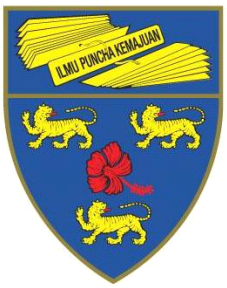
Appendix

Appendix 1



MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
FACULTY OF BUSINESS AND ACCOUNTANCY
UNIVERSITY OF MALAYA

Dear sir/madam,

Goodday, my name is Yam and currently pursuing MBA in University Malaya. Currently I am conducting a quantitative survey on price bundling as part of the requirement for research project module CBGB 6281. The **aim of this research is to explore several key area of the price bundling** and the input from the survey will be taken into account when concluding the study.

To ensure the success of this research, the researcher cordially invite your participation in this survey by filling up this questionnaire. Please be assured that the information that you provide in this survey is for academic purposes and will be kept strictly confidential. The findings from this survey will be reported only to the lecturer concern and anonymity of individuals that respond to this survey is guaranteed.

We estimated that the questionnaire will take approximately 2-3 minutes to complete and your kind cooperation & valuable inputs are highly appreciated.

Yours sincerely,

Yam Yew Peng
Researcher (MBA candidates)

Definition of bundling -

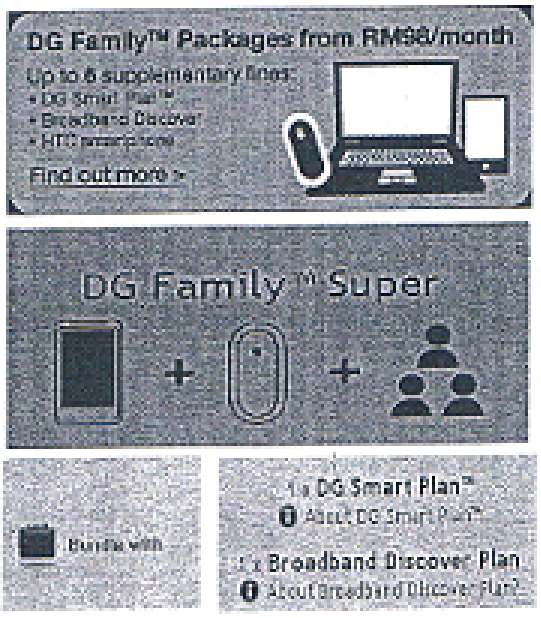
Bundling: A marketing strategy that joins products or services together in order to sell them under a single price.

Example :

(Bundle of Words, Excels, Powerpoint)

(Bundle of 33 Movie Channels)

(Bundle of Broadband & Fixed line telephony)



(Bundle of mobile service, broadband, smartphone)

Demographic Questionnaire

Please answer the following:

1) What is your gender?

___ Male

___ Female

2) What is your age?

___ < 20 years

___ 21 - 30 years

___ 31 - 40 years

___ 41 - 50 years

___ 51 - 60 years

___ 61 - 70 years

__ > 70 years

3) When is the last time you purchase a bundle service or product?

___ Last week

___ 2 weeks ago

___ 3 weeks ago

___ 1 month ago

___ 3 months ago

___ 6 months ago

___ 1 year ago

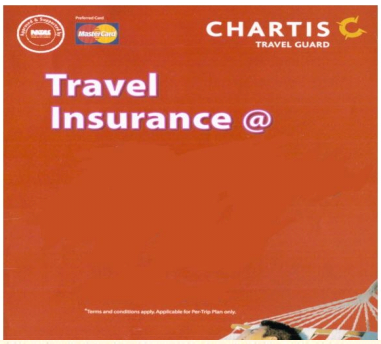
Kindly answer the questions based on scenario below

Scenario Simulation: Option in leisure travelling

A - Japan travelling bundle (Package sales)

(A bundle of Flight, Accomodation & Travel Insurance)

B - Flight ticket, Insurance, Hotel selling separately



Shinjuku Prince Hotel ****

May-Jun2010 Semi DBL(Min. Stay 3 Nights)
Sun-Fri:USD /Room only & Sat:
May-Jun2010 TWIN (Min stay 3nts)
Sun-Fri USD /Room only & Sat USD
May-Jun2010 Semi DBL(Min stay 4nts)
Sun-FriUSD /Room only & Sat USD

