

# A Study on Consumer Preferences on Various Smart Phone Apps among Users in Kochi

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**Abstract:** The project is on the topic "Consumer preference on various smart phone apps with special reference to users in Kochi". The study mainly focuses on the consumer preference on various smart phone applications in Kochi. The study is conducted among 100 users in Kochi. The project evaluates whether the use of smart phone applications and the category of consumers have any relation. Important variables analyzed are age group of consumers, the most frequently used application, factors influencing the choice of applications, negative impacts of smart phone application.

**Key Words: Mobile apps:** A mobile app is a computer program designed to run on smart phones, tablet computers and other mobile devices.

**Consumer preferences:** Consumer preferences are defined as the subjective (individual) tastes, as measured by, utility of.

**Smart phone:** A Smart phone is a mobile phone that performs many of the functions of a computer, typically having a touch screen interface, internet access, and an operating system capable of running downloaded apps.

**Professions:** In this project profession includes five categories of people. They are IT professionals, Government employees, private employees, students and house wives.

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## I. Introduction

As the users of smart phone apps are increasing day by day, a research on this topic has a good scope. Each month millions of new users are added and a chunk of them use apps in their mobile phones. The growth of smart phone users is biggest economic driver of modern times. We are witnessing the growth of the mobile technology sector which responds to human needs and wants by the touch of a button on a mobile phone.

This project would give a clear picture how the different users are using the smart phone apps. The popularity of smart phone apps has continued to rise, as their usage has become increasingly prevalent across mobile phone users. So the study of smart phone apps preferences has great relevance in the present scenario.

## Objectives

1. To examine which age group use the applications more.
2. To examine the category wise usage of smart phone applications.
3. To study the negative impacts of smart phone applications in human life.

## II. Methodology

The objective of this study is to find out the consumer preferences on various smart phone applications among different categories in Kochi. For this purpose mainly primary and secondary data and information are used. Data collection is done using interview schedule method.

### Primary Data

The investigator has collected primary data using interview schedule. 100 respondents were conveniently selected from different professionals in Kochi. A set of 15 relevant questions were prepared and circulated among the respondents. Interview schedule was directly provided to them.

### Secondary Data

Secondary data is collected by referring books, journals and magazines that provides information about the topic smart phone application and also by searching in internet.

### Method

The method used for data collection is sample survey. For this study, convenient sampling is used. It is a technique of inspecting or studying only a selected representative and adequate fraction of the population. It is a way of collecting primary data.

### Sample Size

It means the number of observations or respondents chosen for collecting data under the sample survey. It is a non-probability sampling done on the basis of convenience. The sample size is limited to 100 people.

### Tools Of Analysis Method

Data collected are analyzed using various statistical tools like tables, charts, bar diagrams, percentages etc. for easy presentation of the collected data.

### Limitatons

Like any other study, this project study has various limitations:

1. Time was very limited.
2. As the study is on behavior aspect, information may be biased.
3. The study is limited to Kochi.
4. Since the study is conducted in a very small area and on a small sample size, the results of the study cannot be generalized for another geographical area.
5. Since sampling method is used, chances of sampling errors are high.

## III. Literature Review

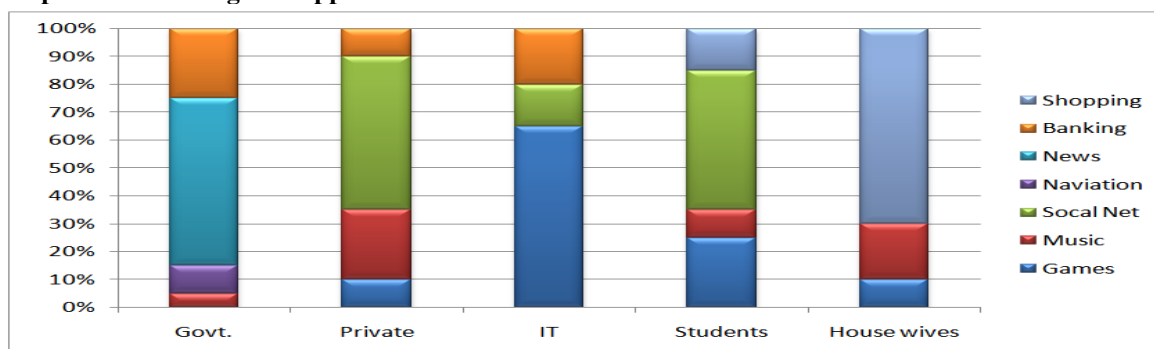
The smartphone market is growing rapidly with statistics from 2011 and 2012 suggesting that 35% of US and 39% of UK adults, respectively, use smartphones, with acceptance increasing quickly [1]. These ubiquitous devices are increasingly complex, computationally powerful, sensor-rich, and integrated with social networking [2]. Alongside these technological developments, there has been increasing interest from academics and clinicians in harnessing smartphones as a means of delivering behavioral interventions for health.

