
**CUSTOMER PREFERENCES ON OVI AND ANDROID APPLICATIONS:
AN EXPLORATORY STUDY**

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ABSTRACT

The purpose of this study is to compare the customer preference on mobile technology/applications with reference to Bangalore city. Considering the market trends of the new era technology/ applications, the android platform provides more number of applications which are more appealing to the users. As we all know Nokia has launched its OVI much before the Android could enter the market, the close competition between these has led to better applications leading to good alternatives for the users. The preferences of the users varied hence there is a need for the study to be conducted on Customer Preferences on OVI and Android applications: A Comparative Study. OVI Platform and Android Platform are chosen due to their elevated competitive nature in providing best applications. Level of satisfaction can be evaluated by considering the demographic variable to project actual and accurate information.

Approach/ Design: A sample of 300 mobile users was drawn. Convenience sampling technique is used to collect the data. The data was analyzed by using Chi-Square Test and Factor Analysis (Systat software version 13) as the statistical tool.

Findings: It is been observed that the most of the mobile users are from age group below 25 years, who uses the high end cell phones like smart phones. The interest in using the advanced electronic gadgets is very high especially the android platforms cell phones are in great demand.

Conclusion: This research paper leads us to the conclusion that influence of latest technology is more on the youngsters. Especially the majority of the respondents are interested in downloading movies, more music and entertainment programs.

Keywords: *Android application, OVI application, User friendly, operating system, Customer Preference.*

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INTRODUCTION:

The purpose of this study is to compare the customer preference on mobile technology/applications with reference to Bangalore city. Considering the market trends of the new era technology/ applications, the android platform provides more number of applications which are more appealing to the users. As we all know Nokia has launched its OVI much before the Android could enter the market, the close competition between these has led to better applications leading to good alternatives for the users. The preferences of the users varied hence there is a need for the study to be conducted on Customer Preferences on OVI and Android applications: A Proportional Study.

OVI Platform and Android Platform are chosen due to their elevated competitive nature in providing best applications. Level of satisfaction can be evaluated by considering the demographic variable to project actual and accurate information.

OVI Platform: This software is launched by Nokia. The Brand focuses on the internet services. Normally these services are utilized by using mobile phones, computers via web. The software emphasizes on the five different areas like Media, Messaging, Maps, Games, & Entertainment.

Android Applications Platform: Android is Linux based operating system which is associated with Google in 2005. It is designed for touch screen mobile gadgets like Smart phones and Tablet Computers. This application allows the users to browse, downloads and updates apps.

The pattern of this research paper is as follows. The first level will be focused on the Demographic variables influences Level of satisfaction yielded by the Mobile Application users. Second level is projected on the customer's preferences on the OVI suite and Android Apps. And final level proposed on the findings and suggestions.

OBJECTIVES OF THIS PAPER:

- To know the Demographic variables influences Level of satisfaction yielded by the Mobile Application users.
- To compare customers preferences on the OVI suite and Android Apps.

HYPOTHESIS:

H₀: There is no effect of demographic variables on the satisfaction level of mobile users.

H₁: There is effect of demographic variables on the satisfaction level of mobile users.

SCOPE OF THE STUDY:

This study was carried out in Bangalore city. The consent cannot be broadened to the entire Karnataka state or India. In addition to this, the study can be conducted on a bigger scale to authenticate the consequences.

Research methodology:

Utilization of research methodology/ design is discussed in this section; this research study is descriptive in nature. The details are listed below.

Survey Instrument

For this research study, the survey method has been adopted for data collection from a sample size of 300 respondents. The sampling technique used was Convenience Sampling method.

Data collection

The researcher visited the mobile users personally for the extraction of data. All the 300 mobile users responded to the questionnaire. The response from 300 mobile users is considered for the primary data.

Data Analysis Methods

The data was analyzed by using Chi-Square Test and Factor Analysis (Systat software version 13) as the statistical tool.

Statistical Test:

$$\text{Chi-square test } (\chi^2) = \sum \frac{(O-E)^2}{E}$$

Degrees of freedom = (R-1) (C-1)

Whereas, O = Observed frequency

E = Expected frequency

R = Number of rows

C = Number of columns

To find E:

$$\text{(Row Total} \times \text{Column Total)}$$

Expected Frequency = -----

Grand Total

ANALYSIS AND INTERPRETATION:

Reviewed Statistics of Sampled Mobile Users, N=300

Table 1: Classification of respondents

Sl. No.	Factors	Category	No. of Respondents	Percentage
1.	Gender	Male	184	61.33
		Female	116	38.66
		Total	300	100
2.	Age	Below 25 years	193	64.33
		26-40 years	86	28.66
		41-50 years	14	4.66
		Above 50 years	7	2.33
		Total	300	100
3.	Qualification	Up to Matriculation	42	14
		10+	59	19.66
		Graduate	127	42.33
		Post Graduate	48	16
		Others	24	8
		Total	300	100
4.	Occupation	Business	53	17.66
		Profession	98	32.66
		Household	11	3.66
		Services	114	38
		Others	24	8
		Total	300	100

Source: Compiled from primary data

A good majority of the mobile users (as shown in table 1) were males (61.33%) in the age group of below 25 years of age (64.33%) and were graduate (42.33%). Most of them were services/service industry (38%).