Kindly read Page 2 before answering

Likert scale questionnaire

		Strongly Strongly agree ⟷ disagree					
	Question	**1**	**2**	**3**	**4**	**5**	**6**
	Perceived value						
PV1	The service bundle is valuable for me						
PV2	Buying in bundle is cheaper						
PV3	Given the components in the Service bundle, it is worth the money I will pay for.						
PV4	In general, I find service bundle cost less						
PV5	I would consider that service bundle to be a good value						
PV6	The service bundle is considered to be a good buy						
PV7	I save time when buying a service bundle						
PV8	The service bundle meets my specific needs in terms of convenient.						
PV9	The value of the service bundle is higher than buying them individually						
	Perceived usefulness						
PU1	I can better decide which service that I needed than in the past						
PU2	I can acquire the necessary product(s) more easily through the service bundle						
PU3	The service bundle provide a wide variety						
PU4	The component of the bundle complement each other						
PU5	Service bundle offers advantages that stand-alone product cannot.						
PU6	Overall, I find service bundle useful						

	Perceived Risk						
PR1	I believe that buying the Service bundle is less risky and **will meet my expectation.**						
PR2	I believe that buying the Service bundle is less risky and **will deliver good services**.						
PR3	I believe that buying the Service bundle is less risky and i will **get the product that i order**						
PR4	I believe that buying the Service bundle is less risky and i will **get the product on time**						
PR5	I feel safer using credit card on Service bundle. (take 1 transaction compare to multiple transaction when buying item individually)						
	Perceived quality						
PQ1	Bundle product looks **more reliable**						
PQ2	Bundle product looks **more durable**						
PQ3	Bundle product is more **high quality**						
PQ4	I have the feeling that service bundle **is trustworthy**						
PQ5	I have a **favorable opinion** about the service bundle						
PQ6	I have **confidence** in the service bundle						
PQ7	The **performance** of the service bundle meet my expectation						
	Purchase intention						
PI1	I would recommend the service bundle to a family member, friend or acquaintance						
PI2	My willingness to buy a service bundle is very high						
PI3	I will buy a service bundle in near future						
PI4	I intend to buy the service bundle more regularly						
PI5	Likely to choose service bundle in the next purchase.						
PQ6	I have **confidence** in the service bundle						
PQ7	The **performance** of the service bundle meet my expectation						

Appendix 2 - SPSS - Frequency

Gen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	103	51.5	51.5	51.5
	FEMALE	97	48.5	48.5	100.0
	Total	200	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BELOW 20	52	26.0	26.0	26.0
	21-30	104	52.0	52.0	78.0
	31-40	34	17.0	17.0	95.0
	41-50	7	3.5	3.5	98.5
	51-60	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

LastPurchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAST WEEK	15	7.5	7.5	7.5
	2 WEEKS AGO	10	5.0	5.0	12.5
	3 WEEKS AGO	10	5.0	5.0	17.5
	1 MONTH AGO	30	15.0	15.0	32.5
	3 MONTHS AGO	17	8.5	8.5	41.0
	6 MONTHS AGO	31	15.5	15.5	56.5
	1 YEAR AGO	87	43.5	43.5	100.0
	Total	200	100.0	100.0	

Appendix 3 - Normality test results

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PV	200	100.0%	0	.0%	200	100.0%
PU	200	100.0%	0	.0%	200	100.0%
PR	200	100.0%	0	.0%	200	100.0%
PQ	200	100.0%	0	.0%	200	100.0%
PI	200	100.0%	0	.0%	200	100.0%

Descriptives

			Statistic	Std. Error
PV	Mean		4.1654	.04342
	95% Confidence Interval for Mean	Lower Bound	4.0798	
		Upper Bound	4.2510	
	5% Trimmed Mean		4.1672	
	Median		4.1100	
	Variance		.377	
	Std. Deviation		.61403	
	Minimum		2.67	
	Maximum		5.78	
	Range		3.11	
	Interquartile Range		.89	
	Skewness		-.072	.172
	Kurtosis		-.345	.342
PU	Mean		3.9611	.04511
	95% Confidence Interval for Mean	Lower Bound	3.8721	
		Upper Bound	4.0500	
	5% Trimmed Mean		3.9724	
	Median		4.0000	
	Variance		.407	
	Std. Deviation		.63794	
	Minimum		2.17	
	Maximum		5.33	
	Range		3.16	
	Interquartile Range		.96	
	Skewness		-.220	.172

