while analyzing app bundling using ambivalence theory. In doing as such, it evaluates attitudes as positive and negative and regards them as separate entities. Third, it evaluates the impact purchase intentions of the customer as part of consumer's behavior. Furthermore, the suggestions for research and practice are also discussed.

Table of Contents

1	Introduction	5
2	Conceptual background and Literature review	11
2.1	Historical research on Bundling	11
2.2	Product/Service Bundling Vs App Bundling	18
2.3	App-bundling background and attributes.....	19
2.4	Ambivalence Theories and app bundling evaluation.....	23
3	Research model.....	26
4	Hypothesis.....	26
4.1	Positive Attitude and Negative Attitude	27
4.2	Prerequisites of Positive Attitude and Negative Attitude.....	28
4.3	Attributes of an App Bundle	30
5	Methodology.....	32
5.1	Questionnaire Design.....	33
5.2	Data Collection.....	34
6	Data analysis and results.....	35
6.1	Correlation Analysis	37
6.2	Regression Analysis.....	37
7	Discussion and implications	42
7.1	Discussion.....	42
7.2	Limitation and Future research.....	42
7.3	Implications in terms of theory.....	43
7.4	Implications in terms of practicality.....	43
8	References	45
9	Appendix A: The Survey Instrument	51
10	Appendix B: Bar Chart.....	54
11	Appendix C: Frequency Table	57