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| Thema | The Effects of Return Policies on the Adoption of Mobile Apps |
| Betreuer/in | Wenyan Zhou |
| Professor | Prof. Dr. Oliver Hinz |
| Starttermin | Ab sofort |
| Empirisch | Nein |
| Kurzbeschreibung | Since Apple makes a key turning point in the business by launching its App Store in 2008, there has been remarkable growth in the mobile app market. Google Play, which is special for the Android users, has more than 500,000 available mobile apps. The competition in mobile apps markets is really fierce, and meanwhile the profit is huge too. As a result, abundant literature has been done to find out the influential factors (e.g., ranking and rating) for a higher adoption rate or more profits. This research is from a new perspective ---- the return policy (i.e., refund if consumers are not satisfied with the ordered mobile apps). We will together figure out 1) whether there exists a significant effect of return policies on the mobile apps adoption and 2) how strong the effect is compared with other factors. For this purpose, the candidate has to conduct a Choice-Based-Conjoint (CBC) analysis where the willingness to purchase a paid app under different scenarios. 1. The candidate should first be familiar with various mobile app markets (e.g. iTunes and Google Play) and the related literature.
2. In a second step, the candidate has to create a questionnaire including choice sets that reflect different scenarios. Standard software for creating efficient CBC designs and for putting the questionnaire online is available. The supervisors can provide help to get access to an adequate sample.
3. Finally, the candidate has to analyze the data and drive meaningful implications.
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| Einstiegsliteratur | [1] Liu, Charles Zhechao, Yoris A Au and Hoon Seok Choi (2014), "Effects of Freemium Strategy in the Mobile App Market: An Empirical Study of Google Play," *Journal of Management Information Systems*, 31, 3, 326-354.[2] Wood, Stacy L. (2001), "Remote Purchase Environments: The Influence of Return Policy Leniency on Two-Stage Decision Processed," *Journal of Marketing Research*, 32, 2, 157-169.[3] Xu, Chenyan, Daniel Peak and Victor Prybutok (2015), "A Customer Value, Satisfaction, and Loyalty Perspective of Mobile Application Recommendations," *Decision Support Systems*, 79, 171-183. |