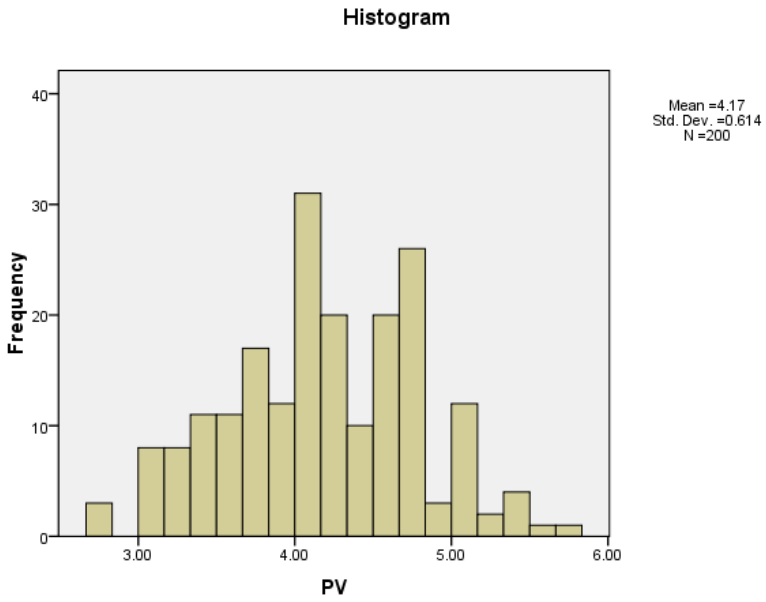
	Kurtosis		-.253	.342
PR	Mean		2.3420	.05195
	95% Confidence Interval for Mean	Lower Bound	2.2396	
		Upper Bound	2.4444	
	5% Trimmed Mean		2.3300	
	Median		2.2000	
	Variance		.540	
	Std. Deviation		.73467	
	Minimum		.60	
	Maximum		4.60	
	Range		4.00	
	Interquartile Range		.95	
	Skewness		.278	.172
	Kurtosis		.105	.342
PQ	Mean		3.6438	.05061
	95% Confidence Interval for Mean	Lower Bound	3.5440	
		Upper Bound	3.7435	
	5% Trimmed Mean		3.6517	
	Median		3.5700	
	Variance		.512	
	Std. Deviation		.71572	
	Minimum		1.43	
	Maximum		5.14	
	Range		3.71	
	Interquartile Range		1.07	
	Skewness		-.062	.172
	Kurtosis		-.297	.342
PI	Mean		3.8310	.06212
	95% Confidence Interval for Mean	Lower Bound	3.7085	
		Upper Bound	3.9535	
	5% Trimmed Mean		3.8511	
	Median		4.0000	
	Variance		.772	
	Std. Deviation		.87858	
	Minimum		1.20	
	Maximum		6.00	
	Range		4.80	
	Interquartile Range		1.35	
	Skewness		-.252	.172
	Kurtosis		.182	.342

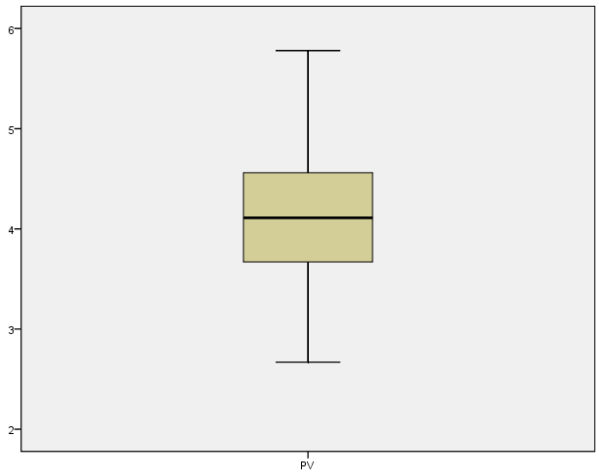
PV Stem-and-Leaf Plot

Frequency	Stem &	Leaf
3.00	2 .	666
.00	2 .	
8.00	3 .	00000011
8.00	3 .	22223333
22.00	3 .	4444444444455555555555
17.00	3 .	66666666666667777
12.00	3 .	888888888888
31.00	4 .	0000000000000000011111111111111
20.00	4 .	22222222222233333333
30.00	4 .	444444444455555555555555555555
26.00	4 .	66666666667777777777777777
3.00	4 .	888
12.00	5 .	000000000011
2.00	5 .	23
5.00	5 .	44445
1.00	5 .	7

