Users Satisfaction in Mobile Applications

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ABSTRACT - A mobile app is a computer (software) program designed to run on smartphones, tablet computers and other mobile devices (Wikipedia). The increased use of mobile devices and mobile Internet has led to an explosion of the development and download of mobile applications. Businesses started competing to have a mobile application to gain competitive advantage or stay competitive. They have been developed to provide many important functionalities to people in different ways. Therefore, ensuring usability and satisfaction in mobile applications has been a major concern at this present age. To understand this quality attributes, several theories will be studied from psychology and consumer behaviour perspective.

Keywords: satisfaction, Mobile app, competitive

I. INTRODUCTION

A mobile application is a software application designed to run on smartphones, tablet, computers and other mobile devices. Mobile technology has witnessed a lot of advances in development that have allowed a widespread of application to be developed. These applications are developed by people, agencies owned by government, business organizations, military and educational organizations with the aim of meeting a need. The need arises for mobile applications to be usable by people. It is made up of effectiveness, efficiency, freedom from risk, satisfaction and context coverage. Therefore, it is important to understand what leads to satisfaction as mobile apps are concerned. Study will be made on whether people are satisfied or dissatisfied with the services provided by mobile applications. On the other hand, as mobile phones are becoming as more as a part of our daily life, we use mobile apps much more for communication, shopping and working. Analyses the satisfaction level of respondents using mobile applications. To understand user satisfaction, different satisfaction theories will be examined from psychology and consumer behaviour perspective, the reasons why users are satisfied or dissatisfied with mobile applications will be identified based on theories and elements of satisfaction and recommendations will be made to ensure maximum satisfaction in mobile applications. Finally the consequences of satisfaction will be discussed.

OBJECTIVES OF THE STUDY

- To know about the awareness level of mobile applications among the respondents.
- To analyses the preference of mobile application among the respondents.
- To analyses the satisfaction level of respondents using mobile applications.
- To analyses the usage of mobile applications.
- To analyses the problem faced by respondents.

HISTORY OF MOBILE APPLICATION

If you go back to the history of the mobile applications, then you can clearly figure out that a few Java games, a calculator or monthly calendar were all that came under the category of mobile apps. However, the first smart phone was announced for the general use by IBM in 1993 that was equipped with the features like calculator, world clock, calendar and contact book. The BlackBerry Smartphone released in 2002 was the next major achievement in the field of mobile application development and it was marked by BlackBerry Limited, formerly known as Research in Motion Limited (RIM) and integrated with the innovative concept of wireless email.

STATEMENT OF THE PROBLEM

In current scenario human life is running with mobile applications. Mobile applications are the important one which runs the peoples life smoother. Because the people are highly depending the mobile application to their day to day activities. People are need mobile application from their bed to bed because every day they starts their life with the mobile application and the day end with the mobile application. For satisfying this huge need lot of mobile application creators are developed. This study studies the need, preference, satisfaction and the factors which influence the users to use the mobile application.

II. REVIEW OF LITERATURE

McAfee has counted 457 kinds of mobile malware [5]. In June 2004, the first worm that might spread through mobile phones with Symbian OS appeared: this worm, called Cabir [7], was merely a prototype residential by the 29A Eastern European hacker group. Cabir is considered the first instance of malicious code that can spread itself exploiting the networking technologies on mobile devices to infect other devices.

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According to Pruthikrai Mahatananko on“ Awareness of mobile commerce existence implies that the individual has heard of it and has some idea of the kind of services it provides”. He stated that consumers are not aware of their mobile device capabilities, M-commerce capabilities and mobile commerce pricing and further he stressed on the need of the communication between mobile vendors & mobile users through better awareness activities .

III. TYPES OF APPLICATION

- **Native apps**

Such apps are developed for a single mobile operating system exclusively, therefore they are “native” for a particular platform or device. App built for systems like Android, Windows phone, Symbian, Blackberry cannot be used on a platform other than their own. In other words, user won’t be able to use Android app on iPhone. Main advantage of native apps is high performance and ensuring good user experience as developers use native device UI. Moreover, an access to wide range of APIs that puts no limitation on app usage. Native applications are distinctly accessible from app stores of their kind and have the clear tendency to reach target customers. Some cons to native apps are higher cost compared to other types of apps – due to the need of creating app duplicates for other platforms, separate support and maintenance for different types of apps resulting in bigger product price

- **Web apps**

These are software applications that behave in a fashion similar to native applications. Web apps use a browser to run and are usually written in HTML5, JavaScript or CSS. These apps redirect a user to URL and offer “install” option by simply creating a bookmark to their page. Web applications require minimum of device memory, as a rule. As all personal databases are saved on a server, users can get access from any device whenever there is internet connection. That is why the use of web apps with poor connection would result in bad user experience. The drawback is access to not that many APIs for developers, with exception of relocation and few others. Performance is inextricably linked due to browser work and network connection. Only up to 14% of time users spend on mobile websites.

- **Gaming apps**

This is the most popular category of apps housing more than 24% apps in the App store. It is not surprising as most of the population spent their leisure time playing games. Gaming apps are exhilarating to the users while prompt app developers to invest more resources and time to create new games and mobile versions of famous stationary games. For users, gaming apps are highly engaging and offer them sense of accomplishment. Hence, developers find it the most lucrative category to invest in.