Various features of smartphones make them good candidates for the delivery of behavioral interventions. First, as portable devices that are highly valued by individuals, they tend to be switched on and remain with the owner throughout the day [3]. Therefore, they offer the opportunity to bring behavioral interventions into important real life contexts where people make decisions about their health and encounter barriers to behavior change. Second, smartphone apps may provide cheaper, more convenient or less stigmatizing interventions that are unavailable elsewhere. Third, the connectedness of smartphones facilitates the sharing of behavioral and health data with health professionals or peers [4]. Furthermore, the increasing ability of smartphones to use internal sensors to infer context such as user location, movement, emotion, and social engagement has raised the prospect of continuous and automated tracking of health-related behaviors and timely, tailored interventions for specific contexts.

## IV. Data Analysis

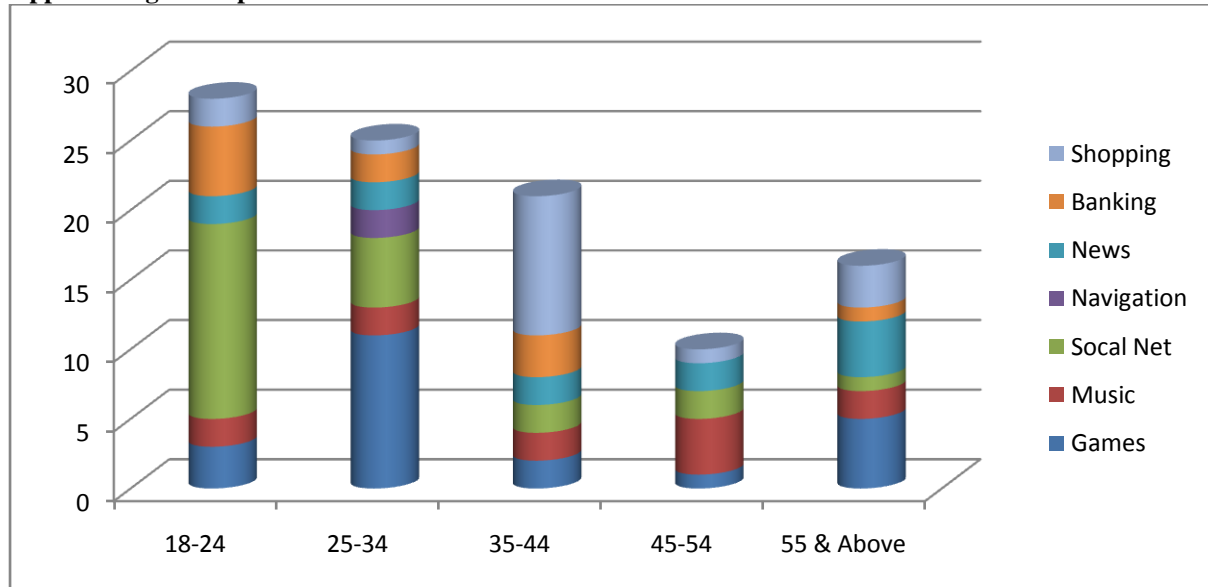
Graphical representation of the collected data for required tables is given to make it more understandable. This chapter analyzes variables like attracted app, purposes, age group and the app, factors influencing choice of app, negative impacts.

### Occupation Wise Usage Of Apps



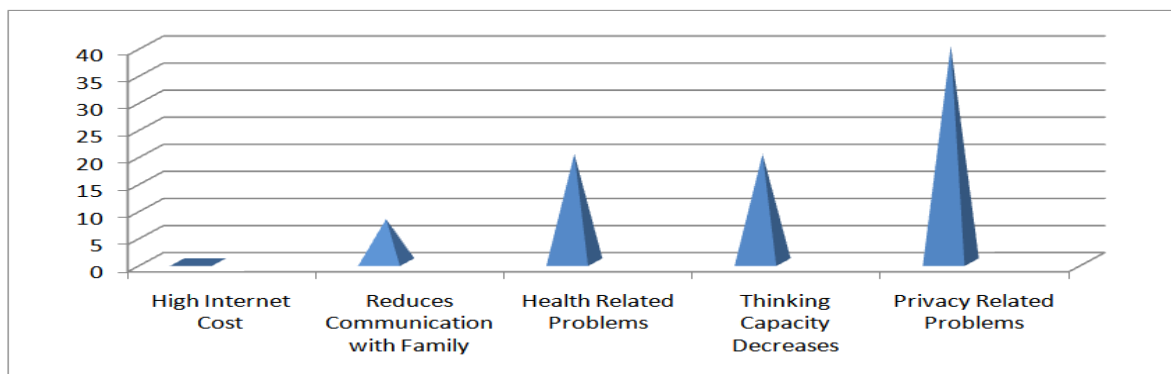
The study was conducted among the professionals who are smart phone app users. The investigator wanted to know which application is most preferred by the professionals. For this the investor required the respondents to rank the application in the order of their preference. From the data collected the investigator knows that the preference of employees were Govt. employee-news, Private employee-social networking, IT-games, Students-social networking, House wives-shopping.