Stem width: 1.00

Each leaf: 1 case(s)



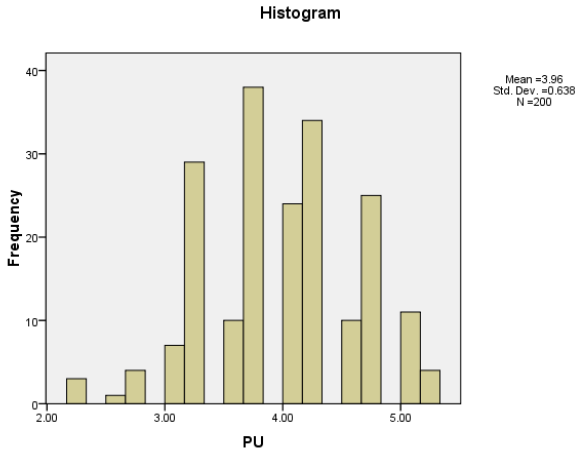


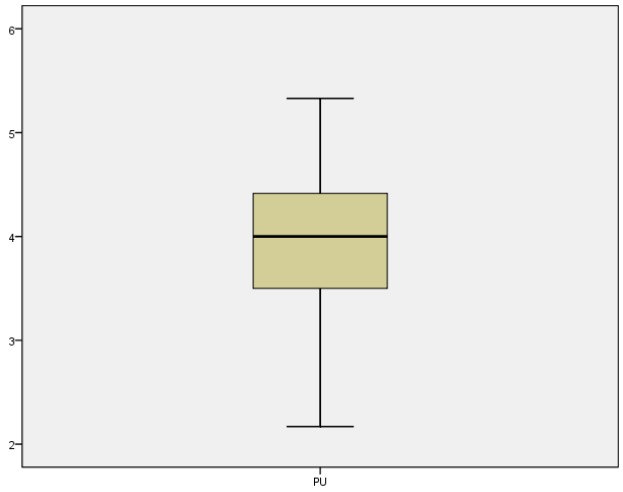
PU Stem-and-Leaf Plot

Frequency	Stem &	Leaf
3.00	2 .	111
.00	2 .	
1.00	2 .	5
.00	2 .	
4.00	2 .	8888
23.00	3 .	00000001111111111111111
13.00	3 .	3333333333333
10.00	3 .	5555555555
18.00	3 .	666666666666666666
20.00	3 .	88888888888888888888
41.00	4 .	00000000000000000000000011111111111111111111
17.00	4 .	33333333333333333
10.00	4 .	5555555555
18.00	4 .	666666666666666666
7.00	4 .	8888888
14.00	5 .	00000000000111
1.00	5 .	3

Stem width: 1.00

Each leaf: 1 case(s)