- **Business apps**

Also referred to as productivity apps, they holds the second place with the considerable 10% share. Modern-day smartphones are capable of performing many complex tasks on the run. Billing, buying, booking, sending emails, tracking working progress – you name it. Business apps vary from B2B applications to office and personal apps to boost productivity and minimize expense: imagine that you can find Android app developers for hire, recruit a new sales-manager or buy new cartridges for your office printers just with one tap

- **Educational apps**

This category is somewhat blurry in its content, as it may encompass a vast field of mobile apps. In other words, an app can be educational to some extent and still do not fit in this category. Or otherwise. However, it’s good to know that we as society care about self-education, which brings this category to the top 3 of our list. Kids can learn while playing educational game apps. Students may learn out of the class and adjust individual learning pace. Moreover, according to recent reviews many educational apps are useful for teachers as well – organizing a teaching process better, educating themselves, etc.

- **Entertainment apps**

This category of apps has one sole focus–keeping you busy. Entertainment apps are often used to fill your time, whether you’re jet-setting across the country, lounging at home, or really anywhere in-between. Along with their websites, a lot of popular streaming services have mobile applications so users can access their library wherever they are. Entertainment apps can include video, text, or audio content. You may be familiar with the Amazon Kindle e-reader, but there’s also a kindle app for users that don’t have actual hardware itself. This way, more people can download a book from the store and read it on their own device, significantly widening the service’s customer base. Other examples of entertainment apps are Netflix, YouTube etc.,

- **Travel apps**

Travel app purpose is 100% crisp and clear, as the title suggests – to make your traveling easier, more comfortable, fun and informative. Some of them turn your smartphone into universal travel diary, some can literally guide you through the unknown sites abroad using maps, some provide translation assistance. That’s why most of today’s tourists seem to be digitally-savvy all-knowing travellers.

IV. DATA ANALYSIS

The findings of the study are summarized and presented here with tables provided.

S.No	Age	Respondents	Percentage
1.	Under 18 years	12	10
2.	18-30 years	83	69.2
3	30-50 years	24	20
4	Above 50 years	1	0.8
Total		**120**	**100**

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From the table reveals that 83(69%) respondents are age group of 18years-30years, 24(20%) respondents are age group of 30years-50years, 12(10%) respondents are age group of under 18 year,1(0.8%) respondents are age group of above 50years. It is concluded that majority of the respondents are age group of 18years-30years.

S.No	Sex	Respondents	Percentage
1.	Male	49	41
2.	Female	71	59
Total		**120**	**100**

From the table states that out of 120 respondents 71(59%) respondents are female, 49(41%) respondents are male. It is concluded that majority of the respondents are belong to the female.

S.No	Mode of use	Respondents	Percentage
1.	Online	92	77
2.	Offline	7	6
3	Both	21	17
Total		**120**	**100**

The Table state that 92(77%) respondents are using mobile application in online mode, 21(18%) respondents are using mobile application in online or offline mode both ,and7(6%) respondents are using mobile application in offline mode. It is concluded that majority of the respondents are belong to the online.

S.No	Type of Mobile Application	Respondents	Percentage
1.	Social Media	39	33
2.	Games	22	18
3.	Education	16	13
4.	Medical	7	6
5.	Cooking	6	5
6.	Entertainment	25	21
7.	Banking	5	4
Total		**120**	**100**

The Table indicates that 39(33%) respondents are using mobile application for social media, 25(21%) respondents are using mobile application for entertainment,22(18%) respondents are using mobile application for games,16(13%) respondents are using mobile application for education,7(6%) respondents are using mobile application for medical,6(5%) respondents are using mobile application for cooking, and 5(4%) respondents are using mobile application for banking. It is concluded that majority of the respondents are belong to the social media.

S.No	What is opinion	Respondents	Percentage
1.	Good	103	85
2.	Moderate	17	15
3	Bad	0	0
Total		**120**	**100**

The Table state that 103(85%) respondents are feel about their mobile application is good, 17(15%) respondents are feel about their mobile application is moderate, nil percent of the respondent are feel about their mobile application is bad. It is concluded that majority of the respondents are belong to the good.

V. SUMMARY OF FINDING

Findings are the means from interpretation and generalization which provides suggestions and after valuable conclusion. In this regard the researcher consolidates the findings of her research under the study.

PROFILE OF THE RESPONDENTS

The profile of the respondents was inferred by studying the factors such as age, education sample respondents.

- Out of 120 sample respondents, 83 respondents belong to the age group 18years to 30 years.
- Out of 120 sample respondents, 71 respondents are female.
- Out of 120 sample respondents, 92 respondents are using online mode.
- Out of 120 sample respondents, 39 respondents are using social media.
- Out of 120 sample respondents, 103 respondents are using good.

VI. CONCLUSION

Mobile applications are increasingly one of the most popular information access devices. This research study was conducted to increase our current understanding of mobile application market in general and analyse consumer decision making in particular. The study has attempted to cast light on the preference of the consumers also this study has necessitated the mobile application increase the awareness about its different application which are high in quality than their competitors. The company must attract its consumers by providing many free offers related to their application to maintain a long run market. If the above suggestions are implemented, the company will reach a highest target in the near future.

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