**Apps and Age Group**



The investigator wanted to know which age group using the smart phone applications more. From the above graph it is understood that 18-24 category of age group using the applications more followed by 25-34, 35-44, 55 and above and 45-54. This is because of the fact that the students or youngsters are more reacted with the technological development.

**Various Negative Impacts of Smartphone Apps**



Here the investigator analyzing various negative impacts of Smartphone apps. From the above graph we can see that 45% of respondents main problem is privacy related problems. This is the current issue faced by many people. 23% of respondent says that apps decreases thinking capacity of people and causes various health related issues. 9% of respondents agree that the increasing use of Smartphone apps reduces the communication with the family. The negative impacts might occur due to the increasing use of Smartphone apps.

**Findings**

After analyzing the primary and secondary data the investigator points to the following:

1. The research was conducted to know the occupation wise consumer preferences on various smart phone apps among the respondents. From the data collected the investigator knows that the preference of employees were Govt. employee-news, Private employee-social networking, IT-games, Students-social networking, House wives-shopping. This might be Govt. employees are more concerned with current affairs, IT professionals using the game apps frequently to reduce their stress level, Private

employees use the social networking app for business communication, Students use social networking apps for chatting with friends.

2. From the study it is understood that 18-24 category of age group using the applications more followed by 25-34, 35-44, 55 and above and 45-54. This is because of the fact that the students or youngsters are more reacted with the technological development. Comparatively they have more time to spend with these technologies.
3. We can see that majority of respondent says that there is some negative impact on Smartphone app. From the study we can see that most of the respondents main problem is privacy related problems. This is the current issue faced by many people. And other respondent says that apps decreases thinking capacity of people and causes various health related issues. Small portions of respondent agree that the increasing use of Smartphone apps reduces the communication with the family. The negative impacts might occur due to the increasing use of Smartphone apps.

### **V. Recommendations**

Rapid advances in mobile internet technologies allow the customers to interact, create and share content based on physical location. The study helps to make necessary technological updating in Smartphone applications.

- ✓ The top activities that people perform on their mobile devices haven't changed—it's still email and texting, like you might expect. Remember that these activities are the foundation of all mobile efforts.
- ✓ When it comes to what they can do on their mobile devices, consumers are inundated with options: games, social media, flipping through photos, answering emails, and infinitely more choices. To break through the mobile noise, think about how your brand can better sell and demonstrate the value of different mobile channels and types of engagement to these people who are already inundated with alternatives.
- ✓ In many cases, company apps are an extension of other customer-facing efforts and are offered for free to attract as many users as possible. If your mobile application is intended to generate revenue, the app marketplaces make it easy to sell.
- ✓ Resources and data can be stored locally in a mobile app, and the user interface operates independently of web-delivered interface elements, so some or all of your app may be used when Internet or Wi-Fi is not available.
- ✓ While a good portion of mobile website visits are destination-driven, mobile search continues to grow rapidly, and local search is even more important considering the nature of mobile searches. A mobile-optimized website can be found and visited from a standard search, and you can even expand your paid search campaigns to target mobile devices. If you do offer a mobile app, it's a good idea to provide a link to it from your mobile website.
- ✓ Updating a mobile-optimized website involves the same steps required to update your traditional website. App updates may require submission approvals before being updated in their marketplace. Keep in mind that if you're developing apps for multiple platforms, even a simple update may require significant development resources and time.
- ✓ Mobile web technologies continue to improve, providing mobile website visitors with more app-like experiences. However, a well-designed mobile app typically delivers a superior experience for several reasons. Lastly, an app is developed for a single screen size or a smaller range of sizes, making it easier to design an outstanding interface and controls.

Usage of Smartphone apps at the right way and right time will provide good results for the people. Smartphone apps contain wide spread knowledge which has no boundary.

### **V. Conclusion**

Smartphone apps have wide acceptance among people. It has much influence in the present generation. The frequency of usage is seen more among youngsters. The most preferable app is social networking apps than games. The introduction of 4G and 5G technologies provide better and faster internet access. Peer group influence and cost effectiveness leads the selection of various apps by the respondent. The students are addicted to the social networking sites since they consider this as the most indispensable Smartphone application. The addictions to such sites have to be clearly monitored in order to avoid the risk elements in it. The number of Smartphone app users will be increased if they are provided with high network quality, speed and reasonable cost of data usage. It confirms that Smartphone app usage continues to be on a sharp upward trajectory.

### **References**

- [1] <http://www.webcitation.org/6ES3uUHPv>
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