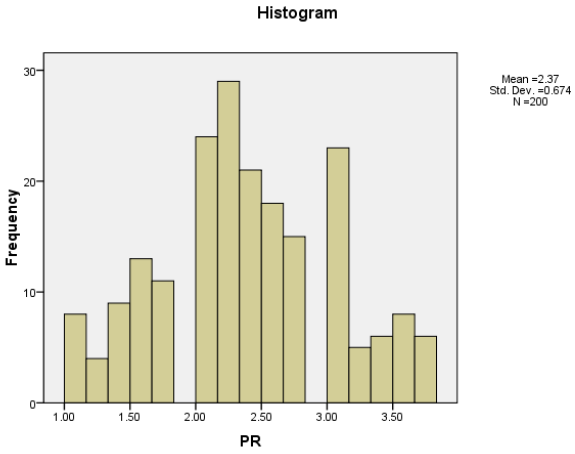


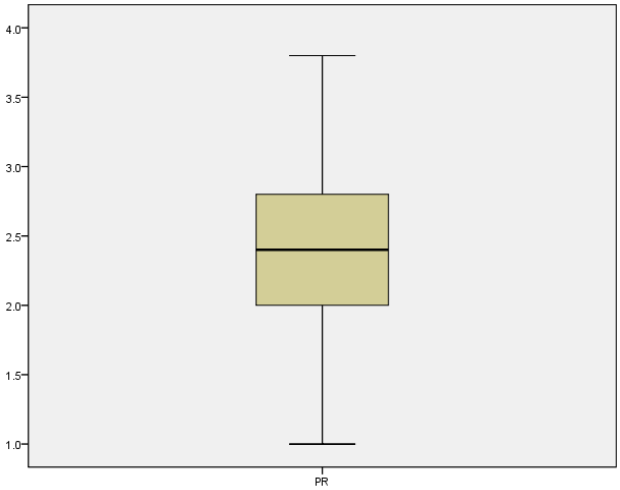
PR Stem-and-Leaf Plot

Frequency	Stem &	Leaf
8.00	1 .	00000000
4.00	1 .	2222
9.00	1 .	444444444
13.00	1 .	6666666666666
11.00	1 .	88888888888
24.00	2 .	000000000000000000000000
29.00	2 .	22222222222222222222222222222
21.00	2 .	444444444444444444444
18.00	2 .	666666666666666666
15.00	2 .	888888888888888

```
  23.00       3 .  00000000000000000000000
   5.00       3 .  22222
  10.00       3 .  4444445555
   4.00       3 .  6666
   6.00       3 .  888888

Stem width:     1.00
Each leaf:      1 case(s)
```



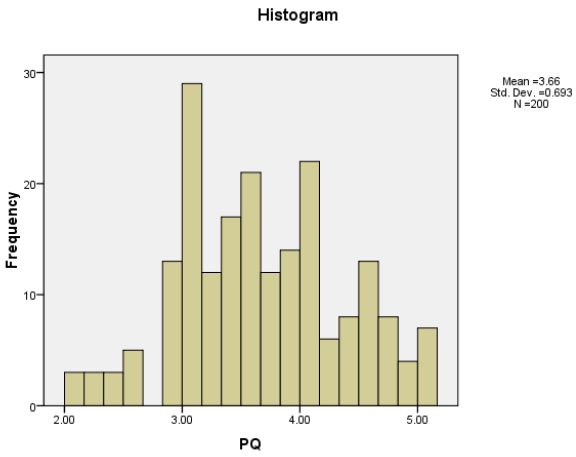


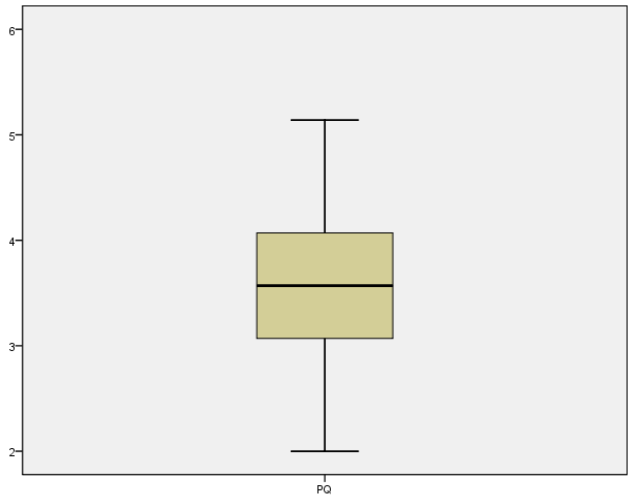
PQ Stem-and-Leaf Plot

Frequency	Stem &	Leaf
3.00	2 .	011
3.00	2 .	222
8.00	2 .	44455555
.00	2 .	
13.00	2 .	8888888888888
29.00	3 .	00000000000000000000000111111
12.00	3 .	222222222222
38.00	3 .	44444444444444444555555555555555555555
12.00	3 .	777777777777
14.00	3 .	88888888888888
22.00	4 .	000000000000000001111
6.00	4 .	222222
21.00	4 .	444444455555555555555
8.00	4 .	77777777
4.00	4 .	8888
7.00	5 .	0000011

Stem width: 1.00

Each leaf: 1 case(s)



