Abstract

Nowadays, there is an ongoing tremendous transformation in mobile phone which was earlier used just as a communication tool, but now they are being used as a tool of personalized solution. This is made possible only through the introduction and development of mobile application. Apps are considered as the decorative material to the mobile phone. At present the use of apps can be seen in every area like education, business, entertainment, communication, shopping, and for other daily usage. Mobile apps provide advantage to the customer by providing information and to the businessman as well in making and retaining customers. As there are apps for every walk of life and no doubt they have made life easy. The increasing usage of mobile applications makes it necessary to know the view point of customers. Therefore, in this paper an attempt has been made to know the usage of apps and factors affecting the app usage.

1. INTRODUCTION

In today’s fast changing era where we don’t have much time but want to move fast with time, look up to something which can provide us easy and fast solution and here comes the mobile application. In India there has been an increase in smart phone users and therefore an increase in app usage. Today apps are built not just for smart phones anymore they are needed for wearable, connected homes, smart cars etc. Mobile apps are available nearly for every task imaginable from predicting whether to encrypted messages, doing photos with friends or requesting a personal driver, there is an app for most imaginable need. A study by Yahoo’s Flurry shows that there was an increase of 43% in app usage in India in 2016. And the major proportion of this 43% comprises of entertainment and finance apps.
A study by Kleiner Perkins Caufield & Byers with partner Mary Meeker with special focus on Indian context shows that social apps enjoy the status of most downloaded apps being Whatsapp in the leading position. Four of Facebook owned apps are currently among the top 10 Android apps in India. Jio TV registered the highest jump in terms of ranking over the past years at 9th position from 301st position.

Table 1: Top 10 Non- Garring apps

<table>
<thead>
<tr>
<th>Google Play Store Rank (5/29/2017)</th>
<th>App</th>
<th>Origin</th>
<th>Category</th>
<th>Rank on 5/30/2016 (one year ago)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Whatsapp (Facebook)</td>
<td>USA</td>
<td>Messaging</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Facebook Messenger</td>
<td>USA</td>
<td>Messaging</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Shareit</td>
<td>China</td>
<td>Utility – File transfer</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Truecaller</td>
<td>Sweden</td>
<td>Utility- Dialer</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td>Facebook</td>
<td>USA</td>
<td>Social</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>UC Browser (Alibaba)</td>
<td>China</td>
<td>Browser</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>MX Player</td>
<td>Korea</td>
<td>Utility- Video player</td>
<td>13</td>
</tr>
<tr>
<td>8</td>
<td>Hotstar</td>
<td>India</td>
<td>Entertainment</td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>Jio TV</td>
<td>India</td>
<td>Entertainment</td>
<td>301</td>
</tr>
<tr>
<td>10</td>
<td>Facebook Lite</td>
<td>USA</td>
<td>Social</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: Top 10 Non- Garring apps, Google Play Store, India, 5/29/2017

2. LITERATURE REVIEW:

- A study was done by Kleiner Perkins Caulfield & Byers partner Mary Meeker with a considerable amount of focus on growth of internet usage in India and the growing trend was shown in her annual “Internet Trend” report released in May 2017. The study showed the tremendous increase in internet users from 54 million in 2009 to 355 million in 2016.

- A research by Yahoo’s Flurry Analytics also showed the the growing trend of internet in Indian market by releasing the findings for “State of App Nation in India”. The research unveiled the insight around the mobile apps activities and their usage, emerging growth categories and device adoption trend in India.
3. OBJECTIVES

❖ To analyze the increasing trends of mobile apps among different age groups.
❖ To find out the factors affecting the apps’ usage.
❖ To know the apps’ impact on people’s life.

4. RESEARCH METHODOLOGY

Looking at requirements and objectives of the study the Analytical type of research design has been adopted. Considering the set objectives, this research design has been adopted for ensuring greater accuracy and in depth analysis of the research study. Available secondary data has been extensively used for the study. Various news articles and Web have been used which are enumerated and recorded. Primary data has also been collected from respondents. The required data has been procured through survey method. To collect the primary data a survey was done through a questionnaire in which responses of 91 respondents has been recorded. Percentage method has been used for the analysis of data.

5. FINDINGS

A survey was conducted to study the app popularity with respect to their types, factors affecting their usage and impact they have on people’s life among different age groups. The report shows that no person having smart phone is left without using apps in their every walk of life.

5.1 Gender Participation

As the female participation in every field is increasing day by day it resulted that female participation in apps usage has also increased to cope with the challenges of work life.
5.2 Age Group Participation

Today, in the tech era people have started using apps at their very early age of life. The data shows great number of people of age group 18-28 are found using apps.

5.3 Usage Rate

While talking about the mostly used apps then Social Media apps have always been the leader among all the age groups followed by entertainment, others, educational and business apps. Here, other apps include Travelling apps, Payment apps, shopping apps, and other utility apps.
5.4 Purpose
Apps serve a lot of purposes like convenience, information gathering, decision making and some others like having fun, a way to chill out or as a mean of mood refreshing etc. The survey shows that in the targeted group, apps serve the information gathering purpose at the most.

5.5 Impact on Life
Apps now have become an integral part of our day to day life. Besides being an integral part, there are some people who don’t let themselves to depend on technology and therefore they feel not extremely impacted and neutral with the apps.

5.6 Problems
While using apps one may face any kind of problem like technical error, lack of competency or any other problem. Among these the technical problem technical error dominates all other problem.
5.7 Nature of App used
Today, apps are available in both of its kind paid apps and free apps. Most of the time it is seen that people like free apps over paid apps. But where free apps are not available therefore, it depends on the requirement which one to opt for.

![Figure 5.7: Nature of App used](image)

5.8 Time Duration
Apps have become such an integral part of life that people spend 1-2 hours followed by 2-4 hrs daily using apps.

![Figure 5.8: Time Duration](image)

5.9 Impact of internet plans
Internet plans affect the app usage at the most.78.7% people says that costly internet packs restrict their app usage but 21.3% people does not get affected by the internet plans, apps have become an integral part of them.
6. CONCLUSION
Today, apps are being used by every age group and type of apps used varies according to different age groups but among different apps in different age groups, social media apps have always been at the top. On one hand, usage of apps is increasing, but on the other hand there are some factors which do affect the usage of apps like technical errors, online advertisements, prices of internet packs and some where it is also affected by the lack of competency to operate. There are some people who have mobile phones but they are unable to utilize them productively it is because of digital illiteracy, they feel threatened of being cheated like people hesitate while using payment apps. Apps play a great role in making an economy digital. To make that true some steps should be taken towards improving the digital literacy and providing internet packs at economical cost.

7. REFERENCES
[3] https://docs.google.com/forms/d/1JbmbkEb6kW9elBcoyAvUo0pwN74JUAcqaISINFuyA/edit#responses

TO CITE THIS PAPER
This is certified that the paper entitled

Role of Mobile Apps in Business

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has been accepted & published online in IJIFR continuous 56th edition


The mentioned paper is accepted after rigorous evaluation through double blind peer reviewed process.

[Authorised Signature With Seal]

Dated: 20/04/2018