HYPOTHESIS TESTING:

H₀: There is no effect of demographic variables on the satisfaction level of mobile users.

H₁: There is effect of demographic variables on the satisfaction level of mobile users.

Table 2: Chi – Square Test Value

Level of Significance	Degrees of freedom	Table/Critical Value	Calculated Value	Mean	S.D
5%	3	7.81	11.938	37.5	41.69

The critical (or Table) value of $\chi^2 = 7.81$ at $\alpha=0.05$ and degree of freedom= 3. Since the calculated value of $\chi^2 = 11.938$ is greater than its table value, the null hypothesis is rejected. Consequently we can say that there is effect of demographic variables on the satisfaction level of mobile users

OVI Platform:

Table 3: Latent Roots (Eigen Values)

1	2	3	4	5
2.244	1.287	0.917	0.552	0.000

TABLE 4: Components Loading

Variants	1	2
Strongly Agree	0.313	-0.900
Agree	-0.916	0.348
Neither Agree Nor Disagree	0.659	0.090
Disagree	0.673	0.333
Strongly Disagree	-0.649	-0.488

TABLE 5: Variance Explained by the components:

1	2
2.244	1.287

TABLE 6: Percent of Total Variance Explained:

1	2
44.876	25.746

Android Platform:

TABLE 7: Latent Roots (Eigen Values)

1	2	3	4	5
2.313	1.268	1.257	0.162	0.000

TABLE 8: Components Loading

Variants	1	2	3
Strongly Agree	-0.955	0.183	0.234
Agree	0.570	-0.063	-0.817
Neither Agree Nor Disagree	0.855	0.134	0.428
Disagree	0.366	-0.749	0.517
Strongly Disagree	0.460	0.807	0.292

TABLE 9: Variance Explained by the components:

1	2	3
2.313	1.268	1.257

TABLE 10: Percent of Total Variance Explained:

1	2	3
46.257	25.355	25.143

FINDINGS:

- 1) It is been observed that the most of the mobile users are from age group below 25 years, who uses the high end cell phones like smart phones. The interest in using the advanced electronic gadgets is very high especially the android platforms cell phones are in great demand. The respondents are looking for more entertainment, gaming apps, and to stay connected with friends via social networks.
- 2) The mobile users are more electronic gadget savvy, expecting more advanced versions in the platforms, interested to explore more with the help of the gadgets; travelers find it an excellent tool to use the mapping/navigation systems.

- 3) Age group between 41-50 years and above 50 years, the respondents are finding difficult in using the advanced cell phones, and it is also confirmed that they are quite flexible with the basic model of the cell phones. They believe that cell phone is used only to answer the incoming and outgoing calls where as other apps and software makes no big difference.
- 4) After the calculations it has been confirmed that there is optimum scope for both the Android and OVI platform/ Applications mobile phones (For more fine points refer Annexure). Youngsters prefer OVI suite and android for the following reasons, user friendly, and number of downloads, attracted towards gaming and social networks, up gradation of the latest version, interested in downloading movies/ promos.

CONCLUSION:

Technology plays a vital role in the growth and development of any nation. Technology especially related to the mobile phone has tremendous impact on the likeliness of the customer/mobile users. Latest gadgets/ Mobile phone users are quite convinced with the upcoming technology and interested to use it.

Most of the cases people prefer to buy the smart phones and these phones are less expensive, people buys the average priced phones rather going for the expensive phones which are available in the market.

LIMITATION OF THE STUDY:

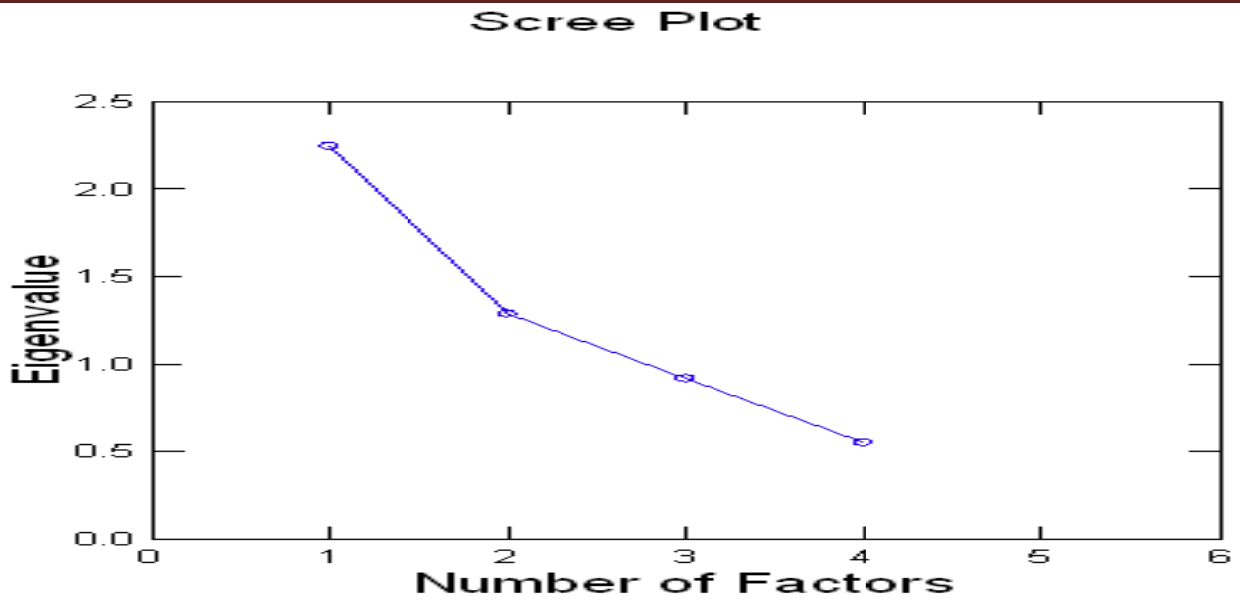
This research study has some boundaries. Originally, the research paper has been carried out in Bangalore city. It is fairly apparent that the view/principle of people of diverse cities may be varied. The respondents for this study were both educated and some are them are less/no educated people might have the dissimilar views.

Scope for further research:

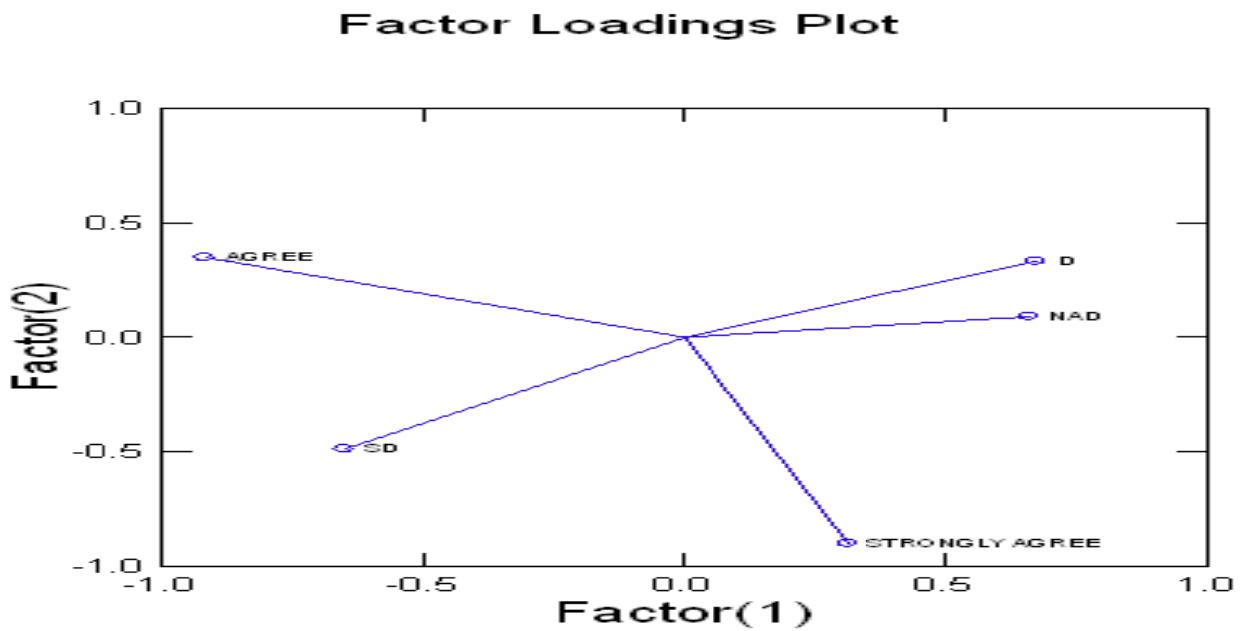
Considering the limitations of this study mentioned above, future research can be focus on the satisfaction level of the mobile users and perception to purchase the smart phones. A study can be done to determine the gap between OVI and Android Apps.

Annexure:

Graph 1: Eigen values and Number of Factors of OVI



Graph 2: Factor Loading Plot for OVI



Graph 3: Eigen values and Number of Factors of Android



Graph 4: Factor Loading Plot for Android