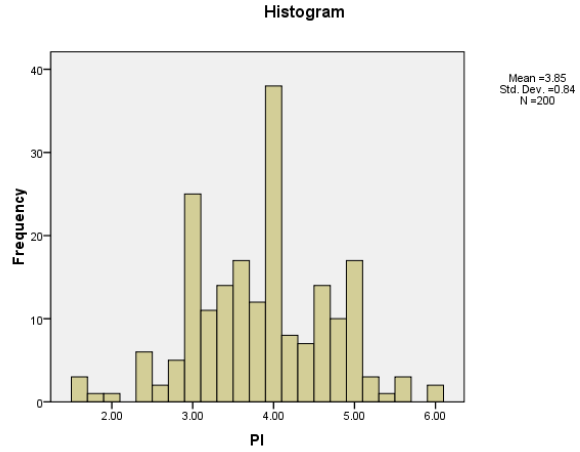


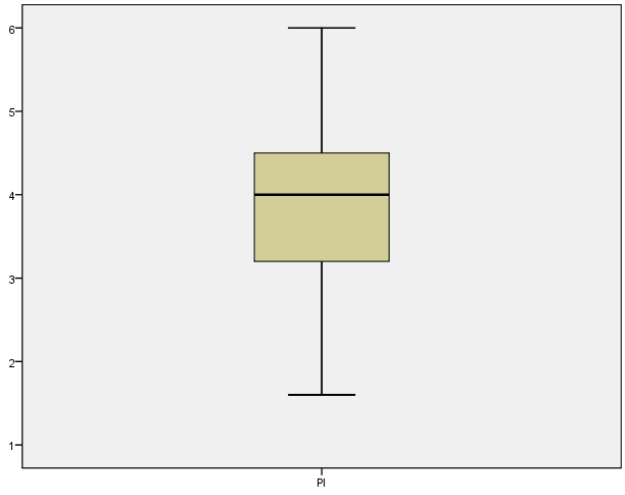
PI Stem-and-Leaf Plot

Frequency	Stem &	Leaf
4.00	1 .	6668
7.00	2 .	0444444
7.00	2 .	6688888
50.00	3 .	00000000000000000000000000222222222224444444444444
29.00	3 .	66666666666666666888888888
53.00	4 .	00000000000000000000000000000000000000222222224444444
24.00	4 .	666666666666668888888888
21.00	5 .	000000000000000002224
3.00	5 .	666
2.00	6 .	00

Stem width: 1.00

Each leaf: 1 case(s)


Histogram
Mean =3.85
Std. Dev. =0.84
N =200
Frequency
PI


PI

Appendix 4 - Descriptive statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PV1	200	2.00	6.00	4.0800	.94768
PV2	200	1.00	6.00	4.4200	.91531
PV3	200	2.00	6.00	4.2400	.80974
PV4	200	2.00	6.00	4.2400	.88107
PV5	200	2.00	6.00	4.1950	.83092
PV6	200	2.00	6.00	4.1200	.85396
PV7	200	1.00	6.00	4.4100	.98323
PV8	200	2.00	6.00	3.9250	.91847
PV9	200	1.00	6.00	3.8550	1.14916
PU1	200	2.00	6.00	3.9850	.76662
PU2	200	1.00	6.00	3.8900	.78804
PU3	200	1.00	6.00	3.7250	.97165
PU4	200	1.00	6.00	3.9100	.85178
PU5	200	1.00	6.00	3.9600	.99162
PU6	200	3.00	6.00	4.2950	.74211
PR1	200	1.00	5.00	2.4500	.78138
PR2	200	1.00	5.00	2.4100	.80943
PR3	200	1.00	4.00	2.2100	.91107
PR4	200	1	5	2.24	.887
PR5	200	1.00	5.00	2.4750	1.10702
PQ1	200	1.00	6.00	3.6350	.89205
PQ2	200	1.00	6.00	3.5750	.89351
PQ3	200	1.00	6.00	3.3950	.80761
PQ4	200	1.00	5.00	3.5600	.86029
PQ5	200	2.00	5.00	3.8050	.80011
PQ6	200	2.00	6.00	3.8000	.82669
PQ7	200	1.00	6.00	3.7350	.84757
PI1	200	2.00	6.00	3.9600	.89577
PI2	200	1.00	6.00	3.7600	.92557
PI3	200	1.00	6.00	3.8800	1.01030
PI4	200	1.00	6.00	3.6950	1.04279
PI5	200	1.00	6.00	3.8600	1.00771
Valid N (listwise)	200				

Appendix 5 - Factor analysis (Verimax method)

Communalities

	Initial	Extraction
PV1	1.000	.566
PV2	1.000	.692
PV3	1.000	.681
PV4	1.000	.603
PV5	1.000	.609
PV6	1.000	.666
PV7	1.000	.744
PV8	1.000	.587
PV9	1.000	.443
PU1	1.000	.498
PU2	1.000	.576
PU3	1.000	.696
PU4	1.000	.604
PU5	1.000	.678
PU6	1.000	.618
PR1	1.000	.625
PR2	1.000	.730
PR3	1.000	.725
PR4	1.000	.614
PR5	1.000	.444
PQ1	1.000	.778
PQ2	1.000	.789
PQ3	1.000	.712
PQ4	1.000	.700
PQ5	1.000	.703
PQ6	1.000	.756
PQ7	1.000	.740

Extraction Method: Principal Component

Total Variance Explained

Comp	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
onent	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.253	41.679	41.679	11.253	41.679	41.679	4.955	18.353	18.353
2	2.582	9.562	51.241	2.582	9.562	51.241	4.193	15.529	33.881
3	1.525	5.649	56.890	1.525	5.649	56.890	3.792	14.046	47.927
4	1.034	3.830	65.111	1.034	3.830	65.111	1.809	6.701	65.111
5	.865	3.204	68.315						

6	.843	3.121	70.227						
7	.832	3.080	71.395						
8	.747	2.766	74.161						
9	.695	2.576	76.737						
10	.613	2.271	79.007						
11	.591	2.188	81.195						
12	.580	2.148	83.343						
13	.500	1.853	85.197						
14	.454	1.682	86.878						
15	.440	1.628	88.506						
16	.397	1.471	89.977						
17	.359	1.330	91.308						
18	.339	1.254	92.562						
19	.307	1.138	93.700						
20	.281	1.042	94.742						
21	.276	1.022	95.764						
22	.258	.955	96.719						
23	.237	.878	97.597						
24	.219	.810	98.407						
25	.185	.684	99.090						
26	.162	.602	99.692						
27	.083	.308	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
PV1	.537			
PV2	.544	.586		
PV3	.578	.519		
PV4	.529			
PV5	.662			
PV6	.685			
PV7				
PV8				
PV9				
PU1	.540			
PU2	.654			

PU3	.580			
PU4	.637			
PU5	.691			
PU6	.698			
PR1	.652			
PR2	.729			
PR3	.676			
PR4	.611			
PR5				
PQ1	.774			
PQ2	.751			
PQ3	.723			
PQ4	.790			
PQ5	.736			
PQ6	.780			
PQ7	.784			

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
PV1		.657		
PV2		.786		
PV3		.762		
PV4		.737		
PV5		.641		
PV6		.616		
PV7				
PV8				
PV9				
PU1				.556
PU2				.567
PU3				.759
PU4				.519
PU5				.630
PU6				
PR1			.645	
PR2			.693	

PR3			.761	
PR4			.690	
PR5			.559	
PQ1	.773			
PQ2	.778			
PQ3	.744			
PQ4	.645			
PQ5	.722			
PQ6	.716			
PQ7	.712			

Extraction Method: Principal Component Analysis.

a. Rotation converged in 7 iterations.

Appendix 6 - Reliability test

Reliability Statistics - Perceived Value	
Cronbach's Alpha	N of Items
.841	9

Reliability Statistics - Perceived usefulness	
Cronbach's Alpha	N of Items
.839	6

Reliability Statistics - Perceived risk	
Cronbach's Alpha	N of Items
.844	5

Reliability Statistics - Perceived quality	
Cronbach's Alpha	N of Items
.933	7

Reliability Statistics - Purchase intention	
Cronbach's Alpha	N of Items
.940	5

Appendix 7 - Correlation analysis

Correlations

		PV	PU	PR	PQ	PI
PV	Pearson Correlation	1	.678**	.481**	.571**	.610**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
PU	Pearson Correlation	.678**	1	.552**	.660**	.596**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
PR	Pearson Correlation	.481**	.552**	1	.720**	.536**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
PQ	Pearson Correlation	.571**	.660**	.720**	1	.774**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
PI	Pearson Correlation	.610**	.596**	.536**	.774**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 8 - Multiple regression (Original model)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the
1	.803[a]	.644	.637	.52947

a. Predictors: (Constant), PQ, PV, PR, PU

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.941	4	24.735	88.233	.000[a]
	Residual	54.666	195	.280		
	Total	153.608	199			

a. Predictors: (Constant), PQ, PV, PR, PU

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.044	.486		-2.147	.033
	PV	.349	.085	.244	4.090	.000
	PU	.043	.090	.031	.480	.632
	PR	.100	.075	.084	1.343	.181
	PQ	.827	.086	.674	9.637	.000

a. Dependent Variable: PI

Appendix 9 - Regression with dummy variable

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the
1	.812[a]	.660	.647	.52177

a. Predictors: (Constant), D3, PU, D2, D1, PR, PV, PQ

Note: R square does not change much with the inclusion of 3 dummy variables

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.337	7	14.477	53.175	.000[a]
	Residual	52.271	192	.272		
	Total	153.608	199			

a. Predictors: (Constant), D3, PU, D2, D1, PR, PV, PQ

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.075	.328		.230	.818
	PV	.354	.085	.247	4.184	.000
	PU	.053	.089	.039	.597	.551
	PR	-.102	.075	-.085	-1.366	.174
	PQ	.810	.085	.660	9.506	.000
	D1	-.150	.075	-.085	-1.990	.048
	D2	-.087	.045	-.084	-1.943	.053
	D3	-.020	.019	-.045	-1.056	.292

a. Dependent Variable: PI

Note: D1 = Gender, D2 = Age, D3 = Source of sampling (Main campus, city campus, forum)

Appendix 10 - Step wise regression

Step I = PI - PV

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the
1	.610[a]	.372	.369	.69802

a. Predictors: (Constant), PV

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.136	1	57.136	117.268	.000[a]
	Residual	96.471	198	.487		
	Total	153.608	199			

a. Predictors: (Constant), PV

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.196	.339		.578	.564
	PV	.873	.081	.610	10.829	.000

a. Dependent Variable: PI

Step II = PI - PV - PU

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the
1	.658[a]	.433	.428	.66464

a. Predictors: (Constant), PU, PV

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.584	2	33.292	75.365	.000[a]
	Residual	87.024	197	.442		
	Total	153.608	199			

a. Predictors: (Constant), PU, PV

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.282	.339		-.830	.407
	PV	.546	.104	.381	5.229	.000
	PU	.464	.100	.337	4.625	.000

a. Dependent Variable: PI

Step III = PI - PV - PU - PR

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the
1	.689[a]	.475	.467	.64166

a. Predictors: (Constant), PR, PV, PU

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.908	3	24.303	59.025	.000[a]
	Residual	80.700	196	.412		
	Total	153.608	199			

a. Predictors: (Constant), PR, PV, PU

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.265	.513		2.467	.014		
	PV	.475	.102	.332	4.645	.000	.524	1.908
	PU	.323	.104	.234	3.117	.002	.475	2.107
	PR	-.296	.075	-.247	-3.919	.000	.674	1.483

a. Dependent Variable: PI

Step IV = PI - PV - PU - PR - PQ

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the
1	.803[a]	.644	.637	.52947

a. Predictors: (Constant), PQ, PV, PR, PU

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.941	4	24.735	88.233	.000[a]
	Residual	54.666	195	.280		
	Total	153.608	199			

a. Predictors: (Constant), PQ, PV, PR, PU

b. Dependent Variable: PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.044	.486		-2.147	.033
	PV	.349	.085	.244	4.090	.000
	PU	.043	.090	.031	.480	.632
	PR	.100	.075	.084	1.343	.181
	PQ	.827	.086	.674	9.637	.000

a. Dependent Variable: PI

Appendix 11 - Collinearity statistic (New model)

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	PV	.524	1.908
	PU	.475	2.107
	PR	.674	1.483

a. Dependent Variable: PI

Appendix 12 - TurnItIn Originality report